# The largest learning event in history

During Computer Science Education Week, December 8-14, 2014
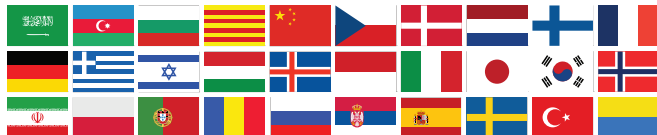
**The Hour of Code is coming, again!**



Last year, 15 million students tried an Hour of Code in one week. Join students all over the world for an Hour of Code during Computer Science Education Week, December 8-14. **We're aiming for 100 million students worldwide to do an Hour of Code by the end of 2014! Sign up at http://hourofcode.com**

## What is the Hour of Code?

**A one-hour activity.** Students of all ages can choose from a variety of self-guided tutorials, from kindergarten on up.

**A spark to keep learning computer science.** Once students see what they create right before their eyes, they're empowered to keep learning.

**A global movement reaching tens of millions of students in 170+ countries.** Anyone, anywhere can organize an Hour of Code event. Tutorials are available in over 30 languages.



## Why computer science?

Kids are constantly using technology today, but how many are learning to build it? Every 21st-century student should have the opportunity to learn computer science, yet fewer schools teach

"I have **never**, **ever** seen my students so excited about learning."
—Michael Clark, Teacher

computer science than 10 years ago. The basics help nurture creativity and problem-solving skills, and prepare students for any future career.

## Bring it to your classroom

**Calling ALL teachers:** Especially if you're a K-8 teacher, or teach at a school that doesn't offer computer science, one Hour of Code is a chance to start modernizing your school's curriculum.

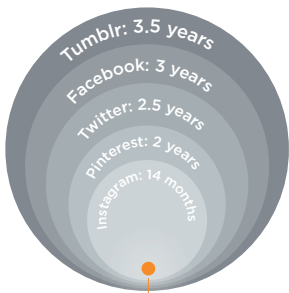**No experience needed:** We will provide activities for all students, from kindergarten up.

**Computers are optional:** Students can learn basic programming concepts on a computer, tablet, smartphone—or no device at all.

## Prizes for EVERY educator—and win computers for your school, or a classroom chat with a special guest speaker

- Every Hour of Code organizer will receive **Dropbox space** or **Skype credit** as a thank you for bringing it to students.
- One lucky school in every US state (+ Washington, DC) will win $10,000 worth of technology!
- 50 lucky classrooms will win video chats with special guests.

## Incredible stats from last year's Hour of Code. In one week alone:

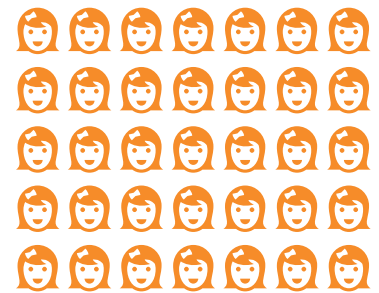**It was the fastest to reach 15 million users.**

Tumblr: 3.5 years
Facebook: 3 years
Twitter: 2.5 years
Pinterest: 2 years
Instagram: 14 months

**The Hour of Code: 5 days**

**15 million students in 170 countries learned an Hour of Code.**

**More girls tried computer science than in the last 70 years.**

**Over 10 million girls in 2013**

## Together, we can fix the diversity gap in computer science

The Hour of Code is a first step in showing all students what computer science is all about. Last year, almost half of all Hour of Code participants were girls, 8% were black and 14% Hispanic. Computer science students on average are only 18% female, 3% black, and 8% Hispanic.

## Join us to propel unprecedented momentum—from CEOs to celebrities to the President

- Tech titans Bill Gates, Jack Dorsey, Susan Wojcicki and Gabe Newell all connected with classrooms in live video chats.
- President Obama, Shakira and Ashton Kutcher all kicked off last year's Hour of Code with video messages.
- Over 100 partners have come together to support this grassroots campaign, including Boys and Girls Clubs of America, College Board, Microsoft, Amazon, Teach for America, Khan Academy and more.

"Every single day yielded the same results—**100% engagement.**"
—Nina Nichols Peery, Teacher

## Mark your calendars now for December 8–14, 2014!
**Start at http://hourofcode.com**

# Hour of Code Participation Guide:

1. **Details** on Hour of Code activities
2. **Sign up your classroom** and recruit your school
3. **Plan your hardware needs**—computers are optional
4. **Spread the word** to students and parents
5. **Plan a school-wide assembly**
6. **Beyond the Hour of Code.** Keep learning!

## 1 Details on Hour of Code activities

We'll host a variety of fun, hour-long tutorials on the for students of all ages created by a variety of partners. Try out options at http://code.org/learn. We'll release new tutorials to kick off the Hour of Code before December 8-14.

### All Hour of Code tutorials:
• **Require minimal prep-time for teachers**
• **Are self-guided**—allowing students to work at their own pace and skill-level

Code.org's own Hour of Code tutorial features **Angry Birds, Plants vs. Zombies** and video lectures from **Mark Zuckerberg** and **Bill Gates**.

## 2 Sign up your classroom and recruit your school

**Are you a teacher?** Host an Hour of Code event for all your students throughout the week. Urge other teachers to do the same.

**Are you a principal?** Plan for your entire student body to do the Hour of Code. You don't need a computer for every child (plus, you'll qualify for huge prizes!).

**Are you a superintendent?** Challenge every school in your district to sign up.

**Are you a parent?** Pass this on to your local school. Volunteer to help.

### Where should you start?
• Tell us about your Hour of Code at http://hourofcode.com and we'll mail you posters to help excite students.
• Give this brochure to your principal to get every student at your school on board.
• Qualify for prizes at http://hourofcode.com/prizes

## 3 Plan your hardware needs—computers are optional

The best Hour of Code experience will be with Internet-connected computers. But you don't need a computer for every child.

Here are a few options:
**In the computer lab:** Bring your class to the computer lab for one period so students can do the Hour of Code together. (Computers need to be Internet-connected to access web-based tutorials.)

**In your classroom:** If your classroom already has Internet-connected computers, tablets, or laptop carts, your students can take turns doing the Hour of Code throughout CSEdWeek.

**Work in pairs:** This requires fewer computers, and students collaborate to learn more.

**On the board:** If your classroom has a web-connected projector or SMART Board, the entire classroom can do an Hour of Code together on the shared screen.

**Engage parents to bring hardware:** Ask parents to bring in tablets or laptops for the class to share (in schools that have WiFi).

**Use smartphones**: If your school doesn't have enough computers or Internet access, many of the one-hour activities will also work on smart phones. Kids without smart- phones can pair up.

**Go "unplugged:"** We will offer "unplugged" tutorials that teach introductory principles of computer science without an electronic device.

### 4 Spread the word to students and parents

**Share Promotional Materials.** Inspire students with videos and print posters and hang them in your school. Find everything you need at http://hourofcode.com/resources

**Tell parents.** Tell parents about the Hour of Code and encourage them to participate too, at home or at work. Students with engaged parents are more likely to pursue computer science and parental involvement is critical to building the support we need to bring computer science to every K-12 school in the United States. See a sample email to parents at http://hourofcode.com/resources

**Reward participants.** Go big and create prizes and awards for Hour of Code participants, whether for students or teachers.

### 5 Plan a school-wide assembly

The biggest and best way to kick off the Hour of Code is with a school-wide assembly during December 8-14.

Show a Code.org video, invite a speaker and try an "unplugged" activity with students live in front of the entire school. Contact press and local officials to tell them about your school's participation in the international Hour of Code movement.

"I knew this was a **once-in-a-life-time** chance"
—Mariana Alzate, 5th grader

- In high schools, this is a great way to recruit students to sign up for spring computer science courses.
- In elementary and middle schools, it can kick off the start of more classroom lessons.

### 6 Beyond the Hour of Code. Keep learning!

Here's what you and your students can do after finishing the Hour of Code:

**Continue learning in class or online.** The Hour of Code is just a first step. Keep going with Code.org's online learning platform, Code Studio. Courses and apps are available for all ages, with options to create interactive games, stories or apps. Start at http://studio.code.org.

**Add computer science to your school's curriculum.** Visit http://code.org/educate to learn how to bring computer science courses and professional development to your school or district. If you're an elementary school teacher, find free, one-day workshops at http://code.org/k5.

**Help remove policy obstacles to computer science.** Code.org and our partners are working to change policies at the federal, state and local level to increase access to computer science for all students. Visit http://code.org/promote to learn more about what's happening in your area and how you can help.

Join the movement! Computer science is foundational for every student. Give yours a chance to start with one Hour of Code.
**Start at http://hourofcode.com**

HOUR
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CODE