

Hour of Code Regional Partner Toolkit

Anybody can learn
December 7-13, 2020

HOUR
OF
CODE



Encourage your community to make the pledge to bring computer science to their schools

Together, we can change the face of education. We can ensure every student has the opportunity to learn how to create technology, not just use it. We can give them a foundation for success in any 21st-century career path. It can begin with an Hour of Code.

The Hour of Code aims to introduce computer science early—it sparks students' interest in the CS opportunities you are bringing to their schools. And, Computer Science Education Week has the potential to bring students, educators, school administrators, parents, and even local policy makers in your region together through an Hour of Code event. This guide will provide you some basic ways to participate in the Hour of Code, but we encourage you to get creative!

Thank you for leading the way.

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Overview

Computer science is the defining field of the 21st century, yet most schools don't teach it. As a Code.org regional partner, you are helping to change that. Please continue to encourage your community to get involved. It starts with an Hour of Code.

The Hour of Code is a one-hour introduction to computer science designed to demystify code, to show that anybody can learn the basics, and to broaden participation in the field of computer science. Since 2013, the Hour of Code has been part of Computer Science Education Week, an annual celebration of the computing field and its heritage. Now a global phenomenon, the Hour of Code has reached over 100 million students of diverse backgrounds in 180+ countries!

As the largest learning event in history, the Hour of Code has widespread reach and there is concentrated visibility on computer science during CS Education Week. It's the ideal time to rally school districts and administrators to bring computer science to their schools and get teachers interested in the professional learning opportunities you provide.

Bring the Hour of Code to school districts

Get every school participating, every student learning!

Recruit local schools

Send an email to district partners and include the teacher how-to guide. Ask them to include a short blurb in newsletters/district communications.

- Sample email for district partners: <https://hourofcode.com/promote/resources#email>
- Teacher how-to guides: <https://hourofcode.com/how-to>
- Short blurb for newsletters: <https://hourofcode.com/promote/stats>

Provide schools with a sample logistics plan to give them ideas of how to organize whole school participation. It's as easy as doing it in every math class, homeroom period, or rotating throughout the week through the computer lab.

- Sample logistics plan: https://hourofcode.com/files/HOC_Logistics_plan.pdf

Share on social media

Post Hour of Code announcements to Facebook or Twitter. Sample posts can be found at the end of this document. Or share inspirational pictures and quotes from world leaders or computer science stats.

- Inspirational pictures and quotes: <https://hourofcode.com/promote/resources#social>
- Computer science stats: <https://hourofcode.com/promote/stats>

Promote on your homepage

Let visitors know about your participation and Hour of Code events. Link your home page to the Hour of Code: <https://hourofcode.com>

Host an Hour of Code event

You can organize and host your own Hour of Code event. Whether it's in a technology class, a school assembly, or a student-parent coding night, students in your region will be talking about the Hour of Code. Use this excitement to rally your CS education community.

How to organize your Hour of Code

1. Prepare for your event

- Determine a venue, date and time.
- Send a letter to invite your local mayor, congressional representative, governor, or influential business person to speak.
 - Sample letter: <http://hourofcode.com/promote/resources#politicians>
- Invite media/press. i.e. local news station, newspaper, education/tech bloggers. See the Hour of Code media page for help: <https://hourofcode.com/promote/press-kit>

2. During your event

- Kick off your event with one of our inspirational videos. Video resources: <https://hourofcode.com/promote/resources#videos>
- Give an overview of the importance of computer science, using stats and infographics. Stats and infographics: <https://hourofcode.com/promote/stats>
- Other event ideas:
 - Invite local industry leaders to discuss their work involving computer science
 - Invite a local politician and have students teach him or her how to code
 - Have a group of students demonstrate an unplugged activity
 - Have a group of students teach the principal or teachers how to code
 - If your school already teaches computer science, have students demo projects

3. Share how it went

- Share pictures of your event on Facebook and Twitter.
- Use the hashtag #HourOfCode

Sample event

Event: School-wide Computer Science Education Week kickoff assembly

Date: Dec. 4th (start of Computer Science Education Week)

Time: During the school day. Mid-morning events are best. Roughly 1 hour.

Location: School assembly hall (or theater, gym, cafeteria)

Sample run of show

Time	Activity
10:00 - 10:05 am	Open with one of our inspirational videos.
10:05 - 10:15 am	Principal gives an overview of the importance of computer science, using stats and infographics.
10:30 - 10:40 am	Students do an Hour of Code demo for the school. Fun twist: have them teach the principal, politician, or other students.
10:40 - 11:00 am	Students demo an unplugged activity and how computer science can be taught without using computers.
11:00 - 11:05 am	Teacher/principal who helped coordinate school-wide event gives closing remarks.

After the event, encourage classrooms to run an Hour of Code throughout Computer Science Education Week!

Promotional resources

Spread the word to promote the Hour of Code and help raise awareness of the computer science movement.

Promotion and advocacy tools

- Handout 1: The largest learning event in history: <https://hourofcode.com/files/hoc-one-pager.pdf>
- Handout 2: Making computer science fundamental: https://code.org/files/Making_CS_Fundamental.pdf
- PowerPoint: Why teach computer science in K-12: https://code.org/files/computer_science_advocacy.pptx

Post on Social Media — Sample Content

Hour of Code general announcement

- The #HourOfCode is coming again—join the movement. <https://hourofcode.com>
- Computer science is changing our world. Help students be part of this change starting with one #HourOfCode. <https://hourofcode.com>
- Don't just use technology—learn how to build it. Help someone start with an #HourOfCode. <https://hourofcode.com>
- Every leap forward in technology begins with one #HourOfCode. Help the next generation learn! <https://hourofcode.com>

Stats

- More girls have tried computer science through #HourOfCode than in the last 70 years. Help us make history again. <https://hourofcode.com>
- Did you know only 40% of schools teach computer science? Give every student the chance to learn one #HourOfCode <https://hourofcode.com>
- Only 26% of software professionals are women. Introduce more girls to computer science with #HourOfCode <https://hourofcode.com>
- 67% of computing jobs are not in the tech sector. Help put computer science in the standard curriculum with #HourOfCode <https://hourofcode.com>

Create your own

- One #HourOfCode can lead to [fill in your story]. <https://hourofcode.com>
- I'm supporting #HourOfCode because [fill in your thoughts]. Join us <https://hourofcode.com>

Use an image or infographic

Sample images and infographics to use on social media:

<https://hourofcode.com/promote/resources#social>

Promotional resources (cont.)

Videos to share

Women in tech related videos

- [Change the world](#): Starring Sheryl Sandberg, Jasmine Lawrence, Karlie Kloss, May-Li Khoe, Mia Epner, Alice Steinglass, Jess Lee, Paola Mejia Minaya, Malala Yousafzai, and Susan Wojcicki.
- [Malala challenges girls to do an Hour of Code](#): Starring Malala Yousafzai, activist for female education and Nobel Prize laureate.

Hour of Code videos

- [Hour of Code - WORLDWIDE](#)
- [Hour of Code 2015 - WORLDWIDE](#)
- [The Hour of Code is Here \(2015\)](#)
- [President Obama asks America to learn computer science \(2014\)](#)
- [The Hour of Code is Here \(2013\)](#)

General inspirational computer science videos

- [Anybody Can Learn](#): (1 min) A short message from Bill Gates, Mark Zuckerberg, will.i.am, NBA all-star Chris Bosh, Gabe Newell of Valve, Drew Houston of Dropbox, Elena Silenok of Clothia, and other tech heroes, to inspire students to learn to code.
- [What Most Schools Don't Teach](#): (6 min) Learn about a new "superpower" that isn't being taught in 90% of US schools. Starring Bill Gates, Mark Zuckerberg, will.i.am, Chris Bosh, Jack Dorsey, Tony Hsieh, Drew Houston, Gabe Newell, Ruchi Sanghvi, Elena Silenok, Vanessa Hurst, and Hadi Partovi.
- ["Code Stars" - short film](#): (9 min) Learn about a new "superpower" that isn't being taught in 90% of US schools. Starring Bill Gates, Mark Zuckerberg, will.i.am, Chris Bosh, Jack Dorsey, Tony Hsieh, Drew Houston, Gabe Newell, Ruchi Sanghvi, Elena Silenok, Vanessa Hurst, and Hadi Partovi.

Other resources

- [Hour of Code promotional resources](#): Includes brochures, one-pagers, images, stats, posters, etc.
- [About Code.org](#).
- [Even more videos](#) to share in our video library!