# Gather
## WORKSHOPS

# Building a talent pipeline for our industry

## Sponsorship proposal

# The bigger picture

We exist to support the web makers in New Zealand. We want to encourage makers to start teaching, encourage makers to keep learning and ultimately encourage young New Zealanders to choose a career in the web, and support them in achieving that goal.

We believe that our pipeline approach will be extremely beneficial to the New Zealand web industry as it provides a trusted name in the space for young people to attach to and associate with.

This document is primarily concerned with Workshops for Schools and how it follows on to the Gather Internships programme.

## SCHOOLS
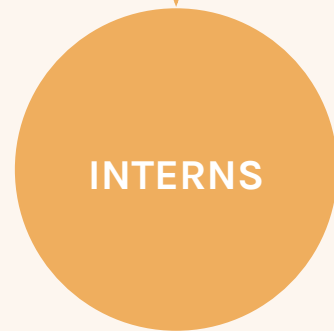
## INTERNS

## INDUSTRY

### WORKSHOPS FOR SCHOOLS

- Learning hard skills
- Exposure to the industry
- Mentoring from industry professionals

### INTERNSHIPS

- Gaining essential experience
- Applying skills obtained through workshops
- Volunteering at Gather workshops to help younger students

### CONFERENCE

- Staying connected to the creative professional community

### WORKSHOPS FOR INDUSTRY

- Professional development

# Workshops for Schools

Workshops for Schools is a programme to teach students the basics of web development whilst giving them essential exposure to the web and tech industry through the involvement of industry professionals. In addition to workshops for students we also run paid workshops for teachers and industry professionals.

The workshops for students programme is held free of charge to schools and students. It relies on industry to present volunteers to act as mentors in the workshop (with a 1-to-4 ratio) and aid the presenter of the workshop. Presenters develop their workshop and release it under Gather's Resources section for free re-use. Presenters are compensated by Gather for their time.

Workshops for Schools is the first step in the pipeline creating and feeding talent into the web and tech industry.



Sarah Hui (Vend) presenting in Okaihau

*The Gather workshop was really enjoyable! The presenters were great and easy to understand. Matt was my mentor. He was really enthusiastic about Gather and the workshop that was being run. Which really inspired me to want to learn more!*

*I may consider using this information in jobs/ careers in the future. Thank you, [Gather] for organising the day, and a huge thanks to the others who helped to make this workshop possible.*

Okaihau Student

Tanya Gray hosted by Westlake Girls High

*I really enjoyed learning about the coding and I will definitely be doing more in future!*

Westlake Girls High Student

*It was really fun and I am really excited to have my own site!*

Westlake Girls High Student

*I really enjoyed learning more about web design and thought the overall experience was really great and not what I was expecting!*
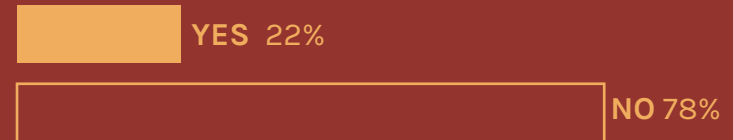
Westlake Girls High Student
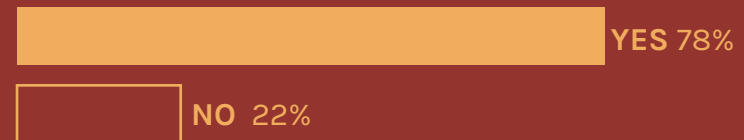
# Feedback

*How much fun did you have today?*

★★★★☆ 4.17

and **89%** want to learn more.

*Did you want to work in the tech industry* **before** *today?*

| | |
|---|---|
| YES | 22% |
| NO | 78% |

*Did you want to work in the tech industry* **after** *today?*

| | |
|---|---|
| YES | 78% |
| NO | 22% |

# Internships

Our goal is to foster students' skills so that they have the necessary capabilities to gain real world experience in the web and tech industry with Gather Internships.

Our vision is that Gather Internships will be the bridge leading tertiary students into the industry. Through the implementation of short term internships where students can gain valuable experience and companies are able to scout and poach young talent. These interns will also be involved with the ongoing workshops for students in high schools. Given that we are not just focusing our current workshops in main centres, in the future we will have volunteers in all parts of the country. This will enable us to have a cohort of volunteers who are able to present to, connect with and mentor new students from smaller areas.

Growing the talent pool will mean that companies such as sponsors will have a larger and more diverse group of young people from which to source their future employees.

# Community

After running a number of workshops throughout the year, talking about our Workshops Programme at the Conference and debriefs with our volunteers, it became clear that we were missing a way for the people we reach to stay connected to the community; to keep learning, and be mentored.

Community is starting off by focusing on our Workshops for Schools programme. Each workshop has a space dedicated to it, so people can talk about the workshop, what they liked, how it could be improved, those doing the workshop themselves at home can get help, and those teachers wanting to teach the workshop in their classrooms can get their questions answered.

Community also extends our offering to schools. A lot of teachers appreciate the work we're doing with the workshops but admit that although it's great for their kids' enthusiasm, it doesn't do much to help them to support their kids' learning after we leave. They'd like a place they can go to get their questions answered, and a safe place to send their kids to ask for help.

We're also keen to establish trusted individuals in the community. We call them mentors. It's tough for the mentors to volunteer for more than one day of the year but they'd like to keep helping. Other people can't even offer one full-day a year, but they can offer an hour a day, or an hour a week.

# In 2014

We are hoping to raise at least $30,000 in sponsorship to run 14 workshops in 2014. That targets over 220 students directly.

The majority of our budget will go towards running workshops throughout the country. We have a particular desire to run the workshops outside of main centres so that students from smaller towns also get a chance to develop their skills. We are hoping to scale the workshops so that they become more cost-effective to run.

We are also going to develop new workshops.

We are working towards finalising a budget for next year. As we learn more about how we can streamline the process we can become more certain about the budget for next year. Our current 2014 budget is therefore conservative.

# Sponsorships

### PLATINUM $15,000

- 7 workshops
- One slide dedicated to sponsor
- Logo on workshop material and website
- Exclusivity for employee(s) to present at least three workshops

### GOLD $10,000

- 5 workshops
- One slide dedicated to sponsor
- Logo on workshop material and website
- Exclusivity for employee(s) to present at least two workshops

### SILVER $7,000

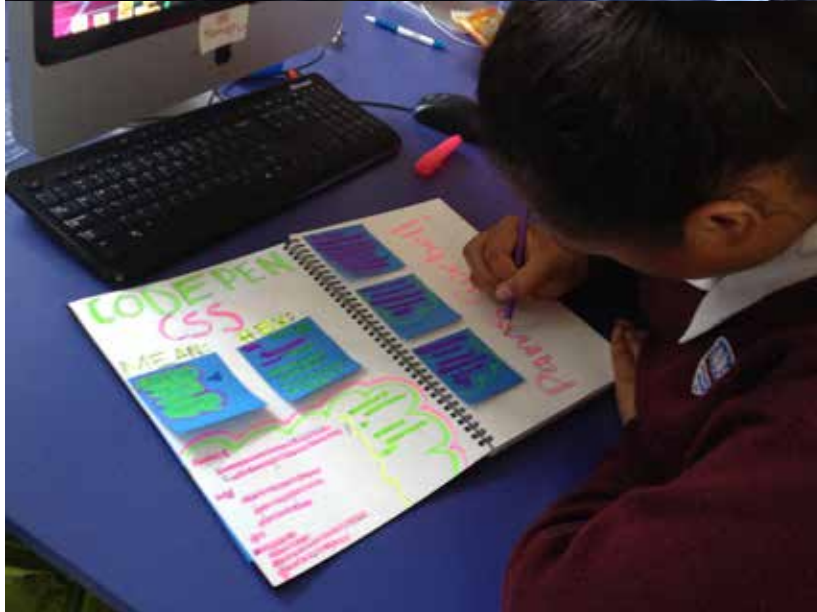- 3 workshops
- One slide dedicated to sponsor
- Logo on workshop material and website
- Exclusivity for employee(s) to present at least one workshop

### BRONZE $2,500

- 1 workshop
- Logo on workshop material and website

# Example costs

InternetNZ kickstarted the Workshops for Schools programme with a grant that covers the cost of running 5 workshops. The first two workshops hosted at Botany Downs Secondary College and Okaihau College were met with positive feedback.

The workshops are currently being run on a budget of about $1,700 per workshop. This cost fluctuates depending on the school's location and whether we are able to find presenters and volunteers in the local area.

As an example, here is a breakdown of our budget for the workshop we ran at Okaihau College in Northland:

# OKAIHAU COLLEGE COSTS BREAKDOWN

| ITEM | HOURS/ UNITS | HOURLY/UNIT COST | TOTAL |
|------|------|------|------|
| Management / Admin | 15 | $25 | $375 |
| Presenter | 1 | $300 | $300 |
| Accommodation | 5 | $105 | $525 |
| Food* | 1 | $116 | $116 |
| Petrol | 1 | $240 | $240 |
| Stationery | 1 | $16 | $16 |

*Food includes dinner and breakfast. Okaihau College has kindly provided lunch and morning tea

$1,572

# What we can offer sponsors

In becoming a sponsor of Workshops for Schools, your organisation will have the chance to:

- Promote the recruiting and training of talented IT professionals

- Expose sponsors's brand to students who are entering the tech industry

- Develop employees' public speaking and presentation skills

- Identify potential summer interns and future employees who represent diverse cultures and communities

- Connect to a program that identifies high school students who are interested in IT

- Increase sponsors's goodwill through giving back to the wider community

- Mentor students in an academic setting that encourages both professional skills and critical thinking

- Spread sponsors's brand awareness out of main centres

We are also open to working with sponsors to develop other sponsorship ideas.

Additionally, we would be willing to discuss the possibility of sponsors being involved in the development of new workshops. It would be beneficial for sponsors to develop workshops because this would allow sponsors to tailor the students' skill sets according to the needs of the industry.

*The very good thing was that Tanya is talking from experience and we as teachers lacked that point of view.*

Teacher, Mount Roskill Grammar School, Auckland

# Our team

The project will exist on the backs of volunteers, professionals, companies, schools and universities around the country. We are thankful for their help and support but someone has to keep the gears moving.

The founders of Gather, Ludwig Wendzich and Su Yin Khoo, have a keen interest in this project. It's the next step developing the Gather community. The organising chops belongs to Novia Ng, who has a history in organising workshops and has been with Gather since day one; and our newest recruit to the team, Tanya Gray, who is our head presenter and opportunity identifier.

## DIRECTORS

### LUDWIG WENDZICH

As the founder and organiser of Gather, he's the one who schemes and dreams and seems to be naïve enough to think he can accomplish them. At 16, Ludwig started Barcamp Auckland and planned the event almost single-handedly until 2012 when Barcamp became Gather and he managed to convince a couple of other people into helping him scheme. Now he continues scheming and dreaming.

### SU YIN KHOO

Su Yin joined the team when Barcamp became Gather. She is currently in charge of most of the Gather design and copywriting decisions. Prior to joining business-to-business design agency Lee ter Wal Design, Su Yin worked on award-winning magazines *Idealog* and *Good*.

## MANAGING TEAM

### NOVIA NG

Novia has been part of the Gather team from the beginning. She was Barcamp volunteers-in-chief until she shifted focus to AIESEC while at University. This year, she's moving back into an active role — as the liaison for Gather Workshops. Armed with her learnings and connections from AIESEC, Novia will be making sure everything runs like a well-oiled machine.

### TANYA GRAY

Tanya has long been involved in the IT teaching space having worked with Codemania and ICT Connect. She has come on board, armed with her passion for teaching, as head presenter and has been key to identifying new opportunities for Gather Workshops.

# Getting in touch

We'd love to hear from you. Please contact:

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