

# CODING CHALLENGE



SAN JOSÉ PUBLIC LIBRARY

# WHY CODING?

## WHY CODING?

Silicon Valley powers world innovation and our children should be part of that.

Silicon Valley boasts a variety of STEM-based career opportunities.



## WHY CODING?

### FACTS

- STEM careers are the fastest growing – grows 2x faster than non-STEM careers
- STEM careers pay 29% higher than the national average
- White and Asian males make up 86% of the STEM workforce.

## BENEFITS OF CODING EXPERIENCES

- Inspires San José's diverse population of students to learn, think, and grow in new ways.
- Exposes children to new learning opportunities and build skills that reinforce academic success, such as creativity, risk-taking, collaboration, and learning as a process rather than a product.

# WHAT IS Coding5k?

## WHAT IS CODING5K

The **Coding5K Challenge** seeks to:

- increase access to coding focused programs
- deepen the quality of the programming using both assessment tools and expert volunteers.

The City of San José is committed to providing more opportunities for coding experience to students across our city, and especially in underrepresented neighborhoods. Pilot program will be hosted in San Jose Library branches.



# GOAL

GIVE 5,000 KIDS ACCESS  
TO CODING PROGRAMS  
BY 2020.



## PILOT BRANCH SITES: SPRING 2018

### Pilot Branch Sites:

- Hillview
- Teen HQ at MLK
- Village Square
- West Valley
- Joyce Ellington



## PROGRAM TIMELINE & EXPANSION PLAN

**SPRING  
2018**

- Launch Pilot at 5 sites
- Serve 200 students from February to May 2018

**SUMMER - FALL  
2018**

- Expand to additional library branches
- Utilize new curriculum in existing library coding programs
- Launch summer coding camps

**2019 - 2020**

- Expansion into all 24 branches
- Explore expansion onto school campuses
- Reach 5,000 kids with coding programs

## PILOT PROGRAM BUDGET

- Staffing:  
\$30,000
- Marketing/Outreach:  
\$25,000
- Technology:  
\$65,000
- Camps:  
\$195,000
- **Total:**  
**\$315,000**



# PARTNERSHIPS & OPPORTUNITIES

## KEY PARTNERS

Mayor's Office

San José Public Library

Silicon Valley  
Leadership Group

Corporate Partners

Curriculum Providers:

- Google,
- Microsoft,
- Code.Org
- Khan Academy,
- Girls Who Code,
- etc.



Office of  
**Mayor Sam Liccardo**



## SPONSORSHIP OPPORTUNITIES

Champion- \$100,000

Architect- \$50,000

Branch Developer - \$25,000

Connector - \$10,000

Advocate- \$5,000



## PARTNERSHIP OPPORTUNITIES

### Volunteers needed:

- Lead and facilitate multi-week coding camps
- Teach and mentor students at summer coding camps
- Host one-time coding introductory classes

### Curriculum Development:

- Develop new curriculum based on industry experience and skillsets
- Help tailor programs based on industry need



# **CODING**5K **CHALLENGE**

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**PARTNER WITH US!**

To learn more, please contact  
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# QUESTIONS?

