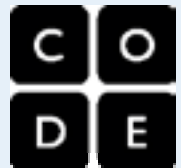


One Hour,
10 million students,
**A foundation
for success**



“Everybody in this country should learn how to program a computer... **because it teaches you how to think.**”

— Steve Jobs



Code.org is organizing a massive campaign to get 10 million students of all ages to participate in the Hour of Code this December. Register now to participate at <http://csedweek.org>

What's the Hour of Code?

The Hour of Code is a self-guided activity that every student, in every classroom, can do. A variety of hour-long tutorials will be available for students to try out the basics of computer science.

Bring it to your classroom

- **Calling ALL teachers:** To reach 10 million students, we need help from all teachers—especially in K-8, or schools with no computer science department.
- **No experience needed:** We will provide activities for all students, from kindergarten up.
- **Minimal prep time:** Our self-guided online tutorials make it easy for any teacher to host an Hour of Code with minimal preparation.
- **Computers are optional:** Students can learn basic programming concepts on a computer, tablet, smartphone—or no device at all.



Computer Science Education Week: December 9-15, 2013

This year, Code.org is launching the **Hour of Code** as part of the annual Computer Science Education Week (CSEdWeek), a celebration geared to encourage interest in the field and show that anyone can learn the basics.

Today, we're surrounded by technology. Many students have their own tablets and phones—and yet, few are learning how computers actually work. Simple computer science activities can help nurture creativity and problem solving skills. By getting a feel for computational thinking early, students will have a foundation for success in any future career path.

Did you know:

- Students who learn introductory computer science show improved math scores.
- 90% of K-12 schools in the U.S. do not teach computer science.
- In many countries (including China, the United Kingdom and Australia), computer science is—or soon will be—required.
- All students can learn the basics, starting in elementary school, but fewer than 10% of students (and just 4% of female students, 3% of students of color) take computer science classes.

Prizes for EVERY Participant!

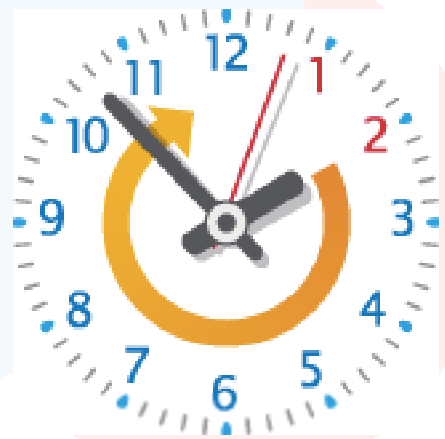
Our sponsors are helping make the Hour of Code huge by generously donating items to reward participation. We're giving away an **entire classroom's worth of computers** to at least one school in every state that signs up before November 15.

And every teacher who organizes an Hour of Code in their classroom will receive **10GB of free DropBox storage** as a thank you gift. We'll announce more prizes as CSEdWeek nears.

Hour of Code Participation Guide

December 9-15, 2013

- 1 Details** on Hour of Code tutorials and activities
- 2 Recruit every teacher** to participate
- 3 Plan** your hardware needs—computers are optional
- 4 Spread the word** to students and parents
- 5 Beyond** the Hour of Code



1 Details on Hour of Code tutorials and activities

We'll host a variety of hour-long tutorials on the <http://csedweek.org> website for students to do—some developed by Code.org, others developed by partner organizations. Many of the tutorials will be compatible with tablets and smartphones, and there will be some “unplugged” lessons that require no computer at all.

All tutorials will share these factors:

- Minimal teacher preparation time.
- No prior experience required from teacher or student.
- Can be completed in one hour or less.

2 Recruit every teacher to participate

We are hoping to get every student in grades K-12 to do the Hour of Code during CSEdWeek. For this to happen, we'll need widespread support from teachers, principals, and superintendents.

- If you're a **superintendent**, encourage your entire district to participate.
- If you're a **principal**, plan for all your students to do the Hour of Code. You don't need a computer for every child.
- If you're a **teacher**, host an Hour of Code event for all of your students throughout the week. Encourage other teachers to do the same.

- If you're a **parent**, pass this on to your local school. And consider volunteering to help.

3 Plan your hardware needs—computers are optional

The best experience will be for students to use Internet-connected computers. But you don't need a computer for every child to participate.

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 the 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.

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

Work in pairs: Have students do the Hour of Code in pairs. This requires fewer computers, and students collaborate to learn more.

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 smartphones can pair up.

Engage parents to bring hardware: Schedule the Hour of Code in conjunction with a classroom holiday party and ask parents to bring in tablets for the class to share (in schools that have WiFi).

Go “unplugged:” We will offer “unplugged” tutorials that teach introductory principles of computer science — without an electronic device.

Promote the Hour of Code at your school ahead of time. When you register your participation, we'll send you more materials as the date approaches.

4 Spread the word to students and parents

Share Promotional Materials

Show your students the video we've prepared—it features people like Microsoft founder Bill Gates, Facebook founder Mark Zuckerberg, and Black Eyed Peas founder will.i.am talking about the importance of programming. We also have posters you can print and post around your school. Find them online at <http://csedweek.org/school>.

Host a school-wide assembly

The biggest and best way to kick off the Hour of Code is with a school-wide assembly during CSEdWeek. You can show the video, invite a speaker (e.g: the mayor or a local leader from the tech industry), or engage students to try an “unplugged” activity live in front of the entire school. 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 first of many more classroom lessons we'll provide.

Inform parents

Tell parents about the Hour of Code and encourage them to participate too, at home or at work. Parental involvement will be critical to building the nationwide support we need to bring computer science to all K-12 schools in the U.S. You can see a sample email to parents at <http://csedweek.org/school>.

Reward participants

To go the extra mile, create prizes and awards for participants in the Hour of Code, whether for students or teachers.

5 Beyond the Hour of Code. Keep learning!

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

Continue Learning Online

Keep up on the computer science path by signing your students up for a 20+ hour "introduction to programming" curriculum. Just like the first hour, this deeper-dive into programming does not require any previous experience and consists of online videos and exercises. We will offer a wide range of options, which can be offered in the classroom, as a weekly trip to the computer lab, or as an after-school activity.

We will even have a teacher "dashboard" which you can use to track the progress of your students.

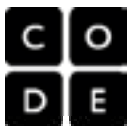
Make computer science part of your school's curriculum

If your school does not yet offer any computer science instruction, Code.org wants to help. Visit <http://code.org/teach> and sign up. We will be working with select elementary, middle and high schools and some whole districts to help add computer science to their curriculum and provide professional development for teachers.

Help remove policy obstacles to computer science

There are regulatory obstacles to computer science in most states that make it harder to introduce computer science into the schools. Encourage parents to visit Code.org to learn more and sign a petition expressing their support for bringing computer science instruction to all schools.

Join the movement! Help us make history this December. With every student on board, the Hour of Code will be a record-breaking event, and a springboard for lasting change in our schools. Start planning now at <http://csedweek.org>.



Code.org is a non-profit dedicated to growing computer science education. Our vision is that every student in every school should have the opportunity to learn computer programming. We believe computer science should be part of the core curriculum in education, alongside other science, technology, engineering, and mathematics (STEM) courses, such as biology, physics, chemistry and algebra.

For more information, visit <http://code.org>, or email help@code.org.