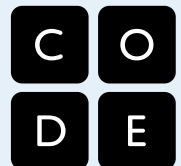


One Hour of Code  
10 million students,  
**A foundation  
for success**



“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 (and adults) 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 anybody can do. A variety of hour-long tutorials will be available to teach the basics of computer science.

## Bring it to your community

- **No experience needed:** We will provide activities for students and adults.
- **Minimal prep time:** Our self-guided online tutorials make it easy for anyone to host an Hour of Code with minimal preparation.

## Recruit every employee to participate

This guide has tips for recruiting employees to participate. Employees can participate by learning an Hour of Code themselves, OR by promoting it at their local schools and in their community.



## 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. CS Education Week celebrates the birthday of Admiral Grace Hopper, a founder of modern computer science. But more importantly, it aims to raise awareness and generate interest in the field.

Today, we're surrounded by technology. Commerce, communication, entertainment, and more, all rely on computers. Yet, very few of us know how they actually work. Computer science education is an increasingly important foundation for success, and everybody can benefit from learning the basics.

## Did you know:

- Software jobs outnumber students 3-to-1. The gap is 1 million jobs over 10 years.
- 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.
- Anyone 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.

# Hour of Code Participation Guide

December 9-15, 2013

- 1 Details** on the Hour of Code and activities
- 2 Recruit** every employee to participate
- 3 Help** us spread the movement



## 1 Details on Hour of Code tutorials and activities

We'll host a variety of hour-long tutorials on <http://csedweek.org> for anybody to try — some developed by Code.org, others developed by partner organizations. Participants can complete the tutorials with computers, tablets, smartphones, and some with no computer at all.

### All tutorials will share these factors:

- Self-guided: little to no prep time.
- Web-based: no installation needed.
- Can be completed in one hour or less.

## 2 Recruit every employee

### Employees can participate in two ways:

#### As a student

Ask your employees to set aside one hour to learn. Every adult, too, should know basic computer science.

#### By promoting the Hour of Code in their communities

We want every school to offer an Hour of Code to every student. Employees who are parents can recruit their teachers or principal, or non-school organizations.

### Send an email to your employees

Sample email to all employees. It's also on-line at <http://csedweek.org/employer>:

*Subject: The Hour of Code is coming*

*Our world is surrounded by technology. Information, commerce, communication, and entertainment all rely on computers. But only a tiny fraction of us learn computer science, the basics of how computers work, or how to create software, apps, or websites.*

*This year, to celebrate Computer Science Education Week (Dec 9-15), we're joining a massive campaign to prepare our population for the 21st century: the Hour of Code.*

*It's a campaign that has an ambitious goal: to help 10 million students (and adults) try one hour of computer science. I encourage all of you to participate, in two ways:*

*1) As a student - set aside an hour during Dec. 9-15 to learn the basics.*

*2) If you're a parent, recruit your school to participate - ask your teacher or principal.*

*See <http://hourofcode.org/> for details. Sign up to participate!*

### 3 Spread the Movement

If you're willing to go the extra mile, there are many options for employers to help spread the Hour of Code movement. We list some examples here, and additional resources are available at <http://csedweek.org/employer>.

#### Promote the Hour of Code online

Please promote Hour of Code on your Twitter, Facebook, or other social media channels.

#### Issue a press release to announce your support of Hour of Code

There is a sample press release at <http://csedweek.org/employer>.

#### Ask your CEO to author an op-ed in the local paper

There is a draft op-ed among the resources at <http://csedweek.org/employer>.

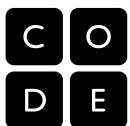
#### Recruit other groups in your community

Any group can host an Hour of Code, whether it is a church, boy scouts, local university, library, YMCA, veterans association, or labor union. If you have connections to any such organizations, reach out to them, encourage them to visit <http://csedweek.org/> to participate.

#### Donate prizes for student participants

If you are a consumer goods or services company, you can donate prizes for student participants: anything that can be delivered as a coupon-code worth \$10. To donate prizes, or to make a charitable gift to support this campaign, contact us at <http://code.org/contact>.

**Join the movement! Help us make history this December. With every organization on board, the Hour of Code will be a record-breaking event, and a springboard for lasting change in education. 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](mailto:help@code.org).

