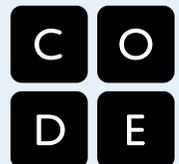


One Hour,  
10 million students,  
**A foundation  
for success**



“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 (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 everybody, in any classroom or club, 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 community

- **Calling ALL educators:** To reach 10 million students, we need help from all organizers — especially in areas with no computer science courses for kids.
- **No experience needed:** We will provide activities for all students, from ages 6 and up.
- **Minimal prep time:** Our self-guided online tutorials make it easy for any adult 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:

- Children who learn introductory computer science show improved math scores.
- 90% of K-12 schools in the U.S. do not teach computer science.
- Software jobs outnumber students 3-to-1. The gap is 1 million jobs over 10 years.
- 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.

## Prizes for EVERY Educator!

Our sponsors are helping make the Hour of Code huge by generously donating items to reward participation. Every educator who organizes an Hour of Code in their classroom will receive **10GB of free DropBox storage** as a thank you gift.

This includes educators for afterschool programs, clubs, and educational organizations. Each organizer must register individually to redeem the gift.

Visit <http://csedweek.org/prizes> for more

# Hour of Code Participation Guide

December 9-15, 2013

- 1 Who can participate?** All groups, all ages
- 2 Details** on the Hour of Code and activities
- 3 Plan** your hardware needs—computers are optional
- 4 Engage your community** to participate
- 5 Spread** the movement



## 1 Who can participate? All groups, all ages

Any organization or community can participate in the Hour of Code, for example:

- an afterschool club
- a church
- a local university
- a YMCA, Boy Scouts or Girl Scouts troop
- a veterans association
- a labor union
- a “block party” or somebody’s house

## 2 Details on Hour of Code tutorials and activities

We’ll host a variety of hour-long tutorials on the <http://csedweek.org> website for anybody to try — some developed by Code.org, others developed by partner organizations. Participants can complete the tutorials with computers, tablets, smartphones, 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

### 3 Plan your hardware needs—computers are optional

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

#### Here are a few options:

**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 you don't have enough computers or Internet access, many of the one-hour activities will also work on smartphones. Anyone without smartphones can pair up.

**On a projected screen:** If you have a projector/screen for a Web-connected computer, then an entire classroom of participants can do an Hour of Code together, on the shared screen. You can watch video portions together, and take turns to answer questions or solve puzzles.

**Local libraries, community centers or universities:** If you don't have enough computers or WiFi at your physical location, you can find space at a local library or community center.

**Ask volunteers to bring computers or tablets:** Volunteers can provide loaner computers or tablets, as long as you have a physical location that has WiFi Internet access.

**Go “unplugged:”** We will offer “unplugged” tutorials that teach introductory principles of computer science, without a device.

### 4 Engage your community to participate

#### Send an email to your networks

Here's a sample email to send your community members. It's also online at <http://csedweek.org/community>:

*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 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 campaign has an ambitious goal: to introduce 10 million students to one hour of computer science. I encourage all of you to participate, in two ways:*

*1) We want every member touched by our organization to participate as students in December - we should all spend one hour to learn the basics of computer science*

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

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

#### Share promotional materials

Show your community a video we've prepared that 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 that you can print and post. You can find these online at <http://csedweek.org/community>.

## 5 Spread the Movement

### Promote the Hour of Code online

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

### Recruit other groups in your community

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

### Author an op-ed in the local paper as a representative of your organization

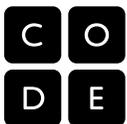
There is a draft op-ed among resources at <http://csedweek.org/community>.

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

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

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**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).

