Reach out!
How to reach students in the 21st century

Communicating the reality of IT

What is Just Be?

Outreach!
We want to show K-12 students how interesting and diverse information technology is

- Dispel myths about people in IT
- Promote diversity in IT
- Show off IU as a great place to explore IT

Our Presentation
We have 5 different types of slides:
- Personal
- Perspective
- Interaction
- Research
- Next Steps
Personal Slides

Goal: We want the students to be able to relate to us.
- Story about you being “their age”
- How you got into computing
- Something you have done in computing
- What you like to do for fun

Perspective

Goal: Expose stereotypes (to setup breaking them).
- Perceptions of people in computing professions
- Perceptions of computers and computer applications

Interaction

Goal: Keep them involved and lively. We use the CPS system to dispel myths.
Research and Applications

Goal: Highlight exciting, accessible research being done in IT.

- What the research is, who did it
- What kinds of people use it, helped to create it
- What skills are needed to do something like this

Next Steps

Goal: Give them ideas about how start exploring computing now. Reemphasize that anyone can do computing, it is highly interdisciplinary and we need all kinds of people in computing.

What about you?

- Why do you want to do outreach?
- What are your goals and ideas?
- Who do you want to reach?
- Why is technology important to you?
- Why is technology important to your intended audience?
Things to Ponder

- Goals
- Targeted Audience
- Message
- Presenters
- Method

Backup

Why?

Why we do it:
- Expose
- Connect
- Truth
- Stereotypes
- We like it
- Helping people

What about you???