Demystifying and Degeekifying Computing through K-12 Outreach
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In this workshop, we share our experiences creating a viable, self-sustaining outreach program that connects with young members of underrepresented groups. Now in its third year, IU’s program, Just Be, originally targeted girls in K-12. Today our mission and design embraces all underrepresented groups. Participants will learn how to establish a program, create an interactive presentation, dispel unflattering myths surrounding computing, generate enthusiasm, advertise effectively, develop contacts at schools and clubs, obtain financing and staff support, train new presenters, fine-tune the content, reach sustainability, evaluate your success, and realize an exponential impact by recursively propagating your program to other schools.

Laptop Encouraged