

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

*Communicating the reality of IT*

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## 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

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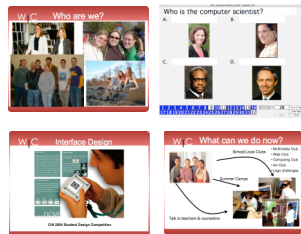
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## Our Presentation

We have 5 different types of slides:

- Personal
- Perspective
- Interaction
- Research
- Next Steps



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## 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



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## Perspective

Goal: Expose stereotypes (to setup breaking them).

- Perceptions of people in computing professions
- Perceptions of computers and computer applications

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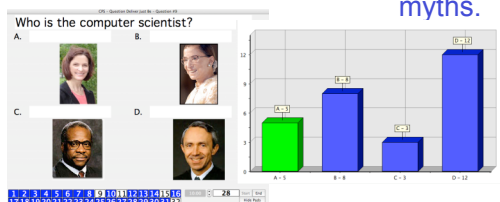
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## Interaction

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



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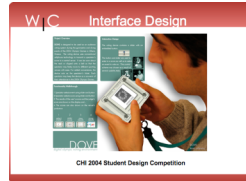
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## Research and Applications

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



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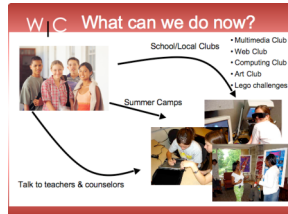
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## Next Steps

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.



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## 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?

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## Things to Ponder

- Goals
- Targeted Audience
- Message
- Presenters
- Method

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## Backup

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## Why?

Why we do it:

- Expose
- Connect
- Truth
- Stereotypes
- We like it
- Helping people




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