srnd®

Annual Report
2018-2019

Thanks to our 2018-19 global supporters:

splunk> SAP LexisNexis RISK SOLUTIONS

StateFarm Microsoft

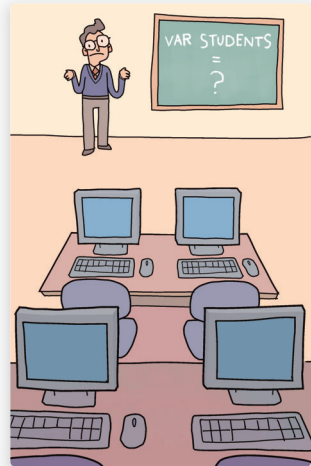T Mobile Digi-Key ELECTRONICS Kinesis Gaming

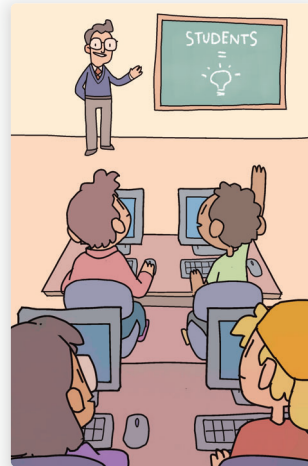# All our programs work to increase CS interest.

Over 20,000 students have now started pursuing Computer Science after attending our programs.

Currently, few low-income and underrepresented students are interested in CS classes.

Our programs help students explore coding, even students who never thought they'd want to code.

Students leave excited and enroll in CS classes and join CS clubs.

Our events work with schools to transform disinterested students into leading CS workers.

CodeDays® drive new students to enroll in CS.

CS Fairs let classes explore new tech and CS careers.

CodeLabs is a summer internship at a global scale.

CodeCup is a fun cybersecurity competition.

Since 2011, tens of thousands of students with no CS interest attended events in 50+ cities. Most kept coding.

20,000 diverse students...

69% of students are female, low-income, or Black/Latinx

... have started and stayed coding...

66% of students with no prior interest keep coding

... and began thousands of careers:
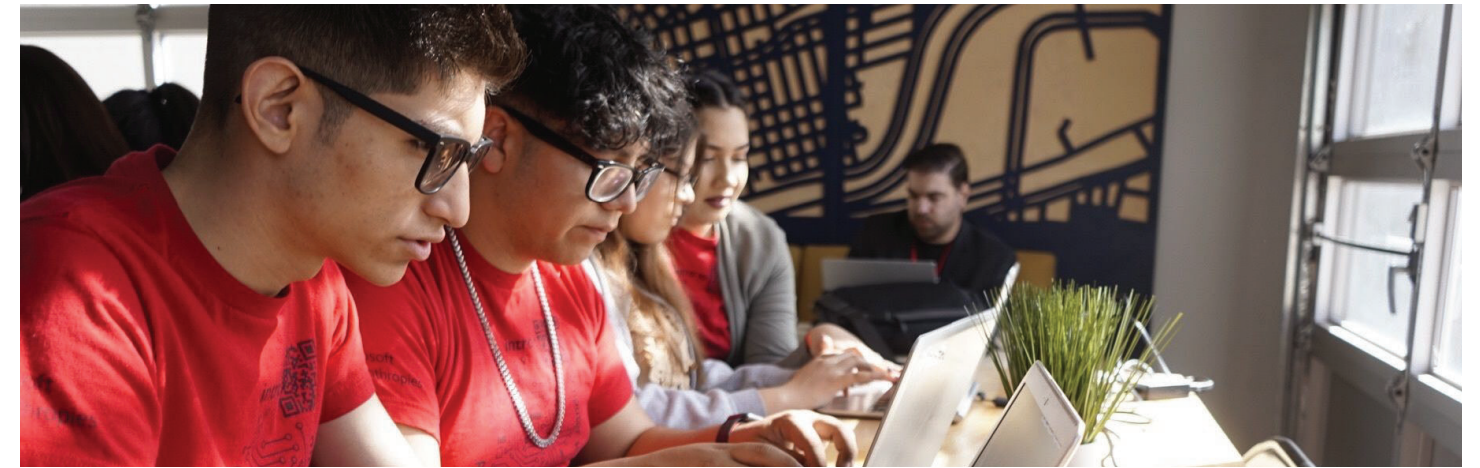
Google   Y   facebook   UBER   a

We've helped hundreds of schools and districts increase CS enrollment.

[The Salinas Valley] is one of the 13 most dangerous cities in California ... My goal is to expose my students to the vast opportunities that exist outside of our valley.

They were welcomed with open arms ... and began to see themselves as capable of being part of this "world."

Summer Prather-Smith
Director, Monterey County Office of Education

Thanks to your support, we helped more students than ever this year.

Despite the increasing importance of technology on our day-to-day lives, few students are interested in taking a coding class, particularly those from underrepresented backgrounds.

SRND's mission is to run creative and fun programs get students excited about coding and drive enrollment.

With your help, we made several advances this school year:

• **Continued growth:** As usual, our total program participation grew in 2018-19. Attendance grew by 15% from last year, with well over 10,000 students participating in our events in more than 50 cities.

• **More options for wider outreach:** Technology is a broad field, and not every student has the same interests. That's why we launched more than a dozen new hands-on workshops, like the DigiKey Electronics Workshop series.

• **Existing programs in more places:** In partnership with Microsoft Philanthropies, we expanded last year's pilot CS Fairs to 6 new cities. At the same time, CodeCup, presented by Splunk, helped students learn cybersecurity in school classrooms for the first time.

What's next? In the 2019-20 school year, we're focusing on bringing newer programs (like CS Fairs and CodeCup in the classroom) to more CodeDay cities.

Thanks for your support this year, and I can't wait to see what we can do next.

Tyler Menezes
Executive Director

Four fun programs.

If you've been with us since the start, you might be surprised to hear that 25% of our participants attended an event other than CodeDay!

CodeDay
Beginners code games in 24 hours!

CodeLabs
Summer internships at a global scale.

CS Fairs
Fun, hands-on school field trips.

CodeCup
A fun cyber security challenge.

This year's impact, in numbers and words:

Attendees this year:
10,834

65% were new to coding

68% were from a group underrepresented in CS:
- 40% women
- 32% Black/Latinx
- 37% low-income

72% kept coding for at least three months after Fall/Winter events, excluding school projects.

I loved all the friends I made and all of the programming I learned.
Maddie Kelly
CodeDay Minneapolis Student

Great event - super inspiring for my daughter. She's now into coding, which was the goal.
Liz Foreman
Parent of CodeDay Ohio Student

My daughter thought it was so fun and made friends in the event!
Yangfang Long
Parent of CodeDay Seattle Student

CodeDay was very fun and I wish more students could have come.
Marcos Hernandez
CodeDay Boston Student

Both of my daughters got their start there, and I would recommend it for any parent who wants to see if their child has an interest in coding.
Travis Heppe
Parent of CodeDay Bay Area Student

You can have a finished project when you leave, and the ability to continue to work on it.
Mary Wooldridge
CodeDay Virgina Student

I think students' eyes were opened to the possibilities.
John Heiser
Teacher at Houston CS Fair

Awesome experience for the children and great exposure.
Kitwana Carter
Teacher at Birmingham CS Fair

It was an amazing event, amazing experience and learned tons of new things.
Colby Linn
CodeDay South Carolina Student