Featuring the Hour of Code™

Organizer's Guide

Overview

The *Family Code Night* Event Kit consists of: 1) this Organizer's Guide, 2) the Presenter's Script & Prep Guide and 3) the accompanying Resources Folder. It is designed to enable any elementary school or youth group to conduct this one-hour, 15-minute evening program for its community. It assumes individuals in 3 key roles:

- A supportive **Principal** who has agreed to an event date and resources;
- An **Organizer**, the event manager who handles facilities, invitations, and other preparation and planning at the school with the Principal; and
- The **Presenter**, a teacher, volunteer or parent who leads the program using the Script to provide instruction for the kids and parents.

These roles could of course overlap. In addition, as explained below, volunteers with reasonable technical proficiency (parents, middle or high schoolers, interested teachers) serve as **Coaches** (about 1 per 20 attendees) during the event itself. Together, in a few hours of effort, your team can put on a Family Code Night everyone will love!

This Organizer's Guide Table of Contents:

FYI, the Presenter's Script and Prep Guide Table of Contents:

Resources Folder Contents:
The Resources Folder includes all documents referred to below in "*italic blue text*," ready to customize and use in your Family Code Night event. This includes event invitations, posters, sign up forms, the Presenter's PowerPoint/Keynote slides, Program Cards for participants, a Graduation Certificate, and other items. See the Resources Folder for all these documents.

5 Important Organizer's Reminders:
1. <u>Go Big</u>. Invite the whole school, a hundred or more attendees is ideal.
2. Loaning devices? <u>Avoid arrival bottleneck</u> by planning a quick device sign-out process (laptops, tablets or Chromebooks all work fine).
3. <u>Test Presenter's laptop with room display and audio system</u> in advance.
4. <u>With the Presenter, decide on flyers to print; and "Big Ideas Contest" prizes.</u>
5. <u>Let Family Code Night stand alone</u>. Avoid making the program a short "station" or activity among several others for a circulating audience at a STEM Night or similar program.

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I. Facilities Preparation Checklist

Below is the Organizer & Principal's facilities preparation checklist. This should be completed a few weeks prior to your Family Code Night event.

3-6 weeks	**Select Room & Date**	**Auditorium or multi-purpose space** *Space, tables and seating for anticipated parents and kids, sitting in Pairs.*
3-6 weeks	**Wifi**	**Confirm adequate wireless connectivity** *The room must have Wifi support for total attendees divided by 2 (e.g., 100 attendees working in Pairs means wifi support for 50 devices; bandwidth requirement is low per Pair).*
3-6 weeks	**Devices**	**Tablets, Chromebooks or laptops for participants.** *Families are urged to bring laptops, Chromebooks or tablets ("devices"), the balance of which must be provided by the school. Since everyone works in Pairs, total devices required equals half of attendees. For example: for 100 attendees (50 Pairs), if families bring 15 devices, the school must provide 35 devices to support all participants. Your Sign-up Process (see section II, below) must let you estimate devices you'll need to provide by letting families request or report they will bring device(s). ["BYOD (bring your own device) Only" is also a less desirable option, if no school devices are available.]*
3-6 weeks	**Attendees**	**Decide on maximum attendees based on devices, space, seating, wifi.** *You must decide upon and cap Attendance based on the factors above. 100-200 attendees is a great target range.*
1+ week	**Display & Audio**	**Projector, Screen, and Audio system** *Event requires the Presenter's computer connected to wifi, a projector, screen and sound system, clearly visible and audible from all seating. Test all display and audio systems well in advance with Presenter's specific computer!*

II. Communications Plan

Once a date and location are set, it's time to invite your school community. Below is a Communications checklist for your *Family Code Night.* Find a customizable version of each of the items listed below in "*blue italics*" in the "Resources Folder." Note that in some cases Resources Folder documents are provided in more than one file format (such as an RTF version and a PDF version, numbered "1a" and "1b") to give you more choices based on your operating system and preferred software. Open the Resource Folder and sort "by name" to see available documents sorted by number, name, and file formats most clearly.

| 2-4 weeks before | **Invite Your School Community, Track Sign-ups** | **Get The Word Out!**
 Invite the School Community

 Announce your Family Code Night and compile a sign-up list of who's coming. Go big: a hundred people or more is ideal! And it's best to host a dedicated full-length (hour and a quarter) event, rather than making Family Code Night one station in a larger STEM night.

 Decide what you'll use for your sign-up system. <u>You need to know three things</u>: all parents and kids attending; how many will bring devices; and who can volunteer as a helper or Coach.

 *You can track sign-ups <u>many different ways</u>. You can use a paper sign-up sheet, online systems, or any other system in use at the school. You can use <u>any or all of the following</u>, based on how your school communicates with families and parents. (**<u>Note</u>** that many of the documents below require customization with your school name and event details!)*

 • *"1. Invitation Flyer w/ tear-off sign-up" form;*
 • *"2. Invitation Flyer w/ call-in or email sign-up";*
 • *"3. Master Sign-up List for use by School Office" (used with above invitations to help office staff record sign-ups)*
 • *"4. Email Invitation Text" (customize text as needed, check links, add Family Code Night logo if desired, and email to your community);*
 • *"5. Website Announcement"; and/or*
 • *All other family communications models used at your school: texting, robocall, newsletter, PTA, etc.* |

		[*Note:* If your school or parent group uses *SignUp.com* for online event registration, you can take advantage of their automated reminders, sign-up list creation, and other features. Their support staff will help you set up your event. To learn more, visit *http://SignUp.com/go/FCNTemplate.*] *Decide the mix of the above invitation and sign-up options best for your school. Remember to contact/remind all families at least 3 times in the weeks leading up to your Family Code Night event.*
2+ weeks	**Invite School Community**	**Print & Put Up Posters, Post to Social Media** *See Resources Folder for "6. Family Code Night Poster," modify as you like, print, put Posters up all over school and, if desired, in your community. Or use the Family Code Night logo and your school's own graphics and images to create your own Poster!*
One week	**Get Press Coverage**	**Make Calls, Send Emails to Local Media Outlets** *Use "7. Press Advisory & How-To Guide" to invite local news outlets to cover your school's Family Code Night. Local press often love this story! See document #7 in the Resources Folder for draft press notice, talking points, and media relations How-Tos.*
4+ days	**Coaches Prep Email**	**Send Coaches & Volunteers Prep Email** *It's best if you have at least one coach for each ten or so pairs. Instruction will come from the Presenter, but questions arise that roaming Coaches can help with. Send those who have signed up to Coach or be Helpers the "8. Coaches & Volunteers Prep Email" in the Resources Folder. Edit as you like and email, or print and pass out in advance. [Coaches Prep takes a half hour or so—more info on how to work with your volunteers is below.]*
2-3 days	**Reminder Email**	**Send Reminder Email to All Sign Ups** *If possible, send an email or paper reminder to all families that have signed up (date reminder, bring device if possible, volunteer if you like, etc.). See Resources Folder for "9. Reminder Email," edit as you like and send.*

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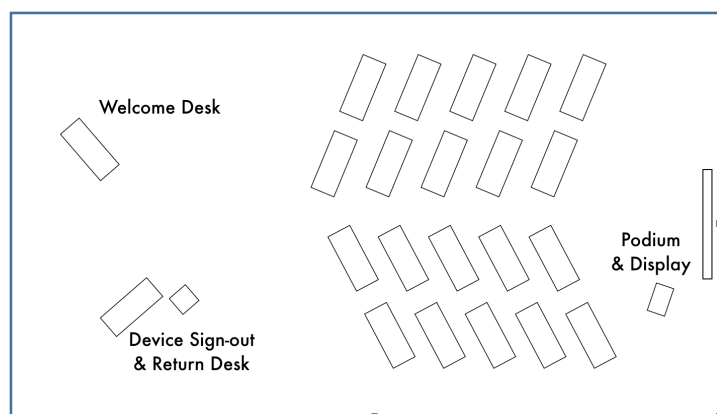# III. Event Materials: Checklist and Documents

The Event Organizer should prepare the following materials in advance of the Event. Each named document *in blue* below can be found in the Resources Folder.

2+ Days out	**Print Program Handouts**	**Print Program Cards & Spanish Language Puzzle Instructions** *See the Resources Folder for "10. Program Card" and, if needed "11. Instrucciones Traducidas al Español." On the Program Card, customize with school name and sign-in directions for the school's wifi. NOTE: Program Cards are half page (2 per printed page), so customize both copies in the document. You'll give out one Card per Pair: for 100 participants and 50 Pairs, print 25 copies, cut in half to produce 50 Program Cards. Use heavier (60-80 pound) cover stock paper if possible. [Don't distribute until indicated in the Presenter's Script.]*
2+ Days	**Print Sign-up Lists**	**Print Sign-ups List for Check in** *Print at least two copies of your entire Sign-up List. Give one to a volunteer to check people in as they arrive so you'll know who attends.* **Print Sign-up List for Device Borrowing** *Use the second copy of the Sign-up List to make it simple to check off to note those who borrow school devices (add 2 narrow extra blank columns to record when a school device is "loaned" and "returned").*
2+ Days	**Print Certificates of Completion (optional)**	**Print Certificates for all Pairs (optional)** *See Folder for "12. Certificate of Completion." Print one copy per anticipated Pair. [Certificates are printed 2 to a page (to reduce color-printing cost). Note: you must customize both copies in that document with school name, etc.]*
2+ Days	**Print Take-Home Flyers**	**Print Flyers** *With Presenter, decide which Take-Home Flyers you want to print and distribute. Note: all 5 flyers are also available digitally via the "After Family Code Night" link (see Presenter's Prep Guide and Script), but we suggest printing and distributing at least the "Code On at Home" and "Big Ideas" flyers. Print enough copies to distribute to all participating families after the program. All flyers are in the Resources Folder, and will be briefly explained by the Presenter. Flyers are: 13. Code On at Home!; 14. Family Code Night Big Ideas; 15. Affordable Internet; 16. Code On at School!; and 17. Code On Off-Line! [Presenter will customize Presentation to emphasize desired flyers.]*
2 Days	**Pencils**	**Have pencils ready** *…for each Pair to fill out their Progress Cards.*

IV. Running the Event

With adequate preparation as detailed herein, running the *Family Code Night* itself is easy and fun. **The Presenter** handles all aspects of leading the event, while the **Organizer** manages the event with the help of the **Principal**. All three should confer to decide how the following functions will be organized for your particular school and setting.

A fairly typical Family Code Night room layout is below:

	Sign In & Welcome Table	**Welcome and Check In Attendees** *One or more volunteers welcome attendees to the Event. Print out your Sign-Up List of all expected attendees. Have Volunteers check off arrivals and explain: 1) we'll start shortly and give you all needed directions; 2) everyone will work in Pairs (preferably a parent and a child), two to a computer; 3) direct those who need devices to borrowing location; 4) Each Pair needs a pen or pencil; 5) Write in names and email addresses of walk-ins who have not signed up in advance.*
	Device Sign Out/borrowing	**Sign Out Devices** *For attendees who need to borrow devices, direct them to a pick-up area. Print another copy of the Sign-Up List, and assign a volunteer to check devices out to names on the list (add walk-ins as needed).* **Sign In Devices** *At end of the Event, the Presenter reminds attendees to return borrowed devices, where the volunteer checks them back in.*
	Managing Coaches & Volunteers	**Assign Volunteers to Desired Roles** *Ask Volunteers and Coaches to come 15 minutes early for a short orientation. The Organizer, Principal and Presenter should assign*

		volunteers to Sign-In, Laptop Sign Out, and/or Coaching roles. Coaches can be assigned to parts of the room.
		Managing & Recruiting Coaches
		The Presenter leads the teaching team for the evening. Recruit your Coaches – roughly one per 10 or more pairs – from various sources: ask for parent/child volunteers in your invitation and sign-up process; seek out and recruit student Hour of Code veterans and coding students from your middle-school and high-school; ask around for community coding/CS contacts or parent volunteer groups. It's easy, fun "work": Coding experience not required, just technical proficiency and a willingness to review the short "8. Coaches Prep email in advance so they are familiar with the puzzles and program. (Older kids often make the best coaches!)