



# **CoderDojo Strategy**

**Plans for 2015 & 2016**

*Created: January 2015*



**TABLE OF CONTENTS**

**INTRODUCTION..... 4**

**EXECUTIVE SUMMARY..... 5**

**1.0. IMPROVED ENGAGEMENT WITH KIDS & YOUNG PEOPLE..... 7**

**1.1. CURRENT SITUATION ..... 7**

1.1.1. PROFILE AND DIVERSITY OF CODERDOJO NINJAS ..... 8

**1.2. OPPORTUNITIES..... 9**

1.2.1. SUMMARY OPPORTUNITIES & ACTIONS ..... 9

**1.3. DETAILED ACTIONS TO IMPROVE ENGAGEMENT OF KIDS & YOUNG PEOPLE ..... 10**

**1.4. YOUTH ENGAGEMENT: GOALS & METRICS..... 13**

**2.0. IMPROVED ENGAGEMENT WITH ALL VOLUNTEERS..... 14**

**2.1. CURRENT SITUATION ..... 14**

**2.2. OPPORTUNITIES..... 14**

2.2.2. DETAILED ACTIONS TO IMPROVE ENGAGEMENT WITH ALL VOLUNTEERS..... 15

**2.3. IMPROVED ENGAGEMENT WITH ALL VOLUNTEERS: GOALS & METRICS..... 18**

**3.0. ENRICHED CODERDOJO CONTENT & COMMUNITY OFFERINGS ..... 20**

**3.1. CURRENT SITUATION ..... 20**

3.1.1. OVERVIEW OF RESOURCES AVAILABLE FOR AUDIENCE..... 21

3.1.2. CONTENT TYPES..... 21

3.1.3. COMMUNITY OFFERING - ZEN ..... 22

**3.2. OVERVIEW OF ENRICHED CONTENT OFFERINGS ..... 23**

3.2.1. SUMMARY OPPORTUNITIES & ACTIONS FOR ENRICHED CONTENT & COMMUNITY OFFERINGS  
23

3.2.2. DETAILED ACTIONS TO ENRICH CONTENT OFFERINGS ..... 24

**3.3. ENRICHED CONTENT OFFERINGS: GOALS & METRIC ..... 30**

**4.0. PARTNERSHIPS, FUNDERS & ALLIANCES ..... 33**

**4.1. CURRENT SITUATION ..... 33**

4.1.1. CATEGORIES OF PARTNERS..... 33

<b>4.2. OPPORTUNITY OVERVIEW</b> .....	<b>34</b>
4.2.1. SUMMARY OF PARTNERSHIPS, FUNDERS & ALLIANCES OPPORTUNITIES .....	34
<b>4.3. FUNDRAISING</b> .....	<b>35</b>
<b>4.4. PARTNERSHIP PRIORITISATION</b> .....	<b>35</b>
<b>4.5. GROWTH PARTNERSHIPS</b> .....	<b>37</b>
<b>4.6. ALLIANCES</b> .....	<b>37</b>
<b>4.7. TECHNOLOGY PARTNERSHIPS</b> .....	<b>38</b>
<b>4.8. PARTNERSHIPS, FUNDERS &amp; ALLIANCES: GOALS &amp; METRICS</b> .....	<b>39</b>
<b><u>5.0. GLOBAL COMMUNITY GROWTH</u></b> .....	<b><u>40</u></b>
<b>5.1. CURRENT SITUATION</b> .....	<b>40</b>
5.1.1. NEW INDIVIDUAL DOJOS.....	40
5.1.2. NATIONALISATION & REGIONALISATION .....	41
5.1.3. GENERAL GROWTH PARTNERSHIPS & ALLIANCES.....	41
5.1.4. RETENTION.....	42
<b>5.2. OPPORTUNITY</b> .....	<b>42</b>
5.2.1. OVERVIEW OF GLOBAL COMMUNITY GROWTH .....	43
5.2.2. GROWTH OF NEW INDIVIDUAL DOJOS .....	43
5.2.3. NATIONALISATION & REGIONALISATION .....	45
5.2.4. GENERAL GROWTH PARTNERSHIPS & ALLIANCES.....	46
5.2.5. RETENTION.....	47
<b>5.3. GLOBAL COMMUNITY GROWTH: GOALS &amp; METRICS</b> .....	<b>47</b>
<b><u>6.0. CONCLUSION</u></b> .....	<b><u>48</u></b>
<b><u>APPENDIX 1. CODERDOJO ROADMAP 2015 / 2016</u></b> .....	<b><u>49</u></b>
<b><u>APPENDIX 2. LIST OF RECENT EVENTS</u></b> .....	<b><u>51</u></b>
<b><u>APPENDIX 3. WHY VOLUNTEERS ARE IMPORTANT FOR CODERDOJO</u></b> .....	<b><u>52</u></b>
<b><u>APPENDIX 4. CODING LANGUAGES</u></b> .....	<b><u>53</u></b>
<b>APPENDIX 4.1. CODING LANGUAGES USED IN DOJOS</b> .....	<b>53</b>



<b>APPENDIX 4.2 CODING LANGUAGE VS AGE RANGE OF YOUNG PEOPLE .....</b>	<b>55</b>
<b>APPENDIX 5. GROWTH PROJECTIONS.....</b>	<b>56</b>
<b>APPENDIX 6. REGIONAL BODIES IN EXISTENCE.....</b>	<b>57</b>
<b>APPENDIX 7. ACTIVE PROJECTS AS OF 1ST JANUARY 2015.....</b>	<b>58</b>



# Introduction

Magic, that's what CoderDojo kids explore and create! Technology is everywhere and touches everything but not many kids or young people are provided with the opportunity to explore the magic behind this technology in a meaningful way or to develop coding or programming skills. CoderDojo is unique and special. At Dojo's young people are inspired to create with technology and to have fun with coding and programming in a safe, fun, club based environment. CoderDojo is a global movement enabled by a volunteer led community which delivers free of charge coding & programming clubs for kids and young people aged between 7 & 17. CoderDojo supports kids in developing key skills in coding, technology, creativity, collaboration, innovation, leadership and much more. The kids take charge of their own learning journeys, the learning model is non-curriculum based so the kids themselves decide what technologies they want to explore and what they want to develop.

Founded & launched by Bill Liao & James Whelton in Ireland in 2011, CoderDojo has since experienced significant growth. By the end of 2014, with over 543 Dojos (individual coding clubs) in 53 countries around the world, the movement has become truly global. To ensure the continued success of the movement's ability to scale and reach and engage even more young people, a supporting strategy and roadmap of related initiatives are required.

The CoderDojo Foundation was established in 2013 to support the CoderDojo movement. Jointly the Foundation & the CoderDojo movement aim to achieve the shared goal of every child worldwide having the opportunity to learn to code, to programme and to be creative with technology in a safe & social environment.

The CoderDojo Foundation exists to;

- support all existing and new Dojos around the world,
- source new champions, mentors, partners, funders and alliances to grow and support the movement,
- sustain & support the growth of the movement,
- facilitate communication & collaboration across the movement,
- ensure that all community members have the tools and content needed to start up and continue to run Dojos,
- assist champions & mentors and
- ensure that a valuable, consistent, rich, fun & cool learning environment is made available at all Dojos.

To sustain the current scale, the ongoing growth of the movement and the richness of the experience provided at Dojos all around the world, the Foundation team has developed this robust strategy which will underpin CoderDojo Foundation team activities and initiatives through 2015 & 2016. This will further enable the support and growth of the CoderDojo movement worldwide



## Executive Summary

The CoderDojo movement is special, precious and unique. Protecting and sustaining the movement is important as without it kids and young people all around the world will not get access to safe, fun clubs where they can truly immerse themselves in building code and in developing programming and technology skills. In parallel to building these skills, all young people involved develop their own confidence and are given the opportunity to become change makers with strong leadership, teamwork, communication and innovation skills.

Through volunteers, hearing of CoderDojo and signing up to help, Dojos have been started all over the world.

CoderDojo has progressed from being an Irish originated concept to being a global movement. Dojos exist in every continent in the world and in 54 countries, growth has been considerable over the last 3 years:

- July 2011 - 1 Dojo
- June 2012 - 64 Dojos
- January 2013 - 80 Dojos
- Jan 1 2014 - 238 Dojos
- Jan 1 2015 - 543 Dojos

Sustaining these existing Dojos and starting more Dojos, to reach even more kids and young people is at the core of the CoderDojo strategy for 2015 & 2016. We will make it easier to:

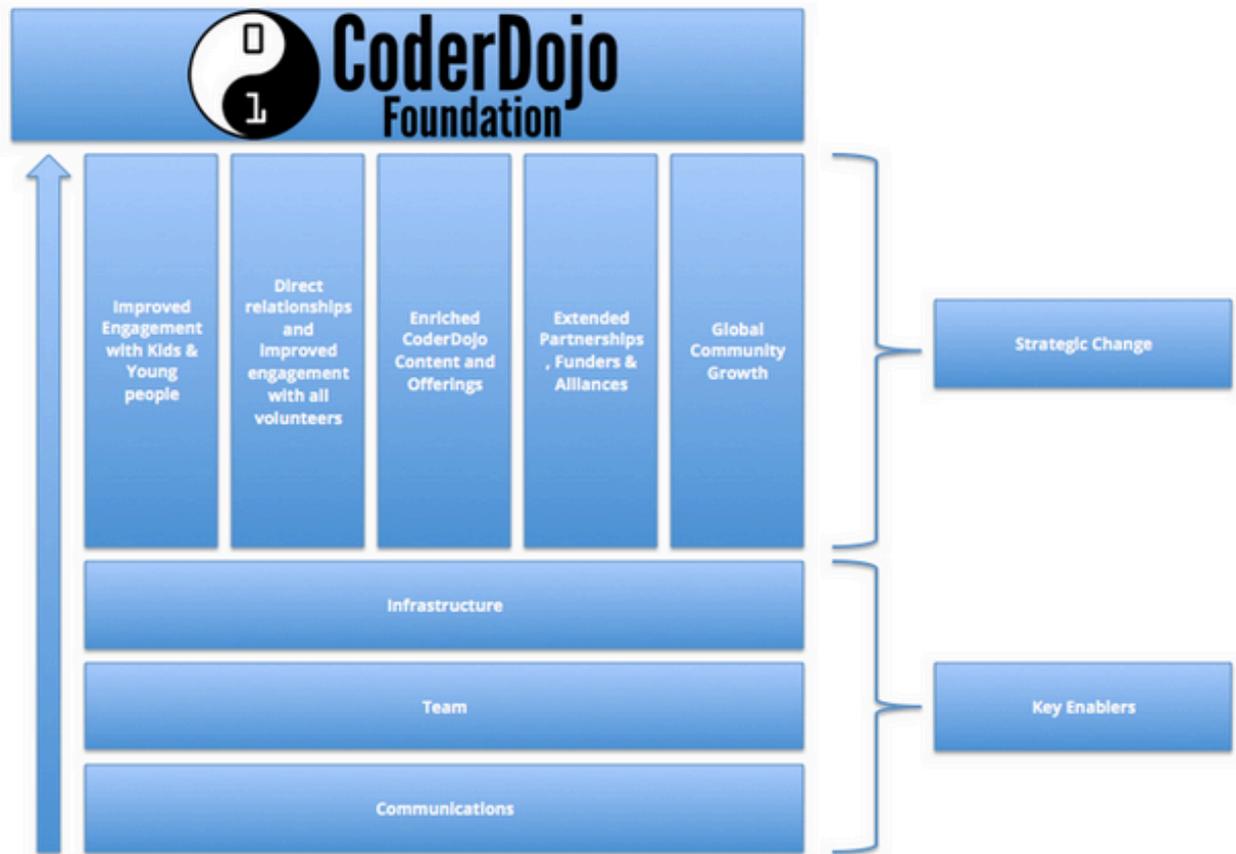
- Start and run Dojos through the introduction of tools and guides and
- Mentor and introduce kids and young people to coding & programming by providing coding related tools and content in usable and translatable format.

There is an opportunity to increase engagement within the community and to encourage more collaboration across the movement. This has been confirmed through annual CoderDojo surveys of our global community. An objective for 2015/2106 is for the community to be more connected globally. To facilitate this we will:

- Launch a community platform and
- Develop that platform to provide a “single, go to place” for all Ninjas, Mentors, Volunteers & Champions

To enable further growth, we will seek partnerships with any organisation who supports our goal of providing free of charge, fully inclusive and open source based coding clubs for kids and young people. These partners will help to provide funding, facilities, equipment and resources to the movement.

These commitments can be summarised into the 5 core areas of strategic change on which CoderDojo will focus over the next 2 years and are denoted in the diagram below. Further details on each of these strategic pillars is included in this document. For those who want to learn more about how we operate, contact [mary@coderdojo.org](mailto:mary@coderdojo.org) to learn more about our 3 key change enablers; Infrastructure, Team & Communications.



Supporting the delivery of these key strategic areas of change are a number of projects and initiatives, which have been scheduled through 2015 & 2016. These initiatives are detailed in the sections that follow. The high level roadmap of these initiatives can be seen in Appendix 1, CoderDojo Roadmap 2015 / 2016.

## 1.0. Improved Engagement with Kids & Young People

The aim of this strategic initiative is to enable direct contact and engagement with CoderDojo Youths, both current and potential members of the community. However, contact alone won't be sufficient to fully engage with them and to inspire them to be future creators. Therefore, a full suite of communication tools and complementary content specific to youth needs will be developed and delivered.

This initiative will also focus on retaining youths within the movement and on enabling CoderDojo Youths to become Mentors and Champions of CoderDojo. To achieve these aims, kids and youths aged from 7 to 17, both members and target members of the CoderDojo community will have their own direct connections, contacts, and content and engagement tools. Further tools will also be developed and made available to the extended community to ensure that the kids and youths attending Dojos experience a high quality & fun learning environment.

### 1.1. Current Situation

By January 2015, CoderDojo is reaching over 24,000 young people (Ninjas) through Dojos. Despite this, no youth specific or targeted content or communication plan is in place to further engage the CoderDojo Ninjas. To reach these young people we rely on a cascade of communications from Champions to mentors to parents to Ninjas.

- Direct relationships with Ninjas & provision of youth specific content & learning material & tools:
  - Currently very little Ninja specific content is produced for their direct engagement. Most of the content produced is targeted at Champions, mentors & parents, who may in turn use this with Ninjas or share it with them directly (see Section 2).
- Engagement of Ninjas through competitions & events:
  - Competitions are hosted by the CoderDojo Foundation to engage Ninjas and to encourage them to test their programming skills.
  - CoderDojo hosts, facilitates and attends several key events each year to foster new relationships with potential Champions, mentors, volunteers, parents, Ninjas, partners and alliances.
  - The highlight events of the year are CoderDojo Coolest Projects Awards for Ninjas and DojoCon for volunteers. Both events are free of charge and open to all of the community. Other specific CoderDojo competitions have included iDea (UK), This is Not a Game (Irish), and ad hoc CoderDojo global virtual competitions where Ninjas submit ideas and projects with awards of hardware e.g. Mozilla mobile phones, Raspberry Pis, or Spheros.
  - CoderDojo also promotes other national and international competitions held by our partners and alliances e.g. the BT Young Scientist competition (Irish), the Eircom Junior Spiders competition (Irish), International Scratch Day (Global) etc.

- At events, the CoderDojo community (young and old) are provided with the opportunity to participate, to experience these events first hand, to share their work and to promote CoderDojo to the attendees. See Appendix 2 for list of recent events.
- Rewarding & Recognising hard & soft skills (Badging & Belts)
  - An Open Badge is a digital online representation of a skill earned by a Ninja.
  - Badging is currently used in an ad hoc manner by some Dojos within the global community.
  - The Europe Code week badge issued by CoderDojo was claimed by 170 CoderDojo community members over a two week period.
  - Belts: A Belt refers to a coloured USB wristband that has to be earned by a CoderDojo Ninja to recognise their achievements in accomplishing a certain set of tasks associated with that coloured belt.
  - Belts are USB wristbands used by some Dojos to reward their Ninjas. They have not been used extensively as USB Belts are expensive, leaving many Dojos unable to participate in rewarding them.
- Youth Retention: Youth Mentors and peer mentoring is encouraged at CoderDojo, but there is no centralised support currently in place to provide youths with the resources, skills, knowledge or rewards to acknowledge their achievements and commitment to the community.

### **1.1.1. Profile and diversity of CoderDojo Ninjas**

CoderDojo targets a broad age range of young people between 7 & 17. However, this is not a strict rule but rather a guideline and many Dojos expand this to a broader range of ages. The lower limit of 7 is a suggested limit, as young people participating in a Dojo must have the ability to read basic words and commands and a basic understanding of spelling.

A mix of age ranges is helpful as skill levels can vary irrespective of age. However, some Dojos operate more restricted age policies or focus on content which is only suitable for specific age groups e.g. Scratch-only Dojos for younger age groups or Robotics focused sessions which typically require patience, focus and prior experience or knowledge of programming, thereby, suiting older Ninjas.

CoderDojo reaches a diverse range of young people in terms of geography, skill level, gender and age. However, we recognise that our reach currently has limits based on socio-economic background, enablement and gender. CoderDojo aims to reach all kids but to date it mostly reaches the easier to access young people. Underserved or less technologically advanced locations are less likely to have access to a Dojo unless a local Champion has actively focused on that area and/or developed sustainable partnerships to start up and maintain a Dojo. We also recognise that participation and retention of girls is lower than that of boys. Currently we average 30% female attendees globally, but this varies from Dojo to Dojo. While this is at a much better participation level than is experienced by many other technology initiatives globally, improving this statistic is an ongoing goal.

## 1.2. Opportunities

The below table highlights key areas of opportunity and provides an overview of the strategic change actions planned to achieve our goals.

### 1.2.1. Summary Opportunities & Actions

Key Challenges / Key Opportunities	Strategic Change Action
<p><b><u>Direct Relationships &amp; Engagement</u></b></p> <ul style="list-style-type: none"> <li>No direct relationship with Ninjas.</li> </ul>	<ul style="list-style-type: none"> <li>Create an online Community Platform (see section 2).</li> <li>Develop &amp; deliver a youth specific communications plan.</li> </ul>
<p><b><u>Engagement of Youth Competition &amp; Events</u></b></p> <ul style="list-style-type: none"> <li>The Coolest Projects is the annual awards for CoderDojo Ninjas, which has focused on European youth.</li> <li>Other virtual competitions are run on an ad hoc basis.</li> </ul>	<ul style="list-style-type: none"> <li>Scale and regionalise CoderDojo Coolest Projects.</li> <li>Run ad hoc, global and virtual competitions throughout the CoderDojo term.</li> </ul>
<p><b><u>Rewards &amp; Recognition</u></b></p> <ul style="list-style-type: none"> <li>Rewarding of badges and belts has been approached in an ad hoc manner by the global community.</li> </ul>	<ul style="list-style-type: none"> <li>Standards for belts will be devised by the Foundation.</li> <li>Open Badges will be developed and deployed through the CoderDojo Community Platform.</li> </ul>
<p><b><u>Youth Retention</u></b></p> <ul style="list-style-type: none"> <li>Difficulty engaging with and retaining attendance and interest of older youths aged 13+.</li> <li>30% Churn rate among CoderDojo youths.</li> </ul>	<ul style="list-style-type: none"> <li>Develop content specifically targeting intermediate &amp; advanced coders (Section 2).</li> <li>Publicly promote tools &amp; techniques to ensure progression from Scratch to other coding languages.</li> </ul>

<p><b><u>Learning Experience</u></b></p> <ul style="list-style-type: none"> <li>• Lack of consistency in the learning environment experienced from Dojo to Dojo.</li> </ul>	<ul style="list-style-type: none"> <li>• Addressed primarily through the further development &amp; dissemination of the CoderDojo Tao, the CoderDojo culture and ethos (Section 2).</li> </ul>
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### 1.3. Detailed Actions to Improve Engagement of Kids & Young People

#### 1.3.1. Direct Relationships & Youth Communication

The development of the CoderDojo Community platform (see Section 2) will enable the Foundation to develop direct relationships with CoderDojo Youths. This will be the first time in the history of CoderDojo that this functionality will be available and it will revolutionise communications across the Community and specifically enable direct engagement with Ninjas.

Due to be launched in Q3 2015 and with a supporting youth engagement strategy, the platform will ensure that all youths are engaged in an appropriate manner. Elements that will be included in this engagement strategy will be:

- Ninja specific newsletters, including easy to digest information, featured stories and tools.
- “Going Live Partnership” announcements: As the attendees of CoderDojo mature, in both age and ability, they start to tackle more advanced projects. In order to address this and to continue engaging CoderDojo attendees we will secure further, H/W, S/W and launch partnerships ([See section 5.7](#)).

#### 1.3.2. Youth Engagement through Events & Competitions

Attendance at events has proven to engage and further inspire Ninjas. Providing opportunities for CoderDojo Youths to experience and to participate in regional, national and international events will continue throughout 2015/2016.

Competitions encourage CoderDojo youths to create projects and to remain engaged. CoderDojo Coolest Projects Awards is the key annual awards ceremony for CoderDojo youth. The regionalisation of this will be prioritised in 2016, with the aim of regional events being held to increase participation e.g. potentially in the USA or UK. Winners from the regional events would then represent their regions at the global annual awards in Dublin.

- To do this, whitepaper documents will be created to define the approach to launch and to run Regional Coolest Projects events.

- A basic licensing agreement will be developed to ensure that all Coolest Projects events will run in accordance with the CoderDojo ethos and philosophy.
- Partners will be sourced to help with the set up and running of these regional Coolest Projects events.

Running virtual competitions will be continued throughout 2015 and 2016 to ensure that all youths globally have access to competitions. Competitions that have a clear and demonstrable benefit for youth will be facilitated e.g. those providing youths with opportunities to win high quality items of hardware or with opportunities to attend high profile technology events. Competitions where youths are asked to create a piece of technology (website, app etc) for a third party will not be facilitated.

- Other Competitions: A minimum of 2 & a maximum of 6 CoderDojo specific competitions will be made available to Ninjas through each year to engage youths throughout the calendar year. All competitions will have a prize(s) which will be distributed to the winner(s). Prizes will be secured from funders, sponsors, alliances, partners or other donors.

### **1.3.3. Rewards & Recognition**

Badging and belts are not utilised to their full potential by the CoderDojo community, making this a huge area of opportunity for CoderDojo. Open Badges will be developed and deployed to create an accessible and transferable rewards system. This will allow Ninjas to achieve badges and to always have access to their badges across different Dojos and outside of Dojos.

An Open Badges project will commence in 2015 and will continue through 2016, as lessons are learned from the initial launch and the model is further developed. The badging process and system will be deployed through the CoderDojo platform and will be made available to all of the community.

When developing the initial set of Open Badges, existing standards that are in use across CoderDojo will be reviewed. Alliance organisations with similar badging and progression models will be researched to ensure that best practice standards are applied. Badges will recognise and reward both soft and hard skills e.g. published an app on the Android app store, mentored at my Dojo for 3 months etc.

Use of the badging system will be encouraged and its availability highlighted to all Champions, Mentors and Ninjas. The badges will be added to the profile page of each Ninja's profile on the CoderDojo Community Platform so that they can demonstrate their achievements and the standard of creativity and learning developed through their participation at CoderDojo.

An "accredited" high standard per badge will be determined and applied to ensure that CoderDojo badges are recognised as a credible source of information for employers / universities. In addition, badges may be seen as complementary accreditation alongside other formal qualifications e.g. university education. This will help to support young people to pursue educational and / or career opportunities.

Badges will be launched by Q4 2015 and will be an ongoing project with new badges launched every 2 months to constantly give youths new targets. In addition, belts will also be standardised with criteria defined for a set of



standard belts. Criteria will be determined in consultation with the Community. Due to the costs associated with belts, Open Badges of each belt will also be developed.

### **1.3.4. Youth Retention**

There is no data available now to determine a baseline for churn levels for Ninjas, but anecdotally it is estimated to be at 30%. Dojos have reported difficulty in retaining older children (aged 13 +). There has been a perception that CoderDojo caters best for beginner coders or younger youths. A small percentage of Dojos focus primarily on developing Scratch skills but most introduce multiple coding languages and programming tools. Older attendees often stay within the Dojo and take up roles as Youth Mentors, which helps with the sustainability of Dojos but encouragement of this varies depending on the Dojo. Many of the kids and young people who joined the first few Dojos when they were set up over 3 years ago still attend their Dojos.

Churn among attendees at CoderDojo can occur for a number of reasons including;

- A young person is introduced to coding but realises that it is not a hobby they wish to pursue, or
- A young person decides to participate at a Dojo sporadically based on personal preferences, or
- A young person attends a Dojo for a period of time but feel that they are not progressing or
- A young person has a negative impression of a Dojo.

Not all churn is a negative thing. Introducing young people to coding and technology, even if for a brief time, will have a positive impact. Churn based on negative experiences is the churn that we will address. This will be done through a combination of measures and initiatives including;

- Launch badging & belts projects in 2015 to reward and recognise Ninja achievements across Dojos (discussed above in rewards & recognition).
- Develop content specifically targeting intermediate & advanced coders to encourage their development and to encourage peer mentoring. (See Section 3.3 - Content & Offerings).
- Publicly promote tools & techniques to ensure Ninjas progress from Scratch.
- Celebrate achievements of Ninjas progressing in their coding & technology skills as well as the related interpersonal skills e.g. leadership, collaboration & creativity / innovation.
- Development of youth mentor content such as guides and top tips for encouraging youth attendees to transition to becoming mentors and for youths already in mentoring position at Dojos.
- Dissemination of CoderDojo Tao & other guidelines to ensure that best practices are shared and available to be utilised across Dojos to provide high quality & engaging learning environments.

### **1.3.5. Learning Experience**

Due to the Open Source nature of CoderDojo, there isn't consistency in the learning environment experienced from Dojo to Dojo. This has resulted in potential parents & children attending a Dojo for the first time and their expectations are not being met. As a result, attendees may develop negative perceptions of kids learning to code and / or of CoderDojo as a movement. Consistency of experience for CoderDojo Ninjas will be addressed

primarily through the further development & dissemination of the CoderDojo Tao, the CoderDojo “culture and ethos” and the development of Dojo Sushi and other content as outlined in the Section below Section 3.

## 1.4. Youth Engagement: Goals & Metrics

Goal	2015	2016
<ul style="list-style-type: none"> <li>Direct relationships with kids &amp; young people via the CoderDojo Community Platform.</li> </ul>	<ul style="list-style-type: none"> <li>8,655 direct relationships with kids &amp; young people via registration on the CoderDojo Community Platform. (Rationale = 25% of 34,621 youths attending Dojos regularly throughout 2015.)</li> </ul>	<ul style="list-style-type: none"> <li>49,741 direct relationships with kids &amp; young people via registration on the CoderDojo Community Platform: Number registered. (Rationale = 80% of 62,177 youths attending Dojos regularly throughout course of 2016.)</li> </ul>
<ul style="list-style-type: none"> <li>Youth specific Communication.</li> </ul>	<ul style="list-style-type: none"> <li>Launch of monthly youth newsletter in Q3 2015.</li> </ul>	<ul style="list-style-type: none"> <li>Open Rate above industry standard (30%) for youth newsletter achieved.</li> </ul>
<ul style="list-style-type: none"> <li>Youth Engagement through Events &amp; Competitions.</li> </ul>	<ul style="list-style-type: none"> <li>2 virtual competitions per annum with 100 global youth participating per competition.</li> </ul>	<ul style="list-style-type: none"> <li>4 virtual competitions per annum with 250 global youth participating per competition.</li> </ul>
<ul style="list-style-type: none"> <li>Reward &amp; Recognition of CoderDojo Youths; interpersonal, mentoring &amp; technical skills.</li> </ul>	<ul style="list-style-type: none"> <li>5 different open badges launched via the Community Platform with 25% of regularly attending youths claiming a badge = 5,327 badges awarded.</li> </ul>	<ul style="list-style-type: none"> <li>15 different open badges launched via the Community Platform with 50% of regularly attending youths claiming a badge = 18,974 badges awarded.</li> </ul>
<ul style="list-style-type: none"> <li>Youth Retention.</li> </ul>	<ul style="list-style-type: none"> <li>Establish a baseline churn level relating to youths in Dojos.</li> </ul>	<ul style="list-style-type: none"> <li>30% churn rate expected: positive churn is twofold and described above.</li> </ul>
<ul style="list-style-type: none"> <li>Learning Experience.</li> </ul>	<ul style="list-style-type: none"> <li>CoderDojo Tao adopted by 40% of active Dojos.</li> </ul>	<ul style="list-style-type: none"> <li>CoderDojo Tao adopted by 80% of active Dojos.</li> </ul>
<ul style="list-style-type: none"> <li>Dojo attendance by girls: validated by data.</li> </ul>	<ul style="list-style-type: none"> <li>30% attendance by girls validated by data.</li> </ul>	<ul style="list-style-type: none"> <li>35% attendance by girls.</li> </ul>

## 2.0. Improved Engagement with All Volunteers

Volunteerism is the fundamental force behind CoderDojo. The CoderDojo movement exists and grows through the generosity of the individuals around the world who regularly dedicate their time & resources, unpaid, to the movement. Volunteers participate & support CoderDojo in multifaceted ways; the movement belongs to them and to the kids & young people involved. This strategic initiative is of paramount importance for the ongoing success of CoderDojo and to support the vision of reaching kids all over the world, providing them with the opportunity to develop coding and technology skills.

### 2.1. Current Situation

Within the CoderDojo movement there are a number of different types of volunteers; Champions, mentors, parents and administrative volunteers (See Appendix 3.). Volunteers are unpaid.

Occasionally a Champion or mentor may be in receipt of some payment and / or benefit from sources outside of the CoderDojo movement, e.g.

- Employees within a technology or corporate organisation Championing or mentoring at a Dojo as part of their organisation's CSR scheme, or
- Employees of youth centres who run Dojos at their centres, or
- Champions & volunteers supporting Dojos in countries where there is a cultural practice of covering "volunteers" basic costs or expenses e.g. Japan, India, China, Russia & parts of Africa.

Individuals all around the world empathise with the CoderDojo ethos, mission & values which motivates them to give their time and resources to their local Dojos and to the movement. Many Champions and mentors (upwards of 50%, based on the CoderDojo Annual Survey 2014) have financially contributed to the running of their Dojos. Companies and organisations also value CoderDojo; dedicating employee time to facilitating Dojos. Some corporations are open to dedicating staff CSR time to provide Dojos with Champions, mentors and services that are of benefit to the movement globally.

To ensure the future sustainability of CoderDojo the core goal of this section is to source, recruit, onboard, support, engage and retain CoderDojo volunteers.

### 2.2. Opportunities

The CoderDojo Foundation aims to facilitate and to encourage volunteer engagement in a truly community based and connected network. There are different participation levels among volunteers around the world and this needs to be recognised; some individuals wish to engage more, some less. However all must be supported and a sense of belonging to the CoderDojo community should be fostered for all volunteers regardless of their preferred engagement level. Improved infrastructure and increased resources for volunteers are a priority. For more information on this see Section 3 Content & Offerings.

### 2.2.1.1. Summary Opportunities & Actions

Key Challenges / Key Opportunities	Strategic Change Action
<p><b><u>Onboarding</u></b></p> <ul style="list-style-type: none"> <li>Existing onboarding process for Champions can be difficult to navigate.</li> <li>No onboarding process for Mentors/Volunteers.</li> </ul>	<ul style="list-style-type: none"> <li>The Community Platform will streamline the onboarding process for Champions &amp; deploy an onboarding process for mentors.</li> </ul>
<p><b><u>Volunteer Support, Engagement &amp; Training</u></b></p> <ul style="list-style-type: none"> <li>Engagement rates of volunteers varies from Dojo to Dojo.</li> <li>No content or support is provided directly to Mentors and Volunteers.</li> <li>Community Support strategy not fully implemented.</li> </ul>	<ul style="list-style-type: none"> <li>Deploy the Community Support &amp; Engagement Strategy.</li> <li>Promote &amp; facilitate collaboration across Dojos.</li> <li>Create bespoke training material for Volunteers (section 3).</li> </ul>
<p><b><u>Rewards &amp; Recognition</u></b></p> <ul style="list-style-type: none"> <li>Badges have not been issued to Mentors or Champions to date.</li> </ul>	<ul style="list-style-type: none"> <li>Set standards for badging &amp; deploy project for all Volunteer types.</li> </ul>
<p><b><u>Corporate Volunteer Engagement</u></b></p> <ul style="list-style-type: none"> <li>Engagement of Corporates to encourage them to include CoderDojo in their CSR schemes has been strong.</li> </ul>	<ul style="list-style-type: none"> <li>Increase focus on engaging large organisations to provide access to sources of further potential Champions and Mentors.</li> </ul>

### 2.2.2. Detailed Actions to Improve Engagement with All Volunteers

#### 2.2.2.1. Onboarding

To coincide with the launch of the CoderDojo Community Platform, the existing onboarding process for Champions will be extensively reviewed and streamlined. An entirely new onboarding process for mentors and volunteers will be developed.

## Champions

The onboarding process of Champions will be reviewed and relaunched to coincide with the launch of the Community Platform in September 2015. Webinars will be developed to move away from the current 'text' based induction process, a full support model with training in; Tao, culture and ethos, best practices, child protection, setting up a Dojo etc.

## Mentors

The onboarding of mentors is a priority for CoderDojo. This will enable us to have a clear view of the number of volunteer mentors in the CoderDojo movement. Onboarding of mentors will also enable the clear dissemination of the CoderDojo ethos, culture and best practices for child protection. This is an important step to ensure consistency across the movement.

## **2.2.2.2. Champions and Volunteer Support & Engagement**

### Community Engagement

A robust Community engagement strategy & supporting plan will be developed and executed. Collaborative and clear communications enables the community to feel connected to the movement; this is created from communications delivered by the CoderDojo Foundation team, the CoderDojo community and all its stakeholders. Consistently and clearly communicating and sharing relevant information that benefits the community achieves ongoing engagement of all volunteers. As the movement now involves an extended community of global stakeholders, communications techniques and tools will need to be both efficient and effective in communicating our messages. The overarching aim of the community engagement strategy is to foster and improve direct relationships with all global Volunteers and to encourage communication and collaboration across the community.

The Communications strategy will involve developing a responsive, multi-channel and targeted approach to all outbound communication channels, the primary focus will be on scaling engagement across the below channels:

- **Social Media:** including maintaining and growing an active presence across Facebook, Google+, LinkedIn and Twitter.
- **Social Media Groups:** Engaging current and potential volunteers through social media groups including LinkedIn, Facebook and Google+.
- **Newsletter:** Growing & regionalising the global newsletter to ensure appropriate content reaches appropriate targets.
- **Website:** Maintaining an active flow of relevant articles and news from the CoderDojo blog.

### Volunteer Support Strategy

The current channels available to CoderDojo volunteers for support, guidance & engagement will be reviewed by Q2 2015 with the aim of relaunching the Community Support strategy by Q3 2015. The purpose of this is to



support Champions and mentors both on their journey of starting a Dojo and also while they sustain and run a successful Dojo.

The support strategy encompasses a number of channels:

- **Kata:** Kata is the CoderDojo community wiki and contains information on learning resources, best practices and organising resources, created both by the CoderDojo Foundation and CoderDojo Community members from across the world (see Section 3).
- **Forums:** A new CoderDojo forum will be launched in 2015 to coincide with the launch of the Community Platform. This will be a space for CoderDojo Champions, mentors, parents and youths to share with one another and to learn from experiences.
- **Community Calls:** Regular group community calls will be hosted for community members across the world to connect and chat with each other and about topics that are of interest and to share information.
- **One on One Calls:** One on one calls are available to any community member. Information regarding calls is available through the onboarding process and is disseminated across the website and Kata.
- **Direct Email Support:** Through the support ticketing system direct email support is offered for organisers and community members who can be connected directly to a member of the CoderDojo central team to discuss relevant topics.
- **Social Media:** Community members will be supported through both Twitter and Facebook communication. As well as having a Facebook page for CoderDojo there is also a Facebook group where community members can post and share. Community pages are available to all to connect on LinkedIn and Google+ also.

Apart from the direct engagement and support channels available for volunteers, the resources and infrastructure available will be improved including an increased focus on training content (see Section 3). Partnership goals will be expanded to seek more partnerships to benefit volunteers, e.g. background checking, local sponsors, hardware, venues etc. (For more on this please see Section 4 Partnerships).

### 2.2.2.3. Rewards & Recognition

Recognising and rewarding CoderDojo volunteers in a consistent and systematic manner will be introduced to assist in the engagement and retention of volunteers. With input from the community and to coincide with the launch of the CoderDojo Community Platform, “rewards / recognition” will be made available for all types of volunteers.

Badges will be advised to recognise various aspects of achievement, potential types of badges may include, e.g.

- Dojo meets all standards outlined in the CoderDojo Tao,
- Mentored a Ninja who produced a winning Coolest Projects Award in Category,
- Volunteered or Mentored for 6 months,

- Attended DojoCon and
- Organised a community outreach event.

### 2.2.2.4. Corporate Volunteer Engagement

There is an opportunity to expand engagement from corporates and to further encourage their technical staff to become CoderDojo volunteers. A focused campaign will be developed and delivered to target potential corporate level supporters. A ‘pack’ will also be developed to support bringing multinational corporates on board to support CoderDojo at the locations where they have a presence around the world. They will be encouraged to support both new Dojos and existing Dojos.

## 2.3. Improved Engagement with All Volunteers: Goals & Metrics

Goal	2015 Metric	2016 Metric
<ul style="list-style-type: none"> <li>• Direct relationships with Champions &amp; mentors via the CoderDojo Community Platform.</li> </ul>	<ul style="list-style-type: none"> <li>• Onboarding process for CoderDojo Volunteers implemented.</li> <li>• Direct relationships with 2340 of all volunteers via registration on the CoderDojo Community Platform. (Rationale = 40% of all volunteers based on average of 6 volunteers per Dojo.)</li> </ul>	<ul style="list-style-type: none"> <li>• Onboarding process for parents implemented.</li> <li>• Direct relationships with 8405 volunteers via registration on the CoderDojo Community Platform. (Rationale = 80% of all volunteers based on average of 6 volunteers per Dojo.)</li> </ul>
<ul style="list-style-type: none"> <li>• Support &amp; Training of Volunteers.</li> </ul>	<ul style="list-style-type: none"> <li>• 10+ Community Members engaging with each community call.</li> <li>• 25% increased engagement with Kata.</li> </ul>	<ul style="list-style-type: none"> <li>• 20+ Community Members engaging with each community call.</li> <li>• 50% increased engagement with Kata</li> </ul>
<ul style="list-style-type: none"> <li>• Engagement of Volunteer Community.</li> </ul>	<ul style="list-style-type: none"> <li>• Raise social media awareness &amp; engagement with increases each quarter across all social media channels:</li> <li>• Increase number of subscribers &amp; open rate of monthly newsletter by 250 per month with 30% Open Rate.</li> <li>• Add bi-monthly region specific newsletters for IRE, USA, UK / EU</li> </ul>	<ul style="list-style-type: none"> <li>• Based on year end 2015, raise social media awareness &amp; engagement with a 25% increase each quarter on all social media channels.</li> <li>• Increase number of subscribers &amp; open rate of monthly newsletter by 400 per month with 30% Open Rate.</li> <li>• Deploy audience specific, multichannel communications plan including partner &amp; funder</li> </ul>

		<p>engagement.</p> <ul style="list-style-type: none"> <li>● Maintain bi-monthly region specific newsletters for IRE, USA, UK / EU</li> </ul>
<ul style="list-style-type: none"> <li>● Engagement &amp; Communications Activities / Events, measured by Reach &amp; Participation.</li> </ul>	<ul style="list-style-type: none"> <li>● DojoCon: Facilitate the registration of 500 attendees.</li> <li>● Coolest Projects: Facilitate the registration of 500 Projects &amp; 5000 attendees at the event.</li> <li>● Plan and execute 6 other Irish events and 2 international events.</li> </ul>	<ul style="list-style-type: none"> <li>● Support the regionalisation / nationalisation of Coolest Projects with a minimum of 2 other events feeding into annual event to take place in Dublin with 750 project participants.</li> </ul>
<ul style="list-style-type: none"> <li>● Reward &amp; Recognition of CoderDojo Champions, Mentors &amp; Volunteers.</li> </ul>	<ul style="list-style-type: none"> <li>● 3 open badges recognising achievement of mentors launched via the Community Platform</li> <li>● 585 Badges claimed by registered Volunteers (Rationale = 10% of volunteers based an average of 6 volunteers per Dojo)</li> </ul>	<ul style="list-style-type: none"> <li>● 10 open badges recognising achievement of mentors launched via the Community Platform</li> <li>● 3152 Badges claimed by registered Volunteers. (Rationale = 30% of volunteers based an average of 6 volunteers per Dojo)</li> </ul>
<ul style="list-style-type: none"> <li>● CoderDojo Community Engagement.</li> </ul>	<ul style="list-style-type: none"> <li>● See section 8 for current &amp; target engagement rates among volunteers.</li> </ul>	<ul style="list-style-type: none"> <li>● See section 8 for current &amp; target engagement rates among volunteers.</li> </ul>

## 3.0. Enriched CoderDojo Content & Community Offerings

Enrichment of Content & Community Offerings is an initiative central to achieving the vision of CoderDojo as enriched content enables; the sustainability of the movement, the engagement of youth and the engagement of volunteers. CoderDojo wants to ensure that all Dojos are equipped to provide young people with a high quality, fun learning experience when they attend a Dojo. The aim is to introduce young people to many different coding languages of varying application & difficulty and to introduce them to technology in a meaningful and interactive way.

Content that will be provided will cover a variety of needs and will encompass a number of specific areas including:

- Content for organisers on how to set up and run a Dojo,
- Child Protection related content,
- Learning specific content e.g. Dojo Sushi and
- Theme specific e.g. CoderDojo Girls content and culture and ethos content.

The Foundation will provide resources for organisers, Champions and for all other volunteers to assist them; from starting a Dojo, running a Dojo and managing the development of a Dojo as it matures. All stages of a Dojo will be addressed from the beginning to maturity stage - all the way from setting up a Dojo to planning advanced lessons when the Dojo is well established. Specific content will be produced to assist volunteers in supporting & engaging with their Ninjas i.e. youth specific content, such as how to encourage young people to become mentors, guides for youths who want to attend CoderDojo related events etc.

CoderDojo content will be concise, clear and informative information for use by; the CoderDojo community, the global open source community and the general public. Information will add value in terms of information for the reader and will be of a high quality.

Through the provision of high quality content, Dojos can be created and supported and will deliver similar quality learning experiences. CoderDojo does not aim to replace traditional education or to create a formal curriculum, it will remain a club based, learner centric learning approach. This approach will be complemented by the provision of informal and project based learning resources which will encourage youth participation and assist all Ninjas in developing technology and coding related skills.

### 3.1. Current Situation

Currently there are a number of resources available to the CoderDojo community. Champions and mentors have a list of resources available to them to get their Dojo started and to get their first few sessions running. These resources are available on Kata, the CoderDojo Community Wiki at [kata.coderdojo.com](http://kata.coderdojo.com). For a full list of the languages that Dojos cover, see Appendix 4.1 based on the 2014 Global Annual Survey.

### 3.1.1. Overview of resources available for audience

Audience	Currently Available	Additional Targets
Youths	<ul style="list-style-type: none"> <li>● Lighbot.</li> <li>● Arcade (Kata).</li> <li>● Dojo Sushi (Kata).</li> <li>● General Kata.</li> <li>● CoderDojo for kids section on CoderDojo.com (<a href="https://coderdojo.com/get-involved/attend/dojo-for-kids/">https://coderdojo.com/get-involved/attend/dojo-for-kids/</a>).</li> </ul>	<ul style="list-style-type: none"> <li>● Accounts on the Community Platform.</li> <li>● Youth Forum.</li> <li>● Video interviews with young people.</li> <li>● Cross Dojo Ninja projects.</li> <li>● Additional youth friendly learning resources.</li> </ul>
Mentors	<ul style="list-style-type: none"> <li>● Kata.</li> <li>● Sushi, learning resources.</li> <li>● Google Group.</li> <li>● Recommended Practice Documents.</li> </ul>	<ul style="list-style-type: none"> <li>● Concise culture and ethos and guide to establishing a CoderDojo learning environment.</li> <li>● Mentor online training.</li> <li>● Session technical content.</li> <li>● Child Protection Best Practice Guides.</li> </ul>
Champions	<ul style="list-style-type: none"> <li>● Organising a Dojo resources on Kata.</li> <li>● Learning Resources on Kata.</li> </ul>	<ul style="list-style-type: none"> <li>● Webinars to assist in Starting a Dojo.</li> <li>● Up to date video guides.</li> <li>● Child protection training.</li> </ul>
Parents	<ul style="list-style-type: none"> <li>● CoderDojo Kansas Video.</li> <li>● Parents section on CoderDojo.com.</li> </ul>	<ul style="list-style-type: none"> <li>● Training resources to transition to Mentoring.</li> <li>● Video guides on Parents roles at Dojos.</li> </ul>

### 3.1.2. Content Types

The types of content currently made available to the CoderDojo Community include;

- Learning Resources: These are available on the CoderDojo wiki, Kata, for the community to access. These resources are limited and not always easy to navigate so they aren't used to their full potential. The resources are primarily focused on providing tools to assist beginner coders. There is limited content available for those supporting more advanced coders. Progression content to support those moving to new coding languages is unavailable. Progression content will support the retention of Ninjas as they advance to more difficult languages or advanced programming. For a full list of coding languages categorised by age see Appendix 4.2.
- Youth Content: The only youth specific content currently generated relates to 'Cool Tool' partnerships. These are short coding or logic games that are disseminated to the CoderDojo Ninjas.
- Culture and ethos: The CoderDojo culture and ethos (learning approach and culture) is rich and is one of the unique reasons that Ninjas and volunteers are attracted to CoderDojo. There is very little clear culture and ethos related content on Kata. This can be problematic for volunteers, especially for those with little or no prior experience in engaging young coders or in coaching, motivating and encouraging young people. The dissemination of the CoderDojo ethos and principles through



clear culture and ethos related content will be a priority in 2015 with further development and sharing of lessons learned in 2016.

- CoderDojo Tao: The “way of CoderDojo” currently covers a set of 5 best practice principles that Dojos are encouraged to follow. This was piloted with great success in 2014 and will be globally launched and deployed in 2015.
- CoderDojo Girls: A CoderDojo Girls page was recently added to Kata. This includes a CoderDojo document on ‘Getting Girls Coding’ which lists top tips on achieving a higher rate of female participation at Dojos.

### **3.1.3. Community Offering - Zen**

Zen is a custom built web application with the function of onboarding and registering the details of all Dojos worldwide. The web application was built over 3.5 years ago with the sole purpose of registering and listing active global Dojos. It was not built with the expectation of growth and scale that CoderDojo has experienced in a short period of time.

By mid-2012 it was clearly evident that Zen was not fit for purpose. It did not offer the core team access to appropriate data and impact, & most importantly it did not offer community members the functions required to start and sustain a Dojo seamlessly.

A number of challenges with the current Zen platform include:

- Direct relationships are only with Dojo Champions who set up the Dojo profile on Zen. There are no direct relationships with Dojo mentors, youth attending Dojos or their parents.
- No appropriate onboarding and tracking of Dojo Champions, current system is reliant on a number of external systems (emails, forms etc.)
- No onboarding process for a Dojo mentors, resulting in the Ethos of CoderDojo not being disseminated properly.
- For youth and parents who wish to join a Dojo there is no onboarding process.
- Champions do not have access to an adequate ticketing system for managing registration of a Dojo.
- No tracking of a Dojo or youth achievement.
- No ability to drill down into the growth of CoderDojo by region or state.
- Data on the number of people impacted is only gathered through surveys and anecdotal means.
- The process of issuing a CoderDojo email address to verified Dojos is not automated and is a time consuming task.
- The inputting of Dojo addresses are currently free form which is resulting in poor and unusable data.

## 3.2. Overview of Enriched Content Offerings

It should be noted that content development will be an ongoing initiative. All content sourced, edited or created will be monitored, expanded on and updated when relevant and as required. The table below provides an overview of content development as an initiative and summarises the key challenges and the related key strategic change actions.

### 3.2.1. Summary Opportunities & Actions for Enriched Content & Community Offerings

Key Challenges / Key Opportunities	Strategic Change Action
<p><b><u>Sample Lessons/Dojo Sushi</u></b></p> <ul style="list-style-type: none"> <li>Engagement and use of Kata the online wiki has been low.</li> <li>Limited content is available for engagement with intermediate &amp; advanced coders.</li> </ul>	<ul style="list-style-type: none"> <li>Deliver content to meet the needs of the community for multiple programming languages.</li> <li>Develop Dojo Sushi to cover further technology concepts and additional coding languages.</li> </ul>
<p><b><u>CoderDojo Tao, Culture &amp; Ethos</u></b></p> <ul style="list-style-type: none"> <li>CoderDojo Tao, the global best practice principles for starting and running a Dojo has been developed and piloted in global Dojos.</li> <li>Currently there is very little culture and ethos related content on Kata.</li> </ul>	<ul style="list-style-type: none"> <li>Disseminate CoderDojo Tao through Community Platform.</li> <li>Disseminate CoderDojo culture &amp; ethos.</li> <li>Focus on developing content to highlight the bespoke aspects of the CoderDojo culture and ethos.</li> </ul>
<p><b><u>Start a Dojo Content</u></b></p> <ul style="list-style-type: none"> <li>“Start a Dojo” content is disorganised and confusing.</li> <li>‘Organise a Dojo” page on coderdojo.com does not have sufficient content.</li> </ul>	<ul style="list-style-type: none"> <li>Develop clear and concise guides and make these available to all Volunteers via the CoderDojo.com website and Kata.</li> </ul>
<p><b><u>Child Protection</u></b></p>	

<ul style="list-style-type: none"> <li>• A Child Protection project has been launched for Ireland.</li> </ul>	<ul style="list-style-type: none"> <li>• Devise global best practice standards for all Dojos to apply.</li> <li>• Collaborate with CoderDojo regional bodies to create Child Protection policies/guidelines for specific regions.</li> </ul>
<p><b><u>CoderDojo Girls</u></b></p> <ul style="list-style-type: none"> <li>• Some Champions have worked on attracting more girls into Dojos in an ad hoc basis</li> </ul>	<ul style="list-style-type: none"> <li>• Establish a CoderDojo Girls working group and create more female targeted resources and projects on Kata.</li> </ul>
<p><b><u>Mentor Training Content</u></b></p> <ul style="list-style-type: none"> <li>• No content currently available to assist mentors and volunteers on adopting the CoderDojo ethos.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a robust suite of training content for mentors to select from.</li> </ul>
<p><b><u>Youth Mentor Content</u></b></p> <ul style="list-style-type: none"> <li>• Youth mentoring has been encouraged on an ad hoc basis by Dojos.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop content &amp; guides specifically targeted at young people to encourage them to mentor at their Dojo once they reach certain levels of competency.</li> </ul>
<p><b><u>CoderDojo Community Platform</u></b></p> <ul style="list-style-type: none"> <li>• The Current Zen platform for registering Dojos &amp; for maintaining the lists of active Dojos globally is not fit for purpose with a number of challenges identified.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a new bespoke platform, the CoderDojo Community Platform to consolidate all third party services and provide features required for running and maintaining a Dojo.</li> </ul>

### 3.2.2. Detailed Actions to Enrich Content Offerings

#### 3.2.2.1. Sample Lessons: Dojo Sushi, MOOC, Alliance Content

##### **Dojo Sushi**

Ninjas participating at Dojos should be introduced to as many technologies and languages as possible. To enable this and to encourage volunteers to introduce a wide range of technology and programming languages in their



Dojo, development of further Dojo Sushi cards will be a priority project in 2015. During 2015 intermediate resources will be developed for HTML and beginners resources for Javascript, Python, PHP and Databases. There will be further development completed through 2016 on areas including; HTML5, CSS, C#, iOS, Java, SQL, Arduino, intermediate and advanced web development, Javascript, Raspberry Pi, Ruby and Minecraft modding.

Covering a suite of languages will help to attract and retain intermediate and advanced students. Progression plans will be developed to assist mentors in encouraging Ninjas to progress from Scratch and HTML on to other languages and tools. The goal of the project is to deliver the basic requirements of the community to have the tools and information needed to run their first & all subsequent Dojo sessions in any programming language that they choose.

### **MOOC**

The importance of devising different formats of technical content should be noted. The Dojo Sushi format may not appeal to all mentors and youths. Throughout 2015, a 12 week MOOC ‘Developing a Multi-player Game’ is being developed in partnership with Intel, IT Sligo, South West College, FIT, DIT and DIFE. This MOOC will take the user through 12 weeks of content that will cover a number of elements including, Servers, HTML5 and Node JS. The MOOC will be used as a pilot to see the engagement of the CoderDojo community with this format of content.

### **Alliance Content**

Partners including alliance members are a great source of potential content. Further partnerships will be developed to provide learning software and content. See Section 5.

## **3.2.2.2. CoderDojo Tao, Culture & Ethos**

Central to improving the consistency of learning across Dojos is the dissemination of both the CoderDojo Tao (Recommended Practices) and the CoderDojo culture and ethos (learning principles).

### **CoderDojo Tao**

The five principles of the Tao have been piloted across global Dojos and will be rolled out to coincide with the first release of the Community Platform in September 2015. Emphasis will be placed on the development of clear and concise guides on how to implement CoderDojo Tao. There are five overarching principles in Tao:

- Building a Volunteer Community,
- Creating a safe space for children,
- Encompassing the CoderDojo Ethos,
- Online Safety and
- Review and Communication.

### **CoderDojo Culture and Ethos**

Adopting the CoderDojo culture and ethos is a principle within CoderDojo Tao. In order to improve the consistency of learning across Dojos, emphasis will be placed on development of CoderDojo pedagogical resources. This will include the development of a database of CoderDojo experience resources to enable Champions from remote locations to have the opportunity to ‘experience’ the atmosphere of a Dojo. The culture and ethos guide will be accessible, simple and as translatable as possible. It will become a useful document for all existing and new Champions to implement best practices for their Dojo learning environment. It will cover learning techniques and culture as gleaned from our experienced Champions and from expert contributors from around the world.

This document will include lessons learned and best practices and also will provide some tips and techniques to help Dojos implement them at a practical level.

Examples of these principles include:

- Self-motivated exploration of technology,
- Youth mentoring,
- Peer learning,
- Project based learning and
- Discovery learning.

### **3.2.2.3. Start a Dojo Content**

Central to encouraging organic growth (see Section 5) is the development of clear and robust Start a Dojo content. Although already in existence, all current content needs to be reviewed and supporting multimedia based content developed. Included will be guidelines addressing the needs of different audience types, e.g.

- Starting a Dojo for a corporate,
- Starting a Dojo for a technically skilled person and
- Youths starting Dojos etc.

The “Organise a Dojo” page will be updated with all relevant information to make it easier for Champions to start a Dojo.

The CoderDojo “Start a Dojo” process involves 5 key steps:

- Registering as a Champion,
- Sourcing a free venue,
- Sourcing technical mentors,
- Setting up an online presence and
- Creating a Dojo listing in the CoderDojo Dojo database.



Currently this is delivered through a combination of tools and information available through the CoderDojo website, Google forms and email communication through ZenDesk. With the new CoderDojo Community Platform this process will be completed in one place and will enable regular reviews. This will enable continuous improvement of the process through monthly and bi monthly reporting on user activity, noting where users are having difficulty and / or dropping out of the onboarding process.

#### **3.2.2.4. Child Protection**

Ensuring that Dojos are safe spaces for all youths is central to achieving the vision of the CoderDojo Foundation. Involving parents & guardians and ensuring that they attend with youths has always been key but some Dojos find that this can detract from the learning of the youths and therefore only require parents of young children to attend. Recognising that all Dojos are autonomous, CoderDojo will not enforce a policy where parents must remain and instead will leave it at the discretion of the Dojo.

Throughout 2015 a child protection project will be delivered centrally to formalise practices for Ireland based Dojos and to provide robust training for all CoderDojo volunteers in Ireland. It is recognised that this approach is not scalable and cannot be replicated across other geographical regions.

For all other regions, the focus will be on providing high quality materials, outlining; best practices, policies, guidelines and training material on child protection for use across all geographies.

#### **3.2.2.5. CoderDojo Girls**

At the moment approximately 30% of attendees at Dojos are girls but this figure varies from club to club (as sourced from the annual survey in 2013 and 2014). This seems like a low figure but it is actually above the industry average of >20%. The goal is to achieve 50% participation level. From 2015, a CoderDojo Girls Working Group, will be curated, composed of Dojo volunteers who have been successful in attracting and retaining high levels of participation of girls. In order to raise the global percentage of girls attending Dojos, content will be developed to cover a number of areas;

- Best practice standards for attracting and retaining girls into Dojos,
- Setting up a Girls Only Dojo - why, how and when to do this,
- Profiling and showcasing female CoderDojo attendees and
- Content to be used for Girls at Dojos.

The ultimate aim is for there to be no need for targeted initiatives like CoderDojo Girls because we have reached an irreversible tipping point, a tipping point where coding and more broadly STEM in general, is viewed as a field that is just as open for girls as it is for boys. In the interim there'll be ongoing activity to support the introduction of STEM to girls.

#### **3.2.2.6. Mentor Training & Support Content**

Mentors are the technology coaches & facilitators at Dojos, they are the individuals who create the learning environment and who encourage young people to explore and to create using technology. For some people



mentoring comes naturally but for others working with children is a new experience. In order to ensure that all mentors have a level of understanding of the CoderDojo culture and ethos and learning ethos, content will be created to equip Mentors with the knowledge on how to create a Dojo learning environment. The initial focus will be on creating an induction document containing everything needed to be a CoderDojo mentor. Based on review and consultation with mentors, this will be further developed into a series of videos or short e-learning topics on key aspects of mentoring.

### **3.2.2.7. Youth Mentor Content**

The best way to learn is to share your knowledge with others. Encouraging youth mentoring is a central component to the CoderDojo learning ethos and philosophy. At Dojos young people are encouraged to share their knowledge with the younger or less experienced generation. All kids and young people of all ages are encouraged to help beginners and younger children. All Ninjas are also encouraged to work in groups. Through youth mentoring Ninjas are given the opportunity to take on responsibilities within their Dojos, providing them with growth & development opportunities while giving less experienced and younger attendees peer role models to respect.

Youth mentor content will be focused on two areas;

- Equipping young people with the knowledge and confidence to become a youth mentor and
- Equipping adult mentors with the knowledge and skills on how to encourage and facilitate youth mentoring in their Dojos.

### **3.2.2.8. CoderDojo Community Platform**

In 2015 the CoderDojo Community Platform will be launched with a call for tenders. The purpose of the Community Platform is to provide a one stop shop for CoderDojo Champions, mentors, parents and youth to be part of the movement. The vision for the Community Platform is to be a collaborative project between the extended CoderDojo community and stakeholders, all who will contribute to it based on features required. In keeping with the CoderDojo ethos the Community Platform will be released as open source once it is completed. The platform will also be localised in two languages (English and Italian) when its goes live, with an expectation that more languages will be incorporated in the future. An outline of its functionality and features is below.

#### **Onboarding:**

The Community Platform will have a bespoke registration and onboarding system for different types of users (Champions, mentors, parents and youth). The benefit of this will enable the core Foundation team to connect with different members of the Community as soon as they make contact and provide relevant information based on their user profile. For example;

- Champions will be brought through a specific onboarding process that is aligned to the CoderDojo best practice standards, the CoderDojo Tao.

- Mentors will receive customised emails to include information on the CoderDojo ethos, learning practices and child protection guidelines,
- Parents will receive customised information encouraging them to get involved and give back at their Dojo.
- Youth will receive information on the benefits of learning to code, upcoming competitions, or tips on project work etc.

The Community Platform will be integrated with Intercom and Salesforce. Intercom will allow the core CoderDojo team to communicate with Champions seamlessly and without the need to leave the platform as they start their journey. The Salesforce integration will be twofold, firstly it will automatically send emails to Champions providing them with information or reminders to finish establishing their Dojo, while it will also enable detailed reporting on users of the platform.

### **Ticketing**

A customised CoderDojo ticketing module will be built to enable youth and their parents to book a ticket to a Dojo session without needing to leave the platform and use a third party site. For Champions and mentors this ticketing system will be purpose built for the CoderDojo community. It will be as flexible as we can make it to be suitable for the many different ways Dojo issue tickets currently i.e. weekly or term length tickets.

### **Mozilla Open (Digital) Badges:**

Increasingly Open Badges are becoming more popular as a legitimate method of validating digital skills. An Open Badge is a digital indicator of a skill learned all badges contain metadata indicating the badge issuer and the criteria for awarding the badge. Open badges give Champions and mentors the ability to recognise and reward attendees for achievements at no expense to Dojos. Badges will be created by the CoderDojo core team, applying existing standards in use by some global Dojos where relevant. Individual Dojos will be encouraged to create and issue their own unique badges and to build out the portfolio of badges available to youths. A secondary purpose of badges is to encourage youth to learn additional hard and soft skills; eg technical skills (Java, App Development etc.) and competencies (youth mentoring etc.) The gamification of learning will engage youth more and constantly encourage them to create bigger and better projects.

### **Profiles:**

Youth aged over 13, mentors and Champions will have the opportunity to have a publicly visible profile. These profiles will be publicly visible (optionally visible for youth over 13 users) and will show all of the Dojos that they are involved with. On their profiles users will also be able to display all the projects they have completed and all of the Open Badges they have earned in their Dojos. The purpose of profiles is to showcase achievement to a wider group of stakeholders i.e. a Ninja showcasing their profile to a friend, or future employer, a mentor showing their involvement with CoderDojo to a future employer etc.

### **Forums:**

Forums are a great low cost method of communicating with people around the world regardless of time-zones. For this reason a key aspect to the Platform will be the new CoderDojo Community Forum built on NodeBB. In these forums there will be specific forums for different topics as well as regional topics, events, challenges or opportunities. There will be a youth specific forum for CoderDojo Ninjas to communicate with one another, learn from peers and collaborate. Only adult mentors that have been background checked will be able to enter the youth forum.

### **Dojo Listing & Emails:**

As part of the verification process of a Dojo, Champions will be required to pinpoint the exact location of their Dojo. The benefit of this is that it will give youth and parents looking to join a Dojo accurate information about its location. The Google API will also be used to automatically assign @coderdojo.com email address to new Dojos.

### **Reporting:**

The platform will give a Champion or mentor with permissions to report on how many unique attendees have been impacted in a given time frame so that attendees will have the ability to be registered and we all will be able to report more accurately on attendance.

### **Single Sign on (OAuth):**

The platform will be built so other applications can be ‘plugged’ into it over time. It will use OAuth to reduce overhead for CoderDojo community members, their log on for the Platform will also grant access to the CoderDojo Community Wiki - Kata.

### **Dashboards:**

A dashboard will be built to allow the core Foundation team to monitor the use of the Platform, KPIs including adult usage of the forum, youth usage of the forum, interaction with open badges and number of badges awarded, Champion unique logins, Youth unique logons, and the number of events released and tickets booked. This will give a deeper level of insight into the impact that CoderDojo has on the broader community.

## **3.3. Enriched Content Offerings: Goals & Metric**

<b>Goal</b>	<b>2015</b>	<b>2016</b>
<ul style="list-style-type: none"><li>• Infrastructure for sharing and</li></ul>	<ul style="list-style-type: none"><li>• Kata re-launched with new and improved content and</li></ul>	<ul style="list-style-type: none"><li>• Develop baseline for use of Kata.</li></ul>

<p>sourcing content i.e Kata to be fully developed &amp; accessible for all of the global community.</p>	<p>functionality e.g. Search &amp; Navigation.</p> <ul style="list-style-type: none"> <li>• Kata deployed to Global Community.</li> <li>• Audit and analysis of content on Kata.</li> <li>• Curate &amp; collate new Kata content.</li> </ul>	<ul style="list-style-type: none"> <li>• Continuously improve Kata as a resource for community.</li> <li>• 50% of all Dojos using Kata content and/or contributing to Kata.</li> </ul>
<ul style="list-style-type: none"> <li>• Dojo Sushi cards &amp; progression guides in multiple coding languages available for use across Global Dojos.</li> </ul>	<ul style="list-style-type: none"> <li>• Scratch Sushi cards live.</li> <li>• Javascript Sushi cards live.</li> <li>• Beginner Web, Development Sushi cards Live.</li> <li>• Intermediate Web Development Sushi cards live.</li> <li>• PHP Sushi cards live.</li> <li>• Database Sushi cards live.</li> </ul>	<ul style="list-style-type: none"> <li>• Scratch 2 Sushi Cards Live.</li> <li>• Intermediate Java Sushi cards available.</li> <li>• Python Sushi cards Available.</li> <li>• Game development Sushi cards available.</li> <li>• Continuous Improvement of all Sushi cards.</li> </ul>
<ul style="list-style-type: none"> <li>• Dojos adhering to the CoderDojo Tao.</li> </ul>	<ul style="list-style-type: none"> <li>• 40% of verified Dojos adhering to CoderDojo Tao.</li> </ul>	<ul style="list-style-type: none"> <li>• 80% of verified Dojos adhering to CoderDojo Tao.</li> </ul>
<ul style="list-style-type: none"> <li>• Start a Dojo Guide.</li> </ul>	<ul style="list-style-type: none"> <li>• Start a Dojo Guide documented and released for 3 specific audience types; general public, corporate audience &amp; non-technical Champions.</li> </ul>	<ul style="list-style-type: none"> <li>• Start a Dojo guides refined and reviewed on a quarterly basis.</li> <li>• Guide for youths starting Dojos released.</li> </ul>
<ul style="list-style-type: none"> <li>• Child Protection Guidelines, policies in place for safe conduct of Dojos globally.</li> </ul>	<ul style="list-style-type: none"> <li>• Child Protection Policy &amp; training launched in Ireland.</li> <li>• Global best practice guides launched.</li> <li>• 50% of Irish Dojos registered to participate in Child Protection Programme.</li> <li>• Champions &amp; Mentors globally accessing best practice guide, with 25% noting that they are implementing the guidelines.</li> </ul>	<ul style="list-style-type: none"> <li>• 3 Policies launched for key regions (UK, US)</li> <li>• 75% of Irish Dojos registered to participate in Child Protection Programme.</li> <li>• Champions &amp; Mentors globally accessing best practice guides, with 60% noting that they are implementing the guidelines.</li> </ul>
<ul style="list-style-type: none"> <li>• Documented &amp; Shared CoderDojo material in multi-format covering: Starting Dojos, culture and ethos, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• 5 CoderDojo Experience Videos Live.</li> <li>• Relaunched “Start a Dojo” guides for specific audiences.</li> <li>• Culture and ethos materials live.</li> </ul>	<ul style="list-style-type: none"> <li>• Full suite of training video content developed and deployed.</li> </ul>

<ul style="list-style-type: none"> <li>• CoderDojo Girls.</li> </ul>	<ul style="list-style-type: none"> <li>• Creating guides on attracting and retaining girls into Dojos.</li> <li>• Highlight &gt;3 role models throughout the year (youth, teenager, mentor).</li> </ul>	<ul style="list-style-type: none"> <li>• Highlight &gt; 6 role models throughout 2016.</li> </ul>
<ul style="list-style-type: none"> <li>• Mentor Training Content.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop &amp; deploy a robust induction guide for new Mentors.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop e-learning video content across key aspects of CoderDojo ethos.</li> </ul>
<ul style="list-style-type: none"> <li>• Youth Mentor Training Content.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop content &amp; guides specifically targeted at young people to encourage them to Mentor at their Dojo on reaching certain competency levels.</li> </ul>	<ul style="list-style-type: none"> <li>• Continuously refine and improve material.</li> </ul>
<ul style="list-style-type: none"> <li>• CoderDojo Community Platform</li> </ul>	<ul style="list-style-type: none"> <li>• Launch Community Platform with bespoke onboarding process for Champions, ticketing, forums and Open Badge functionality.</li> <li>• 8,655 regularly active youths onboarded to the Community platform.</li> <li>• 2,340 regularly active volunteers onboarded to the Community platform.</li> </ul>	<ul style="list-style-type: none"> <li>• Reporting dashboard for Dojos to be deployed</li> <li>• Bespoke onboarding for mentors and parents to be built.</li> <li>• 49,741 regularly active youths onboarded to the Community platform.</li> <li>• 8,405 regularly active volunteers onboarded to the Community platform.</li> </ul>

## 4.0. Partnerships, Funders & Alliances

Partnerships are a key pillar in the CoderDojo strategy. Partnerships of various types are a key component in scaling and sustaining CoderDojo globally. There are many options for organisations to support and partner with CoderDojo e.g. providing free software to introduce to young people to coding, providing support to existing Dojos, hosting multiple Dojos across office locations around the world etc. CoderDojo can benefit from forming partnerships with some selected large organisations.

To date, CoderDojo centrally has developed relationships with a small number of partners, who support the movement. Collaboration is a core value of the Foundation, strategically the aim is to collaborate with as many fitting partners as possible and to deepen existing relationships with partners.

Individual Dojos can already be seen as an amalgamation of numerous partners e.g. venue donor, local sponsor etc. For this reason the central team will only engage with partners that have a significant countrywide, regional or international presence. Smaller potential partners will be introduced to local relevant Dojo Champions or mentors.

New partners will only be engaged with where there is an appropriate cultural fit with CoderDojo's ethos and culture. All relationships formed will support the volunteer led, free of charge basis of the CoderDojo movement. CoderDojo will not be exposed to commercial interests or to related activities of any partners, funders or alliances. The best interests of the movement and of the volunteers and Ninjas will be protected in all relationships.

### 4.1. Current Situation

The central team interacts with numerous active or potential partners on a weekly basis. There are a number of categories of partnership as listed below.

#### 4.1.1. Categories of Partners

Partnership Category	Description	Example
Funders	An individual or corporate who makes a financial donation above a certain tier to the Foundation on either a project specific or operational basis.	O'Sullivan Foundation
Growth Partners	Companies with global reach and global infrastructure who agree to source volunteers and/or to establish Dojos across their global network.	Salesforce Microsoft
Foundation Technology	Companies that provide pro-bono or discounted hardware	New Relic

Partners	or software which benefits the central team and its work.	MailChimp
Community Technology Partners	Companies that provide pro-bono hardware, software or content which directly benefits the global community.	LightBot Raspberry Pi Microsoft
Foundation Service Partners	Companies that provide pro-bono or discounted services which benefit the core team and its work.	A&L Goodbody Deloitte
Community Service Partners	Organisations which provide a service which assists the community in running and sustaining Dojos.	Verified Volunteers
Alliance Partners	An organisation which shares similar missions and visions with CoderDojo - typically they are not-for-profit organisations working in STEM, education and youth spaces.	Code Club Apps for Good

## 4.2. Opportunity Overview

Targeted partnerships will be prioritised in terms of impact on the community and alignment with our goals. The below table provides an overview of the types of partnerships and potential opportunities that will be pursued.

### 4.2.1. Summary of Partnerships, Funders & Alliances Opportunities

Key Challenges / Key Opportunities	Strategic Change Action
<p><b><u>Fundraising</u></b></p> <ul style="list-style-type: none"> <li>Funding has been difficult to secure for operational &amp; ‘everyday’ community support purposes.</li> </ul>	<ul style="list-style-type: none"> <li>Redevelop fundraising strategy and supporting operating model.</li> <li>Engage current; funders, network, board members to expand the pipeline of funders.</li> </ul>
<p><b><u>Partnership Prioritization</u></b></p> <ul style="list-style-type: none"> <li>Attention has been split across managing multiple ‘Cool Tool / Coding’ partnerships, alliances, funders &amp; broader global service partnerships.</li> </ul>	<ul style="list-style-type: none"> <li>Partnerships will be chosen based on their ability to positively impact the CoderDojo community and / or their ability to increase reach of the movement.</li> </ul>

<p><b><u>Growth Partners</u></b></p> <ul style="list-style-type: none"> <li>• Growth partners have been eager to get involved but typically “go cold” before getting a Dojo(s) started.</li> </ul>	<ul style="list-style-type: none"> <li>• Refine existing content &amp; develop new content to make starting a “Corporate Sponsored / Hosted Dojo” easier.</li> </ul>
<p><b><u>Alliances</u></b></p> <ul style="list-style-type: none"> <li>• There are many organisations working in the same space as CoderDojo</li> </ul>	<ul style="list-style-type: none"> <li>• Develop alliance partnerships with all similar organisations to assist with global growth.</li> </ul>
<p><b><u>Technology Partners</u></b></p> <ul style="list-style-type: none"> <li>• Some Software partnerships have been developed but dissemination of tools has been difficult.</li> </ul>	<ul style="list-style-type: none"> <li>• Set partnership targets and secure a number of partners per each category of partnership per annum.</li> <li>• Improve access to free software as it is provided.</li> </ul>

### 4.3. Fundraising

As a charity without a revenue generation model, fundraising will always be required to support the CoderDojo movement. To ensure sustainability a broad base of funders will be sourced to develop a diversified fundraising stream and to reduce dependency on one funding type or one donor.

- Core team: A development lead role has been assigned and the assigned individual will oversee relationship building activities, assisting the CEO in securing ongoing support.
- Board members: A sustainable approach, involving the Board, will be taken to fundraising. One of the core roles of a charity's Board members is to ensure that the organisation has the financing it needs to operate. A target of \$50,000 (€40,000) has been set per Board member per annum.
- Operational funders: Operational funders will be sourced who will commit to making a set donation to the organisation on an annual basis for a 3 year period to cover operational costs.
- Project Funding: All large projects will have specific project-based funding.

### 4.4. Partnership Prioritisation

A relationship can often start with a partner within a specific category but throughout that course of the relationship, the partnership can progress and become a broader partnership involving a number of aspects. CoderDojo will explore all relationship options with suitable target partners. The below table illustrates the

importance of each type of partnership and how the partnerships can benefit the community. This will improve focus on exploring the full potential of relationships with current and target partners.

<b>Type</b>	<b>Description</b>	<b>Impact</b>	<b>Priority</b>  1 - High  2 - Med  3 - Low
Funders	Required for the sustainability of CoderDojo Foundation and for ensuring that projects that impact CoderDojo community can be delivered.	CoderDojo Foundation & Community	1
Growth Partners	Support in scaling CoderDojo globally, particularly in reaching areas where there are barriers to starting Dojos e.g. limited access to technology tools or to mentors.	New CoderDojo Community	2
Foundation Technology Partners	Providing the tools required to manage engagement with & interactions across the community, including content sharing.	CoderDojo Foundation & Community	3
Community Technology Partners	Providing the community with hardware, software for Ninjas and / or volunteers. Improves availability of tools, content or services available to the community.	CoderDojo Community Ninjas & Volunteers	2
Foundation Service Partners (Finance, Audit, Legal etc.)	Providing pro bono services required to support CoderDojo core team in operating as a charity to support the community. Through this type of support the team can be efficient, ensuring maximum resources are focused on Community support.	CoderDojo Foundation	3
Community Service Partners	Providing the community with relevant partnerships to simplify running Dojos e.g. content, tools, admin services, facilities etc. for Ninjas and/or volunteers.	CoderDojo Community	2
Alliance Partners	Can benefit CoderDojo Ninjas & volunteers through sharing services & offerings and making these available to the CoderDojo community. Sourcing new volunteers and Ninjas.	CoderDojo Community	3

- Partnership policies will be further defined, strengthened and complied with to ensure that all relationships are in keeping with the CoderDojo ethos.
- A vetting procedure will to be developed whereby every tool or subscription will be tested before it is made available to the community.
- Tracking of partner communications via Salesforce and Cirrus will be implemented by Q3 2015.
- Partnership roles, operations, processes and procedures will be monitored and refined on an ongoing basis.

## 4.5. Growth Partnerships

Growth Partnership is an area of huge potential for the scalability of CoderDojo. For example, hosting a Dojo on the premises of a technology company can be a win/win for CoderDojo and for the company. By 2017, 50% of large technology companies with large appropriate facilities should be running Dojos on their premises. New relationships will be leveraged and relationships with existing companies will be extended e.g. seeking introductions from existing customers to their clients with whom we have yet to be connected. A full target list of companies will be generated and maintained.

## 4.6. Alliances

Within the Alliance category there are many different types of partnership that will be pursued, including those that;

- Are coding and/or technology skill building related, or
- Provide access to technology (both hardware & software), or
- Reach underserved areas in developing countries, or
- Reach underserved areas in developed countries, or
- Help with encouraging girls to get involved in building technology & coding.

Global STEM and coding related charitable organisations with similar missions and visions to that of CoderDojo's will be approached and coding Alliance partnerships implemented where appropriate. In addition, organisations involved in youth leadership & youth development support will be approached. This will help to ensure that young people globally are aware of coding and technology skill development opportunities available to them.

A full target list of organisations will be generated and maintained.

### Egmont: CoderDojo Nano

Throughout 2015 - 2017 the Egmont CoderDojo Nano partnership, which was initiated in mid- 2014, will be continued. This partnership is centred on the development of three CoderDojo Nano books to be published by renowned educational publisher Egmont. The books will be launched in 2016 and 2017. The content will be



developed or contributed to by existing CoderDojo community members. There are a number of aims for participating in this alliance partnership;

- to further increase the brand awareness of CoderDojo,
- to encourage more people to join the CoderDojo Global community as attendees or volunteers,
- to breakdown the barriers to entry for youth seeking to learn how to code and
- to introduce coding to more young people globally.

## 4.7. Technology Partnerships

New and engaging software & content will be sourced to be made available to the community on an ongoing basis. The CoderDojo Community Platform will improve how content is disseminated and how tools & products are made available to the Community. This will help to improve visibility of all tools and content available and to improve access to & use of these.

Priority will be given to launch partnerships, intermediate and advanced software partnerships, and hardware partnerships, as these are of most relevance and benefit to the community.

### **Launch Partnership:**

As the attendees of CoderDojo mature in both age and ability they are interested in more advanced projects. In order to address this and to continue engaging CoderDojo Ninjas, launch partnerships will be useful. These are partnerships that will provide Ninjas with access to tools to increase their skillsets. Potential target partners & their related offerings include: Access to the GitHub Student Developer Pack which contains pro bono access to Atom, Bitnami, CrowdFlower, DNSimple, GitHub Hackhands Digitalocean, Visual Studio, Namecheap, Orchestra, Screenhero, Sendgrid, Travis CI, Stripe, Unreal Engine etc.

### **Intermediate & Advanced Software:**

To engage older and more advanced Ninjas, as well as volunteers, free access to more complex software will be sourced to provide opportunities to challenge themselves and / or to further their skills.

### **Hardware Partnerships:**

According to the results of the 2013 & 2014 annual community surveys, there is a need for pro-bono hardware within the CoderDojo community. Securing hardware partnerships (e.g. Raspberry Pi, Arduino or Galileo boards) is therefore a priority. To date, hardware partnerships have been the most difficult to secure. Therefore effort will also be directed to maintaining and retaining existing partnerships with organisations like Codestarter (who supply & ship laptops to U.S. based Dojos).

## 4.8. Partnerships, Funders & Alliances: Goals & Metrics

Goal/Metric	2015	2016
<ul style="list-style-type: none"><li>• Raise annual operating budget.</li></ul>	<ul style="list-style-type: none"><li>• €tbc to be raised.</li></ul>	<ul style="list-style-type: none"><li>• €tbc to be raised.</li></ul>
<ul style="list-style-type: none"><li>• Secure Growth Partners to scale CoderDojo globally.</li></ul>	<ul style="list-style-type: none"><li>• 1 Growth partner.</li></ul>	<ul style="list-style-type: none"><li>• 2 Growth partners.</li></ul>
<ul style="list-style-type: none"><li>• No loss of pro bono partners.</li></ul>	<ul style="list-style-type: none"><li>• 0</li></ul>	<ul style="list-style-type: none"><li>• 0</li></ul>
<ul style="list-style-type: none"><li>• Secure Alliance Partners.</li></ul>	<ul style="list-style-type: none"><li>• 10</li></ul>	<ul style="list-style-type: none"><li>• 16</li></ul>
<ul style="list-style-type: none"><li>• Secure quality service partnership for Global CoderDojo Community.</li></ul>	<ul style="list-style-type: none"><li>• 1 Partnership.</li></ul>	<ul style="list-style-type: none"><li>• 3 Partnerships.</li></ul>
<ul style="list-style-type: none"><li>• Secure quality technology partner to provide software/hardware to benefit Community.</li></ul>	<ul style="list-style-type: none"><li>• 2 Partnerships.</li></ul>	<ul style="list-style-type: none"><li>• +4 Partnerships.</li></ul>

## 5.0. Global Community Growth

CoderDojo's ambition is for every child in the world to have the opportunity to learn to code and be creative in a safe and social environment. Global Community Growth is defined by sustainable growth of CoderDojo worldwide. This includes adding new Dojos to the community while also supporting existing Dojos in continuing to operate, thereby retaining the existing network of Dojos.

For growth to be achieved, all new CoderDojo Dojos need to be registered on the community platform and all Dojos need to:

- Be available to kids & young people on an ongoing basis,
- Meet on a regular basis (at a minimum monthly),
- Meet the CoderDojo recommended practice standards (CoderDojo Tao),
- Apply principles outlined in the CoderDojo culture and ethos guide and
- Engage with the global community.

By ensuring that these criteria are met, it can be clear that all registered Dojos are operating as Dojos and that CoderDojo is growing as a movement.

Typically, new Dojos are added to the Community through 4 types of activity:

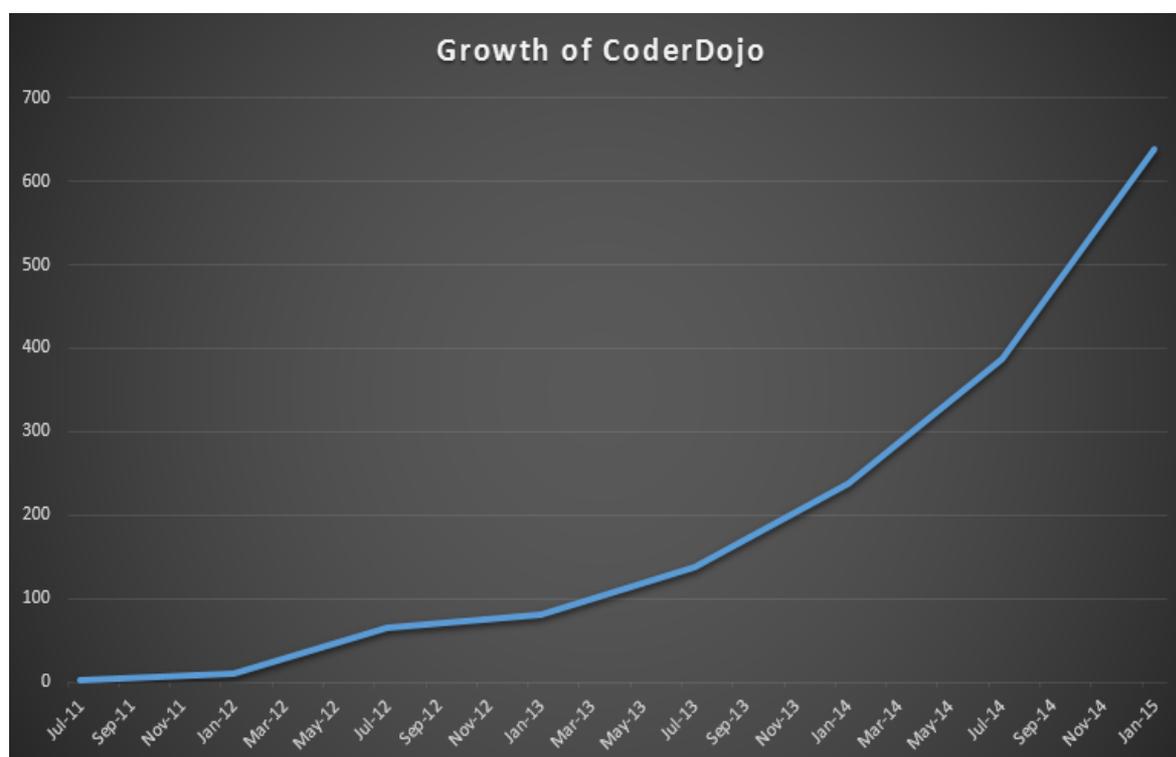
1. New individual Dojos: Usually started by individual Champions or by small groups of Champions & mentors. These volunteers hear about CoderDojo through word of mouth, social media, through web browsing or by attendance at events where CoderDojo is present or referenced.
2. Nationalisation & Regionalisation – Growth led in countries or regions by a group of Champions and volunteers who have formed a regional body to support new and existing Dojos operating in their region or country.
3. General Growth Partnerships & Alliances – CoderDojo Foundation team actively engaging with organisations which can support the start up of Dojos in regions & underserved areas where barriers exist to starting Dojos.
4. Corporate Growth Partnerships - Growth achieved through corporates championing CoderDojo. As described above in Section 5.5, page 38.

## 5.1. Current Situation

### 5.1.1. New Individual Dojos

CoderDojo has experienced a rapid rate of growth since its inception. New Champions are most likely to find out about CoderDojo through web browsing (27%), word of mouth (21%) and through the media (17%). Further to this 7% of New Champions around the globe found out about CoderDojo through current CoderDojo Champions, mentors, volunteers and attendees.

The below graph illustrates the growth of CoderDojo from inception in July 2011 to January 2015.



### 5.1.2. Nationalisation & Regionalisation

Regional (Region and Country based) CoderDojo groups have been formed by groups of volunteers in some of the countries and regions where the movement has achieved scale already or where volunteers have taken the initiative to share their resources to help to start & support more Dojos in their countries and regions. Examples include; CoderDojo Belgium, CoderDojo Western Australia, CoderDojo Scotland. These regional groups have each determined how they will be organised and have achieved both growth and the development of strong national and regional communities. To date, these groups operate with little additional support from the CoderDojo Foundation and there are no contracts or agreements in place between the CoderDojo Foundation and the regional groups. *See Appendix 6 for full list of established regional bodies.*

### 5.1.3. General Growth Partnerships & Alliances

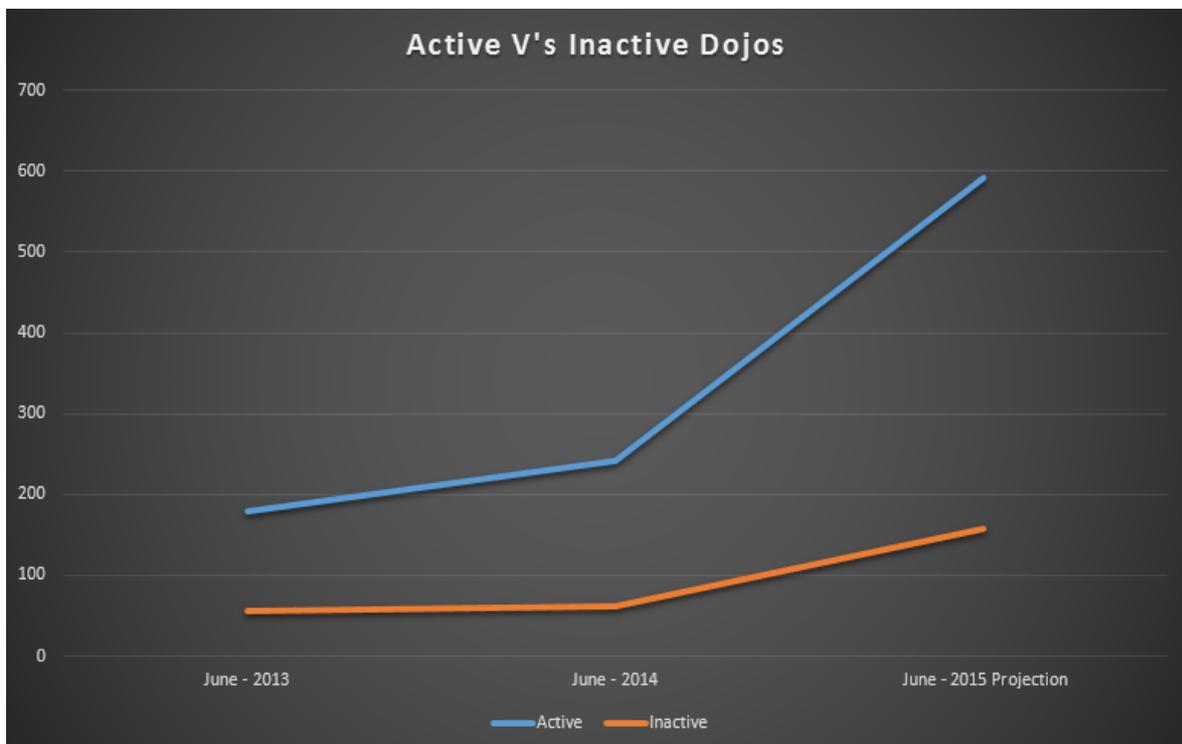
A number of corporates have expressed interest in supporting Dojos across their locations including Liberty Global, Salesforce and Intel. These growth partnerships have been handled on an ad hoc basis through supporting locally sourced Champions through the Start a Dojo process.

### 5.1.4. Retention

Historically analysing the number of Dojos in existence between 2012 and 2014, the current annual rate of attrition of Dojos is 22%. Dojos may close for a number of reasons including:

- Lack of technical mentors to keep youths engaged, or
- Closure of suitable venue, or
- Loss of Champions, or
- Lack of succession planning.

In June 2013 and June 2014 a survey was issued to all verified Dojos on Zen. Non-responsive and inactive Dojos were removed from the listing, resulting in a clean list displaying only the Dojos that are active. The average annual percentage of Dojos that become inactive was calculated at 22%. Based on this rate, the projected number of inactive Dojos expected by June 2015 is illustrated in the below graph. The blue line illustrates the growth of active Dojos, with the orange line illustrating inactive Dojos to June 2015.



## 5.2. Opportunity

There is huge demand both for existing Dojo places and for new Dojos, CoderDojo needs to scale globally, to reach and impact more young people and to engage with more volunteers. Target growth for 2015 is to have 975 active Dojos, with this scaling to 1,750 active Dojos by the end of 2016. Growth will be achieved through a number of key methods and initiatives:

- Growth of individual Dojos: Achieved through existing channels (word of mouth, social media, through web browsing or by attendance at events where CoderDojo is present or referenced).

- Nationalisation & Regionalisation: Supporting, encouraging and facilitating the nationalisation and regionalisation of CoderDojo in areas that have achieved a critical mass of Dojos,
- Growth Partnerships (including corporates) & Alliances: Actively identifying, onboarding and engaging with partners who can support the establishment of Dojos in regions & underserved areas where barriers exist to starting Dojos and
- CoderDojo Foundation team reorganising to support growth in specific regions and areas.

### 5.2.1. Overview of Global Community Growth

Key Challenges / Key Opportunities	Strategic Change Action
<p><b><u>Growth of new individual Dojos</u></b></p> <ul style="list-style-type: none"> <li>• Growth has been steady during 2014 at an average of 7% per month.</li> <li>• Growth through corporate partnerships has been on an ad hoc basis.</li> </ul>	<ul style="list-style-type: none"> <li>• Through 2015, sustain organic growth of individual Dojos at current levels.</li> </ul>
<p><b><u>Nationalisation &amp; Regionalisation</u></b></p> <ul style="list-style-type: none"> <li>• Regionalisation of CoderDojo has occurred in an organic manner in certain locations.</li> <li>• No bilateral agreements exist with any regional bodies (both legal and informal bodies).</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a “national / regional” toolkit and license to support the formation and ongoing operation of regional or national groups.</li> </ul>
<p><b><u>General Growth Partnerships &amp; Alliances</u></b></p> <ul style="list-style-type: none"> <li>• Champions intending to set up Dojos in underserved areas face increased challenges.</li> <li>• The CoderDojo model may need to be localised to fit with local cultures of other geographies i.e. some African nations.</li> </ul>	<ul style="list-style-type: none"> <li>• Target growth in underserved locations in existing countries in 2016.</li> <li>• Give potential local Champions in underserved areas and regions as much support as possible.</li> </ul>
<p><b><u>Retention</u></b></p> <ul style="list-style-type: none"> <li>• Current attrition of Dojos stands at 22% based on 2012 - 2014 figures.</li> </ul>	<ul style="list-style-type: none"> <li>• Monitor the lifecycle of Dojos with the intention of retaining 80% + of all active Dojos.</li> </ul>

### 5.2.2. Growth of New Individual Dojos

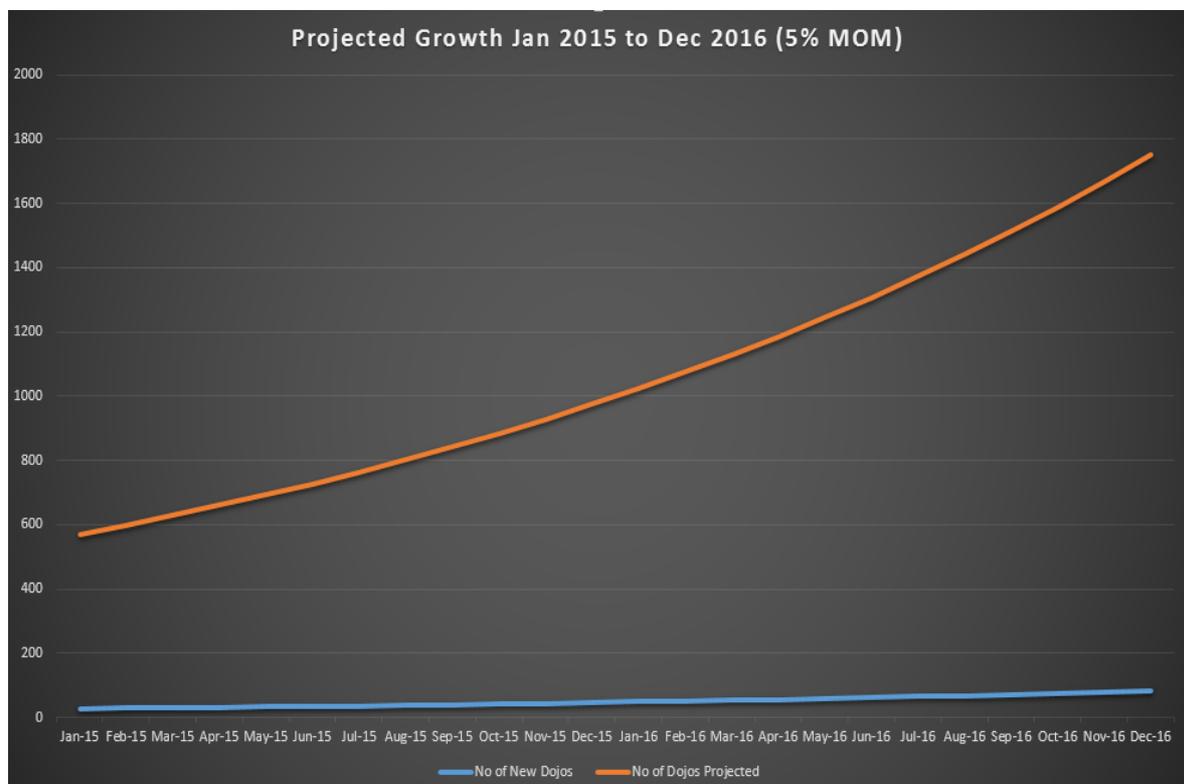
Throughout 2015, growth will be sustained at 5% Month on Month (MOM). Growth will be encouraged through the work which be undertaken in the other sections e.g. improving support channels to all volunteers (section 2, page 16), Improving the content and tools available to the Community (section 3, page 22), improving access to

relevant partnerships (section 4 page 32). The most important aspect of scaling CoderDojo is continuing to work with Champions who self-identify and begin the journey of starting a Dojo. Throughout 2015 and 2016 growth of individual Dojos will continue to be achieved through self-identifying Champions that are brought on board through a number of specific channels including:

- Word of mouth,
- Organic growth,
- Social media,
- Web presences,
- Brand awareness through communications and
- Event participation.

To increase the number of Champions that self-identify the below areas will be worked on and continuously improved throughout 2015 and 2016.

- Strengthening the suite of tools & content available to the CoderDojo Community (see Section 3),
- Developing and deploying the CoderDojo Community Platform (see Section 3),
- Further developing and maintaining an active web presence,
- Developing and strengthening communication channels and
- Participation at high impact and relevant events.



Note: Growth based on Dojos still active in January 2015.

### 5.2.3. Nationalisation & Regionalisation

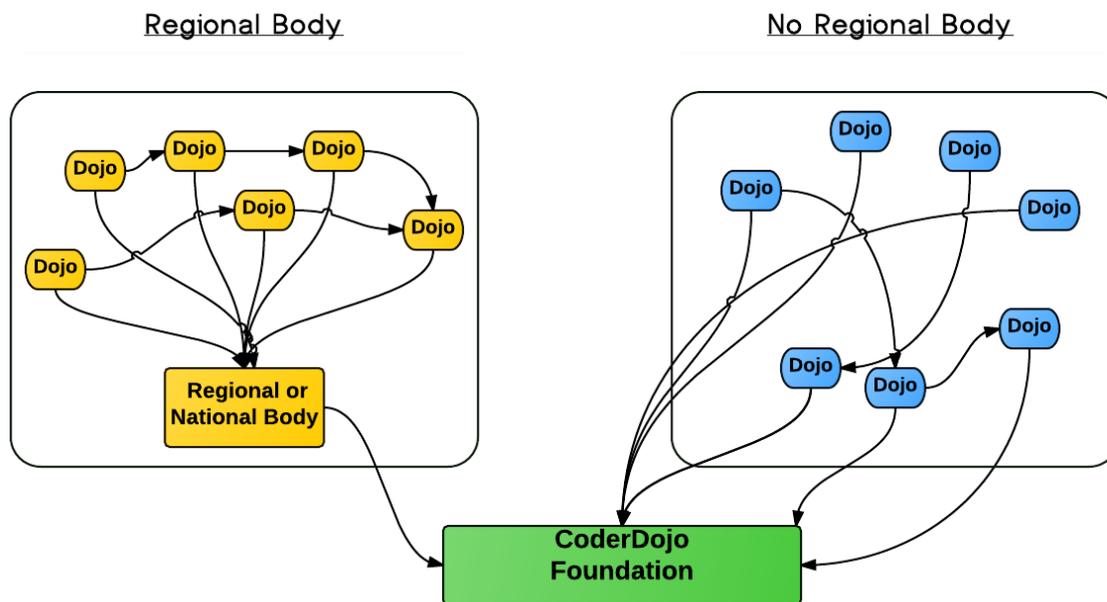
Through 2015, to assist in sustaining growth at expected levels, support will be provided to encourage the start up of national & regional groups in particular in countries with a large number of existing Dojos e.g. Ireland, the UK and other European countries. Existing regional groups will be provided with additional support.

The nationalisation & regionalisation model will be fully implemented to support the future sustainability of CoderDojo in countries and regions. The below graph illustrates how this model will work, i.e. moving from a one-to-many relationship model whereby the CoderDojo Foundation communicates with all Dojos in a region, to one-to-one relationships, where the CoderDojo Foundation will communicate with the national or regional group and they in turn will liaise with their Dojo communities.

It will be important for CoderDojo to have guidelines for national & regional groups and the CoderDojo Foundation Team will actively support the creation of new national & regional groups. All Dojos within the reach of National & Regional groups should be engaged in the formation of new group e.g. 50% of all Dojos within a country or region should approve the creation of a regional or national group.

Key steps to introduce CoderDojo Regionalisation & Nationalisation:

- By the end of 2015, a licensing agreement will be developed and will be agreed with all existing CoderDojo national & regional bodies. The UK and Ireland are both deemed to be areas of priority due to rapid growth of CoderDojo in these countries. For this reason, the UK body will be established during 2015 / early 2016. Identifying a longstanding CoderDojo community member to take the lead on setting up and establishing a CoderDojo Ireland body will also be a core priority. Strong relationships need to be cultivated with all groups, with an assigned CoderDojo Foundation contact identified per group.
- By 2016, the establishment of national or regional bodies will be encouraged across key regions with critical masses of Dojos. The focus for 2016 will be centered on supporting regional bodies who have secured support from local partners, e.g. establishing a CoderDojo USA.
- Further regionalisation may occur whereby regional groups further combine to cover a larger location e.g. all of the USA vs. regions within the USA.



## 5.2.4. General Growth Partnerships & Alliances

### 5.2.4.1. Corporate Growth Partners

Growth will primarily be achieved through the ongoing start up of new individual Dojos at an expected rate of 5% month on month over 2015 and 2016 (based historical growth over 2014). This will add 1751 new Dojos to the movement by the end of 2016. One new Growth partner is to be secured in 2015, with existing corporate growth partners retained e.g. Salesforce & Liberty Global. This is expected to result in an additional twenty new Dojos in 2015. By 2016 an additional two corporate growth partners will be recruited with a target of an additional 40 Dojos to be started, resulting in a total of 60 corporate hosted Dojos to exist by end of 2016.

### 5.2.4.2. Growth Partners in difficult to reach regions

It is recognised that for growth to be achieved in new geographical regions, the CoderDojo model may have to be adapted. However the ethos, principles and values of the movement and the scope of the activities supported and delivered at Dojos will underpin all Dojos irrespective of location. For CoderDojo to grow in underserved areas, further measures, will need to be taken, which will include; securing local partnerships and exploring & optimising use of existing infrastructure e.g. schools, universities and local youth related initiatives. Cultural norms may need to be addressed with the model being potentially localised for some new countries and regions.

AfriCoderDojo, Asia & South America will not be prioritised as areas of growth in 2015. In 2016 the CoderDojo Foundation will actively begin to work with local partners across these regions e.g.

- Tech Hubs and Tech Incubators which are starting to open in African cities in 2015,

- Selected universities and colleges and
- Tech industry partners and related large tech events & conference etc.

In 2015, relationships with local Champions from these locations will be cultivated, and the model localised. The CoderDojo Foundation team will determine the best approach to be taken in one or more of the new regions and will develop growth plans for the selected nation / region(s).

- By the end of 2016, a regional body backed by local supporters should be established in one or more of the new regions e.g. Africa.
- By the end of 2016, CoderDojo will be the go-to youth club based coding initiative globally.

### 5.2.5. Retention

Retaining and sustaining existing Dojos is a key component in achieving global growth. CoderDojo regularly checks the number of Dojos and verifies that they are still active.

In order to increase the retention and lifecycle of Dojos a number of measures will be taken including;

- Strengthening the suite of tools & content available to the CoderDojo Community (see Section 3),
- Developing and deploying the CoderDojo Community Platform (see Section 3) and
- Developing content and guides to support Dojos in succession planning.

## 5.3. Global Community Growth: Goals & Metrics

Goal/Metric	2015	2016
<ul style="list-style-type: none"> <li>• <b>Growth:</b> Global Growth to be achieved.</li> </ul>	<ul style="list-style-type: none"> <li>• 975 active Dojos.</li> </ul>	<ul style="list-style-type: none"> <li>• 1751 active Dojos.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Retention:</b> Retain 80% of all active Dojos globally.</li> </ul>	<ul style="list-style-type: none"> <li>• Monitor data on churn of Dojos through Community Platform.</li> </ul>	<ul style="list-style-type: none"> <li>• Retain 80% of all new and existing Dojos.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Regionalisation:</b> Promote and facilitate the global regionalisation of CoderDojo.</li> </ul>	<ul style="list-style-type: none"> <li>• 5 regional licenses or agreements signed with, Italy, Belgium, Poland, Scotland, UK.</li> <li>• CoderDojo Ireland initiated.</li> </ul>	<ul style="list-style-type: none"> <li>• 5 additional licenses or agreements in place including USA, Canada, Ireland Asia, and parts of Asia.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Underserved Growth:</b> Dojos started in underserved areas to serve as a case study.</li> </ul>	<ul style="list-style-type: none"> <li>• 2 Dojos in underserved regions (1 developed 1 developing) documented as case studies.</li> </ul>	<ul style="list-style-type: none"> <li>• 15 active Dojos in underserved regions in both developed &amp; developing world.</li> </ul>



## 6.0. Conclusion

Since its inception in 2011, the CoderDojo movement has grown to become a global movement. It has reached kids and young people, all over the world, positively changing their lives. It is a very precious movement, sustained by amazing volunteers all over the world. The stories shared by these volunteers and by the kids and young people from the community inspire everyone involved to continue to support the movement. For every young person currently reached, there are hundreds of thousands out there who are not being provided with access to opportunities to develop coding and technology skills.

Through the implementation of the strategic initiatives outlined above, during 2015 & 2016, CoderDojo will:

- Reach more kids & young people,
- Establish a better connected, engaged, collaborative community of young coders & volunteers,
- Improve the experience enjoyed at Dojos globally and
- Progress our ambition of there being a world where all young people can have access to opportunities to grow and develop the skills that they need to be successful.

Everyone who supports CoderDojo on this journey will have direct involvement in improving the lives of young people around the world, which is both a privilege and an honour.

## Appendix 1. CoderDojo Roadmap 2015 / 2016

	2015				2016			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<b>1. Engaging Kids &amp; Young People</b>								
Direct relationships with kids/young people & monthly newsletter								
Reward & Recognition of youth with digital badges & physical belt standards								
CoderDojo Girls Participation								
<b>2. Engaging Volunteers</b>								
Direct relationships with kids & young people with monthly volunteer newsletter								
Reward & Recognition of CoderDojo youth with digital badges & physical belt standards								
Volunteer online training								
Global background checking for volunteers								
<b>3. Enriched CoderDojo Content</b>								
Global launch & Dissemination of CoderDojo Tao								
CoderDojo experience videos								
Child Protection Guides & Online training								
CoderDojo Sushi & Progression Charts								
Relaunched & redesigned Kata								
<b>4. Partnership, Funders &amp; Alliances</b>								
Technology partners to provide H/W & S/W to benefit CoderDojo community								
Corporate Global Growth Partners to support and scale CoderDojo global								
Secure CoderDojo Foundation Funding								
Secure Service provider Partners for the direct benefit of the CoderDojo community - e.g. Hosting, Background vetting etc								
<b>5. Global Community Growth</b>								
Global Community Growth								
Regionalisation of CoderDojo								
<b>6. Team</b>								
Bi yearly performance appraisals								
Expand team								
<b>7. Infrastructure</b>								
Platform								
Kata								

Websites		▲		▲				
Other Infrastructure								
<b>8. CoderDojo Events</b>								
Coollest Projects Awards		▲			▲			
DojoCon			▲				▲	

## Appendix 2. List of recent events.

Core Events CoderDojo Foundation 2015				
Event	Activity	Location	No. Attendees	Date
BT Young Scientist	Showcase Dojo and Information Stand + Dojo Learning HTML	Dublin	50000 +	January
Eircom Junior Siders	Information Stand	Dublin	1000 +	April
Houses Of Parliament	Showcase Dojo	London	100	April
Coolest Projects 2014	Annual competition and showcase event for CoderDojo ninjas	Dublin	500+ projects 5000+	June
Buckingham Palace	Showcase Dojo + Dojo Learning HTML	London	70+	July
EU Parliament	CoderDojo Youth taught MEP's to code	Brussels	100	October
Europe Code Week	7 day initiative to highlight coding initiatives around Europe	Europe	100,000 +	10th - 18th October
Mozfest	Open learning event - Dojo session	London	500+	September
DojoCon	Annual conference for CoderDojo Champions, Mentors & Volunteers	Sligo	400+	October-November
Web Summit	Showcase Dojo and Information Stand	Dublin	25000 +	November
Hour of Code	Initiative to highlight coding across the world	Global		December

## Appendix 3. Why volunteers are important for CoderDojo

The CoderDojo movement is enabled by volunteerism. Volunteerism is the fundamental force behind CoderDojo. The CoderDojo movement which exists and grows through the generosity of the individuals all around the world who regularly dedicate their time & resources, unpaid, to the movement. Volunteers participate & support CoderDojo in multifaceted ways, the movement belongs to them and to the kids & young people involved.

CoderDojo volunteers deliver Dojos and promote the movement on a frequent basis through:

- Promoting CoderDojo globally by running events & Dojos in their own localities and regions,
- Starting up new Dojos in their localities,
- Organising local Dojo sessions, on a weekly, bi-weekly or monthly basis,
- Sharing their technical skills at their local Dojos,
- Coaching & Empowering kids & young people,
- Being visible and accessible role models to kids & young people,
- Assisting at CoderDojo local, national and international events,
- Supervising & managing the logistics of kids' participation at CoderDojo & industry events,
- Encouraging kids & young people to participate at competitions and events,
- Supporting the CoderDojo Foundation through providing free products and services,
- Engaging & participating with the movement and the foundation as global community members,
- Contributing to CoderDojo's content & knowledge base,
- Following & enforcing CoderDojo's distinct learning model, including principles e.g. "One Rule: Be Cool" and "Ask Three, Then Me" and/or
- Maintaining a positive & safe learning environment.

In the majority of cases mentors and organisers are unpaid occasionally a Champion or mentor may be in receipt of some payment and / or benefit, e.g.

- Employees within a technology or corporate organisation Championing or mentoring at a Dojo either as part of their daily role or as part of their organisation's CSR scheme,
- "Digital Ambassadors" employed as part of a government sponsored education initiative, using part of their time to support CoderDojo,
- Champions & volunteers supporting Dojos in countries where there is a cultural practice of covering "volunteers" basic costs or expenses e.g. Japan, India, China, Russia & parts of Africa.

## Appendix 4. Coding Languages

### Appendix 4.1. Coding Languages Used in Dojos

**Scratch Jr** is a cut down version of the full product aimed at kids from 5+ therefore it has fewer functions and is aimed at teaching young kids how they can use simple commands to make an animation. We see from Dojos that kids, especially girls in the 7 – 10 age bracket and even younger love to create animations that tell stories so this is a good fit.

**Scratch** is a visual programming language and environment created especially to teach kids how to code. It is a great way of showing kids how they can break down programs into simple blocks and deal with them logically by building blocks (not unlike Lego) together. At Dojos we see young girls and boys creating fantastically detailed animated stories and building cool games based on whatever they are into away from the computer.

**Hyper Text Mark-up Language (HTML)** is the code behind all web pages. It is a markup language in that it describes how something should be presented and is not a programming language, as it does not transform data. At Dojos we get kids to create their first web page about a subject of their choice and they are delighted at how simple it really is once it is explained to them well. After they are given the basics we point them at a HTML Tag references and watch with joy at the cool pages they develop.

**Cascading Style Sheets (CSS)** are added in conjunction with HTML pages to impose more style and really bring web pages to life. Up to this the information on the page while having different size fonts and such, is not very graphical. On introducing CSS the individual's style really emerges. CSS skills easily develop when a child uses it to work on a project that they find interesting.

**JavaScript** is the magic that brings HTML and CSS to life. The JavaScript code, based on the logic the kids program in it, changes the HTML and CSS to allow animation and interactivity.

HTML, CSS and JavaScript combined can be used to create either web based games or interactive websites. The three are the main languages for a front end web developer.

**Python** is a general purpose language that is mainly used in the backend (interacting with servers) of websites however it can also be run standalone to create desktop programs. Dojos use it as an introductory language for kids because it covers the main principles of the more common languages, while being easy for kids to understand. Its design philosophy emphasizes code readability.

**C++** is one of the most advanced languages covered by CoderDojo. Since its introduction, there has been surprising results. Project groups of older Ninjas use it together on shared projects, with minimal mentor support turn. The language has been used to produce fully working games.



**Ruby** is object-oriented programming language that is very widely used in web development with frameworks such as Rails, and libraries like Sinatra. It is as powerful as the more advanced languages but as the syntax is kept simple, it is more readable and easier to learn.

**Node JS** is a very new language where you can run JavaScript (which was always a Client side language used on websites) on the server side. This means that young people who have mastered JavaScript along with HTML can put their knowledge to use to pull and push information to a server and interact with databases. This technology is now widely used commercially so developers with this skill are very employable.

**PHP** is a server side programming language mainly used on web servers. 39% of web servers worldwide currently use PHP. It is a very well supported community language, therefore, there are many tutorials available online for youths in Dojos starting to learn it. As it supports object-oriented programming it is also a great gateway to more advanced languages. It also integrates easily with MySQL, so it is a great introduction to SQL.

**Wordpress** is an application/framework for running interactive websites based on PHP/MySQL. Youths can get a “quick win” by having a fully dynamic website up and running in a short time after which we first encourage them to build their own theme which introduces them to simple PHP, followed by making their own plugins which are more advanced.

**C#** is an all-around programming language developed by Microsoft and can be used for both website backends as part of ASP.NET pages or it can be compiled to be a standalone application. It is similar to Python & Java in this way but is more advanced in syntax.

The **Raspberry Pi** is a credit card-sized single-board computer developed in the UK with the intention of promoting the teaching of basic computer science in schools. It is very cheap, costing about €35 for a fully working system. It is connected to a HDMI screen and can run many programming languages with Scratch, Python and C++. It harks back to the old days when you could build electronic circuits off your computer by adding output pins.

**Arduino** is a single-board microcontroller, intended to provide an inexpensive and easy way for hobbyists, students and professionals alike to create devices that interact with their environment using sensors and actuators. Unlike the Raspberry Pi it has no screen output and is programmed from a temporarily connected computer using C or C++. CoderDojo kids create cool projects on Arduinos ranging from counting Bees entering and exiting a hive to self-driving RC Cars.

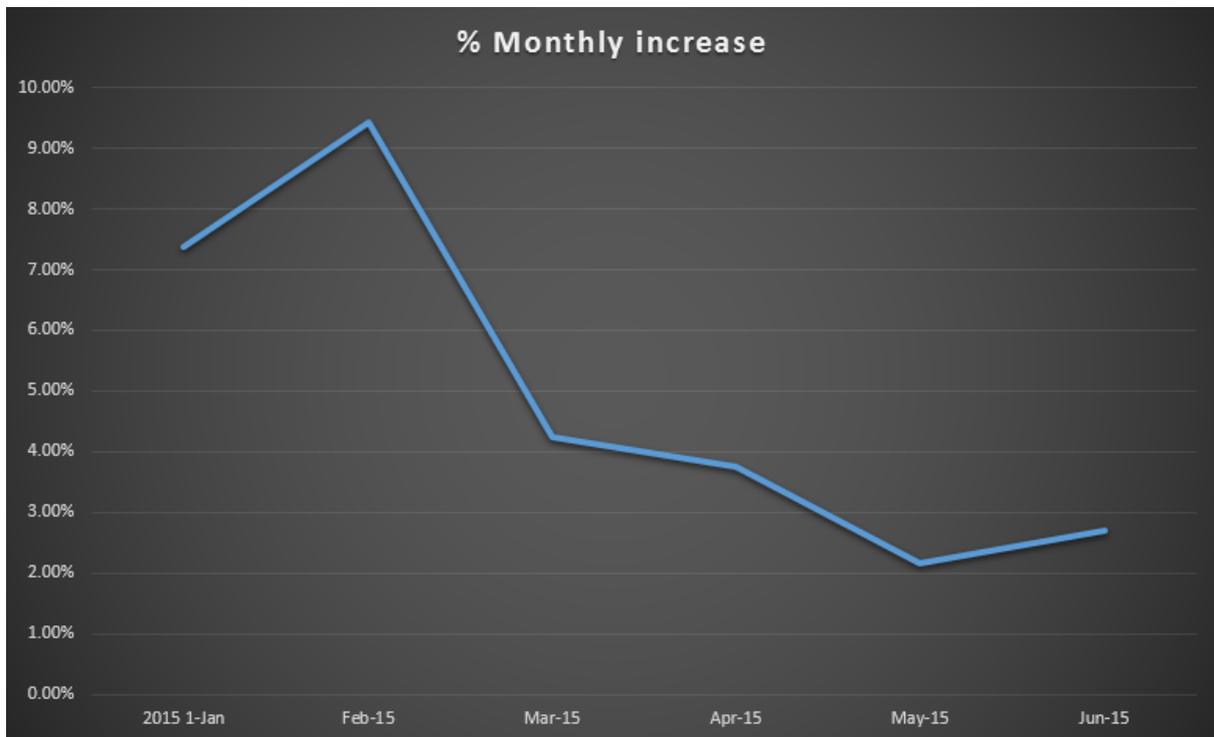
## Appendix 4.2 Coding Language Vs Age Range of Young People

Demographic / Tools/Languages:	Scratch Jr.	Scratch	HTML	CSS	JavaScript	Python	C++
Devices:	Ipad Only	Computer	Computer	Computer	Computer	Computer	Computer
Use:	Gaming/animation	Gaming/animation	Websites/Games	Websites/Games	Websites/Games	General Purpose	General Purpose
Aged 7 to 10	✓	✓	✓	✓			
Aged 10 to 12		✓	✓	✓	✓	✓	
Aged 13 to 17			✓	✓	✓	✓	✓

Demographic / Tools/Languages:	Ruby	Node JS	PHP	WordPress	Microsoft C#	Raspberry Pi	Arduino
Devices:	Computer	Computer	Computer	Online/Computer	Windows Only	Computer	Computer
Use:	General Purpose	Web	Web	Web	Gaming/General Purpose	Hardware	Hardware
Aged 7 to 10				✓		✓	
Aged 10 to 12	✓	✓	✓	✓		✓	✓
Aged 13 to 17	✓	✓	✓	✓	✓	✓	✓

# Appendix 5. Growth Projections

January – June 2015 % Growth Increase



Note: Document updated to reflect growth to date from January – June 2015.

## Appendix 6. Regional Bodies in Existence

- CoderDojo Italia: CoderDojo Italia is an informal regional group of Dojos that support each other by sharing their experience of organising and running their individual Dojos via Mentor meet ups and online communications. There are currently 62 verified Dojos in Italy, not all of these Dojos are a part of the CoderDojo Italia group as they have an informal vetting process in place.
- CoderDojo Romania: CoderDojo Romania & Moldova is an informal regional group of Dojos that aims to expand Dojos across Romania & Republic of Moldova by helping each other find potential local Champions, Mentors and Organisers. There are currently 10 verified Dojos in Romania.
- CoderDojo Western Australia: CoderDojo Western Australia is a formal regional group of Dojos that was formed and supported by the Fogarty Foundation (Non-profit Organisation) in 2013. Their principal partner is Scitech, which is the major Science Discovery Centre for children in Western Australia. Currently there are 7 Dojos listed [on their site](#). There are 15 verified Dojos in Australia.
- CoderDojo Scotland: CoderDojo Scotland is an informal regional group starting more Dojos across the country. Currently there are 13 Dojos listed [on their site](#).
- CoderDojo Belgium: CoderDojo Belgium is a formal regional group of Dojos that is set up as a non-profit organisation, with the support of Telnet, which carries the CoderDojo brand in Belgium. Currently there are 34 Dojos listed [on their site](#). There are 19 verified Dojos on Zen.
- CoderDojo Poland: CoderDojo Poland is a formal regional group of Dojos that is a registered non-profit organisation in Poland. CoderDojo Poland formed when there was only one Dojo in Poland (Zambrów) and has since expanded. Currently there are 3 Dojos listed [on their site](#). There are 3 verified Dojos on Zen.

## Appendix 7. Active projects as of 1st January 2015

<b>Community &amp; Growth Projects</b>	
CoderDojo Community Engagement and Support	Supporting and engaging the existing CoderDojo community through various channels.
Start Up Dojo	Supporting and guiding new Dojos across the globe.
AfriCoderDojo	Working with partners on the ground to explore the establishment of Dojos in Africa.
Corporate development	Working with global corporates to assist in setting up Dojos in corporate locations globally.
European Alliances	Securing alliances with likeminded organisations to cross promote organisations and contribute towards global growth.
<b>CoderDojo Content and Growth Projects</b>	
CoderDojo Nano - Egmont	Participation in the development of a HTML CoderDojo book.
Dojo Sushi	Development of concept sheets/guides for use in Dojos by 25,000+ young people globally.
CoderDojo Tao / The Way of CoderDojo	Development, dissemination of the best practice standards for Global Dojos.
Irish Child Protection	Development of policy, vetting procedure and relevant training for all Irish Dojos.
<b>Events, Communications &amp; Infrastructure Projects</b>	
European Code Week	A 10 day initiative to celebrate and inspire coding for all ages across Europe.
Events and Communications	Facilitating and running events globally to evangelise CoderDojo, including the design of a new global communication campaign demystifying stereotypes around coding.
DojoCon 2015	Annual conference for CoderDojo Champions (Derry September).
Coolest Project Awards	Global awards ceremony for CoderDojo Ninjas taking place on 13th June in RDS expecting 5000 attendees.
Website Improvements	Ongoing development of coderdojo.com and coderdojo.org including translation tool.
CoderDojo Community Platform	Development of a one stop shop for Dojos to set up, manage and run their clubs.
Kata	Technical improvements to Kata the CoderDojo Open Source Wiki.