

**Pacific Library Partnership  
Innovation and Technology Opportunity Grant Program**

**Due Wednesday, October 31, 2012**

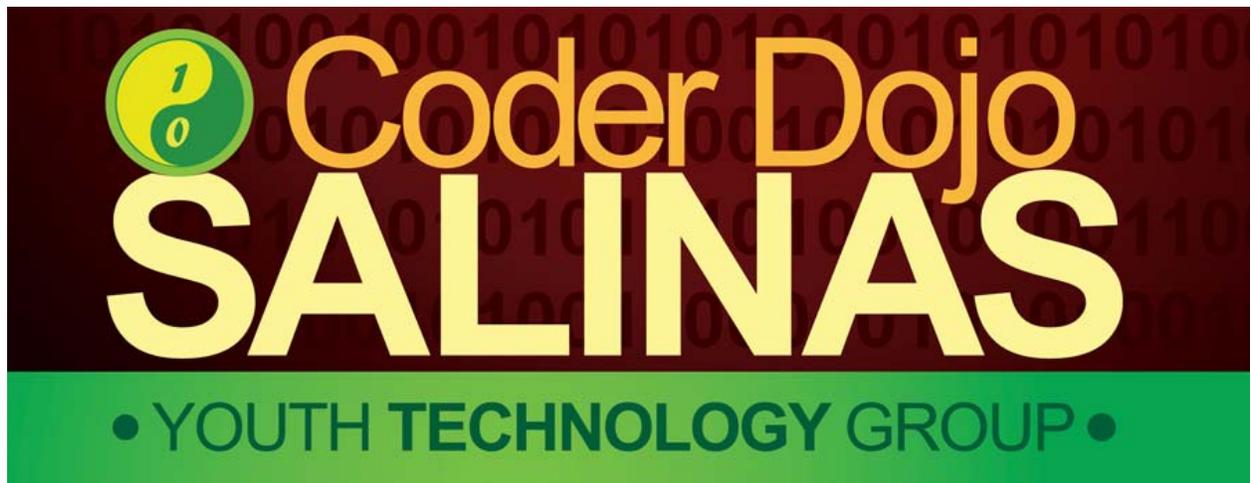
Please provide the following information in a Microsoft Word document. Send the completed form to Linda Crowe, PLP Executive Director, 2471 Flores Street, San Mateo, CA 94403 or email [crowe@plsinfo.org](mailto:crowe@plsinfo.org).

- 1. Title of Project:** "CoderDojo"
- 2. Library/ Committee applying for funding:** Salinas Public Library  
**Name:** Carissa Purnell  
**Email:** carissap@ci.salinas.ca.us  
**Mailing Address:** 615 Williams Road, Salinas, CA 93905
- 3. Amount of funding requested:** \$10,500.00

## PLP Innovation and Technology Opportunity Grant Program

### 1. One paragraph project summary.

CoderDojo Salinas (<http://www.coderdojosalinas.org/>) is a free computer-coding club run by library staff, community volunteers, educators and mentors, where young people can learn how to *develop websites, web apps, games and explore the digital arts*. Our Dojo is a place where coders can show each other what they're working on, share what they've learned, and meet like-minded people to share and foster their passions for technology and digital innovation. The CoderDojo project aims to build and expand on the digital literacy and programming skills of community youth in a bilingual setting to increase pathways to higher education, expand professional aspirations, and build a collaborative hub for youth to explore technology. The support of PLP will allow the summer pilot program, which took place June 2012- September 2012, to continue into a new school year, and expand services to a new library branch location at the newly expanded Cesar Chavez Library located in East Salinas.



### 2. Explain how this project fits with the library's strategic directions.

The Salinas Public Library (SPL) seeks to move toward a 21<sup>st</sup> Century customer service model, and CoderDojo Salinas allows SPL to creatively explore these options with youth community members as the innovators and drivers of change.

This program allows the library to see and experience first-hand the skill level, the interest, and the applications of technology younger generation utilizes can modify for future use.

CoderDojo Salinas increases the involvement of community educators in the computer science field through volunteer, mentorship, and guest speaker opportunities. The investment of local "techies" to foster the interest of youth will increase the engagement of youth who recognize the validation from industry and education professionals who believe in their interests and skills.

### **3. A description of the proposed project including the population served and the demographics of that population.**

Through a curriculum designed by local educators in the computer science field, students are taught both basic and advanced programming skills in a collaborative group setting. Children and youth ages 6-18 are welcome to learn, grow, and explore with a foundation of technology, and join staff in visiting off site locations of digital innovation to speak to industry professionals. The program is inspired by the curiosity of innovation to not only explore, but apply the potential capabilities of technologies that will allow our youth throughout the community to see their digital dreams come to life and be applied in both a personal and professional setting.

PLP funding will allow for the establishment of a CoderDojo at the Cesar Chavez Library Branch located in East Salinas. This branch serves a city of 150,441 according to data provided by the U.S. Census Bureau. Of this community approaching 151,000 where 75% are Latino, 42% are under the age of 25, and 25% of that group falls between the ages 10-24. Our community is primarily composed of children and young adults, however only 47% of our children and 23% of our teens are enrolled in our Salinas schools. This lack of attendance serves as a key factor to engage our youth and spark educational interest using digital arts as inspiration.

National data collected from the Hispanic Culture News group reports, “more businesses are courting young, tech savvy Hispanic consumers; incorporating online communities and social networks in their corporate marketing strategy... technology and innovation have been driving forces for increased interconnectivity. Many young, socially connected Hispanics are on the forefront of this new society.” The Salinas Public Library will develop youth to join this digital movement and will create a unique space in the new Cesar Chavez Library in the “Digital Arts Lab Tech Hub” and host a CoderDojo to make full use of the new space which will include 4 Apple iMacs with retina display, 4 Apple iPads, and 2 MacBook Pros along with an array of gaming platforms including Xbox360, the NintendoWii, and PlayStation3.

Website: <http://www.coderdojosalinas.org/>

Twitter: <https://twitter.com/CdrDojoSalinas>

Facebook: <https://www.facebook.com/CoderDojoSalinas>

### **4. The goals and objectives of the project.**

#### *Goals and Objectives:*

- Develop a computer programming skill set that will allow students to develop basic websites using HTML, CSS, and Javascript.
- Increase the digital literacy of students on a variety of software including the MS Office Suite, and Adobe Suite (Photoshop, Dreamweaver, Illustrator, Flash)
- Promote higher education and explore opportunities to apply technology in schools
- Increase interest and awareness of potential career pathways in the digital arts and technology fields.

- Create a safe and collaborative community for youth to share and grow with digital curiosity and innovation at the core.
- Engage industry and community professionals to mentor and foster the interest and involvement of youth in the technology field.
- Share project victories and accomplishments with other CoderDojo groups to increase the social network of children and youth engaged in digital based projects utilizing cloud computing software and video chat platforms.

## **5. The project timeline (activities).**

### *December 2012*

Market promote CoderDojo, recruit at local school campuses throughout the community.  
Develop, formalize instruction and lesson plan.

### *January 2013*

Begin curriculum series.  
T-shirt Design Contest (Photoshop tutorial)

### *February 2013*

Continue curriculum (HTML, CSS)  
Guest Speaker

### *March 2013*

Continue curriculum (Dreamweaver, webhosting/development)  
Guest Speaker

### *April 2013*

Continue curriculum (Javascript)  
Continue curriculum (potential advanced programming, Ruby, Python, C++)  
Guest Speaker

### *May 2013*

Continue curriculum, open course to develop projects  
Guest Speaker

### *June 2013*

Google Campus Field Trip

### *July 2013*

Continue curriculum, open course to develop projects  
Guest Speaker

### *August 2013*

Industrial Light& Magic Field Trip

### *September 2013*

Student Exhibit, community forum of completed work  
Project Evaluation

### *October 2013*

Project Conclusion

## 6. The evaluation of the project.

The project will collect both qualitative and quantitative data. The key mission of CoderDojo Salinas is to engage and inspire youth to explore technology. While a key aim is to develop knowledge of programming language and skills, the project outputs such as the website and digital artwork will directly reflect a learned and acquired digital skill set. Student attendance will be monitored to ensure consistent participation and potentially identify more popular program components to replicate in future events. Students will be given a pre program survey, focused on 5 key component areas, to identify their interest, foundational knowledge, experience, and access. Once the program cycle is completed the same survey will be issued in hopes to identify gains in all 5 areas.

## 7. The project budget.

CoderDojo Salinas: Cesar Chavez Branch Library Budget		
1	\$1,500.00	T-shirt Design Contest and Screenprint
2	\$1,250.00	Field Trip Transportation (Google Campus Bus)
3	\$1,250.00	Field Trip Transportation (Industrial Light& Magic Bus)
4	\$500.00	Food, Refreshments for Field Trips, CoderDojo Meetups
5	\$5,000.00	Credentialed Instructor Stipends (2@ \$2,500)
6	\$250.00	Reproduction Costs, Printing Curriculum Materials
7	\$500.00	Digital SLR Camera: Canon EOS Rebel T3
8	\$250.00	Stationary, Art Supplies for Collaborative Learning
<b>Total:</b>		<b>\$10,500.00</b>

**T-shirt Design:** This will allow students to use digital arts software such as Adobe Photoshop and Illustrator to create a logo and explore marketing through a digital lens. The production of the t-shirts will not only validate student work, but brand and label the unique CoderDojo cohort.

**Field Trips:** These trips to local technology centers will expand the vision and perspective of students to see professional careers in a new light. These will serve as the first trip outside of the city limits for many, as 100% of students in the 93905 qualify for Free and Reduced Lunch and match this low income status identification.

**Credentialed Instructors:** While relying heavily on library staff and community volunteers, these instructors have a professional teaching background, and strong curriculum development and classroom management skills that have allowed for increased learning and productivity.

**Supplies (Reproduction, Stationary, and Camera):** Hands on projects allow for communicative learning and opportunities for students to explore concepts together. Copies of curriculum and worksheets will be distributed for students to work on the activities. The camera will allow for documenting the progress of the CoderDojo students, and to capture the spirit of field trips and community speaker events.