Communicating Computer Science

Association for Computing Machinery and Widmeyer Communications
Analyze the Landscape

• Determine where computer science education fits in the education, skills, economy conversation

• Identify who is reporting on what in media
  ▫ Target each contact with relevant news (NY Times Tech Talk, etc.)

• Ascertain the thought leaders in this space
Build Coalitions and Partnerships

• Bring thought leaders together to maximize reach and news:
  ▫ Computer Science Education Week
  ▫ Computing in the Core

• Partner with like-minded organizations to leverage resources
Implement Media Outreach

- Determine audiences
- Develop messages
- Identify spokespeople
- Build relationships with targeted media
Activate Social Media Channels with Relevant Content

- ACM Twitter
- ACM Facebook
- ACM Linked In
CASE STUDY

Computer Science Education Week
The Issue: Computer Science Education

- Recognizing the transformative role of computing and the need to bolster computer science at all educational levels, the Association for Computing Machinery led a coalition to build public awareness of the first Computer Science Education Week (CSEdWeek), designated by the U.S. House of Representatives as the first full week of December 2009.
Strategies & Results: Partnerships

- Fostered partnerships with leading associations, government entities and technology industry leaders

- Multiple blog posts and news items distributed through partner networks, including the official Google blog and an NSF webcast
Strategies & Results: Website

- Developed interactive website as central resource hub for CSEdWeek and as a leading computer science education resource
- Strong initial results in site traffic
- Number of visitors and page views continues to increase seven months after launch
Strategies & Results: Social Media

- Created and continue to support a vibrant online community through the CSEdWeek social media networks
  - Facebook: nearly 1,400 fans
  - Twitter: more than 400 followers
  - YouTube: more than 4,000 channel views
  - LinkedIn: more than 100 group members

- Worked with Congressmen Jared Polis (D-CO) and Vernon Ehlers (R-MI) to tape personal video messages from each on the importance of computer science
CSEdWeek Media Results

Future CSEdWeek Plans: December 5-11

- Creation of targeted materials for educators, administrators, policymakers, etc.
- More local CSEdWeek celebrations at high schools, universities, organizations and other partners
- Targeted sections on website for wider array of audiences
- Video interview series, “What Computer Science Education Means to Me”