

Communicating Computer Science

Association for Computing
Machinery and Widmeyer
Communications



Association for
Computing Machinery

Advancing Computing as a Science & Profession

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



ACM, the world's largest educational and scientific computing society with more than 90,000 individual members, unites computing professionals, educators, and researchers from industry, academia, and government, to inspire dialogue, share resources and address the field's challenges. ACM strengthens the professionals' collective voice through strong leadership, promotion of the highest standards, supporting members' professional development, and promoting policies and research that benefit society.

ACM's two-fold mission, Advancing Computing as a Science and Profession, is accomplished by: 1) disseminating computing research, recognizing technical excellence, providing forums for the exchange of ideas; and, 2) providing opportunities for life-long learning and networking, fostering collaboration, and defining professional and ethical standard of practice.



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



Webcast--Computer Science Education Week



- Multiple blog posts and news items distributed through partner networks, including the official Google blog and an NSF webcast



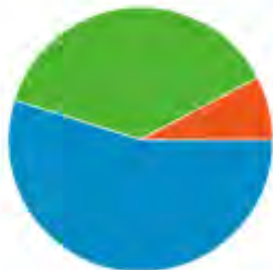
Strategies & Results: Website

- 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

Google Analytics

20,633 Visits

49,641 Pageviews



■ Direct Traffic
11,312.00 (54.82%)

■ Referring Sites
7,722.00 (37.43%)

■ Search Engines
1,599.00 (7.75%)

Computer Science
EDUCATION WEEK
cseweek.org

Raising Awareness of Computing & its Role in Society

NAVIGATION

- Home
- About
- Why Computer Science?
- History
- Contact With Us
- Exhibits
- Support

Resources

- Learning Resources
- Student Resources and Activities
- Industry and Professional
- Media/Classroom Activities
- Curriculum
- Inspiring Stories and Great Sites
- Video
- Calendar

View Site | Search

Contact

COMPUTING
is the universal underpinning
of all major
**ECONOMIC
ACTIVITY**

« Previous | Next »

Computer Science Education Week, December 5-11, 2010, recognizes that computing:

- Touches everyone's daily lives and plays a critical role in society
- Drives innovation and economic growth
- Provides rewarding job opportunities
- Prepares students with the knowledge and skills they need for the 21st century

Why is Computer Science Education Important?

SOCIAL MEDIA

- Facebook
- LinkedIn
- YouTube
- Twitter

CSEdWeek
CSEdWEEK

Did You Know? This week is National Computer Science Week. Click here for more info: [http://www.cseweek.org](#)

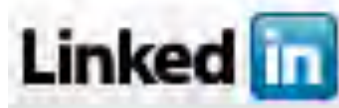
What did the apple do for us? Did it invent the new laser? Computer Science did it all! See details here: [http://www.cseweek.org](#)

See what school Friday students have to say about how the obstacle on NCS, 30th, used computing skills: [http://www.cseweek.org](#)

Twitter for the classroom

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
 - **Linked In:** 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

- Garnered media coverage in prominent publications: Business and Metro front page pieces in *The New York Times* and *The Washington Post*, *Education Week*, *Examiner*, *Dr. Dobb's Journal*, *The New York Times Tech Talk* Podcast, blogs and media from CSEdWeek partners; op-ed placed on *Huffington Post*

The New York Times

The Washington Post

EDUCATION WEEK

Dr. Dobb's

THE
HUFFINGTON
POST

cse
WEEK
.org

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”