Q1 Report 2017

CoderDojo Foundation

Back to Dojo and Volunteer Appreciation campaigns launched in January & Febuary

BackToDojo campaign, Launching Girls initiative

Welcome to our first quarterly report of 2017. The quarter started off with our Back To Dojo campaign raising awareness of resources available to Dojos starting back after the holidays. We welcomed Ciara to the team, who will help support and curate Community content and resources over the next year. In March we launched the CoderDojo Girls initiative, which aims to increase the proportion of girls attending Dojos from 29% to 40% over the next three years. Giulio from Italy and Aoife from Ireland were also named as Future Maker Award winners in March.

Scaling

1,133 Dojos

Engagement

Events

BT YSTE in Dublin
Dublin Tech Summit
CoderDojo Girls Initiative launched
Winners of Future Makers Awards announced

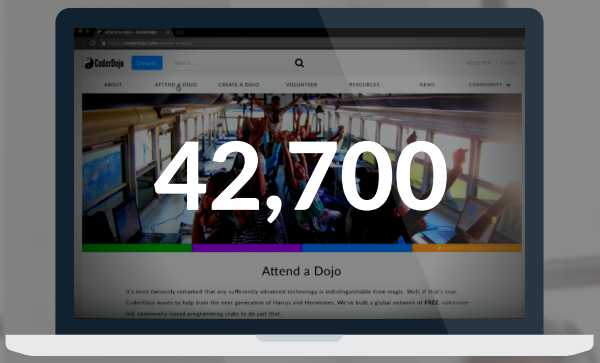
Engagement

Followers, Likes & Newsletter Subscribers

27,542
+534

18,675
+2,542

8,160



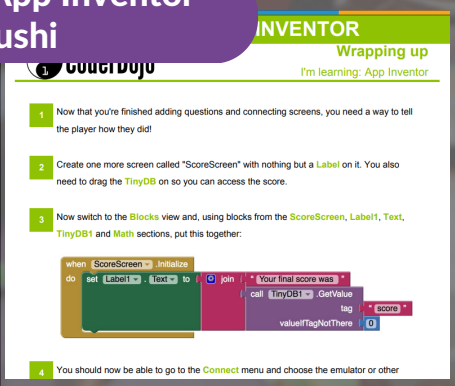
Average Monthly Visitors

- Localised targeted Spanish videos
- Paid campaign for Facebook Page

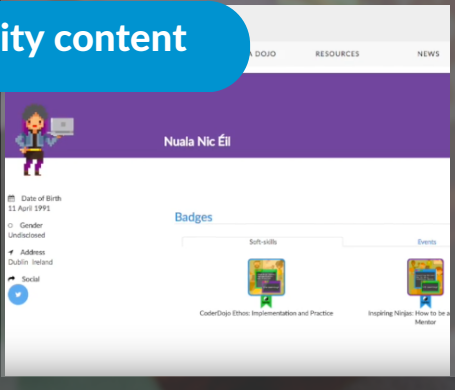
Enablement

Beginner PHP Sushi

Beginner App Inventor Sushi



Community content



Ciara joined the content team in March, aiming to increase the amount of Community-made content we can make available on our resources site, as well as developing additional learning resources in line with our strategy. We increased the breadth of content available through developing beginner PHP and App Inventor and created a fun LOL Code card in time for April Fools day! Additionally, we invested in creating tools that the content team and the community use to create Sushi Cards on the GitBook website.