

# CoderDojo Foundation Strategy Q3 2016 → 2017

*This document is 12 pages long and should take approx 20 minutes to read in full.*

## Executive Summary

In July 2015 the CoderDojo Foundation (hereafter CDF) published the [2015/2016strategy](#). This laid out the core strategic priorities for the period from January 2015–December 2016. Now, with more than 18 months completed in the timeframe examined, with much success and many lessons learnt, we are looking forward to the next period. This revised interim strategy has been produced after much consultation with community members, the community committee, CoderDojo founders and the CDF team. Its aim is to outline clearly and concisely the core areas of focus for CDF from 1st July 2016–December 2017. These areas of focus set the tone and pace for delivery of efforts centred on increasing the robustness of infrastructure and tools required to further scale the CoderDojo movement globally.

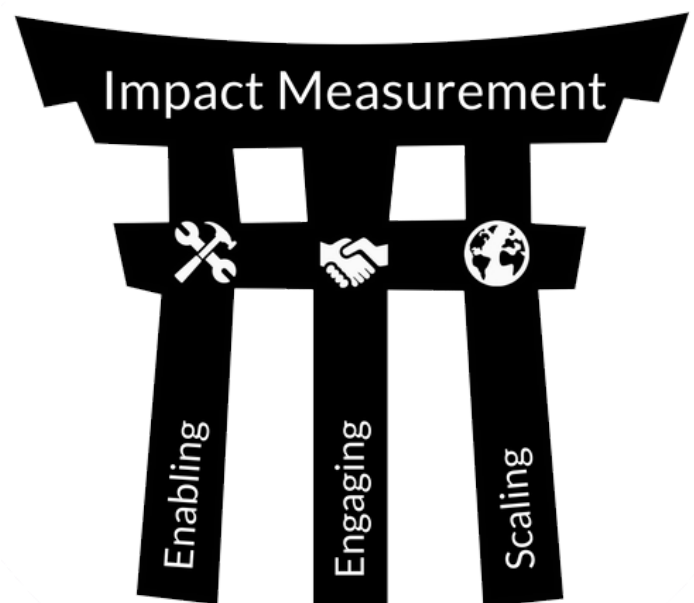
CoderDojo grew by 74% throughout the 18 months from 1st January 2015. In the last calendar year alone (2015) the movement grew by 46%. Most importantly in this period more than 39,600 young people aged 7 to 17, located in 63 countries globally, were reached and impacted by the movement. In addition to scale and sustainability, there have been many achievements in this period. For a full look at what was accomplished in 2015 review our [annual report](#). Highlight achievements include:

- The tendering, redevelopment, launch and open sourcing of Zen the Community Platform. Zen delivered a suite of functionality to the community that never existed before and lays the foundation for greater connectivity and engagement within the global movement.
- Child Protection - an Irish training program was successfully developed and deployed and this was then used to develop global guidelines, all of which is now available on Kata
- Content Development became a strategic priority of the Foundations with the investment in the now renowned concept of Sushi cards and launch of 5 new series. An audit of Kata was conducted resulting in a number of changes to the layout of the wiki. The first full time Content resource was hired in early 2016.

## 1.0 Strategic Areas of Focus

Moving forward, the strategy is focused on three core concise pillars, each of which feeds into an overarching impact measurement strategy ([pg10](#)).

- Enablement:** Equipping and empowering volunteers, ensuring they have the necessary tools and supports to start, join and sustain Dojos. Ensuring all ninjas have a high quality experience, great tools and content.
- Engagement:** Cultivating a global connected community by creating opportunities to share and learn from each other.
- Scaling:** Growing the movement through a number of interventions to deliver the CoderDojo vision of every child in the world having the opportunity to learn about technology and how to code in a safe, free, fun and social club-based environment.



## A. Enablement

CoderDojo is powered by generous volunteers. Ensuring these volunteers have the resources, support, tools and knowledge to start, sustain and scale Dojos is the essence of what CDF exists to do. Through providing volunteers with the tools required, we can ensure that all ninjas have a high quality experience at their local Dojo. This is what enablement is all about, and fundamentally it's the most important strategic area of focus. Enablement is primarily concerned with:



- Platform development and integration
  - ◆ Zen & coderdojo.com (Community Platform)
  - ◆ Start a Dojo Journey
  - ◆ Kata (knowledge platform)
- Content Development
  - ◆ E-learning Content
  - ◆ Educational resources (e.g. Sushi Cards)
  - ◆ Content partnerships & Community created content

### A.1 Platform development and integration

Within CoderDojo there have been multiple systems and platforms in use to serve different functions. As the movement progresses and scales, a core focus of the enablement pillar is to combine all enablement tools into a single user experience. The aim is for a CoderDojo community member to be unable to differentiate between the .com website, Zen or Kata. Instead they will seamlessly move across platforms depending on the support or tool they require. For this to be actualised, extensive technical development will occur which will focus primarily on the user journey and experience of the different platform stakeholders.

#### A.1.1 Community Platform: Zen

The development and open sourcing of Zen was the largest project undertaken by CDF in its history. The ultimate vision for the project is to be the one stop platform and online community for CoderDojo. Through it, all global community members can connect, share and are equipped to run their Dojo. Initial success has been had with onboarding community members but uptake has been lower than projected for a number of reasons including design, simplicity and communication. The focus for the next period is to;

- Onboard 50% of community members to Zen to enable direct contact and relationships,
- Simplify the user flow and completely redesign the UI and UX,
- Increase the functionality of Zen to impact ninjas through the scoping out of a project host feature and through the communication of and onboarding to Ninja forums (see engagement),
- Develop functionality allowing Champions to reward achievements of ninjas through badging,
- Enhance the robustness and engagement of the Start a Dojo journey,
- Develop functionality to allow for easy collection of statistics (Eventbrite & customised polls),
- Integration of coderdojo.com with Zen and
- Localisation of Zen into the most commonly spoken languages within the community.

#### A.1.2 Kata: Content Platform

There are currently a number of identified issues with the suitability of Kata as a tool for the support of the global community. Primarily in its difficulty of localisation, specifically with PDF content, poor discovery, low community trust, low levels of community contribution and no core metrics to track success and engagement of content. The ultimate aim is for Kata to be fully integrated into the overarching CoderDojo platform. This will be scoped out in Q4 2016 and developed in 2017.

In addition to the robust integration of Kata into the overarching community platform we will continue to improve the discoverability and accessibility of Kata by:

- Rolling out content paths (e.g. <http://html.sushi.cards>) across commonly used programming languages, gathering community feedback on paths and showcasing them across the platform.
- Increasing the discoverability of organisers content.
- Auditing all content to ensure accuracy.

## **A.2 Content Development**

The goal of CDF is not to become a core content creator, but to be a content curator, aggregator and host—only creating bespoke content as required to fulfill community needs. New content releases are planned out as far as the end of 2016, when we anticipate having the results of the 2016 community survey to help us plan the 2017 development and releases.

### **A 2.1 E-learning Content**

A significant number of requests for content on how to operate and mentor at a Dojo have been received. Guides have been created in PDF format, we have begun the development of the first CoderDojo e-learning modules to be launched in September 2016. The intention is to provide short, practical and tangible content to volunteers. Engagement with these e-learning modules will be monitored closely. If successful, it's envisioned that additional modules covering topics of interest e.g accessibility Dojos, getting girls coding etc, will be developed. The two planned modules are:

- Volunteering with CoderDojo: To support and empower both new and current Mentors, this disseminates knowledge on different mentoring styles and techniques.
- CoderDojo Ethos, practice and implementation: Gives an overview of the key elements of the CoderDojo Ethos. It also gives some practical tips and exercises to put the ethos into practice.

### **A.2.2 Sushi Card Development**

The Sushi Card concept will continue to be rolled out with new series covering the below released:

- Scratch Beginner, Intermediate & Advanced
- Unity Beginner
- HTML/CSS Advanced
- JavaScript Advanced
- Python Beginner, Intermediate & Advanced
- PHP Beginner

### **A.2.3 Meta Content Development & Organisers Resources**

In recent months, a demand has been observed for Meta Sushi Cards. These cover topics or concepts not solely related to learning a new technical language. In addition, all existing organiser resources are between 12–24 months old, requiring updates and in some cases total rewrites to reflect changes in the community. Resources covering the below topics will be created during this period:

- Game Design
- CoderDojo Girls Guide - for parents, for Ninjas and for Champions
- Creating a structured learning environment
- Creating a Dojo for Corporates
- Dojo planning – Case study

### **A.2.4 Community Content**

Encouraging the ongoing engagement and contribution of community members to the global repository of content is important. To increase their contribution the following initiatives will be conducted:

- Creating a Sushi Card generator: a tool that generates Sushi Cards as web pages which can be shared or converted to PDFs, using a Markdown source file which is both easy to localise and

requires only a simple text editor (e.g. Notepad) to create. The layout is almost entirely automated, meaning that the author only has to concern themselves with their content,

- Improve the Kata editing experience by providing templates which removes the need to custom-design a page for your content,
- Remove the need to have a Kata account separate to your CoderDojo profile (Zen account) and remove the need to have such accounts manually approved to edit Kata and
- Investigate sending rewards (t-shirt, stickers, digital badges) to high contributing Dojos / mentors

#### A 2.4.1 Content Partnerships

In addition to producing our own content and curating community content, we will continue to work with partners to collaborate on content. Partners bring expertise to subjects resulting in a combination of higher quality content and a “seal of approval”. It is intended to source partners that can assist with content creation around

- UI / UX
- Online safety and security.

#### A 2.4.2 CoderDojo Nano

A monumental milestone for CoderDojo was achieved in July 2016 when the first book, *Create with Code CoderDojo Nano*, was released to incredibly positive reviews. Book 1 is scheduled to be launched by a US publisher in February 2017. In addition Book 2 will be released in late 2017. The benefits of the book are many. Primarily, it is an additional resource to anyone, young or old, seeking to create with code. In addition, it adds greater equity to the CoderDojo brand, and builds awareness of the movement.

## B Engagement

One of the distinguishing components of CoderDojo is the engaged global community who all feel an affinity to the movement and connection to one another through our common ethos. Highly engaged members contribute time and expertise to grow the strength of the network and are a valuable asset to the movement. Our engagement efforts are centered on building relationships with the global community for the shared benefit of the global movement. Its core areas of focus are:

- Maintaining a multifaceted community engagement strategy for stakeholders,
- Ninja engagement as a bespoke initiative, with the goal of creating an alumni network proud to be part of the CoderDojo community,
  - Increasing the % of girls engaging and attending with the CoderDojo community,
- Supporting the two core Global events and their regionalisation and
- Cultivating direct and engaged relationships with regional bodies.



### B 1 Stakeholder Engagement Strategy

The below table gives a high level view of the core stakeholder groups, online communication priorities and success metrics associated with engagement for each stakeholder.

Stakeholder	Engagement Needs	Level of Engagement	Communication Priority	Success Metrics by year end 2017
Ninjas	<ul style="list-style-type: none"> <li>- Inspirational stories</li> <li>- Opportunities: competitions, events.</li> </ul>	High: Newsletters, forums and social media.	<ul style="list-style-type: none"> <li>- Skills you can learn</li> <li>- Forums as a tool</li> <li>- Badging</li> </ul>	Badges <ul style="list-style-type: none"> <li>- 16 unique badges live</li> <li>- 10,000 badges claimed</li> </ul> Channels <ul style="list-style-type: none"> <li>- 20 view / 1 response per forum post</li> </ul>

	<ul style="list-style-type: none"> <li>- Rewards and Recognition</li> <li>- Cool Tools</li> <li>- Case Studies &amp; sample projects</li> </ul>			<ul style="list-style-type: none"> <li>- Instagram increase 5-10% pm</li> <li>- Facebook increase by 5% pm</li> <li>- Newsletters 25% OR</li> </ul> <p>Events</p> <ul style="list-style-type: none"> <li>- 1,000 projects at Coolest Projects 2017</li> </ul>
<b>Volunteers</b>	<ul style="list-style-type: none"> <li>- Recognition</li> <li>- Support tools</li> <li>- Content Development</li> <li>- Infrastructure developments</li> <li>- Regionalisation information</li> <li>- Partnership opportunities</li> </ul>	High: Newsletters, forums, 1:1 calls and social media.	<ul style="list-style-type: none"> <li>- Zen tools &amp; uses</li> <li>- Why use badging</li> <li>- Disseminating content</li> </ul>	<p>Channels</p> <ul style="list-style-type: none"> <li>- 100 views per forum post</li> <li>- Newsletters 30% OR</li> <li>- Intercom 30% OR</li> <li>- Social Media growth 10% per month all channels</li> <li>- Badges awarded to youth 10,000</li> </ul> <p>Events</p> <ul style="list-style-type: none"> <li>- Attendance at DojoCon</li> </ul>
<b>Regional Leads</b>	<ul style="list-style-type: none"> <li>- Recognition</li> <li>- Identified POC</li> <li>- Partnerships</li> </ul>	Medium: Round-ups, Calls and Forums.	<ul style="list-style-type: none"> <li>- Opportunities in region</li> <li>- New Dojos in region</li> </ul>	<ul style="list-style-type: none"> <li>- Dissemination of information from regional leads to Dojos</li> <li>- Feedback from regional leads on process</li> </ul>
<b>Parents</b>	<ul style="list-style-type: none"> <li>- Impact of global movement</li> <li>- Events &amp; Opportunities</li> <li>- General information</li> </ul>	Medium: Newsletters and social media.	<ul style="list-style-type: none"> <li>- Get involved in your Dojo</li> <li>- New content &amp; training</li> <li>- Why coding / why badging</li> </ul>	<ul style="list-style-type: none"> <li>- Newsletter OR 25%</li> <li>- Website traffic reviewed post new site</li> </ul>
<b>Partners &amp; Funders</b>	<ul style="list-style-type: none"> <li>- Inspirational stories of impact</li> <li>- Metrics</li> <li>- Brand</li> </ul>	Low: Quarterly reports and social media.	<ul style="list-style-type: none"> <li>- Impact of CoderDojo</li> </ul>	<ul style="list-style-type: none"> <li>- Quarterly report engagement, baseline to be established</li> </ul>
<b>Open Source Community</b>	<ul style="list-style-type: none"> <li>- Hackathons / Events</li> <li>- Github</li> <li>- Opportunities to get involved</li> </ul>	Medium: Quarterly events and social media.	<ul style="list-style-type: none"> <li>- Getting involved</li> </ul>	<ul style="list-style-type: none"> <li>- Attendance at hackathon events</li> <li>- Contributions to Zen</li> </ul>
<b>General Public</b>	<ul style="list-style-type: none"> <li>- Brand awareness</li> </ul>	High: Social Media, Newsletters.	<ul style="list-style-type: none"> <li>- Why CoderDojo</li> <li>- Start a Dojo</li> </ul>	<ul style="list-style-type: none"> <li>- Website traffic and growth</li> <li>- Dojo growth</li> <li>- No of attendees</li> </ul>

**B.2 Maintaining and growing a multifaceted engagement strategy**

Engagement involves, first and foremost, maintaining quick response time with all incoming support requests. The responsiveness of the CDF team to all support request is monitored regularly through dashboards. The first time to respond during office hours stands at <24 hours. Out of office hours first time of reply is <48hours. Maintaining <24hrs response time during office hours, and a high satisfaction rate with response >90% are two key indicators of success.

Secondly, engagement is concerned with stimulating discussion across a variety of channels. Historically in the CoderDojo community there were a number of preferred channels—a google group and a high level of

twitter engagement. As the movement has evolved so have the channels where community members engage with one another and with CDF. The core channels used are:

- **Forums:** See B 2.1
- **Community Calls:** Direct 1-1 community calls and open community calls are available to all CoderDojo members to discuss all aspects of running a Dojo. These are specifically targeted at community members who may not feel comfortable engaging in forums.
- **Social Media:** including maintaining and growing an active presence across Facebook, Google+, LinkedIn, Twitter and Instagram.
- **Slack:** Enabling instant 1-1 and group communication through Slack global and regional channels. There are channels for different topics as well as regions to engage.
- **Newsletter:** Growing & regionalising the global newsletter to ensure appropriate content reaches appropriate targets and reflects CoderDojos open source ethos.
- **YouTube/Facebook Live:** Creating short snappy video content showcasing the movement.

#### *B 2.1 Building the online community through forums*

To increase discussion and engagement, regular conversations on topics of interest to the community, such as learning pedagogies, and new technologies, will be initiated in the forums. Utilising the forum software integrated with Zen is a great opportunity for further strengthening and engaging the global community. Forum knowledge sharing, in an open and inclusive environment, enables members to learn from one another, share lessons and opportunities. To increase engagement across forums we will;

- Develop Q&As with industry professionals
- Initiate spaces for members to work together and share ideas.
- Roll out the opportunity to have regional localised groups within the broader forums e.g CoderDojo Spain, CoderDojo Netherlands.
- Utilise the feature to gather feedback and feature requests

### **B.3 Ninja Engagement U13 & O13**

CoderDojo fundamentally exists to provide opportunities to young people. Engaging all young people is paramount to creating a global, connected community. With the launch of Zen, we now have the ability to develop direct contact and engagement with CoderDojo attendees, both current and potential members of the community. We seek to engage the CoderDojo community in order to be able to;

- Motivate them to continue to challenge themselves and keep learning,
- Highlight learning opportunities to them,
- Attract more girls into the CoderDojo community,
- Encourage them to develop themselves through peer mentoring and
- Sustain CoderDojo in future years through CoderDojo Youth mentoring and Championing Dojos.

We will achieve Ninja engagement through focusing on:

- Encouraging active participation on the Ninja forums through providing access to mentoring, Q&As with industry professionals and spaces for young people to work together and share ideas, and forum based competitions,
- Monthly Ninja Newsletter,
- Creating content highlighting and showcasing different methods of attracting and retaining girls into the CoderDojo movement,
- YouTube learning content videos for young people and
- CoderDojo Coolest Projects Awards & Regionalisation (see B 4.2)

#### *B.3.1 Badging Rewarding & Recognition*

Badging was a key component of the 2015/2016 strategy. To date it has not been executed in full, due to stability issues with Zen. In the next 18 months we want to fully utilise and execute badging as it remains a huge area of opportunity for CoderDojo to engage young people around the world and recognise them for

the digital skills that they are learning. A full suite of Digital Open Badges will be developed and deployed to create an accessible and transferable rewards system for the CoderDojo community. This will allow Ninjas and mentors to earn badges and to always have access to their badges across different Dojos and outside of Dojos. Currently there are 16 unique badges available to claim, and 700 have been claimed by young people.

To further enhance the adoption of badging we will focus on:

- Increasing the badging functionality of Zen to enable awarders to note the reason for awarding the provide through documenting or linking to evidence provided,
- Creating robust content centered on disseminating how to award badges, why utilise badges, this content will target parents, ninjas and Champions.

### B3.2 Onboard Ninjas to Zen

To achieve our goal of developing direct and engaged relationships with global ninjas onboarding them to Zen is of crucial importance. We will focus on increasing the percentage of ninjas engaging with the Community Platform, with the goal of 40% of active ninjas (projected to be 20,000) to have created accounts by December 2017.

- Ongoing investment in the user experience (referenced above in A1.1)
- Development of ninja specific feature project hosting (scoped out in Q4 2016.)
- Running ninja specific competitions and giveaways through the forums.
- Supplying bursaries for Foundation supported events (EUDojo, Coolest Projects etc) to ninjas that are verified as active on the platform.
- Targeting parents with bespoke content in numerous formats (videos, printouts to be passed around Dojos etc) to ensure they are aware of the benefits of participating in the platform.
- Targeting Champions with bespoke content in numerous formats to ensure they are aware of the benefits of using the platform.

#### B 3.2.1 Engaging Ninjas through Zen

Engaging ninjas through the platform is an additional objective. Of the 40% of ninjas who have joined the platform the aim is for them to have used at least one of its features by year end.

- Booked in to a Dojo event at least twice
- 40% of ninjas on the platform to have been awarded two unique badges
- 25% of Dojos using badging feature to reward and recognise achievements of ninjas.

## ***B 4 Supporting the Two Core Global Events and Their Regionalisation.***

To continue to build on the strong identity within the CoderDojo community, there are two core global events that are facilitated or supported annually.

### B 4.1 DojoCon

DojoCon is the annual global CoderDojo conference for the community which began in LIT in 2012. It presents a fantastic opportunity to connect the generous and passionate individuals who are at the core of the movement and to further develop how CoderDojo operates worldwide. In addition, regional DojoCons have been run (DojoCon Poland, DojoCon Japan). We will continue to manage the tendering process of the annual global DojoCon event and detailed guidelines will be developed for running a regional version of DojoCon. A license model and supporting documentation will be developed to enable regional events to run. This will ensure that the founding ethos of DojoCon is protected.

### B 4.2 Coolest Projects Awards

Since it's creation by CoderDojo DCU in 2011, Coolest Projects has grown exponentially. In 2016 there were 700 projects from Dojos around the world. The purpose of the CoderDojo Coolest Projects Awards is to:

- Act as a showcase of the creativity evident in Dojos,
- Inspire all attendees to try something new and learn a new skill,

- Support the top projects to become future innovators and creators of the world.

In this next period, we will work with the recently established Coolest Projects board on two core areas to scale the Coolest Projects Awards, giving more young people the opportunity to participate in this opportunity. A license model will and supporting documentation be developed for each jurisdiction that wishes to run their own regional events. This will ensure that the founding ethos of the Coolest Projects is protected and young people participating in any event experience the same environment.

### ***B.5 Cultivating Direct and Engaged Relationships with Regional Bodies***

Regional bodies act as the local support and knowledge base for Dojos located in a given region. Monitoring engagement with regional bodies, and ensuring all opportunities are disseminated to these bodies is crucial to ensure both the regional body and CDF are engaging the community in that region. To support this we will:

- Develop monthly roundups of core blog posts and newsletters to regional bodies requesting they disseminate it to their members.
- Implement post regionalisation surveys to gather feedback and input from regional bodies on how the journey could be better supported by CDF.

## **C Scaling**

Now, in its 5th year, CoderDojo is a more mature organisation and is required to scale to give every child the opportunity to develop the skills needed to be active participants and creators in today's world. Scale is achieved through two avenues, the creation of new Dojos and sustaining of active Dojos. Much of this interim strategy is concerned with further developing and building the robustness of the community to enable rapid future scale. A number of growth initiatives are underway and will be further enhanced.



### **C.1. Achieving Scale**

A number of growth initiatives and interventions will be completed to enable and sustain growth include;

- A. Enhancing the operating model of the CoderDojo Foundation Team: The CoderDojo board are in a recruitment process for a global CEO. It is envisioned that this individual will not necessarily be based in Ireland, but instead where they can have the most impact for the global movement.
- B. Developing enhanced enabling tools ([see section 3](#))
- C. Cultivating an engaged and supportive global community ([see section 4](#))
- D. Supporting regionalisation of both formal and informal groups
- E. Growing network partners
- F. Developing an ambassador / evangelist model
- G. Empowering young people to champion their own Dojos through youth leadership development initiatives.

#### **C 1.1 Supporting regionalisation of both formal and informal groups:**

Regionalisation has proved to be successful to date with regional groups both formal and informal providing invaluable localised support to Dojos. To continue supporting both formal and informal groups the following steps will be taken:

- Revise regional license agreement to make all aspects, clear and concise,
- Develop a regional license agreement for informal bodies in MOU form,
- Conduct research on regionalisation in core locations and
- Continue to support regional groups, both formal, and informal as a core priority to support and scale CoderDojo in regions.



## C.2 Growth Projections

Based on current projections, by the 31st of December 2017, the CoderDojo community will have grown to more than 1,750 active Dojos globally. It is expected that the increase will be spread across the below growth initiatives.

<u>Growth Initiative</u>	<u>Scale of Growth</u>
Organic Growth; media, word of mouth etc	High
Supporting regionalisation of both formal and informal groups	High
Cultivating an engaged global supportive community (see section 4)	Medium
Growing network partners	Medium
Developing an ambassador / evangelist model	Medium
Empowering young people to champion their own Dojos through young people leadership development initiatives	Low
Enhancing the operating model of the CoderDojo Foundation Team	Medium
Developing enhanced enabling tools (see section 3)	High

### C.2.1 Growing Network Partners

Partnerships are key to the CoderDojo movement, with many local Dojos being supported by local corporates, SMEs or similar. This support is a key component in scaling and sustaining CoderDojo globally. There are two core types of partnerships that we see as fundamental to future growth; corporate growth partners and alliance partners.

- **Growth Partnerships** is an area of huge potential. After 18 months of working with corporates, it's been determined that typically they prefer a more prescriptive model when running Dojos. To encourage the adoption of CoderDojo a corporate specific guide will be constantly updated which includes information about starting and sustaining Dojos.
- **Alliance Partnerships** are categorised as a partnership with another similar organization with similar vision and mission to CoderDojo. The purpose of alliance organisations, from a scaling perspective, is to encourage organisations looking for proven methods and models of equipping children with STEM skills to adopt the CoderDojo model.

### C 2.2 Developing an Ambassador and Evangelist Model

Although referenced in previous strategy document, the only formalisation of the CoderDojo Ambassador programme was with the recruitment of a number of Members of European Parliament to act as CoderDojo Ambassadors. The purpose of expanding the programme is to extend the reach of CoderDojo in specific regions or industries where there are minimal concentrations of Dojos present. The Ambassador program will be formalised through:

- Recruiting ambassadors that appeal to different segments of the CoderDojo community; be it Ninjas, Volunteers or Potential Champions.
- Developing documentation outlining what an Ambassador is and how they can support the broader CoderDojo community.

### ***C 2.3 Empowering Young People to Champion Their Own Dojos Through Leadership Development Initiatives.***

Historically there have been a small number of use cases where young people have Championed their own Dojos. Involving young people in the running of a Dojo, and empowering them to go on and start a Dojo is the final growth initiative. There is sponsorship in the pipeline which would enable this growth initiative to become a fully fledged project in 2017 to include:

- developing learning content across a broad range of coding languages (Sushi Card format) to create different learning pathways,
- developing leadership learning modules to engage Dojo leaders on the importance of mentorship founding their own dojos and careers in STEM and
- developing “train the trainer” materials for dojo leaders to level up their technical and leadership abilities.

## **D Measuring Impact**

To date CDF has measured success and impact both qualitatively and quantitatively. CoderDojo is fundamentally an informal learning environment and does not mirror a school environment. Therefore, success isn't a predetermined factor and entirely depends on each child who attends CoderDojo. Success for one child may be to win an award at the annual CoderDojo Coolest Projects Awards, whereas for another it may be to find a place where they feel they can fit in and create. CoderDojo is as much about increasing the confidence and soft skills of a young person as increasing their ability to code and program. As we move into a new period of organisational robustness and scale, measuring impact is a core focus. By correctly measuring impact we can equip all Dojos with the tools to allow young people going to a Dojo to achieve success, no matter what their measure of success is.

As discussed above, the Community Platform enables direct contact with all community members, from young people to parents and volunteers. We will work with industry experts to develop a robust impact measurement strategy. A number of new initiatives that have been planned including:

- Direct Youth Surveys,
- Attendee Case Studies,
- Launching a Longitudinal Study and
- Dojo Polls: To engage the community of Dojos who operate offline or do not have full connectivity or access to Zen.

Our core impact measurement strategy will focus on measuring the longer term impact of CoderDojo such as:

- What benefit does a young person get from attending CoderDojo?
- Does CoderDojo change young people's perceptions of a higher education in STEM?
- Does CoderDojo change young people's perceptions of becoming an innovator/entrepreneur?
- What percentage of CoderDojo alumni go into the technology industry?
- Does engagement at a young level increase great economic prosperity/mobility for young people who attend CoderDojo?
- What value do young people who participated at a Dojo place on that participation?
- Soft skills young people learn at a Dojo
  - ◆ What influences the increase in soft skills? E.g. Mentors/Environment/Technology
  - ◆ Which soft skills do young people feel have developed as a result of their CoderDojo participation and to what degree?
- Up to date information from those not currently using Zen including; Attendance of kids and mentors and associated gender ratio of attendees.

In addition, we will begin to measure the impact of all Foundation created content. New measurement methods, combined with existing metrics (views, downloads, survey responses, etc.) and the assistance of

subject matter experts in data science will be used to compute an approximation of the engaged user-base for our content. New methods to measure the impact of content will involve:

- ◆ Custom short links: <http://dojo.soy/start>, enabling simple counters (number of times clicked) to be tracked even where those links don't terminate on a CoderDojo property. This method will still under-count the number of people using a resource, as they may either acquire the end-result of the link by another method or not click all links. It will provide a more accurate count than page visits/downloads.
- ◆ Content Ratings: Which will provide feedback on quality rather than usage. It will enable CDF to target content for revision and improvement.
- ◆ Post content surveys: To be piloted, will involve the inclusion of a simple post-content survey in a series of Sushi Cards. It will provide both valuable feedback (and later ratings) as well as a floor for the number of people who completed a series.

## **6.0 Conclusion**

This strategy will be delivered by the CoderDojo Foundation team. A small team, built over the past 3.5 years with nine employees. All employees are community members, deeply passionate about the purpose of the movement. On the successful recruitment of a CEO to lead the team, it is anticipated that the strategy, in particular the scaling pillar, will be refreshed.

Since its inception five years ago CoderDojo has grown to become a true worldwide phenomenon. We know that its impact has been monumental from the stories we regularly hear from youth, parents and volunteers whose lives have been changed by their participation in the community. CoderDojo is not about teaching young people to code so they can find employment. Its purpose is much deeper. At the core the focus is on creating opportunities for young people to learn skills and tools so they can create, so they can express themselves, and so, ultimately, they can be active participants and contributors in society.

This interim strategy is focused on further increasing the robustness of the movement. All activities and initiatives undertaken are to better enable the community, better engage the community or to scale the reach of the community. Most excitingly, though, this strategy lays the foundations for truly measuring the short and long term impact of this global phenomenon.

### ***Appendix: CoderDojo Foundation Organisational Structure Chart***