



*Technology in Education Foundation Annual report 2015*



# yes she codes

On a sunny Saturday on June 14th 2014, we met for the first time with 15 enthusiastic young girls who were dreaming of coding. We were buzzing with excitement: what will parents think of Skool, how will our programs be received, will we be able to find the perfect supporters for our plan, and will our dreams come true?

We were a little nervous until the end of the first day when the girls, their parents and our mentors thanked us for the experience with sparkling eyes.

Since that day, we have helped 650 girls enter and discover the field of technology. With the support of 180 volunteers and more than 20 partners, we organized more than 85 classes and provided 400 hours of coding lessons. We also invested a lot of time and energy in communication because we wanted to eliminate stereotypes and introduce the real and friendly face of the technology industry to the wide public in Hungary. We appeared in more than 200 newspaper articles and we were also interviewed by radios and TVs more than 20 times.

2015 was a very important year in the life of Skool. It was our first full year when we

consolidated our operations and our programs. We laid the foundations for new opportunities and providing tech knowledge for thousands of girls. In the same year, we were the first to launch a coding contest for girls because we wanted to inspire them to test their specific knowledge. We named the contest Scratch Match, where three-person teams presented their creativity, ideas and solutions combined with coding, graphics and musical elements.

After the first year, we got very positive feedbacks, and most of the girls would happily participate in another techy day. 85% of girls attending Skool classes had a positive change in their relationships to technology.

All this would not have been feasible without the supporters of Skool. The generous support from our partners and enthusiastic individuals plays an extremely important role in the implementation of our programs.

On behalf of the entire Skool team, I would like to thank you for your support, confidence, enthusiasm, love, and appreciation that we have been receiving from the very beginning.

*Szilvi Koleszár, CEO*



"THIS WAS FANTASTIC!  
IT'S A VERY GOOD IDEA TO EDUCATE  
GIRLS IN COMPUTER SCIENCES.  
ALSO THEY ENCOURAGE US TO  
PREVAIL IN THIS AREA. I LIKED IT SO  
MUCH THAT I WAS SERIOUSLY  
RECONSIDERING MY HIGH SCHOOL  
CHOICE. MIGHT I DECIDE TO  
CONTINUE MY STUDIES IN THIS  
WAY? COULD MY STUDIES TAKE ME  
FURTHER IN THIS DIRECTION?"

*Fanni, Graphisoft workshop participant*

# Introduction

Skool is the flagship project of the Technology in Education Foundation that provides free technology training in a brand new form for 8-18-year-old girls. Our goal is to increase the participants' affinity for technology, and broaden the future spectrum of their involvement and employment. We intend to involve into the creation of innovative technologies as many women as already use them today.

Our mission is to make a positive and lasting impact on the Hungarian society, along with fostering gender equality and balance in the technology sector. The Skool programs provide practice-oriented and experimental workshops to participants: we want them to experience programming as a joyful exploration that also develops personal and technical competencies.

We have built partnerships with the most important companies in the technology sector. These key players provide usable knowledge during the Skool classes. Thanks to our partners, programmer girls can get an insight into the daily life of the tech industry. They also get the opportunity to personally meet with developers and the most prominent women of the tech crowd who inspire and encourage through personal stories.

## Skool facts in a nutshell

- Established in June 2014
- We provide tech lessons for girls free of charge
- We teach the basics of coding and related extra skills such as critical and logical thinking, systematic approach and problem-solving ability
- Together with our partners, we open and show the real world of technology for girls
- Age groups: 8-10, 10-11, 12-14, 15-18 yrs
- Our experience-based educational methods give real success for girls
- We inspire, and facilitate creativity, unique ideas and solutions





## WORKSHOPS

**85**  
*times*

**375**  
*Scratch projects*

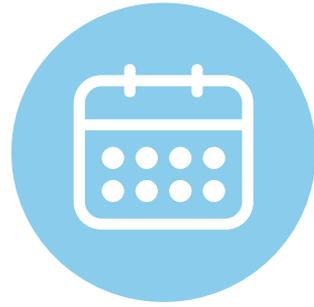
**650**  
*participants*

Many girls also took part in multiple Skool trainings

**24,000**  
*minutes*

I.e. nearly 400 hours of intensive coding. Scratch, App Inventor, Processing, LEGO Mindstorms, HTML, CSS, GDL

**1,700**  
*pancakes eaten*



## PROGRAMS

**15**  
*different programs*

Free half-day and one-day workshops on Saturday, summer camps, and 10-week-long after-school sessions

“Code your future!” Career guidance interviews, role model conversations, coding contests

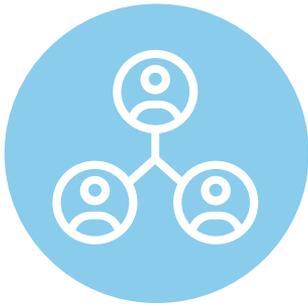
Talent management programs (preparatory training for the FLL robotics contest, Technovation Challenge, Microsoft Imagine Cup)

**1.**  
*coding contest for girls*

Scratch Match: 24 teams, 72 participants

**30**  
*exciting locations*

# Results



## SOCIAL SENSITIZATION

**200**

*media appearances*

**20**

*radio and TV interviews*

**15**

*presentations*

**14**

*videos about our programs*

**3000**

*Facebook likes*

**1500**

*newsletter subscribers*



## PARTNERS

**25**

*cooperation partners*

Among them, 10 companies and 2 universities have expressed their long-term commitment to support the Skool programs



Skool was the first Hungarian project to obtain the Google RISE international prize in 2015



The workshops were available for the participants free of charge



Countless friendships and millions of smiles

# Feedback from the girls



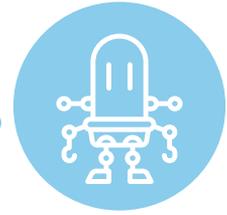
**98%**

evaluated  
the workshops  
**absolutely  
positively**



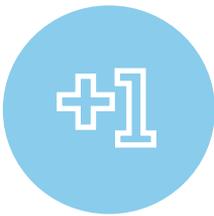
**98%**

are satisfied with  
the leading **tech  
mentors and trainers**  
of the workshops



**85%**

have a **positive change**  
in their attitude  
to technology and  
the tech industry



**97%**

would take part in additional  
**tech workshops**



**80%**

**would choose IT** if they had to decide  
the direction of their further studies  
now or in the next couple of months

"THESE WERE THE BEST FIVE WEEKS OF MY LIFE, AND I WILL NEVER FORGET THEM. SKOOL HAS NOT ONLY GUIDED ME INTO A NEW WORLD, WHICH IS NOW THERE IN MY HEART, BUT ALSO I GOT A LOT OF UNFORGETTABLE MEMORIES THAT MADE ME RICHER. THANK YOU."

*Eszti, Prezi Prezi workshop participant*



# Volunteering

Skool would not exist without dedicated volunteers. Every hour, energy and passion that volunteers give to Skool mean a great support for our mission. Because of this commitment and support, thousands of Hungarian girls can grow their confidence in the technology field.

In return, our volunteers receive tons of smiles from the children, and they certainly will be the leader supporters of domestic IT education and training. Our volunteers can also develop their own skills, establish professional relationships; and the workshops greatly facilitate teambuilding, too.

180  
*volunteers*

3500  
*volunteer hours*

"YOU GAIN AMAZING ENERGY FROM THE GIRLS, AND I THINK I HAVE NEVER EVER WORKED WITH SUCH MOTIVATED PEOPLE."

*Erika, NNG volunteer*



"THE CUTENESS  
PER SQUARE METER  
WAS THE HIGHEST  
HERE IN THE CITY."

*Balázs, EPAM volunteer*



## AREAS OF VOLUNTEERING

*All you need is just a dash  
of free time and a huge dose  
of enthusiasm - we take care  
of the rest.*

## TECH MENTORS

They help the teachers' work during the workshops and summer camps, and they certainly help and motivate the girls in learning.

## TRAINERS

They share all their knowledge and experience with the girls during the workshops. They inspire the young generation, and help them become familiar with the IT world.

## WOMEN ROLE MODELS

They inspire the participants through their own stories, proving that girls can be successful in the IT field, and this sector offers several opportunities for them.

## NON-TECH VOLUNTEERING

We believe that volunteers can best perform in their specific fields of expertise. We have many committed volunteers who add great value to and support Skool in non-tech areas.

## COMPANY PRO-BONO WORK

As an important contribution to the success of our programs, many companies offer their expertise – such as a PR counselling, creative campaigns and tax consultancy - at a reduced price or completely free of charge

# Supporting partners

The support we receive from our corporate partners is essential to our successful operations. Thanks to the commitment of these companies, we can organize and provide more and more trainings. As a result, more and more young and talented girls can discover the exciting world of technology.

In addition to the financial support, we also develop professional relations with our partners. Their employees have the opportunity to attend our programs and shape them from the professional aspect. Thus, they can gain personal experience in educating young people. Our workshops are held in the offices of our partners; and this is why the girls and their families can easily catch up with the work rhythm at our partners directly. Through specific communication activities, we present the contribution and role of our partners to the wide public indirectly.

*We are very grateful to our partners for their support.*



## Professional partners

DONÁT BÁNKI FACULTY OF MECHANICAL AND SAFETY ENGINEERING // CAFÉ PR //  
DESIGN TERMINAL // ELTE FACULTY OF INFORMATICS, T@T LABOR // GEOMETRY GLOBAL //  
HVG PRESS // IVSZ // LOCALTIME BUDAPEST PR // MIMOX // ÓBUDA UNIVERSITY // PWC //  
TEN.MEDIA

# Donation

In our heart we cherish the goal to lead into the world of technology as many girls as possible. Therefore, we started to develop a personal fundraising infrastructure in 2015. The financial donations and the contributions in assets have been continuously growing, and this helps us provide high quality training, along with the expansion of our education tools.

## WHAT DID EACH DONATION PROVIDE IN 2015?



**3 000 HUF**

This covers all the daily meal expenses for one participant. Coding means burning calories; and the girls need energy.

**5 000 HUF**

Will purchase 2 brand-new mice for Skool.

**10 000 HUF**

Covers the full cost of the participation for one girl in a workshop.

"AS PARENTS, WE WOULD LIKE TO THANK YOU FOR THE SKOOL WORKSHOP WHERE OUR DAUGHTER WAS A PARTICIPANT. AS WE CAN SEE FROM THE QUESTIONNAIRE SHE FILLED IN, SHE HAD A GREAT TIME AND SHE HOPES TO ATTEND MORE SKOOL WORKSHOPS IN THE FUTURE. FOR US, HER PARENTS, IT'S A GOOD FEELING TO KNOW THAT OUR CHILDREN HAVE OPPORTUNITIES LIKE THIS."

*Andrea, parent*



# Team



**ZSÓFI MAJOR**  
founder



**SZILVI KOLESZÁR**  
curator, managing director



**PÉTER GUZSALY**  
operational manager

---

## ADVISORY BOARD

*Our foundation is assisted by a five-member advisory board of experienced and dedicated professionals*



**PÉTER BALOGH**  
Angel investor, founder of  
Baconsult Kft



**DR. IMRE FELDE**  
Vice Dean of Research,  
University of Óbuda



**EDINA HEAL**  
Leader, Google Hungary

*We thank everybody  
for their professional  
support and endless  
enthusiasm.*



**GÁBOR TAKÁCS J.**  
Science and Tech Attaché,  
General Consul of Hungary  
in New York



**GÁBOR VÉSZI**  
Development  
manager, Facebook



Technology in Education Foundation

Padlízán utca 4., Budapest, 1148

[www.skool.org.hu](http://www.skool.org.hu)

[hello@skool.org.hu](mailto:hello@skool.org.hu)

Tax number: 18621790-1-42

Bank account number: Magnet Bank 16200199-11529587

Publisher:

Technology in Education Foundation

Layout and infographics:

Viktória Takács

2016