



SKOOL

*Technology in Education Foundation
Annual Report 2016*



yes she codes

Executive foreword:

Our foundation launched the Skool project exactly 3 years ago with the aim to provide wide access to the world of technology for as many young girls as possible.

The journey that was initiated with 15 girls from Budapest has expanded to a magnitude reaching and involving more than 1.000 girls from 136 cities.

Our main objective in 2016 was to make our programs available for girls in the countryside. We started our Skool Club network with programs in Miskolc, Békéscsaba and Szeged, providing the opportunity to learn to code in 10-week after school courses with local trainers, organizers and volunteers. In addition to these sites, we made great efforts to extend the club network to further locations this year.

As another important milestone during the year, we conducted a study to research to what extent and how the interest of Skool girls was shifted towards the tech industry. The study established that participation in Skool programs has raised the interest in technology of 90% of girls; and 81% have been involved in some kind of programming activity since then. 53% of the respondents

definitely would like to become a programmer, or plan a career in IT-related disciplines.

At Skool, we strongly believe that the gender gap in the IT industry can only be eliminated with joint forces. Therefore, it is very important for us to see and feel that so many of you stand next to us and help our foundation with voluntary work, expertise, financial support, enthusiasm and encouragement. Thanks to you, we are here now, and we have been able to accomplish the goals we had set.

We have even bolder dreams and plans for 2017: this year we launched a new project that offers free courses for disadvantaged children living in child care homes. We hope that you will frequently hear of our "KódKlub" project in the near future. :-)

On behalf of the entire Skool Team, I would like to thank you for your persistent support!

Zsófi Major, CEO and Co-Founder



"THIS HAS BEEN ONE OF THE BEST
TIMES IN MY LIFE!
MY FAVOURITE PART WAS THE
OFFICE TOUR WITH OUR MENTORS
INTRODUCING THEIR EVERYDAY
WORK: I LOVED TO SEE HOW A
PROGRAMMER'S LIFE IS."

Lili, Prezi 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 and figures in a nutshell

- Established in June 2014
- We provide tech lessons for girls free of charge
- We offer one day workshops, 10 week-long Skool Clubs and summer camps
- Age groups: 8-10, 10-11, 12-14, 15-18 yrs.
- 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
- Our experience-based educational methods give real success for girls
- We inspire, and facilitate creativity, unique ideas and solutions

Why is this important?

The percentage of female employees in the IT industry in Hungary.



8%

As a result, women's perspectives are not properly represented and considered in the tech development.

Source: Survey conducted by Skool among its supporting partners

The percentage of women among IT BA students.



15%



25000

number of unfilled IT jobs in Hungary at present time.
The involvement of women in the sector would increase the competitiveness of the country.

WHY?



strong gender stereotypes



cultural barriers



lack of coding education and training



lack of encouragement and self-confidence

ALTHOUGH:

At the age of 15, girls outperform boys in some STEM subjects

(according to the PISA studies)



Companies paying attention to diversity have 15% bigger chances to exceed those competitors who tend to disregard female engagement.

Results

TRAININGS



1100

participants

many girls took part
in multiple Skool trainings

4

cities

the first free Skool Clubs
have been launched in Békéscsaba,
Miskolc and Szeged

110

programs

1st

coding contest for girls

100 girls took part
in the second year of
Scratch Meccs

24000

Scratch projects

30

exciting locations

31000

minutes of intensive coding

Scratch, App Inventor, Processing,
LEGO Mindstorms, HTML, CSS, GDL

333

volunteers

helping our programs

2800

pancakes eaten

30

cooperation partners

made it all possible.

Among them, 12 companies
and 2 universities have
expressed their long-term commitment
to support the Skool programs.

8

grants received



SOCIAL SENSITIZATION

350
media appearances

25
radio and TV interviews

25
presentations
at roundtables,
conferences and tech events

45
videos
about our programs

7500
Facebook likes

2500
newsletter subscribers



Eszti, NNG workshop participant

"THIS WAS THE FIRST PLACE WHERE I FELT MORE FREEDOM AND I COULD LEARN MUCH EASIER THAN AT SCHOOL - THE TOPIC AND THE TEACHING WERE INTERESTING. IT WAS AN UNBELIEVABLE EXPERIENCE. :)"



Countless friendships
and millions of smiles

The workshops were available for the participants free of charge.

0 huf.

Feedback from the girls

Based on the questionnaires after the programs and the alumni research:

98%

of girls found the program absolutely positive

94%

of girls would be happy to participate in a similar tech program once again

90%

of girls positively changed their attitude towards the technology sector after the Skool program

84%

of participants answered "Yes" to the following question: If you had to decide now or in the following months about your future studies, would you choose IT faculties?

81%

of the girls have been involved in some programming-related activities since the Skool program

53%

of respondents definitely would like to become a programmer, or plan a career in IT-related disciplines

Skool Stories



"I WOULD LIKE TO DEVELOP ROBOTS THAT HELP PEOPLE WHO LIVE WITH LOSS OF A LIMB OR HAVE VISUAL IMPAIRMENTS."

"MY DREAM IS TO WORK FOR FACEBOOK OR GOOGLE IN 10 YEARS."



"WE ALWAYS MAKE JOKES ABOUT ME AT HOME SAYING I WAS BORN WITH A DISPLAY ON MY NECK FOR MY HEAD. EVER SINCE I CAN REMEMBER, I WANTED TO BE A PROGRAMMER."

Dea met coding during an early Skool program when she was 9. She liked the program so much that since then she has participated in all available programming camps and study groups, and entered robotics and game development competitions. She wants to become a programmer. She believes that programming is really interesting and can be utilized in many ways. Seeing the enthusiasm of Dea, her mother - who worked in the hospitality business - started to learn to code as well. Now she makes online courses at home; and in a recent job fair she even received very promising feedbacks about her opportunities in the IT industry.



Lili's made her first Skool experience at the age of 9. She learned the basics of Scratch programming, robotics and web development in our summer camp, and she did a 10-week game development course too. When she was 11, she won a prestigious national programming competition prize with her application 'DailyTakeMe', and she made it to the top 10 finalists in the international round. Developed especially for children, DailyTakeMe helps easier time scheduling; kids can easily track who is taking them to particular programs or picking them up after school.

Bea wanted to become a programmer all her life. She started to look for a programming course by herself, and this is how she found Skool. Together with some friends, she developed an application, and participated in Technovation Challenge, a major international competition in 2016. This application includes a complex survey that helps the orientation and decision-making for youngsters in choosing further education based on their interests. Bea and friends look to inspire young girls to decide for STEM subjects. Bea became a mentor before long, volunteered in several summer camps and Skool programs, helped girls in the world of programming, and now she already teaches as well.

Volunteering

Skool would not exist without dedicated volunteers. They are the ones, who help us reach our goals, and with whom we make our dreams come true.

Since very the start of Skool, **333 tech and non-tech volunteers** took part in our programs in over **2000 volunteer hours**.

Why is it great to be a Skool volunteer?

Volunteering in our programs puts you at the forefront of helping and supporting the Hungarian IT education, while inspiring and encouraging children to choose engineering or software developer studies, and start an IT-related career.

What do you get in return for volunteering?

An endless amount of smiles and enthusiasm. Your expertise will have a positive impact on the future of the participants.

In addition, our volunteers learn a specific methodology and experience-based pedagogy that grants access to thousands of children.



„WHAT WAS THE BEST PART OF BEING A VOLUNTEER?

GETTING TO KNOW THE SKOOL PROGRAM AND HELPING GIRLS IN PROGRAMMING, AND AT THE END OF THE DAY THE FEELING OF BEING PART OF SOMETHING MEANINGFUL.”

Péter, teacher and mentor

2000
volunteer
hours

333
volunteers



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.

TRAIN THE TRAINER

The fundamental pillar of Skool programs is an experience-based, child-focused and creativity-inspiring teaching methodology, accompanied by our skilled and enthusiastic team of instructors and mentors.

Our methodology helps the girls experience success, and makes the learning process a joyful and exploratory activity. This is why we pay special attention that our trainers and mentors have a high level of knowledge and specific skills; and these competences enable them to make the Skool programs a unique experience for the girls.

In 2016, we developed a multistep Train the Trainer program where our volunteers can learn specific methodology, pedagogy and tool knowledge. Enthusiastic and committed mentors who comply with a carefully selected set of criteria can become Skool trainers.

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.

Thank you!

Supporting partners

We love dreaming. There is only one thing we love even more: making our dreams come true.

As a Foundation, we finance our operations from external sources. Therefore, we dream and create together with our supporting partners.

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.

Thank you for believing in our mission!

accenture
High performance. Delivered

Atos
Consulting

barion

**CODING
<SANS>**

CONETWORKING

Deloitte.

DÜRMÖGŐ
DORMOGŐ

eit European Institute of
Innovation & Technology

KIDS
program

<epam>

ERICSSON

f

GE

Google

GRAPHISOFT.

IMEDIA

Lenovo

Lufthansa Systems

Morgan Stanley

NNG

NOKIA

Prezi

schönherz
informatikai stúdió

SENSOMEDIA

• Visegrad Fund

Professional partners:

BÁNKI DONÁT GÉPÉSZ ÉS BIZTONSÁGTECHNIKAI MÉRNÖKI KAR // CAFÉ PR
ELTE INFORMATIKAI KAR, T@T LABOR // GEOMETRY GLOBAL
IVSZ // ÓBUDAI EGYETEM // TEN MEDIA // XLABS

Donation

We distinctively strive to introduce as many as possible young girls to the exciting world of technology. Our personal fundraising infrastructure that we had launched in 2015 was further developed last year, and we also created a new fundraising page on our website. This simplifies the reception of tangible and financial support and allows us to deliver high-quality programs.

WHAT DID EACH DONATION PROVIDE IN 2016?



*Thank you for
your donation
and helping make a difference!*

3000HUF

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

5000HUF

will purchase 2 brand-new mice for Skool

10000HUF

covers the full cost of the participation for one girl in a workshop

"I'D LIKE TO THANK YOU FOR THE SKOOL PROGRAM LAST SATURDAY; IT WAS A GREAT EXPERIENCE FOR DORCI!

THOUGH SHE WAS A LITTLE BIT SHY, SHE WAS TELLING ABOUT IT WITH GREAT ENTHUSIASM WHILE SHOWING US SCRATCH. SHE WENT TO SCHOOL TODAY WITH THE INTENTION TO SHOW IT TO HER FRIENDS TOO. :)
THANK YOU!"

Nóra, parent



Finances

GUIDELINES

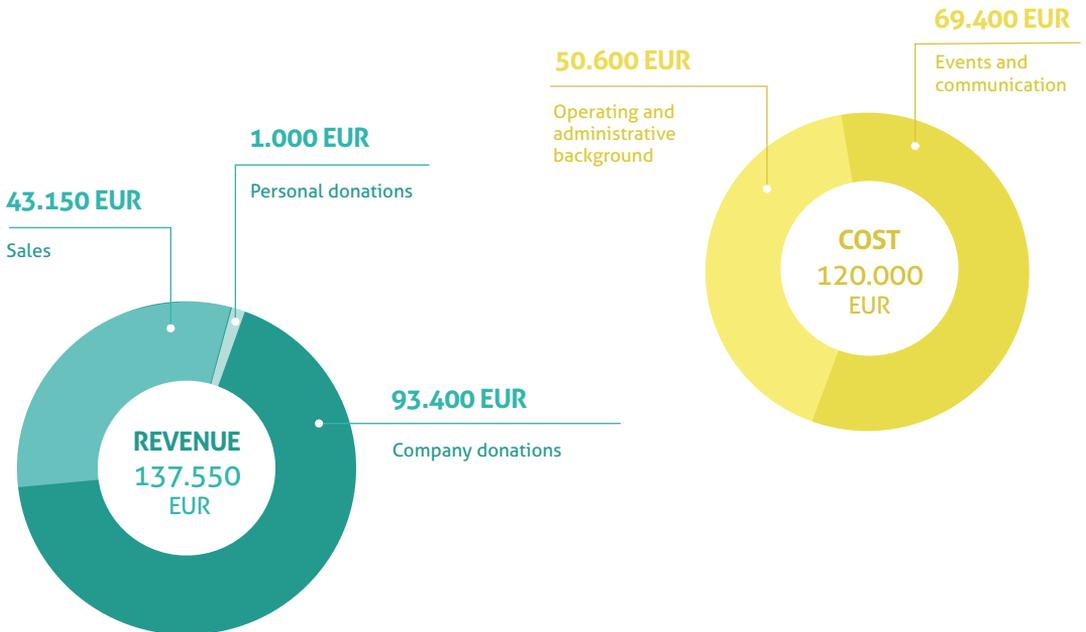
Our objectives are stability and sustainability: with technology knowledge transfer we open new and long-term opportunities for lots of girls.

We strive to build long-term, mutually beneficial and successful cooperation with our partners and supporters.

Our results are public: anyone can access our Annual Reports.

It is very important for us that we keep operating as an independent organization. Having some of the most successful companies as supporters is also an essential asset.

BALANCE



Shool Team



ANTAL KÁROLYI
founder



ZSÓFI MAJOR
CEO



SZILVI KOLESZÁR
curator



PÉTER GUZSALY
operations manager



ENIKŐ VAS
program coordinator



ESZTER FÁY
program coordinator



KRISZTIÁN KISS
database juggler



PÉTER MEKIS
lead instructor



FRUZSINA KOLLÁNYI
lead instructor

ADVISORY BOARD

Our foundation is supported by a four-member Advisory Board of experienced and committed professionals whose voluntarily help and advice guide us towards achieving our goals.



ATTILA BOZSÓ
*regional director,
EPAM Systems*



dr. IMRE FELDE
*vice dean of research,
Óbuda University*



EDINA HEAL
*country director,
Google Hungary*



GABRIELLA LIPTAY
*marketing and communications director,
KPMG*

We thank everybody for their professional support and endless enthusiasm.



yes – she – codes



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