

SKOOL

2022

**the
coding
journey**



“I LOVED THE WHOLE PROGRAM AND I DIDN'T WANT MY PARENTS TO COME FOR ME. THAT'S HOW GOOD IT WAS.”



IT ALL STARTED IN 2014.

Skool has become a synonym for innovative and inspirational technology training for young girls over the past eight years.

Embracing the digital economy's potentials that change the relationship between humans and technology, we are now extending our activities beyond coding: we reinterpret the learning process and strive to pass on the code of the future to the young generations.

Szilvi Koleszár

CO-FOUNDER/ CEO

TRUE TO OUR INQUISITIVE MIND-SET AND ACHIEVEMENTS, WE WISH TO CONTINUE THE PIONEERING STORY UNIQUE IN HUNGARY.

The story began eight years ago to show the exciting world of technology to as many girls as possible. We have had more than 6000+ participants in our programs since 2014; furthermore, in our Skool for a good project, we have been educating and delivering the tech companies' atmosphere to kids from children's homes in 10-week-long free courses for three years now.

We like to write compelling storylines but give the leading roles to youngsters, parents, mentors, trainers, and supporting partners.

THE SKOOL PROGRAM IS

From the professional perspective, we redefine the learning process and teachers' role. We develop and provide learning content not available in the school system, involve parents, and include our supporters' most relevant topics.

From the emotional view, we give space to experience-based learning and the joy of shared and creative discovery. Our technology focus is playful, lovable, memorable - and fundamentally free. We invite all our partners to a futuristic journey.

WHY IS IT RIGHT TO WORK WITH SKOOL?

- Design learning and algorithmic thinking focused.
- Success-, story- and experience-based workshop
- Developing problem-solving and thinking skills
- Building real-life relationships between participants
- And so much fun!
- Collaboration with our pioneering story that is unique in Hungary
- Through us, you can reach hundreds of children.
- Strengthen your employer brand and CSR
- Show your employees that your company is giving back.
- Offer professional development opportunities for skilled volunteers.
- Contribute and support creating free of charge training and curriculum for teachers



ACTIVITIES I.

Boost interest, broaden knowledge, encourage girls

SHE'S SKOOL ONE-DAY WORKSHOP

Introduction to technology; success- and experience-based coding courses focusing on design learning and algorithmic thinking to increase female engagement in the technology sector.

SHE'S SKOOL Online workshops

Be the host of our most famous and beloved Saturday workshops. Meet and introduce your company to 15 curious and talented girls and their parents, too. Build your brand together with us.

YouTube channel courses

We launched a video series on YouTube in Hungarian that teaches Python and JavaScript basics for free. When creating the materials, the goal was to put safe, exciting, easy-to-understand content in parents' hands.

Skool TV

We will discuss various tech / IT topics and present them to experts and children. (fintech, data visualization, big data, AR-VR, AI-MI, Cyber sec, Deep learning, Machine learning, etc.)

The channel's purpose is to present the tech world in an understandable, enjoyable way. The content we create is primarily for children and non-professional parents, aiming to reduce industry stereotypes and improve understanding of the profession.

Innovation Day - Hackathon

12 or 24-hour-long brainstorming and hacking for children aged between 13-18.

Projects can cover the field of sustainable environment, future of learning and education, future of transport and THE SPACE, Smart Home, senior solutions - how to integrate the old age above 50+ into our society, food factories - what we will eat drink in 2050. The core is an experience-based, child-focused, and creative teaching methodology, accompanied by our skilled and enthusiastic team of mentors. All the participants will leave the program with an impressive set of skills, a new perspective, and a supportive community that will serve them far beyond the conclusion of the Hackathon.

ACTIVITIES II.

Rolling Office

Bring the tech world closer to every young girl and boy who lives in remote areas.

With this RollingOffice project, we aim to inspire young boys and girls living in rural and low socioeconomic areas in Hungary by engaging them in fun robot coding and game developing activities by providing them with a memorable success experience in coding. All activities will be designed for students new to computer science, so participation does not require any previous coding knowledge.

Recruitment and engagement

STEMsisters Extra - recruitment differently

Display internships and junior positions in Skool's closed Viber group, in which only Skoolees (girls who had previously attended a Skool program) are members. Our goal is to create a fast, instant interface where you can communicate with the youngest players in the job market differently from the usual communication channels. As an authentic information source for children, Skool takes on mediator roles between you and the girls.

If you wish to show the coding world to your non-tech employees, C-level colleagues and strengthen employees engagement

OLD SKOOL - Gamified Coding Workshop

The goal of the 3-hour-long workshop is to provide the participants with a basic understanding of computer science and how coding works, and what is needed to do it. All the participants will have their computers and will work on their coding challenge. After that, a Q&A session will follow.

ACTIVITIES III.

If you wish to strengthen employees engagement and offer superb training for your employees

OLD SKOOL - Storytelling training for IT professional

The project aims to equip IT, professionals with the skill to talk about their work and tasks in an exciting, straightforward way. One of the biggest challenges for more than five years is that the great professionals (developers, engineers, managers, etc.) who work with us find it difficult to talk about their work and company in an engaging, understandable, and inspiring way. Our one-day training will introduce them to methods that they can use in your daily routine from the next day onwards.

OLD SKOOL - Generation Z Characteristics training

Just when many companies are finally starting to understand millennials, a new generation is beginning to emerge. Generation Z—people born from 1995 onwards—makes its presence known as people from this generation are beginning to enter the workforce and earn their income. Learn more about them at a Skool workshop.

If you would like to surprise your employees with a Covid-safe, cool gift that can be fun for the whole family to learn about technology

STEM Super Hero Kit

Children can build electric circuits that provide a basic understanding of how technical devices operate with off-screen activities. HOW? Everyone will get their own led pack which contains LEDs, circuits, batteries enough to build 2-3 superheroes.

The package is reusable. It will be the body of the superhero and it's highlighted on the pack where the LEDs and the circuits should be placed.

ACTIVITIES IV.

Lauren Ipsum's Adventures - Unique present that makes the world a better place

How would you like your company to surprise employees this year with a remarkable storybook to help them change the world and inspire the next generation?

If you like the idea, you're just 3 small steps away from making an impact on the next generation:

- Step 1: Buy a copy of Lauren Ipsum's adventures from Hungary's best-selling technology storybook
- Step 2: Give the book as a gift to a company employee who surprises a child in their environment.
- Step 3: Leave the rest to Lauren Ipsum.

Laurie and her friends introduce kids to computing in an adventurous, easy-to-understand way and introduce logic and critical thinking foundations. It's also a great way to teach adults and parents about the world of programming for those new to the subject.

THE VERY FIRST 8 YEARS

The first 8 years' achievements in numbers

- 6000+ participants - many of them participated in multiple Skool workshops
- 200 000+ minutes of intensive programming - Scratch, AppInventor, Processing, LEGO Mindstorms, HTML, CSS, GDL, Python
- 40+ cooperating partners help our programs come to life. Many companies and 2 universities from them are committed for the long term towards Skool programs
- 20+ successful tenders
- 30+ exciting venues
- 651 volunteers are helping our programs
- 5000+ pancakes eaten

Social sensitization

- 800+ media appearances
- Skool's advertising value is more than 250 million Ft
- 60+ TV and radio interviews
- 70+ presentations in conferences, round table discussions, and tech events
- 70 videos about our programs
- 9900 Facebook followers
- 720+ Instagram followers
- 700+ LinkedIn followers
- 3400 subscribers on newsletter
- 4400 followers completed the Python YouTube course (launched in 2021 January)
- 500 followers completed the JavaScript YouTube course (launched in 2021 March)



SKOOL IN NUMBERS



Revenues

- Corporate incomes
- Amounts received by services sold
- 1%
- Amounts received from grants

Expenditures

- Program organization and communication
- Cost of materials, tools

- Our goal is stability and sustainability: through technological knowledge transfer, we are opening new opportunities for the younger generation in the long run.
- We strive to develop lasting, mutually beneficial, and successful cooperation with our supporters and partners.
- Our results are public: anyone can access our annual reports.
- It is important to always act as an independent organization; our sponsors come from successful companies.
- Our operations are transparent, and our finances are public.

The form of the cooperation is foundation donation, which decreases the corporation tax base. Our foundation sends a certificate every year about the amount received.

We trust that our offer will please you, and we will soon be inspiring and educating girls in technology across the country.

"I think it is extremely important for online spaces to be as diverse as the real environment of everyday life. In this respect, I also consider it particularly important that for example the approaches and perspectives represented by the "feminine" strengths and competencies meet the logic of coding and the online toolbars."

Gabriella Liptay, Marketing and Communications
Director, KMPG Hungary



WHY IS IT IMPORTANT TO ENCOURAGE GIRLS?

8%

IS THE RATIO OF WOMEN WORKING IN IT. AS A RESULTS FEMALE POINT OF VIEW IS LESS PREVALENT IN TECH DEVELOPMENTS

SOURCE: STACKOVERFLOW RESEARCH 2017.

15%

THE RATIO OF FEMALE STUDENTS ENROLLED IN IT EDUCATION

25.000

UNFILLED IT POSITIONS CURRENTLY IN HUNGARY. ENGAGING WOMEN IN THE SECTOR WOULD INCREASE THE COMPETITIVENESS OF THE COUNTRY

SOURCE: ITM, SOLYMÁR KÁROLY BALÁZS, 2020.

WHY?

- strong gender stereotypes
- cultural barriers
- lack of education in programming
- lack of encouragement and self-confidence

WHILE

- Girls at an age of 15 outshine boys in all STEM subjects (based on PISA results)
- Companies paying attention to diversity have a 15% better chance to exceed their rivals that do not concentrate on female involvement



PARTNERS IN 2021

We love dreaming.

The only thing we love more is when our dreams come true. As a foundation, we fund our operations largely from external sources.

So, with our supportive partners, we dream and work together.

In addition to financial support, we cooperate with our partners on a professional level, too. We provide the opportunity for our cooperating partners' staff to participate in our programs and contribute professionally to program development. This is how they experience the feeling of educating young people personally. We organize our workshops in our supporters' offices, so girls and their families can directly get to know the work of our partners and, with the wider audience, will gain insight as a result of our communication activities.

Thank you for believing in our mission!



Other supporters

Barion / Fingers / PwC / Rotera / WebMa

VOLUNTEERING

Why is it good to volunteer at Skool?

By volunteering in our programs, you are at the forefront of helping and supporting Hungarian IT education while inspiring and encouraging children to choose engineering or software developer studies and starting a career in these fields.

What do you get back by volunteering?

An endless amount of smile and enthusiasm, and -with your expertise- you will positively impact that may change the future of the participants. Besides, our volunteers learn a methodology of experience-based pedagogy, by which they can reach thousands of children.

“There is a girl I taught how to create flappy bird in processing 4 years ago, and now she is studying at ELTE. Such things make me feel good.” Ferenc, Skool volunteer

“I love the selfless energy and the enormous love that mentors have for children and their education. Being with you is motivating in so many aspects :)”
Anna, Skool volunteer

“I have always felt that sharing knowledge and motivating others should be my profession, but it has never happened in this form. With the very sympathetic mission and elaborated methodology of your projects, Skool and KódKlub (and their accompanying programs), we/I have achieved much more than I had ever dreamed of! :) I believe that we are doing good, and in this form, I have become complete with you in a way I had never thought before! I like to spend time with you and work with you because I can meet great people who think about our world in the same way like I do, and we are trying to do something together that can add more to everyday life. Everyone is very kind, we help each other, and we work together to reach success :)”
Gábor, Skool volunteer

