Skool annual report 2015

YES SHE CODES

On a sunny Saturday in 2014 June 14th we met for the first time with 15 enthusiastic young girls who had a dream to code. We were full of excitement: how would our programs be received, what will parents think, would **we** be able to find perfect supporters to implement our plan and the dream which is the reason for the establishment of Skool? We were a little nervous until the end of the first day. And at this point the girls, their parents and our mentors thanked us for the whole day experience with sparkling eyes.

With our help since that day 650 girls could try their hand in the field of technology. We organized more than 85 classes and 400 hours coding lessons, 180 volunteers and more than 20 partners helped us to do this. In addition, we invested a lot of time and energy in our communication because we wanted to introduce the real and friendly face of the technology sector to the wide range of Hungarian society and break down the stereotypes. We appeared in more than 200 newspaper articles and we were also interviewed by radios and TVs more than 20 times.

2015 was very important in the life of Skool. It was our first full year when we consolidated our operations and our programs. We have laid those foundations, along which we will open new opportunities and providing tech knowledge to thousands of girls. This year we were the first to launched a coding contest for girls. We would like to inspire them to try themselves in this area. The contest is named Scratch Match and three-person teams applied whom presented their creativity, ideas and solutions combined with coding, graphics and musical elements.

After the first year we got very positive feedback, most of the girls are sure they would like to be involved in another techy day. After a Skool class 85% of these girls changed their attitude positively toward the tech field.

All of this would not be possible without the supporters of Skool. The generous support from our partners and a lot of enthusiastic individuals play an extremely important role in implementing our programs.

I would like to thank on behalf of entire team of Skool for your support confidence, enthusiasm, love and appreciation that we have received from the beginning.
Szilvi Koleszár, CEO

"THIS WAS FANTASTIC! IT'S A VERY GOOD IDEA TO EDUCATE GIRLS TO COMPUTER SCIENCE. ALSO THEY ENCOURAGE US TO PREVAIL IN THIS AREA. I LIKED IT SO MUCH THAT I WAS THINKING OF MY HIGH SCHOOL CHOICE SERIOUSLY. MAYBE AM I GOING TO CONTINUE MY STUDIES IN THIS WAY? MAY MY STUDY FURTHER IN THIS DIRECTION?"
Fanni, Graphisoft workshop participants

Introduction

The Skool is the flagship project of the Technology in Education Foundation and it provides free technology training sessions in a novel forms for 8-18 year-old girls. Our goal is to increase the participants' affinity for technology and thereby broaden the spectrum of involvement and employment, so that in the future at least as many women shall be involved in the creation of innovative technologies as are already using it today.

Our mission is to start a positive and sustainable impact on the Hungarian society, helping to establish gender equality and balance in this sector. In this program we provide practice-oriented and experimental workshops to participants. We want them to experience programming as a joyful exploration activity while personal and technical competencies are developing.

We have developed partnerships with the most important companies in the technology sector and these provide usable knowledge in the classes of Skool. The programmer girls can get an insight into the private sector's daily life through our partners and they have a chance to know the developers and the those women in tech who provide inspiration and going to be a role model through their personal stories.

Skool in a nutshell
- Established in June 2014
- We provide free tech lessons for girls
- We teach the base of coding and besides we give another extra skills like/such as critical and logical thinking, system approach and problem-solving ability
- We present the real world of technology for girls with our contributors
- Age groups are: 8-10, 10-11, 12-14, 15-18
- We give real success for girls through our experience-based educational methods
- We inspire to creativity, unique ideas and solutions

Why is it important?

8% - The women's working rate in information technology in Hungary. As a result, the women's perspectives can not really succeed in tech development/are less considered in tech development.
15% - The women's rate among the admitted students to IT BA's.
22 000 - number of unfilled IT jobs in Hungary at present. The involvement of women in the sector would increase the competitiveness of the country.

Why?
strong gender stereotypes
cultural barriers
lack of coding education
lack of encouragement and lack of self-confidence

Although:
At the age of 15 the girls outperform boys in some STEM subjects (according to the PISA studies)

companies which pay attention to diversity have 15% greater chance to emulate/exceed competitors who focus less on the female engagement.

Workshops:

85 times
375 Scratch projects
650 participants
Many of girls also took a part in several sessions of Skool
24 000 minutes
or nearly 400 hours of intensive coding. Scratch, App Inventor, Processing, LEGO Mindstorms, HTML, CSS, GDL
1 700 pancakes eaten

Programs

15 different programs
Free of charge half-day and one-day workshops on Saturday, summer camps, 10 week long after-school sessions
"Code your future!" Career guidance interviews, role model conversations, coding competition
Talent management programs (FLL robotics competition preparation, Technovation Challenge, Microsoft Imagine Cup)
The first coding competition for girls
Scratch Match: 24 teams, 72 participants
30 exciting locations

Results

social sensitization
200 media appearances
20 radio and TV interviews
15 performances
14 videos about our programs
3000 Facebook likes
1500 Newsletter subscribers

Partners

25 cooperation partners
Among them, 10 companies and 2 universities have a long-term commitment to support the programs of Skool.

Skool was the first in Hungary who was awarded the Google RISE international prize in 2015.
The girls could take a part of workshops 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 changes in their attitude to the technology field
80% - If now or in the next few months need to decide the direction of their further studies, they would choose IT
97% - Would take part in another tech workshops

"THIS WAS THE BEST FIVE WEEKS OF MY LIFE. I WILL NEVER FORGET IT. THEY HAVE SHOWN ME NOT ONLY A NEW WORLD, WHICH IS ALREADY IN MY HEART, BUT ALSO I HAVE GOT A LOT OF UNFORGETTABLE MEMORIES WHICH MADE ME RICHER. THANK YOU."
Eszti, Prezi workshop participant

Volunteering

Skool would not exist without dedicated volunteers. Every hour, energy and passion that volunteers give to Skool, helps our mission so that thousands of Hungarian girls become confident in the technology field.
In return our volunteers receive an infinite amount of smiles from the children, and of course they will be the leader supporters of domestic IT educations. Our volunteers also can develop their own skills, establish professional relationships and all workshops have a power of enable teambuilding, too.

180 volunteers
3500 volunteer hours

"You gain amazing energy from the girls, 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

TECH MENTORS
They help the teachers' work during the workshops and summer camps, and of course they help and motivate the girls in learning.

TRAINERS
They give all their knowledge and experience to the girls during the workshops. They inspire the young generation, help them to be familiar with the IT world.

WOMEN ROLE MODELS
They inspire the participants through their own stories to prove that girls can be successful in the IT field and they can also have a lot of opportunity in this area.

NON-TECH VOLUNTEERING

We believe that everyone can be the most supportive in her/her area. There are many non-tech, committed volunteers who can help the work of Skool within their territory and expertise.

COMPANY PRO-BONO WORK
Many of companies provides us their expertise for reduced price or free of charge and in this way they can support our programs' success. Like a PR counseling, creative campaigns and tax consultancy.

THE AREAS OF VOLUNTEERING
All you need is just a dash of free time and a big dose of enthusiasm, we take care of the rest.

Supporting partners

The support of our corporate partners is essential to our operations. Thank to the help of these dedicated cooperating companies, more and more trainings can be organized. As a result more and more young, talented and interested girls can be drawn into the exciting world of technology.
Next to the financial support, we work together with our partners in a professional way, too. We provide the opportunity to their employees to attend our programs and shape them from a professional point of view. So they can receive a personal experience about the education of the young people. Our workshops are held in the offices of our partners that is why the girls and their families can get acquainted the works of our partners directly. Due to our communication activity the broader audience can know our partners indirectly. We are 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 our goal is that more and more girls can be familiar to the existing world of technology, so in 2015 we started to develop a personal fundraising infrastructure. Our material and monetary support is continuously growing and this helps us provide high quality education and expand the number of our tools.

WHAT DID EACH DONATION PROVIDE IN 2015?
3000 HUF
This provides all the daily meals for one participant. During coding calories are burned and the girls needed more energy.
5000 HUF
Skool's going to be richer by 2 brand-new mice.
10000 HUF
Provides the full cost of the participation for one girl per 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 OUT SHE FELT VERY WELL AND SHE HOPES SHE WILL BE ABLE TO ATTEND MORE SKOOL

Pénzügyek

Finances

PRINCIPLES
Our goal is stability and sustainability: with technological knowledge transfer we open new long-term opportunities for a lot of girls.
We strive to build long-term, mutually beneficial and successful cooperation with our partners and sponsors.
Our results are public: anyone can access our Annual Reports. Our operations are transparent, our finances are certified by PwC Hungary.
It is important to us that we can operate as an independent organization, our sponsors are from among the most successful companies.

BALANCE
3,5 million HUF
Sales
1,5 million HUF
Budget support
43,5 million HUF
Aid for program preparation and implementation

REVENUE
48,5 million HUF
12,1 million HUF
Operating and administrative background
17,9 million HUF
Events and communication
2 million HUF
Book publishing support

COST
32 million HUF

TEAM

Zsófi Major
founder

Szilvi Koleszár
curator, managing director

Péter Guzsaly
operational manager

Advisory Board
Our foundation shall be 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

Gábor Takács J.
Science and Tech Attaché, General Consul of Hungary in New York

Gábor Vészi
Development manager, Facebook

We thank them for their professional support and undiminished enthusiasm.