

# You gotta be here

Jim Cohoon

Tag Workshop Organizers Meeting  
February 4, 2012  
Washington, DC

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## Finding your audience

- Advertising
- Recruiting
- Applications
- Selection
- Communication



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## Advertising

- Web page
- Mailing lists
  - CSTA
  - SIGCSE
  - SIGCAS
  - NCWIT



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## Recruiting

- Surrounding high schools
- Admissions
- Education school / departments
  - Science
  - Technology
  - Mathematics
- State entity for k-12 education




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## Applications

- In-house versus commercial
- Verify contact information
  - Summer contact information need for attendees
- Backup
- E-mail archive
- Acknowledge
- Send acknowledge of what they filled-in
- Contact person
- Alias




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## Applications

- Collect
  - Professional contact information
  - Curriculum information
  - Summer contact information
  - Questions or comments

**Tapestry 2012 Workshop Application**  
University of Virginia  
Charlottesville, VA

**We are not yet taking applications for the 2012 Tapestry Workshop.**

All people registering to attend the workshop must provide contact information, school background information, and indicate their workshop expectations. Please contact **Both** **Shirley** at 541.922.2222 if you need help or information.

**Professional contact information**

Name

Position  Teacher  
(select all that apply)  Department Head  
 Administrator  
 Counselor

School

Street 1

Street 2

Town or City

State

Zip code

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## Selection

- Position - teacher / administrator / counselor
- Curriculum responsibilities
- Geography
  - Proximity
- Demographics
- Interest
- Peerage



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## Communication

- Web forms
  - Logistics
- E-mail lists
  - Require acknowledgements
- Postal mailings
  - Only used for certificates



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