you gotta be here

Jim Cohoon

Tag Workshop Organizers Meeting January 26, 2013 Washington, DC



Finding your audience

- Advertising
- Recruiting
- Applications
- Selection
- Communication
- Money





Advertising

- Web page ours and yours
- Mailing lists
 - CSTA
 - SIGCSE
 - SIGCAS
 - NCWIT





Recruiting

- Regional and magnet high schools
- Teachers
- Admissions
- Education school / departments
 - Science
 - Technology
 - Mathematics
- State entity for k-12 education





Applications

- Joint, in-house, or commercial
- Verify contact information
- Summer contact information need for attendees
- Backup
- E-mail archive
- Acknowledge
- Send acknowledge of what they filled-in
 - Be wary for semi-duplicates
- Contact person
- Alias





Applications

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

Attra	acting and engaging diverse high school students to computing
2012 Offerings	Application
June 26 - 28 University of Virginia Charlottesville, VA Jim Cohoon and Joanne Cohoon	All people requesting to attend a workshop must provide contact information, scholackground information, and indicate their workshop expectations.
	Questions about individual workshops should be directed to workshop contacts indicated to the left.
July 11 - 13 University of Pennsylvania	If you have questions about the Tapestry Workshops in general please contact Joanne McGrath Cohoen.
Philadelphia, PA Rita Powell	Applicants are encouraged to select the workshop-closest to their locale as their fi- choice.
North Carolina State	Workshop preferences
University Raleigh, NC	First choice Seen +
David Wright and Minden Vivia	Second choice None (
3uly 23 - 25	Third choice none s
University of Nebraska Lincoln, NE	Professional information
Leen-Klat Soh and Charles Redesel	Name
August 1 - 3	□ Teacher
Michigan State University and Oakland University East Lansing, MI Laura Diffee and	Position Department head (select all that apply) Administrator Counselor
Estma.Hill	School
August 5 - 8 College of Saint Scholastica	Street 1
Conege of Saint Scholastica Duluth, MN	Street 2



Selection

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





Communication

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





Money

- Go in house when possible
- Bill UVA
- Your restrictions likely match our restrictions
 - No alcohol
- We do not have a budget for administrative support

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