

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

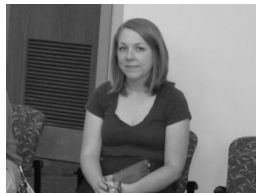
- Regional and magnet high schools
- Teachers
- Admissions
- Education school / departments
 - Science
 - Technology
 - Mathematics
- State entity for k-12 education





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

Tapestry Workshop Series
Attracting and engaging diverse high school students to computing

2012 Offerings

June 28 - 29
University of Virginia
Charlottesville, VA
Dan Cohen and
Janessa Cochran

July 1-3, 2012
University of Pennsylvania
Philadelphia, PA
Rita Frazell

July 18-20
North Carolina State
University
Raleigh, NC
Brenda Bragg and
Heidi Volk

July 23 - 25
University of Nebraska
Lincoln, NE
Loren West, Beth and
Cynthia Nieland

August 1 - 3
Middle Tennessee University
and Cleveland University
East Lansing, MI
Laurie Shuler and
Fabiana Hill

August 8 - 9
Center of Earth-Space and
Astrophysics
Duluth, WA

Application

All people requesting to attend a workshop must provide contact information, school background information, and indicate their workshop preferences.
Questions about individual workshops should be directed to workshop contacts indicated to the left.
If you have questions about the Tapestry Workshops in general please contact **James McGrath, Co-Chair**.

Applicants are encouraged to select the workshop closest to their home as their first choice.

Workshop preferences

First choice:

Second choice:

Third choice:

Professional Information

Name:

Position:

(Select all that apply) Department head Administrator Counselor

School:

Street 1:

Street 2:

City:

State:

Zip:



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