

A young man in a red hoodie is looking intently at a laptop screen. He has a name tag that says "WARD". In the background, another student is smiling. The scene is set in a classroom or computer lab with other students and laptops visible.

studentrnd

School Year 2015-2016 Annual Report

To all our supporters,

Thank you for making the 2015-2016 school year our best yet.

StudentRND's mission is to inspire students to fall in love with coding – not to lecture, not to run workshops, but simply to show students how fun and empowering coding can be. Lack of interest is a problem with no other organizations have explicitly set out to solve, but one which our data shows is critical to closing the opportunity gap in STEM fields.

We went into this year hoping to inspire more students who needed it. Past research showed that, although students from low-income backgrounds were often provided with Computer Science courses in their schools, they were very unlikely to use these resources.

This year, we increased the number of low-income attendees to 38%!

What difference did this make? For many of our partner schools, a very significant one. Schools from low-income areas reported an average of only 8% of students enrolled in Computer Science courses by choice. For a class of 25, that's two students.

A year of attending CodeDay resulted in so much new interest that many schools added new classes to meet interest. When students learn how much fun coding can be, word spreads fast. Don't take my word for it: we've included many quotes from our students and teachers.

As we enter a new school year, we aim to develop significant new partnerships with schools and districts in several target cities to continue to grow this result. This year would not have been possible without your support, and next year is no different.

To continue to have long-term, outsized impacts on students across the US, we'll continue to need volunteers, mentors, teachers, and funders. Can we count on your continued support?



Tyler Menezes
Executive Director

Special thanks to our 2015-2016 national partners:



LexisNexis®
RISK SOLUTIONS

ORACLE®

2015-2016 by the numbers:

We reached traditionally underserved populations...

- 43% women
- 38% low-income
- 28% African American/Latino
- 75% beginners

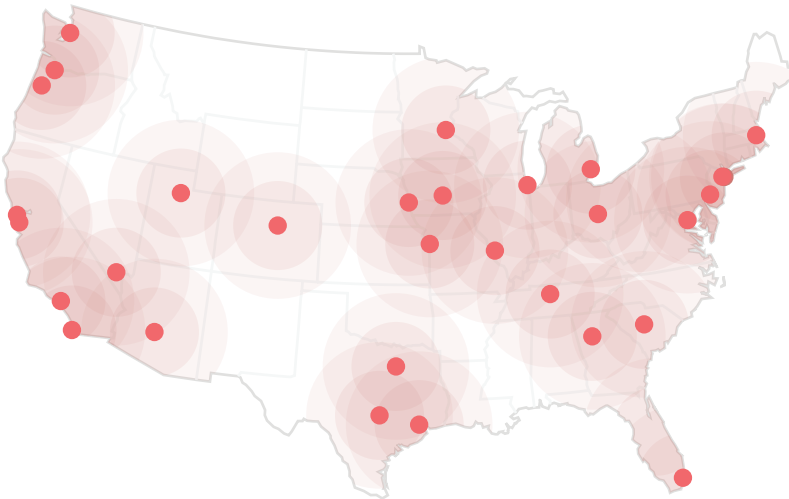


... and produced measurable long-term behavior changes.



70% of beginners are still coding 2 months after attending.

More than 30 cities nationwide participated in our programs.



That's

5,957

students in total.

We spent a total of

\$155,962

on revenue of \$157,904.

Program expenses were

\$138,548

(89% program spending.)

For life-long changes, we spent

\$26.18

per student.

41 event managers...



...136 event staff...



...and over 400 mentors from 39 companies made this year possible.

What students had to say:



"I saw an ad that said "do you want to learn how to make video games" and I thought, yeah, but... it looks too good to be true. Where I'm from, there's not a lot of people that are into tech, and we don't really have the resources to have events like this.

"But I showed up and... seeing all the faces really took me to another world, opened my eyes, and it just really sucked me in.

"Building the relationships and learning through going to a lot of these CodeDays... it's taught me a lot. CodeDay is so important to building the community in tech."

Bryan Rivera
Beginner Attendee

"It was an amazing journey."
High School Freshman

"The energy everyone had with each other... it was amazing."
High School Freshman

"Now I want to keep coding"
High School Senior

"CodeDay opens your eyes to a lot of things you may not have thought about before.

"It teaches you what kinds of things you're capable of in an environment filled with friends and people will be your friends by the end of it.

"I may not have made the next Halo, but I discovered I can make games that people like playing."

Beginner Attendee

"I really did not know what to expect; many of my friends had come to CodeDay before me, pushing me to join them, so I finally did.

"I was honestly astounded by the experience I had, coming together as a team and making significant progress towards a fun idea while also learning so much along the way.

"I would do that again, and very soon too. "

Beginner Attendee

What teachers and administrators had to say:

"The Salinas Valley is known as the "Salad Bowl Capital of the World" due to its amazing agricultural community. Unfortunately, it is also known as one of the 13 most dangerous cities in California due to the level of gang violence. My goal as an administrator of Migrant Education Region 16 is to expose my students to the vast opportunities that exist outside of our valley.

"CodeDay provided our students with a first stepping-stone into the world of "coders". Students entered their first CodeDay with no knowledge of what to expect. They were welcomed with open arms, provided with mentors, taught basic coding skills, and began to see themselves as capable of being part of this "world."

"My students are now confident, not just as future "coders," but as future participants in the careers that STEM has to offer!"

Summer Prather-Smith
Monterey County Office of Education

"My students are desperately excited to attend again."
High School Art Teacher

"The students enjoyed it immensely and we are very excited to attend again."
High School Intro CS Teacher

"We are offering two AP periods next year thanks to you."
High School CS Teacher

How communities benefited:

Many organizations increase access to computer science education, but when the schools who need it most start CS programs, only about 8% of students take note.

Our events appeal to students with no programming interest and, by the end of each event, show them that coding is fun.

70% of students with no prior interest in computer science continue programming after an event, growing CS interest in low-income and underserved communities as a whole.



Robert S Weinroth, Boca Raton City Councilmember, tries student projects at CodeDay Boca Raton.

Want to help make next year even better?



Schools, Districts, and Universities

Our registration fee is \$7 per student, which covers food. Your students can pay this directly, you can pay as a school, or you can request a fee waiver. In many cases, we're also able to offer partially or fully-covered bus transportation from Title I schools.

For districts, we can work directly with individual schools, or provide materials for district-wide promotion.

Contact us at schools@srnd.org for a customized proposal.



Corporations, Foundations, and Other Supporters

Between food and drinks, transportation reimbursements, and the costs of promotion, we spend roughly \$28-38 on each attendee. Most of that cost is covered through grants.

Sponsorships start as small as \$250, which supports the cost of drinks for a small event, and can be as substantial as \$10,000, which covers all costs associated with starting and running a new city for a year.

For more information on sponsorship opportunities, and what recognition we can provide in return, please email us at sponsor@srnd.org.



Individuals

Email volunteer@codeday.org and help make the event happen.

Have a little time? Volunteer as a judge, and meet the students, try the projects, and then help decide the winners.

A little more time? Sign up for a shift of a few hours, and mentor teams in technology, design, or project management.

Really have time to commit? Help secure a venue, find sponsors, and promote to local students.

Statement of Activities

For the period from July 1, 2015 to June 30, 2016

	Unrestricted	Temporarily Restricted	Total
Support and Revenue			
Grants and Giving	\$111,008	\$0	\$111,008
Ticket Revenue	46,221	0	46,221
Merchandise Sales (less Cost of Goods Sold)	672 (546)	0	672 (546)
Before Release of Restrictions	157,355	0	157,355
Net Assets Released	0	0	0
Total Support and Revenue	157,355	0	157,355
Expenses			
Program Services	138,548	0	138,582
Management and General	14,068	0	14,068
Fundraising	3,346	0	3,346
Total Expenses	155,962	0	155,962
Net Assets			
Net Assets, Beginning of Year	32,522	0	32,522
Change in Net Assets	1,393	0	1,393
Net Assets, End of Year	33,915	0	33,915

Statement of Financial Position

As at June 30, 2016

Assets	Total	Liabilities and Net Assets	Total
Cash and Equivalents	\$23,196	Accounts Payable	\$3,351
Current Receivables	27,450	Unearned Grant Income	15,417
Prepaid Expenses	500	Total Liabilities	18,947
Inventory	612	Total Net Assets	33,915
Office Equipment (less accumulated depreciation)	(407) 1,511	Total Liabilities and Net Assets	52,862
Total Assets	52,862		

The financial statements are presented on an accrual basis, using generally-accepted accounting principles. Receivables are stated at their estimated realizable value. Bad debts are written off in the year in which they are identified. These financial statements have not been audited. There were been no significant changes in accounting policies this period.

