

## Image of Computing

### Quick-hit Project Proposal

#### *“Why iCompute”*

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Note: *iCompute* = is a both an internal project name and a public name for talking about issues around the image of computing in a way that involves a personal perspective.

#### **Vision:**

By making it personal, we raise the social status of computing as a discipline and profession. People who perceive computing as valuable to society now see computing as empowering to the public. As we take back control of technology creation and usage, we can unleash it in ethical and beneficial ways to our advantage, discovering new ways of improving our education, our work, our lives and ourselves.

#### **Project Description:**

We, the computing community, create what we think the future vision is as a guide book for teens and their influencers. This includes how computing will impact the lives of people from how they receive education, how they stay abreast of national events to how they move about in their daily lives.

The Future Vision of Computing consists of predictions by the computing community of what the future will be like, what jobs will be the hottest, which industries will rely the most on computing and value those skills, and so on. Some guidelines below might be useful in creating this content. Perhaps we could use a theme of “top 3” and “best” to keep it simple and easy to understand. Questions will vary depending on which audience is being interviewed.

What can corporate American do in this effort? It involves predicting the top jobs of the future and defining the top industries. They can help dispel myths from the media, including offshoring of all IT jobs and emphasize publicly the essential 21<sup>st</sup> century skills needed to fill these top jobs, so people can train now to ensure they have a competitive advantage in the job market.

Possible content for Future Vision
3 hottest computing jobs in the future
3 top industries who will rely the most on computing
3 people impacted positively (personal stories)
3 groups of people enabled by computing
3 types of 21 <sup>st</sup> century skills needed
3 emerging technologies and why they matter
3 biggest ethical issues
3 most concerning grand challenges
3 ways computing will impact your daily life
3 ways you wish computing would enable you to do your job better
3 most important people you would want to connect with through computing in the future

How do we get positive attention and ignite action? We must tell a new, more positive story about the value of computing in people's lives and draw attention to personal stories tied to people's core value systems. By leveraging the image task force and advisors, we will create a wiki to gather personal stories of people and groups of people impacted positively by computing. These stories will serve to personalize computing emphasizing emotional topics such as our civil rights, safe schools, preservation of natural resources, demand for entertainment, and desire for meaningful work. Each of these stories will resonate with a different target audience, whether it is teens, parents, teachers, professors, recruiters or professionals in other industries. As a key part of the Future Vision, the personal stories bring home the message that computing is about people, technology and society.

To deliver this Future Vision, a group of hand-selected teen journalists will take this Future Vision developed by the computing community and unleash it on the teens in this country. Through on-site interviews in selected cities, they'll take the messages to local schools, companies and organizations. They'll speak teen-to-teen and teen-to-adult about the issues with the image of computing in our country. This will be based on serious issues and address both competitiveness as well as pop culture's effect on their future. An interactive marketing agency will be on-site to film the interviews and produce videos to be used heavily in our national campaign.

Distribution of the results will require a fully developed communication plan that incorporates all channels and audiences for maximum impact. For example, opinion leaders will be seeded with the topics and asked to blog about it to spark a discussion on-line.

Professors and HS teachers will be given a set of tools including fact sheets as talking points about computing, individual interview videos and a list of local resources and national programs they can use.

Corporations will find value in supporting this important cause and comparing themselves to other companies based on a set of predefined national benchmarks for the "Best Computing Companies". The assessment can be created with support from the NCWIT Workforce Alliance and corporate members of the Image Task Force. Perhaps NCWIT Extension Services can help create an on-line assessment where HR representatives of companies come to compare themselves with the "Best Computing Companies". Key factors to be considered might be things such as how computing enables community at work (i.e. how people use computing to connect and communicate), how people leverage computing to do their jobs better, how computing simplifies previously manual processes, and how computing provides customers better service.

Imagine a whole series of "Best" assessments for local communities, with Best Computing Hospitals, Best Computing Libraries, Best Computing Schools and Best Computing College Campuses. There can be awards given at local, regional and national levels, given by the computing community at their events, on websites and in newsletters such as CRA and ACM. We believe the media will be very interested.

Metrics for this project will be based on who we reach, how many and what ways we reached them. We can measure the response in terms of requests for more information, downloads and activity on blogs. In addition, we will have ability to track articles and placements in press and other publications, both print and on-line.

## **More Background on the “Teen Tour”:**

Once the Future Vision is developed by the computing community, the next step is for teen’s journalists to take it out and share it with other teens and adults. They’ll need an interview guide to ask the right questions. We will be there to film the interviews and capture the perceptions first hand.

### **People Resources**

- Hire teen journalists from around the country
  - o Leverage national HS journalism society, [www.teenink.com](http://www.teenink.com)
  - o Take out “state of computing and future vision” to teens, influencers and professionals
  - o Selection of cities? Schools? Companies? Local government?
- Sign up HR counterparts from local corporations
- Leverage NCWIT alliances to build guidelines, create assessment and own content development
- Sign up funders and sponsors for in-kind support
- Identify bloggers and opinion leaders as subject matter experts
- Determine key press contacts and media exposure opportunities at local events
- Consider Buzz Agents – suggested by Julie Benyo at WGBH

### **Content**

- Fact sheet
- Posters by audience
- Future Vision paper / ppt / video / podcast
- Overall project video on the Future of Computing
- Videos of individual interviews
- Begin contest for best personal story (wiki)

### **Video interviews**

- 10 locations, 3 interviews each formatted for You-Tube and on-line use
- Each interview will have two parts; where computing is today and what the possibilities are for the future
- Followed by scavenger hunt organized by student body at teen journalist’s school (field trip to discover the value of computing in their neighborhoods)

### **Distribution**

- Insert topics in important blogs and websites to spark discussion about Future Vision
- Public school TV
- HS newspapers through teens, their principals and student bodies
- Top teen clubhouses on-line
- Ad agencies targeting teens – on-line media campaign
- Feed to media/press
  - o Press kit, quotes, articles
  - o Press releases by companies, organizations involved
- HS teachers through CSTA and local PTAs

- Corporate sites through HR
- University campuses through their press and local CS departments
- Contest results in award ceremony, tied to an event that's relevant to the person being highlighted

#### **High Level Steps in Project Plan:**

1. Develop a network of contributors
2. Assign owners to each major element of the project
3. Create a "Future Vision of Computing", supported by video, ppt, posters and fact sheet
4. Send it out through teen journalists on a Teen Tour to selected US cities
5. Video the day, including personal interviews and a computing scavenger hunt through local towns
6. Deliver the Future Vision and Videos through targeted distribution channels
7. Leverage teen journalists to support the ongoing communication plan for the Future Vision, teens reporting back to the computing community with changes, as they begin to own the vision and develop it further
8. Continue to provide assessments for companies and organizations against national benchmarks
9. Incorporate content into key stakeholder's websites and events
10. Develop further the discussion of image issues through speaking engagements, blogs and through "best" marketing efforts

#### **Major elements of project (each one needs an owner):**

1. Planning Overall Project
2. Developing Content
3. Organizing Teen Tour
4. Directing Youth Leadership Group ongoing
5. Developing "Best" Assessments
6. Executing on a Communication Plan

#### **Challenges:**

- Owners need to commit to supporting with delivery on-time
- Review process needs to be centralized and done with small groups
- Approval must be quickly turned around and made a priority
- Decision hierarchy must be clear and flexible to work with issues as they arise
- Key stakeholders must have input along the way, throughout the project
- A process for measuring success of this project must be agreed to and developed

#### Metrics:

- Reach of distribution, numbers of people, companies, schools exposed
- Requests for information, use of content, downloads, videos, etc.
- Number of “best” assessments requested and delivered
- Quantity and quality of articles and quotes on project by media and press
- Interest in supporting national “best” awards by companies and organizations
- Local impact and inspired individual stories by teen journalists

#### Budget:

- We have approximately \$45K remaining from FY07 image budget
- Need sponsorship for teen journalists, their travel and expenses, \$
  - o [www.teenink.com](http://www.teenink.com), [www.highschooljournalism.org](http://www.highschooljournalism.org)
- Need corporate support for building interactive marketing campaign, \$
  - o Pays for strategy to execute communication plan
    - Target existing on-line sites and blogs by audience
    - Production of videos for Future Vision,
    - Cost of copying CD's, posters, print materials

**Timeline:**

June 1 – 15:

- Project Proposal review
- Letters to task force, advisors and alliances
- Detailed Project Plan
- Wiki for project up

June 15 – 30:

- Owners determined
- Engagement of interactive marketing agency for videos
- Creation of assessment initiated
- Final approval and launch of quick-hit project

July - August:

- Draft Future Vision sent out to computing experts for review
- Teen Journalists selected, cities determined
- Content development
- Communication Plan
- On-site plans for Teen Tour reviewed (site visits as needed)
- Test assessments taking place
- Signing up contributors
- Press release to announce project
- Speaking with stakeholders on detailed plans (some travel)
- Begin filming

Sept:

- Finalize Future Vision
- Finalize filming
- Finalize Communication Plan
- Produce all supporting ppts, fact sheets, posters
- Create press kits, press releases
- Start blogs

Oct - Nov:

- Review and approve all videos
- Full launch of Communication Plan (on-line, email, etc)
- Deliver posters, ppts, fact sheets
- Create results of project presentation for speaking (ppt, videos)

- Opinion leaders active on blogs and speakers at events