

## Image of Computing

### Quick-hit Campaign Summary for “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.

A special guide to the Future of Computing, reaches teens through their peers and inspires them to consider the possibilities in computing disciplines and careers. By having computing skills to complement their other interests, they become able to express themselves in valuable and tangible ways. They realize that creating new and better ways of doing things is the key to finding the best jobs in the future. They can be valuable part of any project in any field. As a result, we see an increased interest in computing.

For more information about the issues facing the image of computing, click here:  
[www.imageofcomputing.com](http://www.imageofcomputing.com).

## “iCompute” National Image Campaign



## Phase 1: Call to Action

### **Engage the computing community. Aggregate resources. Align on a new image.**

First, we must call together the computing community for specific actions around changing the image of computing. We are currently actively engaging computing community leaders to identify resources and get involved in the development of a new image around computing. Ideas are welcomed and appreciated. Visit our wiki at [www.imageofcomputing.pbwiki.com](http://www.imageofcomputing.pbwiki.com) to add your thoughts.

## Phase 2: Future of Computing Summit

### **Create a guide for teens as a future vision with this new image of computing.**

We conduct a Summit meeting to convene thought leaders from the computing community to create what we think the future vision of computing is. This will result in a guide book for teens and their influencers. Topics include how computing will impact the lives of people from how they become educated to 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. We are considering using theme of “top 3” to keep it simple and easy to understand. Questions will vary depending on which audience is being interviewed.

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

You may be thinking, 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.

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 emphasize 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 sub segment of our target audience. As a key part of the Future Vision, the personal stories bring home the message that computing is about people, technology and society.

## Phase 3: Teen Tour

### **Teen Journalists engage their peers. Capture reactions. Stir debate.**

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.

The teen journalists will 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

- Engage teen journalists from around the country
  - o Leverage national HS journalism society, [www.teenink.com](http://www.teenink.com) (or one like it)
  - 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

#### Phase 4: Public Outreach

##### **Opinion leaders reach public and more directly challenge stereotypes.**

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.