

Self-Interested Corporations Participate in CSEdWeek!

Corporations are committed to CSEdWeek because they need to hire the talent that can be developed from a spark of interest in computer science.

Who: Raytheon.

What: A local computer science teacher took a group of kids to Raytheon's Fullerton, CA offices so that they could meet computer scientists and see what their jobs entail. The students toured the facility and met with computing professionals who shared their personal stories about how and when they became interested in computer science, the steps they followed to become qualified for employment in the field, and their responsibilities as professionals at Raytheon. Young people left the offices with a better understanding of what computer science is and what computer scientists look like.

Who: Google, Inc.

What: Google is committed to growing computer science education year-round, and last year provided grants to 35 universities throughout the U.S., Canada, Europe, the Middle East and Asia for its Computer Science for High School (<http://www.cs4hs.com/>) initiative, a workshop to promote computer science in high school curriculum. With funding from Google, colleges develop a two-day program for local high school CS teachers that incorporates informational talks by industry leaders and discussions on new and emerging CS curricula at the high school level. During CSEdWeek, the company posted a blog about its commitment to the issues and other K-12 computer science efforts: <http://googleblog.blogspot.com/2010/12/celebrating-second-computer-science.html>.

Who: Microsoft Research.

What: In 2010, Microsoft Research Cambridge presented a demo at Think Computer Science, a one day event co-organized by Microsoft Research Cambridge. **For the past 6 years, students have been invited for an exciting day of talks, demos, and interactive sessions.** The goal is to inspire and support students early on in their education, providing insight into the world of a computer scientist. The young people leave with a better understanding of how research informs computer science developments and how and why Microsoft Research employees end up working for the organization.

Why: Corporations need computer scientists—and not just the large, well-known technology companies. Financial institutions, hospitals, government, the defense industry and just about every other field rely on computers and computer scientists. The absence of computer science in our schools means that students often don't know about the exciting and lucrative fields and the opportunities it presents those who pursue it. Ensuring access to quality K-12 computer science education is crucial to America's competitiveness in the 21st Century.

Don't forget to record your efforts with CSEd Week! Sign up for the pledge and get more ideas and resources at www.csedweek.org.