

Demystifying and Degeekifying Computing through K-12 Outreach

Katie A. Siek, *University of Colorado*

Samantha Foley, *Indiana University*

Jennifer Franko, *Indiana University*

Emily Fortuna, *Rice University*

Suzanne Menzel, *Indiana University*

Laura Hopkins, *Indiana University*

In this workshop, we share our experiences creating a viable, self-sustaining outreach program that connects with young members of underrepresented groups. Now in its third year, IU's program, *Just Be*, originally targeted girls in K-12. Today our mission and design embraces all underrepresented groups. Participants will learn how to establish a program, create an interactive presentation, dispel unflattering myths surrounding computing, generate enthusiasm, advertise effectively, develop contacts at schools and clubs, obtain financing and staff support, train new presenters, fine-tune the content, reach sustainability, evaluate your success, and realize an exponential impact by recursively propagating your program to other schools.

Laptop Encouraged