

CODE
FOR
CHANGE



CODEJIKA.COM

OVERVIEW

3 YEARS

NATION-WIDE IMPACT

Vision: Systemic change in digital education
in High Schools.

CodeJKA.com: Campaign, curriculum, digital entrepreneurship, capacity building and policy for vocational front-end web development learning.

THE 2020 VISION:

1,000,000 Youth Learning Basic Coding



OUR BELIEF:

KIDS HAVE THE RESOURCES TO EMPOWER THIS ECONOMY – LET’S LET THEM.

10 –YEAR VISION:

A LARGE POOL OF CONFIDENT, ETHICAL DEVELOPERS INCREASING THE COMPETITIVENESS OF LOCAL MANUFACTURERS AND SMES.

HOW:

1. NATIONAL-LEVEL TRAINING WITH ED. AUTHORITY
2. PROVINCIAL VOCATIONAL CODING ROLLOUT
3. MARKETING CAMPAIGN, ADVOCACY AND POLICY

WHAT:

FRONT-END WEB DEVELOPMENT

OFFLINE:	CONTENT ON PDFs CODING IN NOTEPAD VIEWING IN BROWSER
ONLINE:	MOBILE-FIRST LITE WEB DEV COURSE WWW.CODEJIKA.COM
STYLE:	THINK EMOJIES PRACTICAL FUN
OUTCOME:	MONETIZABLE DIGITAL SKILLS. DREAMS OF BUILDING W/ CODE CONFIDENCE & HOPE

WHAT IS CODEJIKA?

Vocational Frontend **Web Development**
Provided as a **Subject** in High Schools.

LEVERS THAT SUPPORT THE MISSION:

- A. **FREE OFFLINE** platform to learn coding
- B. **Advocacy and policy actions** to bring coding into every secondary school.
- C. Addressing the **gender gap in technology** through outcomes based modules and real-life exercises.

WANT TO KNOW MORE?

Example #Coding**JIKA** / 1 min : <https://youtu.be/za819dDbr38>

Meet the **Team** / 3 min : <https://youtu.be/da82NlbzsHo>



Code for Change is a non-profit which believes in the potential of youth.

Impacted +100,000 in 2019

Advocating for digital skills for youth since 2009.

www.codeforchange.co.za

What's Unique:

- Offline Coding Curriculum
- National Vision
- Teen-oriented, peer-learning style
- AI-driven online learning & grading*

Backtrack: What is Coding?

CODING
FOR
CHANGE

1. CODING, IS TELLING A COMPUTER
WHAT YOU WANT IT TO DO,
WHICH INVOLVES TYPING IN STEP-BY-
STEP COMMANDS
FOR THE COMPUTER TO FOLLOW.

2. ALMOST ANYTHING
POWERED BY ELECTRICITY
USES CODE.

3. COMPUTERS CAN UNDERSTAND
DIFFERENT LANGUAGES TOO,..
(LIKE PYTHON, C, C++, JAVASCRIPT, RUBY AND PHP,
AMONG OTHERS)

NORMALLY LOOKS
like this:

```
print 'Hello, world!'
```

```
1  function asdf(a){
2  }
3
4  var html = `
5      <div style="width: 100%"
6          <p>foo bar</p>
7      </div>
8  `;
9
10 function blah(){
11
12 }
```

B bloom.bg/1GzwRDU



<https://youtu.be/cKhVupvyhKk>

<https://dailytekk.com/what-is-coding-15-facts-for-beginners/>

Backtrack: Why Coding in Schools?

1. A LANGUAGE,
& ESSENTIAL SKILL
BEST TAUGHT
YOUNG.

2.
EVERY INDUSTRY
NEEDS CODE

3.
INCREASING
**NATIONAL
COMPETITIVENESS**

“WE NEED TO FUTURE-SAFE OUR WORKFORCE.”

PRAVIN GORDHAN – NOV 2016 CNBC/JSE

BANKING:

J.P.Morgan

Re-skilling 90,000 Employees
with IT Skills

AUTOMOTIVE:

TESLA

A Technology Company

HAND-MADE RUSKS:

Nibbly bits

Using Raspberry Pi simply coded to
monitor oven temperature, timing &
batch management for ISO compliance.

Our Competitive Advantage

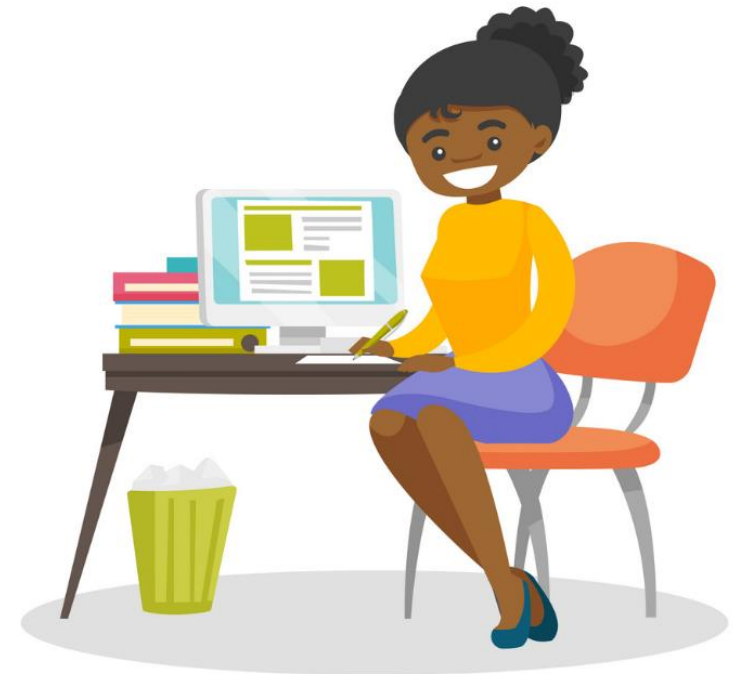
INNOVATIVE: **We create developers while still in school.**

Our dream is for youth to have monetizable digital skills before they leave school.

ADDRESSES THE GENDER GAP IN TECHNOLOGY:

#CodeChicas: From equating the ease and fun of JIKA, dancing, to coding, female students are less intimidated by trying a few lines of code leading to an increase in female participation and interest

Outcomes-Based Pedagogy : . The curriculum is also created in such a way that students can foresee the end goal, understand the purpose of such learning and immediately apply digital learning to real-life situations.



Our Competitive Advantage

UNIQUE IN-HOUSE INTELLECTUAL PROPERTY:

Offline: The ONLY curriculum built for teens in challenging environments: Offline, self- & peer taught, fun, motivating, for remote engagement, remote monitoring, remote grading and sharing projects or curriculum via Whatsapp.

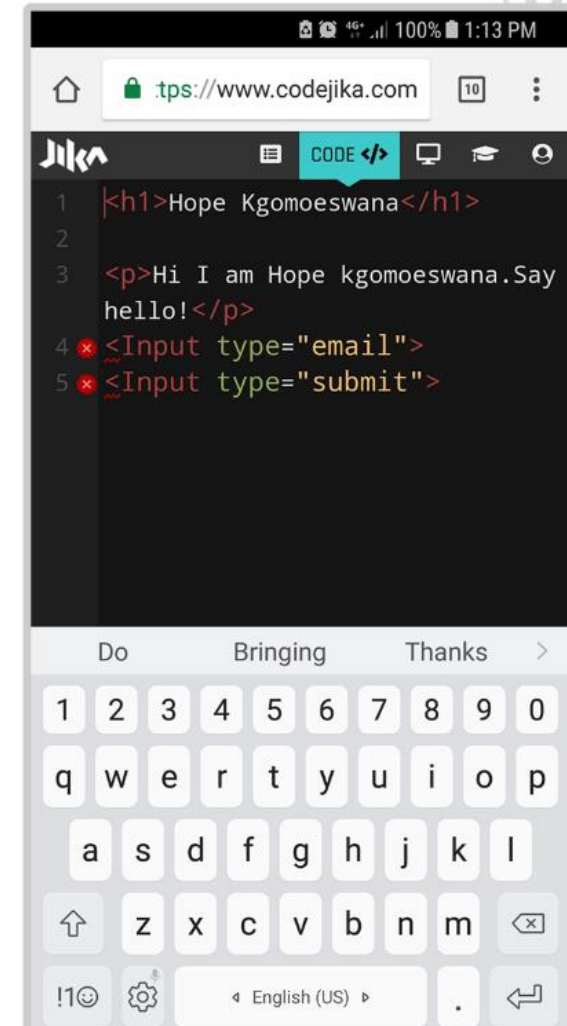
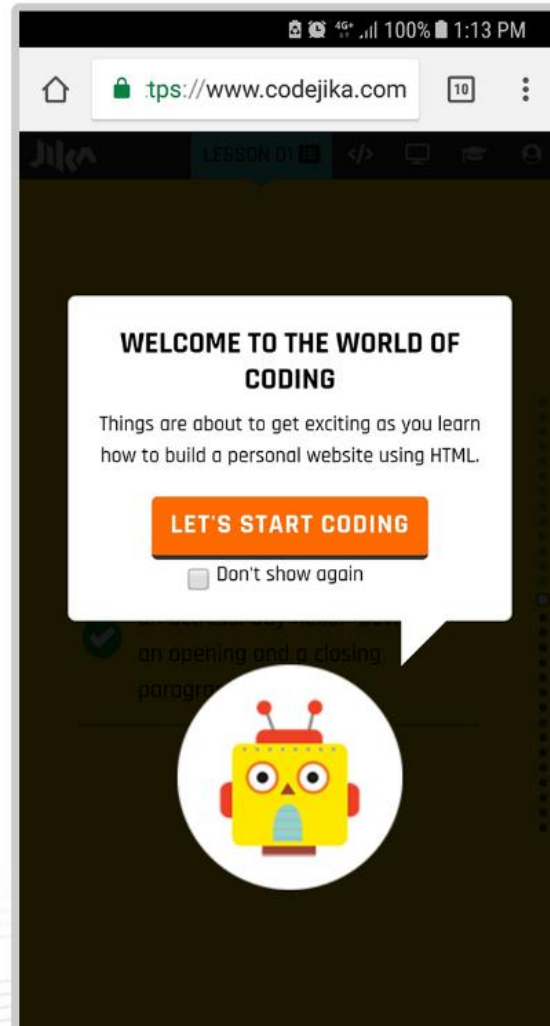
Mobile Learning: Motivational, emoji-themed, swipe-based micro-projects validated every challenge to ensure accurate and efficient learn-based progression.

Curriculum: Teen-focused, entrepreneurial, practical web development for designers, business and industry.

Desktop Learning: For schools and teachers with internet connectivity. Low-bandwidth, engaging content that allows learners who've progressed via mobile or offline for achieve certification at no cost. *(In development)*



QUIT SOCIAL MEDIA...
BUILD YOUR OWN.

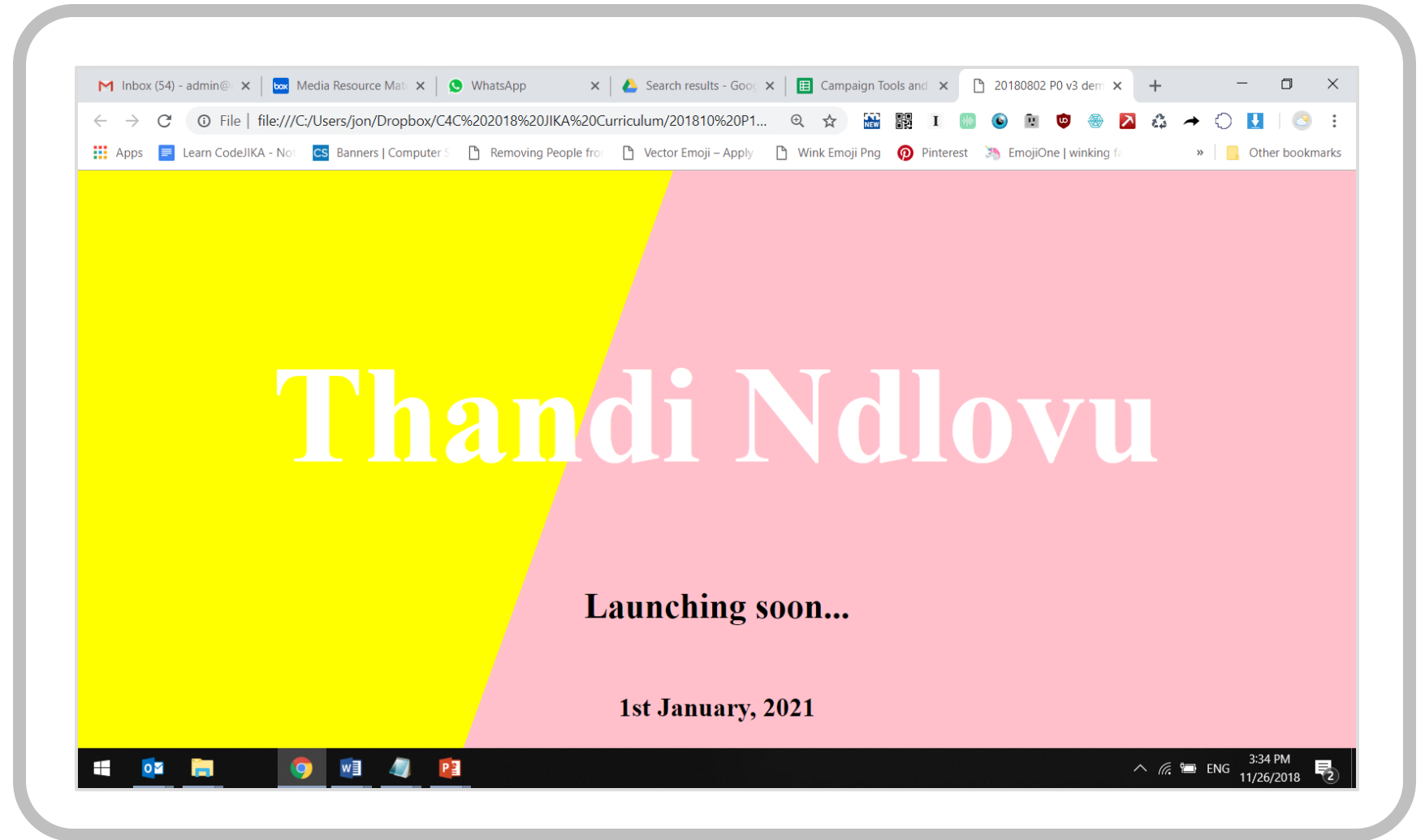


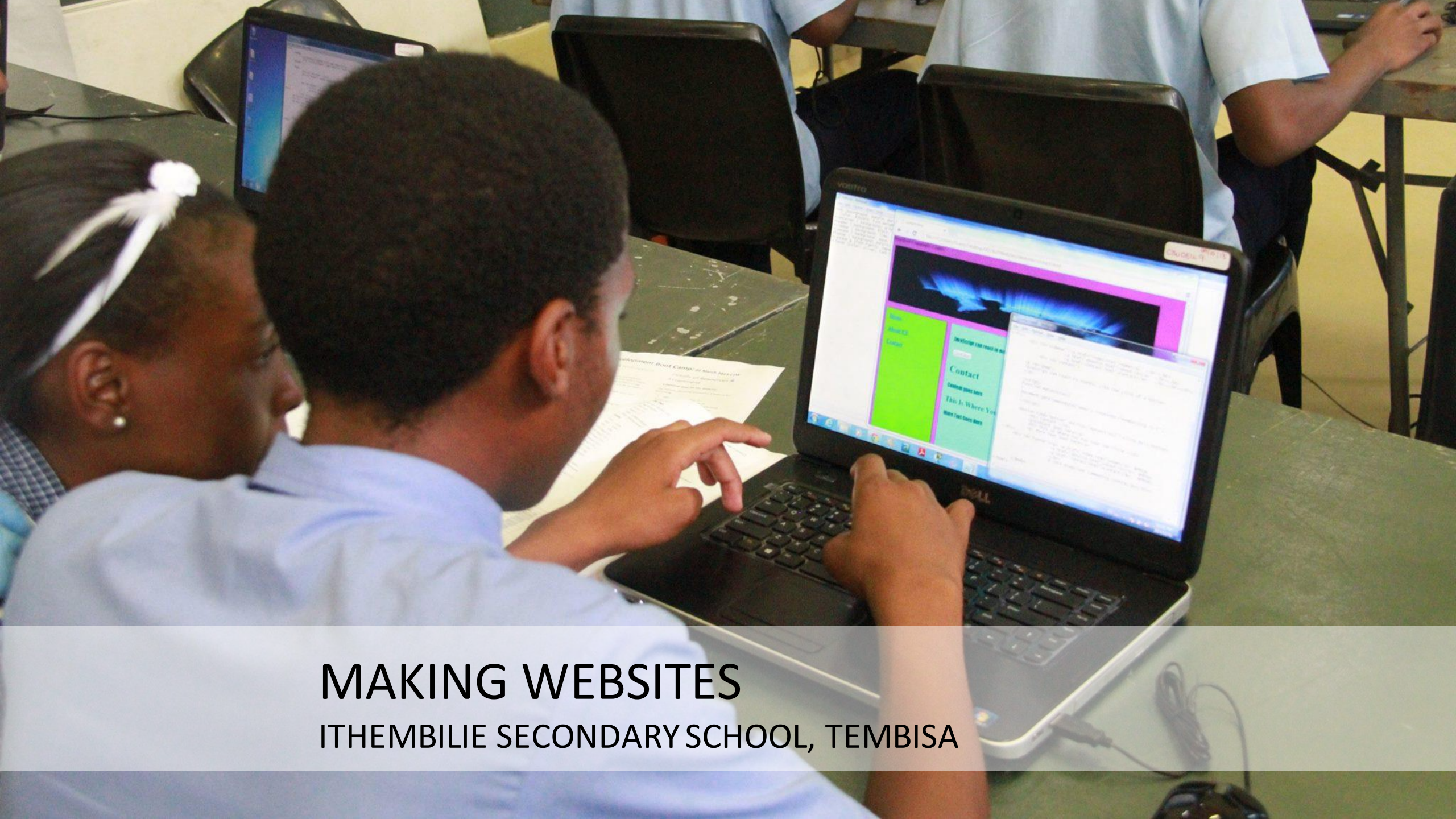
1-HOUR-WEBSITE | HOW TO START



WEBSITE

Example:
1-Hour-Website
completed.





MAKING WEBSITES

ITHEMBILIE SECONDARY SCHOOL, TEMBISA

ROLL-OUT PLAN: 3 Stages

SHORT-TERM: YEAR 1

- A. Policy high-level engagements, collaboration with education authorities.
- B. Campaign: marketing, influencers, videos, school sign-ups & conferences.
- C. Pilot rollout to +50 schools with training for teachers, organizations and government partners.

MEDIUM-TERM: YEAR 2/3

- A. High-quality coding training, entrepreneurship and increase in female tech students.
- B. Policy recommendations for computer science curriculum and outcomes for teens.
- C. Curriculum development and refinement.

LONG-TERM IMPACT: YEAR 3-5

- A. +100 High Schools implement accredited front-end web development as vocational subject.
- B. Technical colleges and courses are aligned.
- C. Legislation in process to revise digital education, with a special focus on digital entrepreneurship and easy-to-market coding (Web Development).

HOW TO GET INVOLVED?

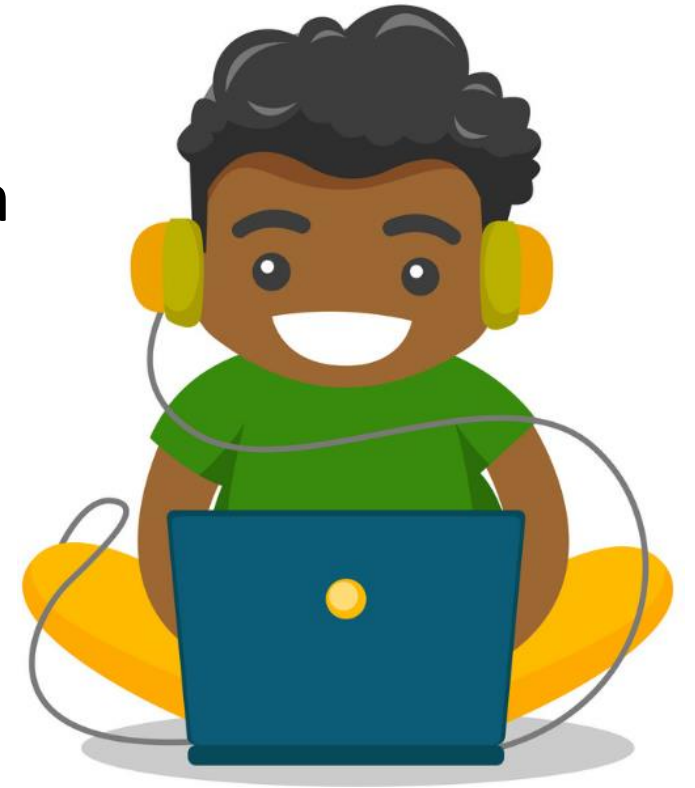
1. Partner on high-level goals by **advocating** for practical digital skills in high schools.
2. Fund the CodeJKA Program: **create** and roll out **online tools and curriculum**, teacher training, and nationa-wide advocacy and policy change
3. **Invite partners** from your circle of influence to join the mission.



Amazing Results So Far

CodeJKA has already shown massive potential:

- ✓ 111 schools in South Africa and the Palestinian Territories
- ✓ Pilots in Kenya and Zambia
- ✓ Planning stages in Colombia & Brazil
- ✓ Raised awareness to 320,000 people



**CODE
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GET EXCITED!
DIEPSLOOT 3 SECONDARY SCHOOL

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SPREAD THE MESSAGE!
EDU WEEK, JOHANNESBURG



MAKE AFRICA DIGITAL!

LEBO, 13 – ITIRELE ZENZELE SECONDARY



THANK YOU!