



Use this sharing package to help us spread the word about EngageCSEdu.

Enclosed, you'll find an NCWIT press release as well as sample messaging for social media and publications. We thank you for your support!

NATIONAL CENTER FOR WOMEN & INFORMATION TECHNOLOGY (NCWIT)  
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*NCWIT thanks Google for their generous support of EngageCSEdu, a project of the NCWIT Academic Alliance (AA).*

*NCWIT Strategic Partners: NSF, Microsoft, Bank of America, Google, and Intel*

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For immediate release



**NCWIT Launches an Online Tool, Developed with Google, for Diversifying Computing Degree Recipients**  
*With support from Google, NCWIT launches EngageCSEdu, an online collection of open course computer science (CS) materials for CS educators to better engage their students, especially underrepresented groups.*

BOULDER, COLO. (November 10, 2014) – The National Center for Women & Information Technology (NCWIT) today announced the launch of EngageCSEdu ([www.engage-csedu.org](http://www.engage-csedu.org)), supported by Google. EngageCSEdu encourages the development of more inclusive learning environments in introductory CS courses by helping faculty to easily share their most effective retention practices.

EngageCSEdu offers thousands of projects, homework assignments, and other course materials that are searchable by computer science knowledge area, programming language, and more. All course materials are developed by faculty members nationwide and evaluated for quality by an interdisciplinary team of computer scientists, learning scientists, and diversity experts.

“EngageCSEdu takes the guesswork out of finding best practices for ensuring introductory CS students receive an engaging education,” said NCWIT CEO and Co-founder Lucy Sanders. “Thanks to Google’s generous support, we’re offering a platform for educators to exchange peer-reviewed materials that encourage CS students to persist in the major, leading to a more diverse workforce to create products and services more representative of a broad U.S. population.”

The U.S. Department of Labor estimates 1.2 million computing-related job openings by the year 2022. However, at current college graduation rates in computing, only 39% of these jobs can be filled by U.S. computing undergraduates. ([www.ncwit.org/scorecard](http://www.ncwit.org/scorecard))

“NCWIT and Google recognize EngageCSEdu as a viable way to help a broader set of students complete their computer science degrees,” said Google Director of Education and University Relations Maggie Johnson.

For every new submission by a faculty member to EngageCSEdu, Google will donate \$50 (up to \$100,000) towards maintaining NCWIT’s online tool.

### **About NCWIT**

The National Center for Women & Information Technology (NCWIT) is a non-profit community of more than 575 universities, companies, non-profits, and government organizations nationwide working to increase women’s participation in computing and technology. NCWIT equips change leaders with resources for taking action in recruiting, retaining, and advancing women from K–12 and higher education through industry and entrepreneurial careers. Find out more at [www.ncwit.org](http://www.ncwit.org).

NCWIT receives significant financial support from Strategic Partners NSF (the National Science Foundation), Microsoft, Bank of America, Google, and Intel, as well as from Investment Partners Avaya, Pfizer, Merck, Turner Broadcasting Systems, Inc., AT&T, Bloomberg, and Hewlett-Packard. View all of NCWIT’s supporters at [www.ncwit.org/about/supporters](http://www.ncwit.org/about/supporters).

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## SAMPLE SOCIAL MEDIA POSTS FOR ENGAGECSEDU

### TWITTER

*Feel free to modify the following tweets for your own use. We only ask that you include the #GetEngagedCS hashtag whenever possible.*

- Bolster your intro CS courses with engaging course materials, evaluated by scientists and experts. // [www.engage-csedu.org](http://www.engage-csedu.org) #GetEngagedCS
- Search thousands of unique CS course materials by knowledge area, programming language, and more. // [www.engage-csedu.org](http://www.engage-csedu.org) // #GetEngagedCS
- Attn students! Encourage your CS professors to submit course materials to EngageCSEdu. // [www.engage-csedu.org](http://www.engage-csedu.org) // #GetEngagedCS
- RT to spread the word about [www.engage-csedu.org](http://www.engage-csedu.org), a collection of engaging materials for intro CS courses. // #GetEngagedCS
- Where can you find thousands of unique CS course materials for your intro classes? At EngageCSEdu. // [www.engage-csedu.org](http://www.engage-csedu.org) // #GetEngagedCS
- Diversify computing degree recipients with course materials from EngageCSEdu. // [www.engage-csedu.org](http://www.engage-csedu.org) // #GetEngagedCS

### FACEBOOK

*Feel free to modify the following tweets for your own use. We only ask that you include the #GetEngagedCS hashtag whenever possible.*

- Faculty members: Engage your students with computer science (CS) course materials developed by faculty members nationwide and evaluated for quality by an interdisciplinary team of computer scientists, learning scientists, and diversity experts. // [www.engage-csedu.org](http://www.engage-csedu.org) // #GetEngagedCS
- Browse EngageCSEdu, a collection of engaging materials for introductory CS courses. You can also contribute your unique curriculum resources to the collection. // Use this platform to establish a more diverse computing workforce by retaining women and other underrepresented groups in undergraduate CS education. // [www.engage-csedu.org](http://www.engage-csedu.org) // #GetEngagedCS
- Students: Encourage your CS professors to contribute their unique curriculum resources to EngageCSEdu. // Let's use this platform to retain women and other underrepresented groups in undergraduate CS education. // [www.engage-csedu.org](http://www.engage-csedu.org) // #GetEngagedCS
- Today's students are tomorrow's tech professionals. An inclusive learning environment for computing education is key to building a more diverse workforce. Share this status today, and encourage CS faculty to use EngageCSEdu, a collection of course materials shown to be effective in engaging a diverse student population. // [www.engage-csedu.org](http://www.engage-csedu.org) // #GetEngagedCS #diversityintech
- Looking for CS curriculum materials that can help you retain a diverse student population? Find everything you're searching for at [www.engage-csedu.org](http://www.engage-csedu.org) // #GetEngagedCS

## A SAMPLE PUBLICATION BLURB FOR ENGAGECSEDU

Introducing EngageCSEdu, an online tool developed by the National Center for Women & Information Technology (NCWIT) in partnership with Google: [www.engage-csedu.org](http://www.engage-csedu.org). EngageCSEdu encourages the development of more inclusive learning environments in introductory CS courses by helping faculty to easily browse, contribute, and review materials that will engage *all* of your students. This dynamic collection offers thousands of projects, homework assignments, and other course materials that are searchable by computer science knowledge area, programming language, and more. All course materials are developed by faculty members nationwide and evaluated for quality by an interdisciplinary team of computer scientists, learning scientists, and diversity experts. Start exploring and contributing today at [www.engage-csedu.org](http://www.engage-csedu.org), and become a part of diversifying the technology workforce.

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