<CODE>anagan

Building tech futures for youth

Helping youth in our community reach their full potential is a priority for United Way. <CODE>anagan will give disadvantaged youth opportunities in the tech sector. Through learning and mentorship on subjects ranging from audio engineering and video game development to Android app development, <CODE>anagan will ignite imagination and aspiration among a group of young people who wouldn't typically believe they could pursue a future in tech.

ACCELERATE OKANAGAN

GEERING up!

Okanagan Boys & Girls Clubs
A good place to be

okanagan college

The Need

Accelerate Okanagan estimates that on any given day, 100 tech positions in Kelowna need to be filled, many requiring coding skills. Techstars, a worldwide network that helps entrepreneurs succeed, recently conducted an analysis on the maturity of the tech industry in the Okanagan. The report concluded that the number one risk for the tech sector is lack of talent and skills required to support growth.

Among Centennials, aptitude for technology is at an all-time high; however, many young people from disadvantaged backgrounds are not exposed to training and career opportunities in the tech sector. They simply don't believe it is a route that is open to them. In addition, many of these young people do not follow a traditional learning path and may require additional supports to help them succeed.

The challenges for youth in the Okanagan are significant and contribute to under-representation and challenges accessing the digital economy:

- **84 000** youth and children in BC live with mental health concerns
- **50% - 70%** of mental illnesses develop **before the age of 18**
- **1 in 5 children and youth** under 17 are living in poverty
- **17 of 29** districts in BC, including the Okanagan, have **poverty rates higher than 20%**
- **11%** of high school students reported they did not have plans to continue education or had not thought about it

The Initiative

<CODE>anagan will provide disadvantaged youth, age 16-22, access to range of opportunities designed to build confidence, awareness and skills, including:

- Coding boot camps
- Mentorship from local tech businesses
- Eight-week Gateway to Tech Course
- Financial awards designed to support participation

Launching in May 2018, this two-year program focuses on young people from Kelowna, Lake Country, West Kelowna, and Peachland. During this first phase, we will evaluate the program, explore options for longer-term sustainability and consider expansion across the Okanagan. We are also exploring opportunities to incorporate culturally appropriate and relevant learning experiences for indigenous youth, with partners including Ki-Low-Na Friendship Society.

Boot Camps

Each year, we will host two sets of four coding workshops – or boot camps. Each boot camp comprises two three-hour sessions, taught by an accredited industry instructor. They provide an exciting taster, exposing participants to the reality of a career in tech, and raising aspirations to what's possible. The first four boot camps of 2018 will focus on specific technology topics:

- 3D design & printing
- Android app development
- Audio engineering
- Video game development

Mentors

After the boot camps, students will be matched with an industry mentor to help them navigate the sector, providing insight into the tech industry, supporting job-readiness and creating networking opportunities.

Gateway to Tech

Following the bootcamps, students have the opportunity to enroll in the Gateway to Tech at Okanagan College. This eight-week program includes a variety of topics that enhance the student's IT essentials and coding skills as well as builds a connection to tech industry career opportunities. Taught by instructors experienced in working with youth, this program offers engaging activities, includes industry guest speakers and provides hands-on learning opportunities.

Student Supports

Students in our target groups may experience financial barriers to participation in learning. Access to **CODEanagan** courses will be free to the student. We will also establish student awards designed to help with the cost of living and items like transport, particularly during Gateway to Tech.

The Impact

<CODE>anagan Impact Goals:

- To build confidence and aspiration among youth facing barriers to participation in the digital economy
- To develop the fundamental digital literacy skills needed to pursue a career in the tech sector
- To raise awareness of opportunities in the tech sector among excluded or disadvantaged groups

Outcomes

- 80 students participating in Boot camps per year (50 unique participants)
- 10 mentor-student relationships established from the boot camps per year
- 28 students completing Gateway to Tech per year (with a target of 8 flowing from Boot Camps)
- Boot camps and Gateway to Tech outcomes:
  - 80% youth aware of and better prepared for opportunities for careers in the tech sector
  - 75% report learning something new, acquiring knowledge of job opportunities
  - 65% youth report increase in self-esteem or confidence
  - 20% students progress to other opportunities after the boot camps - learning, mentoring, internships for example
- 10 **<CODE>**anagan alumni are hired as interns or on longer-term contracts by tech companies
- Increased sense of community engagement among participating tech companies

<CODE>anagan Partners

<CODE>anagan is a unique partnership initiative coordinated by. Our partners each play a specific role and bring considerable expertise and resource.

- ❡ **Okanagan College** hosts the boot camps, provides expert instructors, and delivers the Tech Gateway program.

- ❡ **Accelerate Okanagan** provides the connection to the tech community and identifies mentors from tech businesses.

- ❡ **Okanagan Boys and Girls Clubs** supports recruitment of youth participants, ensuring their specific needs are met, and engaging them in the design of the program. They will also train the mentors.

- ❡ **UBC Okanagan Geering Up** is an advisory partner. They will also provide free access to Geering Up camps for **<CODE>anagan** participants and refer students to Boot Camps or Gateway to Tech. They are also providing graphic design resources to support the program.

- ❡ **Central Okanagan Public Schools – School District 23** will advise and support recruitment, and we are exploring opportunities to expand Gateway to Tech through the dual credit system.

While United Way is not an expert in coding technologies, we know what is at stake for youth on the wrong side of the digital divide. United Way has the capacity and ability to bring key partners to the table to address a common goal. We are able to coordinate the evaluation of a community initiative and develop shared measurement tools to demonstrate impact. We serve as a hub for donations earmarked for this community initiative, leverage matching funds and other in-kind resources such as space, materials, or professional expertise.

Ways to get involved

Through the partnership, we have secured significant revenue. However, we need help to close a funding shortfall of $28,496 in year one, and $176,996 in year two.

Budget 2018-20

EXPENSES	2018	2019
2 X 4 Boot camps: instructors/mentors/student support	$ 42,180	$ 42,180
8-Week Gateway to Tech Course (2018 design and 1 course, 2019 2 courses)	$ 96,606	$ 145,300
Student awards – post secondary	$ 10,000	$ 10,000
Codemakers Clubs – Geering Up	$ 6,000	$ 6,000
Marketing	$ 5,000	$ 5,000
Project coordination and partner engagement	$ 9,500	$ 9,500
Learning and evaluation	$ 3,000	$ 3,000
Total	**$ 172,286**	**$ 220,980**
REVENUE		
Partner in-kind funding secured	$ 78,840	$ 43,984
Funding/grants secured	$ 64,950	$ -
Total	**$ 143,790**	**$ 43,984**
FUNDING REQUIRED	**$ 28,496**	**$ 176,996**

Donate

Donate to the **<CODE>**anagan fundraising campaign by visiting: **CODEanagan.com**

Sponsor

Sponsorship opportunities include:

- ⚲ Boot camp sponsorship – Join us as a sponsor, receive PR and brand recognition, and support youth in your community. Packages include: Title Sponsor $3,000-5,000K; Supporting Sponsor $1,500-$3,000; Friends of **<CODE>**anagan $500-$1,500.

- ⚲ Scholarships/bursaries – naming opportunities for $2,500 scholarships, providing financial support to allow disadvantaged students to participate in the program.

Mentor

Get involved as a tech mentor. We provide screening and training to support your role. If you work in a tech business in the Central Okanagan, this is a rewarding way to give back to your community.

For more information

Contact: Jeremy Lugowy, Community Engagement Coordinator at United Way CSO

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