

#Codelikeagirl
Global
implementation
toolkit



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STEM:

“The academic disciplines of science, technology, engineering and mathematics”





01

Introduction



[1.1]

Why is this topic so important?

Earlier this year, the United Nations Educational, Scientific and Cultural Organisation (UNESCO) expressed concerns that 'female participation is falling in a field that is expanding globally'. Men still dominate the number of STEM graduates in most countries. In 2014, around 22% of UK graduates in science, mathematics and computing were women. The gap was wider in Germany (19.3%), France (21.5%) and Switzerland (14.7%). In the United States, women make up around a quarter of those in STEM occupations. STEM fields also have fewer women on boards than any other sectors.

Coding is becoming one of the most in-demand skills across industries as an increasing number of businesses now rely on computer code. Half of all programming openings are in industries outside of technology, such as finance, healthcare and manufacturing, while recent research found that coding has become a core skill that bolsters a candidate's chances of commanding a high salary.

Purpose

We connect everybody to live a better today
and build a better tomorrow

Transformation

Women's
Empowerment



Energy Innovation



Youth Skills and Jobs



Transparency

Tax and Total
Economic
Contribution

Supply Chain Integrity
and Safety

Mobiles, Masts
and Health

Digital Rights
and Freedoms

Principles and Practice

Empowering women and helping young people increase their skillset through technology are two important areas of focus for Vodafone as part of the company's 10-year sustainable business goals. By 2025, Vodafone's ambition is to be the best employer for women. The company is also seeking to connect 50 million women living in emerging markets to help improve their lives and livelihoods.



[1.2]

#codelikeagirl workshops

In what is the largest international, in-person global coding programme of its kind, we will partner with Code First: Girls - which runs coding courses for women and girls - to provide five-day, coding workshops for teenage girls across its geographical footprint in Europe, India, the Middle East, South Africa and Australasia. Across the globe, 500 girls will gain places on the free coding programme this summer.

Principles

Vodafone is working alongside Code First; Girls, a multi-award winning social enterprise which works with companies and women to increase the proportions of women in tech. CodeFirst; Girls will empower our own employees to deliver the #codelikeagirl workshops across all markets through train the trainer activities which take place online, where trainers will receive all course materials and supporting documents to help deliver an engaging and informative workshop for our participants.

Workshops will take place in Vodafone offices and are available to girls aged between 14 – 18. To support our social responsibility agenda, we target girls who come from underprivileged backgrounds and who might not ordinarily get this kind of opportunity.

What this toolkit offers you...

Our objective is to make it as easy as possible for markets to access the information required to successfully embed the programmes locally. Your time should not be wasted on trying to search for information, rather to focus on how you can customise the global templates to suit your local context. Therefore, these guidelines will provide you with:

- All the background data you need to speak confidently to your stakeholders about the #codelikeagirl initiative
- A comprehensive guide or all activities and tasks required to deliver an exceptional #codelikeagirl workshop in your market.



[1.3]

Programme principles

Vodafone is offering girls from the ages of 14 – 18 and who are preferably from underprivileged backgrounds the opportunity to join us for a four day workshop where they will learn the skills needed to build and host their own website.

CANDIDATE REQUIREMENTS

Candidate profile:

- **Female** participants only
- Ages **14 - 18**
- Have an interest but limited experience in coding.
- Able to speak and understand **English** to the extent they can learn and fully participate in the workshops.
- Have not been on a #codelikeagirl workshop previously.

Requirements for attendance:

- All attendees must have relevant **parental / guardian consent** for them to attend.
- All participants must be able to **travel** to and from the workshops.
- Where schools are involved, relevant school / teacher attendance on the workshops as required.
- Should attend all four days of the workshops.

RESOURCING

Attraction:

- Engagement **with local schools** and institutions to drive awareness and applications to the programmes.
- **Social media** campaigns nationally
- Applications should be received using HireVue **digital interviewing** (where appropriate).

WORKSHOPS

- Relevant **security procedures** must be met for the entirety of the workshops.
- There should be a ratio of no fewer than **1 trainer to 10 girls** who attend the workshops.
- A **competition** is included in the workshops where girls will design their websites and present their ideas to the group and a panel of Vodafone judges.

TRANSITION

- Attendees of the workshops should form a young talent pool for technology. Girls should be continuously engaged after the workshops and career opportunities made available to them.



[1.4]

Core implementation requirements

The Vodafone Apprenticeship scheme is a global programme which is deployed locally by each market. Through this toolkit and ongoing support, Group will provide structure and guidance for the effective management of the scheme locally. To ensure a global standard, the following actions are required to ensure a best in class experience for our apprentices.

Core local requirements

- 1. Appoint a single point of contact** in your market to programme manage the #codelikeagirl workshops locally.
- 2. Identify an SLT sponsor** for the #codelikeagirl workshops outside of HR. This person should act as a 'champion', advocating the programme within the wider business and raising the profile of the initiative externally within the company.
- 3. Ensure legal compliance** against all local requirements for health and safety and child protection.
- 4. Clarify** the programme principles, timelines, roles and responsibilities locally.
- 5. Establish and maintain** relationships with key schools, preferably with a under privileged student body.



[1.5]

Accountabilities

The #codelikeagirl workshops are a global programme which is deployed locally by each market. To enable each market to deliver a world class apprenticeship scheme and share best practice across our global resourcing, the following accountabilities apply throughout this global programme.

#codelikeagirl workshops

Decision

- Market HRD

Input & Recommendations

- Group Resourcing and local markets recommends global content and provides advice on local implementation.
- Group Technology provide recommendations of suitable trainers and advocacy of the programme throughout the business.
- Local markets will also work to identify suitable trainers across the business

Perform

- Market Resourcing teams organise and deliver the programme according to global guidelines.
- Code First; Girls will ensure all Vodafone trainers are trained on the course content no less than 2 weeks prior to the workshops.

Programme Design & Governance

Decision

- Group resourcing is responsible for global programme guidelines and governance

Input & Recommendations

- Group Resourcing shares the programme framework to input into the design of the market programme
- Group Technology provide input into the course content and executive sponsorship.

Perform

- Group Resourcing provides materials, templates and online content required for local implementation / execution
- Activation of workshops schemes will take place locally



[1.5]

How to get started

ATTRACT

JOIN

WORK & LEARN

LEAVE & AFTER

1

Identify and build relationships with local schools and colleges with appropriate population of female students

2

Use social media to inform and engage students and potential customers on the activity itself and our involvement in the topic.

3

Use digital video interviews where possible to allow people to register their interest

A registration form can be used where necessary

Selection of participants based on common criteria with feedback to those not invited.

4

Parental / guardian consent must be obtained prior to attending the workshops

Vodafone employees to be trained as trainers by CodeFirst; Girls.

Hardware should be provided to all participants and be set up with required software / access rights.

All health & safety requirements must be met

All standard modules must be included in the workshops

Course feedback should be obtained after each day of the workshops.

Feedback obtained upon course completion

Ongoing community engagement and pipelining for roles at Vodafone.





02

Resourcing & Awareness



[2.1]

Overview

Having an attraction strategy in place will ensure that you will build brand consideration with this segment in your market. We recognise that this target group may not have been a focus previously and therefore we may need to introduce new ways of reaching out to schools and colleges to identify suitable girls for these workshops. This section aims to provide you with inspiration around how we can advertise and engage these communities using both online and offline channels.

To target it more to your local market needs, we recommend that you add your local flavour to the standardised documents. Group also provide standard assessment methodology and materials to be used when selecting candidates for the #codefirstgirls workshops.



Coding Girls Camp
für Mädchen von 14-18 Jahren

14. – 17. August am Campus
Bewerbung unter:
www.vod.af/codingforgirls

The image shows a young girl with glasses and a blue plaid shirt writing on a chalkboard. The chalkboard has some programming code written on it, including 'mple', 'arg in sus', 'y', '(arg)', 'Error', and 'kannot open'. The background is a red triangle with the Vodacom logo and text for the Coding Girls Camp.



[2.2]

Attraction & engagement: Social Media

Social media is increasingly becoming a key tool for attracting talent in the youth segment.

Research from Universum shows that this segment is open to be approached for opportunities on Facebook as a key channel. Instagram and Snapchat are also suitable channels.

Global assets & campaign

To help raise awareness and promote our activities, Group has provided a targeted set of assets for use on social media.

The assets and campaign '#codelikeagirl', highlights some of the most influential females throughout the course of history who have used their technical skills to help change the modern world.

Assets produced can be found [here](#) and include a series of animations, explaining the story of the 9 individuals highlighted as well as graphics either as individuals or as a collective (as seen opposite).

Localised assets & campaign

The global campaign is also designed to drive interested candidates to the registration pages for our #codelikeagirl workshops. To increase engagement, localised posts are recommended such as the examples seen opposite.



[2.2]

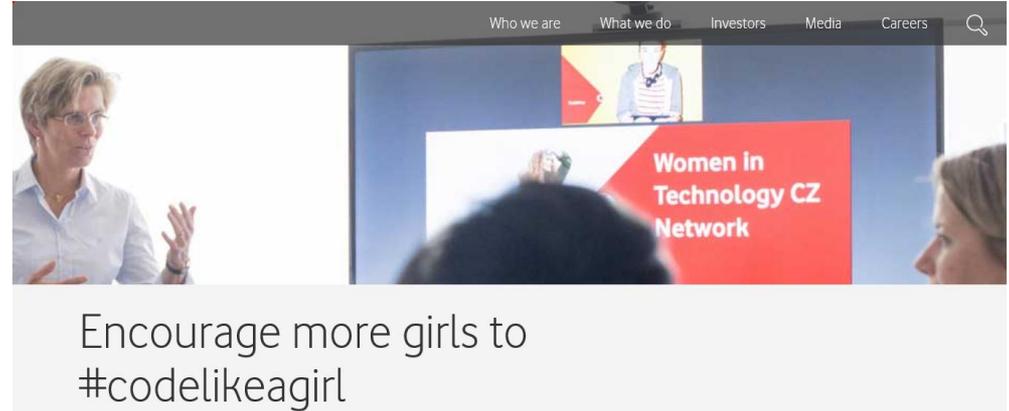
Attraction: Press release

Press release

To further communicate our ambitions around #codelikeagirl, we have a global press release (template below). If not already done so, this should be released externally to coincide with the #codelikeagirl workshops running locally.

Stories from senior female leaders in Vodafone

We are privileged to have sponsorship from a number of female senior leaders across our business. We have testimonials from these leaders which can be found on Vodafone.com [here](#) . We would also encourage you to identify local sponsors and produce similar testimonials from senior female leaders in your markets.



Codelikeagirl
press release center



[2.3]

Attraction: School engagement

Building relationships with local schools and academic institutions has proved a fantastic way of engaging large numbers of students in a targeted way.

School relationships

Where possible we should identify a few selected schools which are **geographically close** to our office locations. It is preferable that these schools are not private schools and are **state funded**. This is to ensure that the opportunity to join these workshops are afforded to people who might come from less privileged backgrounds.

A **primary contact** must be assigned to each school to allow them a single point of contact when discussing our relationship and collaborations. Where possible, a **senior sponsor** will also be assigned to the school to act as a Vodafone ambassador on campus.

Ongoing school relationships

One driver behind establishing relationships with schools is to attract participants for the workshops. We would also like to ensure that we continue relationships to promote Vodafone on campus. This could involve attending school assembly to present about Vodafone, workshops run for students of the schools and also work experience opportunities.



**codelikegirl
school pack**



[2.4]

Application and selection

Digital Applications

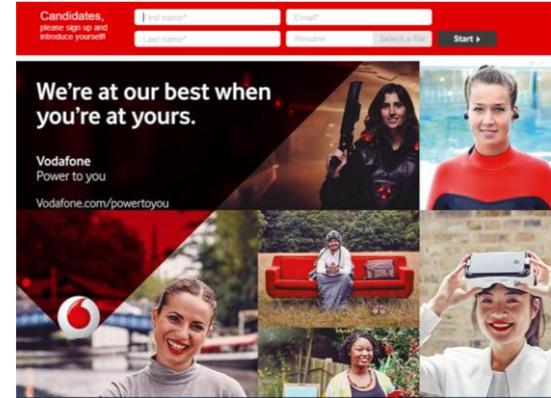
To align with our Digital TelCo focus through the Vodafone Way, we use HireVue video applications for girls to register for the #codelikeagirl workshops.

Group provide a global application portal through HireVue [here](#). Candidates who register through this link will then be assigned to each market through HireVue. Should you need access to HireVue to screen applications, please contact Tom.Kemp@Vodafone.com.

Alternative registration methods

Where the infrastructure is not available to allow girls to apply using a digital interview or it is felt that this format would deter girls from applying, a simple registration page can be created locally for girls to register.

Where forms are used for registration, we recommend the questions opposite be included at the point of application to



If you're interested in getting involved in this unique opportunity, simply follow the link below and answer the following questions:

- ? Who you are and where you come from...
- ? How do you feel about learning in English?
- ? What excites you about tech?
- ? What is your favourite start-up? Why?
- ? Have you ever thought of starting your own business? If so, what ideas have you had?
- ? To what extent are you currently interested in a career in tech?

How to get involved



Register [here](#) today to register your chance to learn to code with Vodafone



[2.4]

Application and selection

Qualification criteria

We want our #codelikeagirl workshops to be available to all, however do have some criteria which will ensure we are able to deliver a great learning experience for all.

The following criteria can be used to help select the lucky girls to attend our workshops:

- **Female** participants only
- Ages **14 – 18** *[It is recommended that candidates should be all of a similar age / within 2 years of each other – to ensure they are able to learn at the same pace]*
- Have an interest but limited experience in coding.
- Able to speak and understand **English** to the extent they can learn and fully participate in the workshops.
- Have not been on a #codelikeagirl workshop previously.





03

Training Materials



[3.1]

Overview

CodeFirst; Girls

Code First: Girls, a multi-award winning social enterprise which works with companies and women to increase the proportions of women in tech. They do this by running free coding courses for young women and paid coding courses for men and women, by advising companies on tech talent, and by running a community of 5500+ women who are interested in tech. They are the largest provider of free in person coding courses for women in the UK. Over the past three years, they have delivered £2.5 million+ worth of free tech education, taught 5000+ women how to code for free, and have helped companies to recruit and train better tech talent in their firms www.codefirstgirls.org.uk

Empowering our own employees to be part of these workshops helps to connect our workforce with our company vision. CodeFirst; Girls will train Vodafone employees via online webinars and provide ongoing support to our training community.



[3.2]

Instructor requirements

Vodafone instructors can be working in any area of our business and don't have to be working in a technical position.

Trainers can be male or female.

There should be a **1:10 trainer / student ratio**

Trainers should have the following experience:

- HTML
- CSS
- JavaScript
- Bootstrap
- Github

Trainers can register their interest through the global application link [here](#).

A poster titled "Call for instructors" with a background image of two people sitting on a beach looking at the ocean. The text on the poster includes: "Would you like to be trained to help young, ambitious women learn how to build their own website?", "You don't need to be a software developer / working in a tech team, or have taught before, but you will need to have written web code / created websites before and enjoy helping others learn.", "What we need from you", "2 hours training and time to familiarize yourself with materials", "Available for all four days of the course", "Register your interest by 17/05/2017", and a speech bubble saying "Develop yourself to develop others". The Vodafone logo is in the bottom right corner.

Call for instructors

Would you like to be trained to help young, ambitious women learn how to build their own website?

You don't need to be a software developer / working in a tech team, or have taught before, but you will need to have written web code / created websites before and enjoy helping others learn.

What we need from you

2 hours training and time to familiarize yourself with materials

Available for all four days of the course

Register your interest by 17/05/2017

Develop yourself to develop others

It also helps to have **facilitators** to support the workshops however these facilitators and support do not have to be as technically competent as the primary trainers.



[3.2] Train the trainer; online courses

Instructors who are selected to be part of the workshops, will be invited to a 2.5 hour online workshop, hosted by CodeFirst; Girls.

Trainers must be trained no later than 2 weeks before the commencement of the workshops, to allow them sufficient time to digest the content and understand how they will deliver the workshops amongst the trainers.

After the training session, instructors are provided with all course documentation for further reading in their own time (estimated 5 hours preparation).



Training sessions will be conducted through Google Hangouts. Please ensure instructors have access to this platform on a laptop or phone to ensure attendance and participation.



[3.3]

Trainer communities and support

Global trainer community

As we run #codelikeagirl workshops across our markets, we are building a community of qualified trainers. To help learn from our experiences, we are utilising Slack, where specific channels are created to allow trainers to share ideas for delivery and ask questions to other trainers.



Trainer buddies

All trainers will also be assigned a buddy from another market who has delivered the course previously. This 1:1 relationship allows more opportunity to collaborate and gain confidence in delivery before and during the workshops themselves.





04 Workshop practicalities



[4.1]

Overview

This section aims to provide insight from other courses and best practice sharing to allow your workshop to run smoothly.

To enable the #codelikeagirl workshops to be successful, we recognise there are many parties who will need to be involved.

We recommend the following departments are involved to ensure the smooth running of the workshops:

- **Human Resources**
- **IT**
- **Facilities / Security**
- **Additional speakers from the business**



[4.2]

Facilities & catering

1

Securing meeting space can often be difficult, so it is important that necessary location is secured as early as possible.

2

Vodafone premises should be used where possible

3

Girls and non Vodafone participants **MUST** be escorted around the building at all times.

4

Ensure that fire and safety evacuation processes are clearly explained and understood

5

Food should be provided throughout the workshops however all dietary requirements must be understood and adhered to for all participants.

6

The room should have enough plug sockets to ensure all laptops can be charged as needed.

7

The room should have a large enough screen / projector to allow all students to easily see what is being presented.

8

Where possible, a break-out space will also be available throughout the workshops

9

Toilet facilities should be close to the meeting room where possible to allow minimal interruptions as girls need to be escorted.

10

Make the environment engaging- use balloons and other branded assets to liven up the meeting space.



[4.3]

Hardware requirements

Where possible, laptops will be provided to all participants on the #codelikeagirl workshops.

It is important to work closely with your IT department to ensure:

- Provision of laptops & accessories
- Configuring of laptops

Opposite you can see the requirements for each laptop however it is also worth ensuring that:

- All laptops are provisioned to access Vodafone guest Wi-Fi without needing a log in.
- Suitable bandwidth is available for all users to access the internet with minimum lag.

| To Do | What/Why? | Links | Done? |
|--|---|--|-------|
| 1. Create a GitHub Account and get your GitHub Student Developer Pack (not available for Pros) | GitHub is, informally, a code sharing and publishing service, and a developer network. Formally, it is a web-based repository hosting service for a version control system (that tracks file version changes) called Git (more later). The Student Pack provides useful tools for free, for current students only, not available for non-students (Professionals & General courses). | GitHub Student Developer Pack | |
| 2. Install Google Chrome | Chrome is a free web browser provided by Google. It comes with a good set of developer tools that we will be using over the course.* | Google Chrome | |
| 3. Sublime Text** or Atom | A Text Editor is a Graphical user interface (GUI) that is built for writing and editing code that can be processed directly by the computer. We have chosen these as our recommended editors as they: (a) gives a good user experience on mac, linux and windows; (b) is easy to get started with; and (c) can be easily customised when you get more advanced. Sublime text has a slight advantage for front end development work due to the autocomplete function. However people occasionally have issues with Sublime, in which case Atom is comparable an alternative. | Sublime Text or Atom | |
| 4. Install GitHub Desktop Client | A GUI for you to start using GitHub to collaborate on projects, without having to touch your command line. | GitHub Desktop Client | |
| 5. PRE-CLASS PREP WORK*** | In the first session we will be looking at HTML and the overall structure of the internet. We won't be spending much time on these, so it will help if you've at least seen them before. To help everyone has a basic amount of knowledge to start, please complete the whole of Project 1. (this will probably take about 20-30 mins), and watch a 3-min video on how the Internet works | General Assembly Dash , Cisco Internet Video | |



Software requirements



[4.4]

Workshop timetable

1

Opposite you can see a draft timetable for the four days of the workshop. This shows the minimum time which should be allocated for each module and activity.

2

This timetable runs from across a typical school day (09:00 – 15:30) however it is possible to lengthen to days slightly if you feel it necessary.

| | Day 1 | Day 2 | Day 3 | Day 4 |
|-------------------------|--|---|---|--|
| 9.00 - 9.30 (0h30) | Welcome and introduction | RECAP/QUESTIONS | RECAP/QUESTIONS | RECAP/QUESTIONS |
| 9.30 - 11.00 (1h30) | Getting going: -Background to the Web and the Internet -Demystifying the web & coding: -Installations | Part 3: Introduction to UX Part 4: Course competition - 15 mins | Part 6: Twitter Bootstrap | Course competition time! Course competition recap: -Some ideas for jQuery: A simple to do list; Changing the order of things |
| 11.00 - 11.15 (0h15) | BREAK | BREAK | BREAK | BREAK |
| 11.15 - 12.30 (1h15) | Part 1: HTML - 45 mins Part 2: CSS (Chapters 6 + 7) - 30 mins | Part 5: Github & Version control | Course competition time! Course competition recap | Course competition time! |
| 12.30 - 1.30 (1h0) | LUNCH | LUNCH | LUNCH | LUNCH |
| 1.30 - 2.00 (0h30) | TALK/DEMO/TOUR | TALK/DEMO/TOUR | TALK/DEMO/TOUR | TALK/DEMO/TOUR |
| 2.00 - 3.30 (1h30) | Part 2: CSS (Continued) RECAP - 15 Mins | Course competition time! -What kinds of things can you make? END OF DAY RECAP - 15 Mins | Part 7: Javascript & jQuery END OF DAY RECAP - 15 Mins | Presentations of course competitions Next steps |



[4.4]

Additional activities

1

Ice Breakers

To help get the participants to know each other and to help raise their energy, it is recommended that an icebreaker / energiser exercise is included each day.

2

Vodafone campus tours

To help give a feel for our office environments, it is recommended to arrange a guided tour of our offices for the girls at some point during the workshop.

3

Guest speakers

Arranging for parties to be involved and talk to the girls is also recommended. These can be internal Vodafone employees, talking about their business area or inspirational females in the business who are able to share their stories. The speakers can also be external to Vodafone.



4

Digital activities

Showcasing our technology is a great way to excite the participants. Using VR activities, AI & IOT demonstrations are great breakout activities.



[4.4]

Legal requirements



As we are hosting minors in our offices it is critical that ALL legal requirements are adhered to. It is the responsibility of each market to ensure relevant legal requirements are taken care of.

Health & Safety

- Are all risk of accident and injury appropriately insured by the company.
- Are all dietary requirements understood and catered to.
- Are there adequate numbers of Vodafone employees to supervise participants at all times.

1

Parental / Guardians consent

- Signed parental / guardian consent forms must be obtained for all participants.
- Release forms allowing Vodafone to use photos and videos of the participants must be obtained.
- No photo or video can be released internally or externally without given consent.

3



Parental Consent form example

Parental Consent Form

Event Information

Event: Vodafone Girls in STEM

Event location: 114 Great Suffolk Street, London

Date of event: 31 July – 3 August

Time of event: 9.45am – 4.00pm

Child's name: _____

I understand that my child will be supervised by a chaperone during this event. I hereby release the sponsoring organisation and all of its members/employees from any liability or claims as well as any damages or injuries which may occur during this event, including travelling to and from the event.

Vodafone has my permission to use photos taken of my child during the event publicly to promote the company and event. I understand that the images may be used in print publications, online publications, presentations, websites and social media.

Parent/Guardian's signature: _____

Date: _____

Emergency Contact Information

Name: _____

Relation to child: _____

Phone number: _____

Email: _____



[4.1]

Course competition

A key element of the workshop is giving the girls the skills needed to build a website. The help put these skills into practice, the course completion allows them to work in teams to build and host their own website.

Requirements for the course competition can be found in the document opposite.

Judges

- Girls should present their websites to a panel of Vodafone 'judges'.
- Judges should be able to provide constructive feedback on the website and presentation.

Groups

- Working groups of 2 – 3 should be agreed. Where possible, one member will be assigned as the lead who will do the main updates to the website.
- A prize should be awarded to the winning team.



Course
Competition requirements



[4.1]

Course feedback

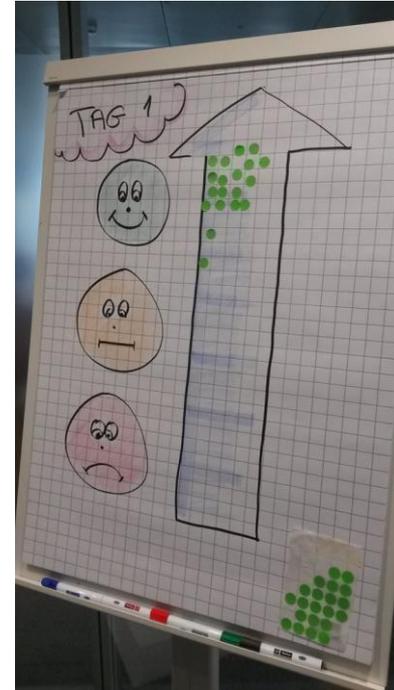
It is important to capture feedback from the girls to understand the value of the course and to allow us to make continuous improvements and recommendations to the courses as they continue to be deployed globally.

Exit vote

- To help assess the engagement of the girls throughout the workshop itself, it is recommended to do a quick 'exit poll' after each day – as seen in the example opposite. .

Course feedback

- To capture more holistic feedback on the course itself, the trainers, facilities and most importantly, the girls skills around coding and self confidence must be captured after each course.
- A global course feedback form can be found [here](#) or localised versions can be created.



1

2



05 Additional resources



Software requirements



Parental Consent form example



codelikeagirl school pack



Codelikeagirl
ress release center



