



**CANADA
LEARNING
CODE**

**The new
Canadian
landscapes
are
digital**

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LEARNING
CODE**

We envision a prosperous Canada
in which all people have the knowledge and confidence
to harness the power of technology
to achieve economic and personal fulfillment.

OUR VISION & MISSION

We envision a prosperous Canada in which all people have the knowledge and confidence to harness the power of technology to achieve economic or personal fulfilment.

Canada Learning Code designs, delivers, and partners on technology education programs for Canadians. We place special emphasis on reaching communities who are under-represented in the tech community.



WHO ARE WE

Canada Learning Code is Canada's leading national charity championing digital literacy education. Placing a special emphasis on women, girls, people with disabilities, Indigenous youth and newcomers, Canada Learning Code is proud to work from coast to coast to make sure that all Canadians have access to the knowledge they need to prosper in our digital world.

Originally founded as Ladies Learning Code in 2011, the organization has evolved to run programming for adults, youth and educators through programs Ladies, Girls, Kids, Teens and Teachers Learning Code.

Today, Canada Learning Code operates in over 35 communities across the country, driving results through program design and delivery, strategic industry and public partnerships, research and advocacy. To date, the organization has reached over 90,000 learners through an in-person experience. "



OUR PROGRAMS



**CANADA
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✧ ladies
learning
code

Adult programming offers women and men of all ages, education and experience levels, hands-on, project-based learning experiences.

✧ girls
learning
code

Workshops and clubs for 13 to 17 year old teen girls. In addition to code, it includes learning problem solving skills, how to turn ideas into reality and exposure to what a future in technology could look like.

✧ kids
learning
code

Workshops, camps and afterschool programs for 6-17-year old kids Each workshop and camp reserves 50% of the tickets for boys and 50% for girls.

✧ teens
learning
code

Workshops, camps and afterschool programs for 6-17-year old girls

✧ teachers
learning
code

Lessons and instructional design for school teachers to bring coding fundamentals in the classroom



BEYOND OUT OF SCHOOL TIME

With initiatives such as CanCode, there's strong momentum and resources for out of school time coding activities.

But, we believe technical skills can be a great equalizer only if all Canadians have opportunities to participate through in-class experiences.

We started by finding out if Canadians agree.



WHAT CANADIANS THINK



PUBLIC OPINION AMONG CANADIANS

We partnered with Abacus Data

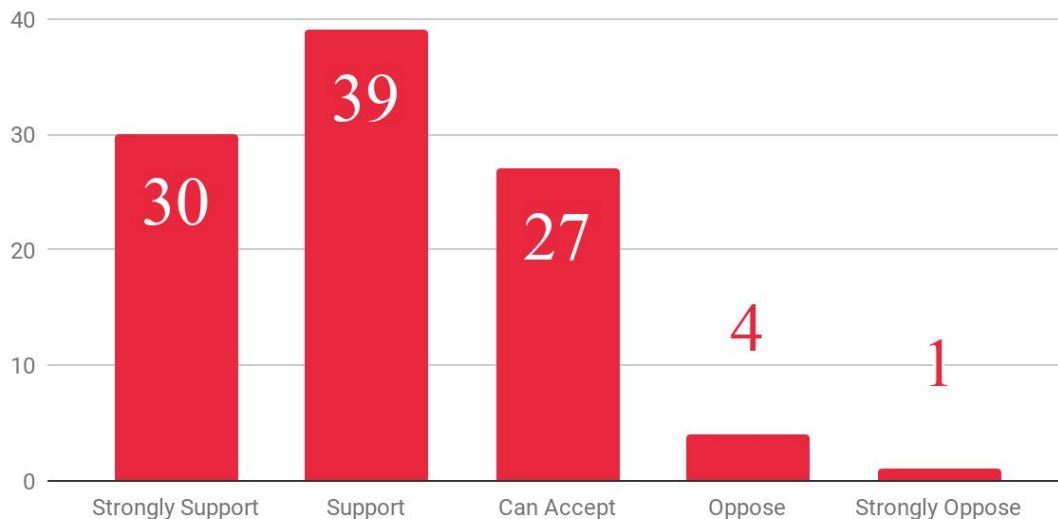
- Interviewed 2,200 Canadian adults from June 1 to 6, 2018.
- Sample recruited from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.
- The margin of error for a comparable probability-based random sample of the same size is +/- 2.1%, 19 times out of 20.
- Data was weighted to match the population.



SUPPORT FOR CODING IN THE CLASSROOM

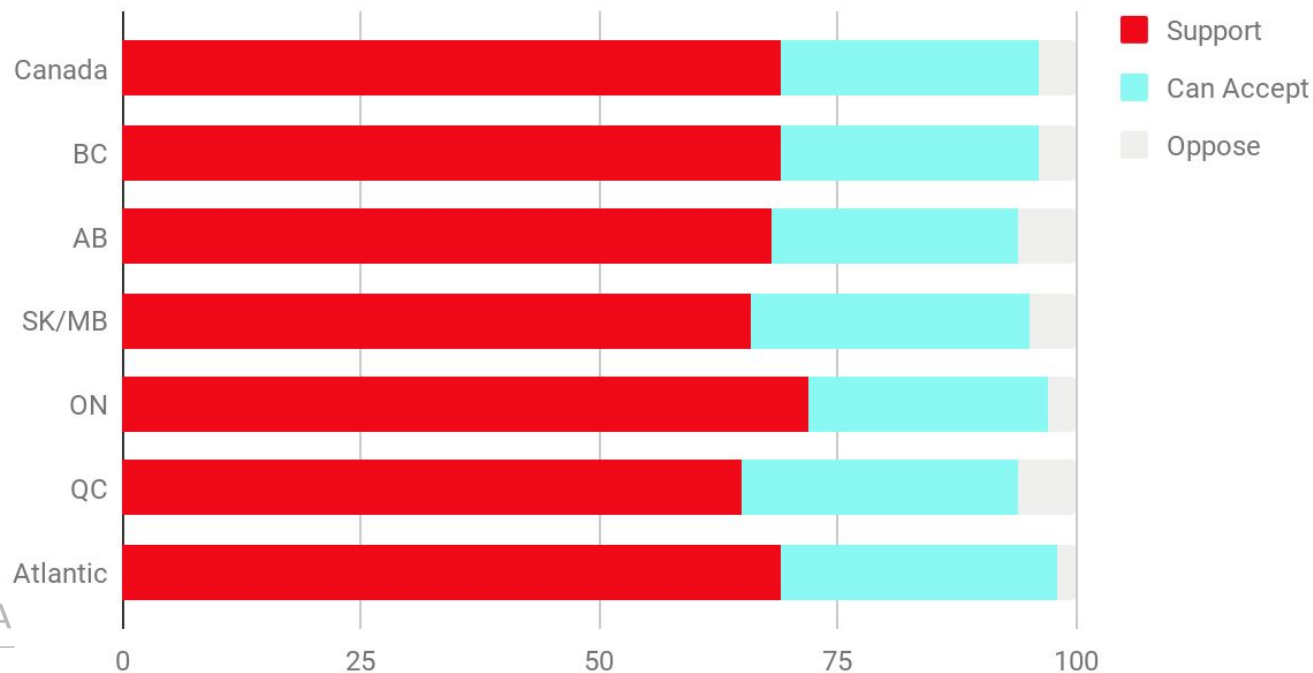
2 in 3 support more computer science and coding in the classroom

Would you support or oppose including more computer science and coding in school curriculum in your province?



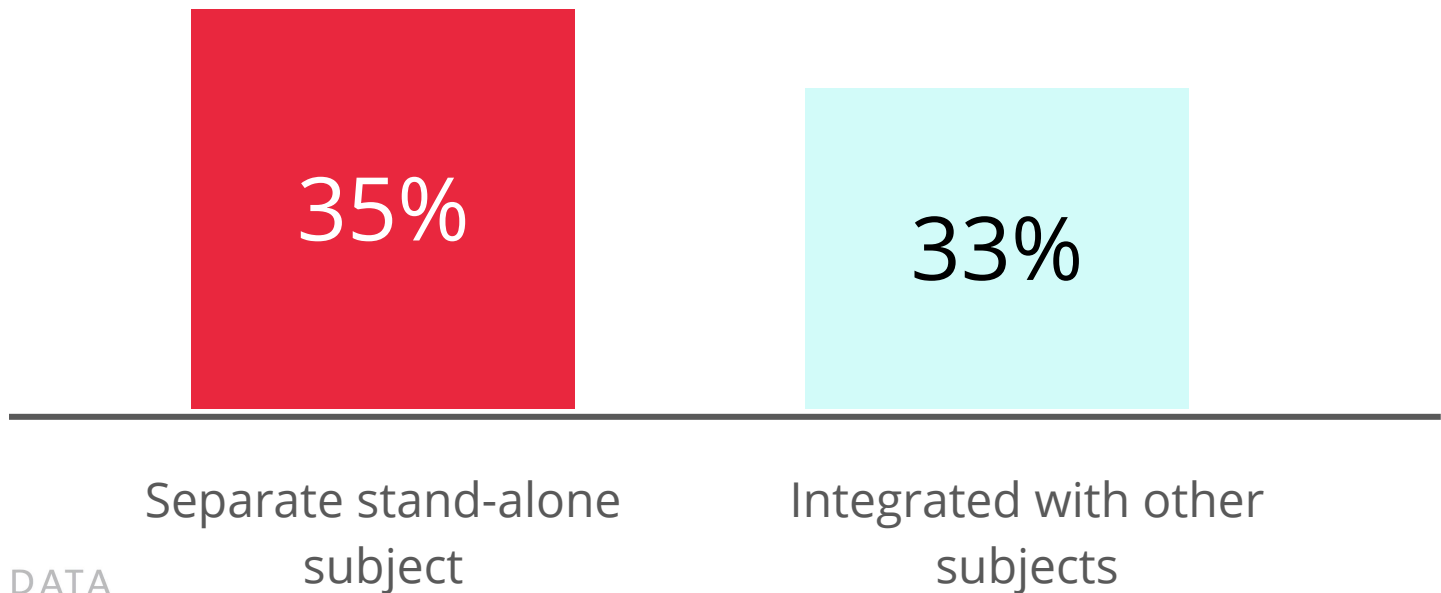
SUPPORT ACROSS CANADA

Would you support or oppose including more computer science and coding in school curriculum in your province?



HOW CODING SHOULD BE TAUGHT

20% think computer science and coding should be taught as both



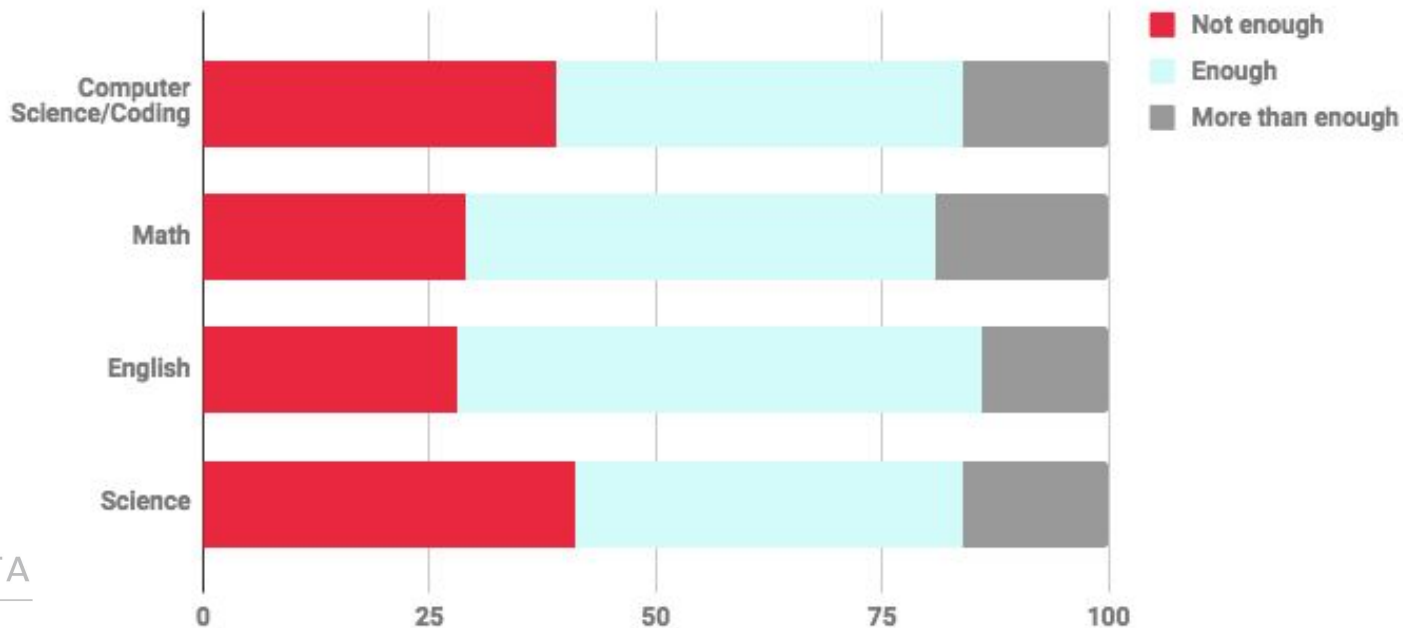
WHAT'S THE BASIS FOR THIS BROAD SUPPORT FOR ADDING CODING/COMPUTER SCIENCE TO SCHOOL CURRICULUM?



BASIS FOR BROAD SUPPORT

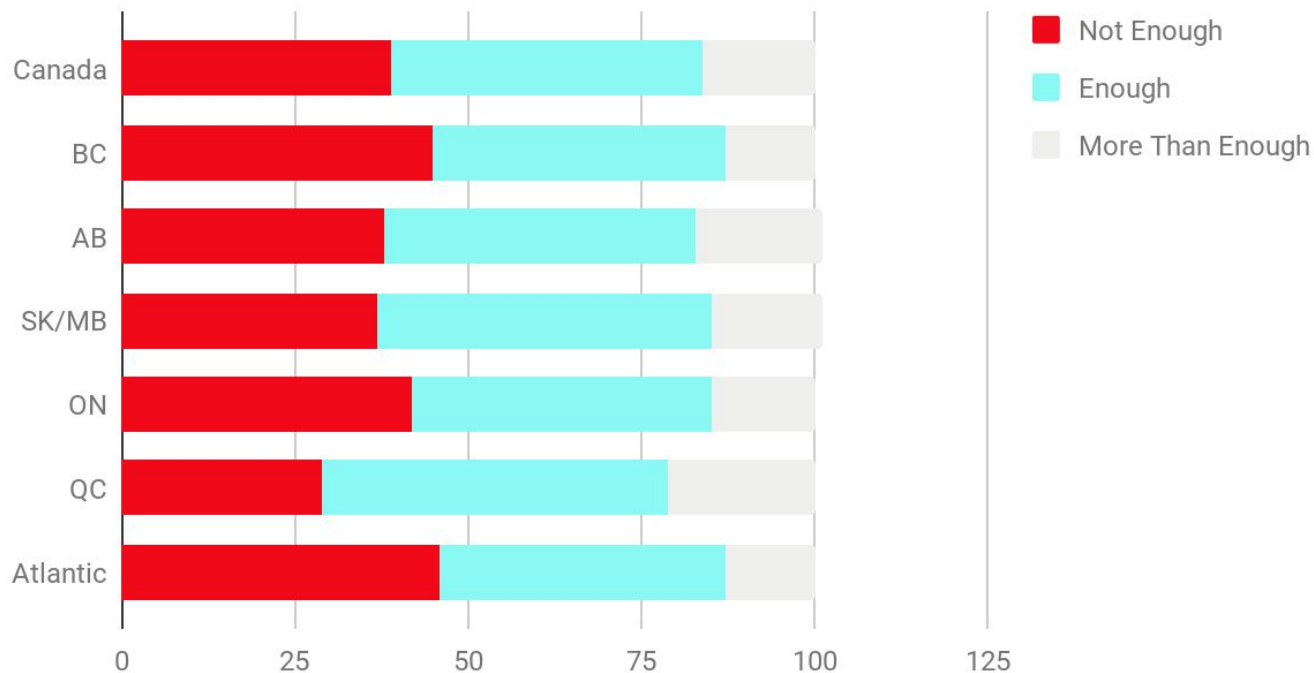
4 in 10 don't think there are enough opportunities to learn coding in school today

Do you believe children have more than enough, enough, or not enough opportunities to learn the following subjects or skills in school today



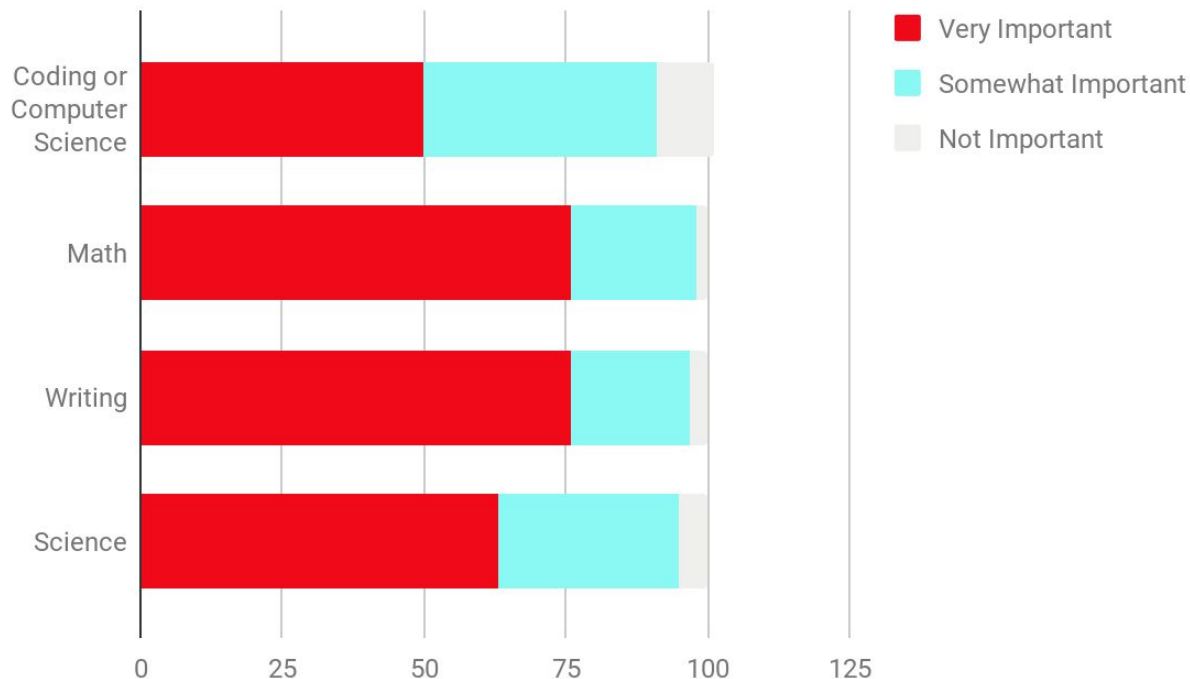
THE VIEW IS SHARED BY CANADIANS ACROSS THE COUNTRY

Do you believe children have more than enough, enough, or not enough opportunities to learn the following subjects or skills in school today



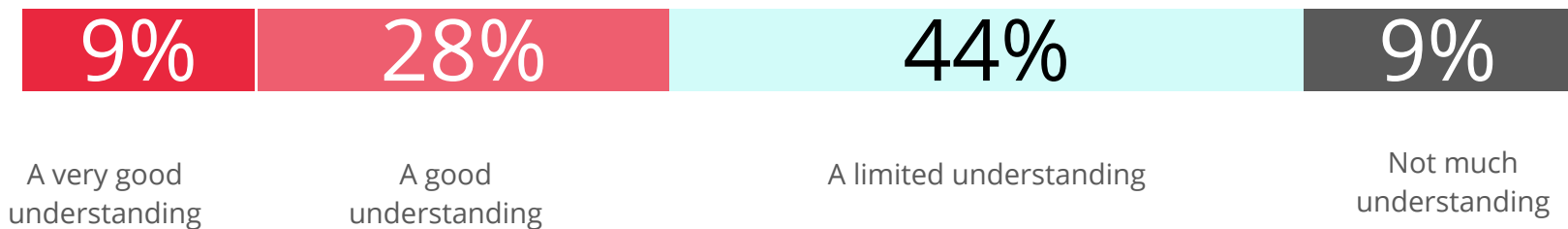
HALF OF CANADIANS THINK IT'S VERY IMPORTANT TO LEARN CODING

How important do you think it is for children to learn the following skills or subjects?



LACK OF UNDERSTANDING PRESENTS A BARRIER

Those most likely to say they have a good understanding are under 45, parents, or male



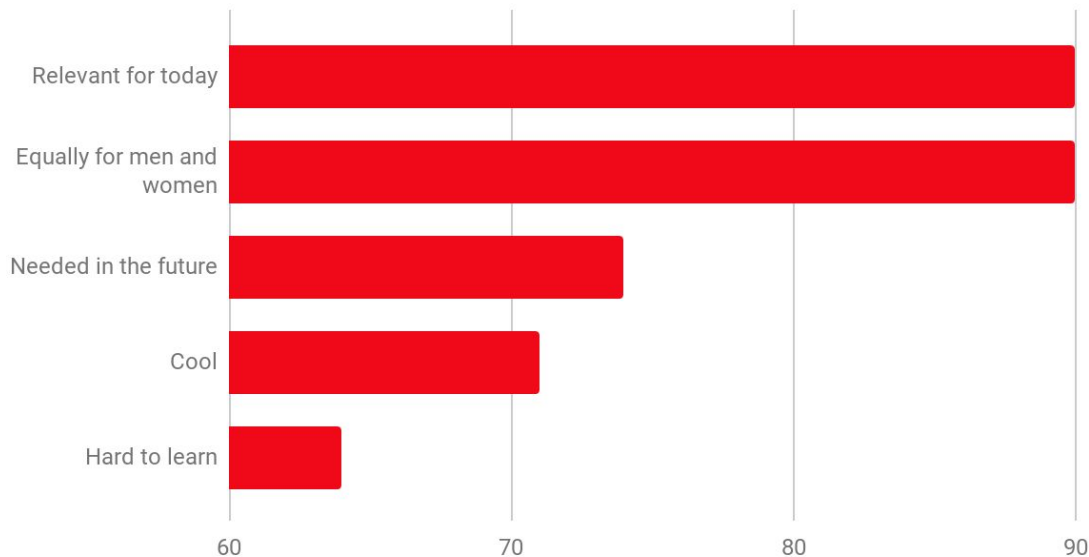
Generally speaking, do you feel you have a very good understanding, a good understanding, a limited understanding, or not much understanding about what coding or computer science is?



CANADIANS OVERWHELMINGLY SEE CODING AS RELEVANT TODAY AND NEEDED IN THE FUTURE

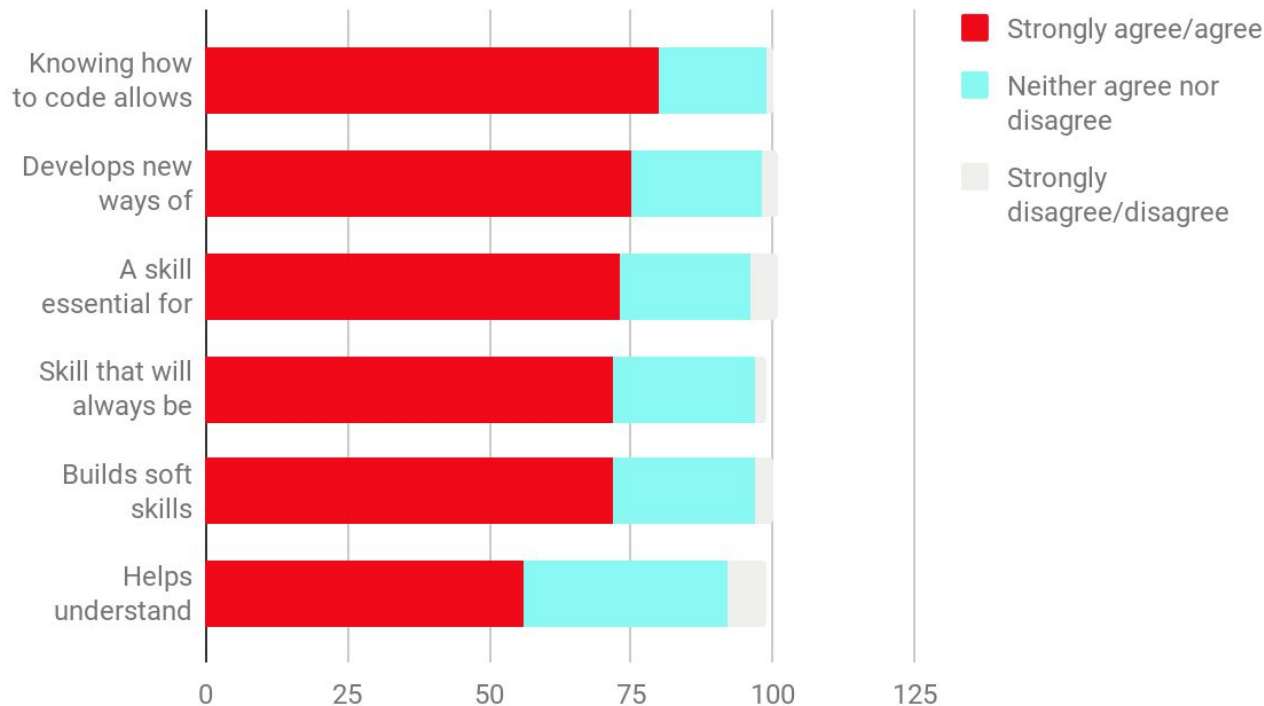
Coding is seen as relevant today, for both men and women, and something that will be needed in the future. but many think it's a “hard” skill to learn

Below are pairs of words or statements that could be used to describe coding or programming. Tell us which you think best describes coding or computer science.



CANADIANS RECOGNIZE THAT THERE'S MORE TO CODING THAN SIMPLY A POSSIBLE CAREER...

For each statement made about coding and computer science, please tell us whether you...



MEDIA AVAILABILITY

Melissa Sariffodeen, CEO of Canada Learning Code
is available for interviews across Canada

To arrange an interview please contact:
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