

# SCRATCH DAY

meet • share • learn



event organizing guide

# Introduction

Scratch Day is a worldwide network of gatherings, where people come together to meet each other, share projects and experiences, and learn more about Scratch. We hope that you will want to organize your own Scratch Day event. This Scratch Day event guide has been designed to help you, providing many of the resources you might need for a successful event.

Scratch Day events come in many different shapes and sizes. This guide explores the possibilities by breaking the planning process into three stages:

## **+ Imagine**

What might your event be like?

## **+ Organize**

What do you need to make your event a success?

## **+ Share**

What happens after your event?

If you're excited about hosting a Scratch Day and have an idea for a basic structure, you can create a Scratch Day account and post your event so that people can know about your plans and be inspired for their own Scratch Day events.

# Imagine

As you imagine your Scratch Day event, what does it look like? Every Scratch Day event may be different – here are some of the ways in which the events may vary:

## **+ Planning**

What do you need to plan your event? Do you have a lot of time to plan or just a little?

## **+ Participants**

Who will be attending your event? Are you inviting kids, teachers, parents, or all of the above? Is the event for people new to Scratch or those experienced with Scratch?

## **+ Duration**

How long will your event be?

## **+ Activities**

How structured will your event be? Will participants determine their own schedules? Or will you have more planned activities, like show-and-tell, workshops, or design challenges?

## **+ Places**

Where will your event be? Will it be at home, a school, or a library? Will there be computers available or will it be BYOL (bring your own laptop)?

## **+ Cost**

What, if anything, will your event cost? Will you provide snacks? Do you need to pay for your space? Will you have materials or items for the participants?

For example, we imagined these events could happen:

+ A Scratcher and her mom decide to hold a neighborhood gathering of Scratchers at home. A few weeks before the event, they send out invitations to friends and neighbors, inviting them to come over with their laptops and a snack to share. Although the event isn't open to just anyone, they post the event on the Scratch Day site to let others know what they are doing for Scratch Day. All of the invited guests get together on Scratch Day for a couple of hours to share their projects and help each other learn new things. People who don't know Scratch learn from more experienced Scratchers, and there are lots of opportunities for working together and chatting.

+ A teacher who has been working with Scratch decides to offer professional development workshops for teachers in his district. He books time in the computer lab, sending out an email invitation for others in his district to attend and posting the event on the Scratch Day site to invite other local educators. He plans two workshops – one for beginners and another for those more experienced – and leaves time for a group discussion about how Scratch can be used in schools.

+ A college student partners with a librarian to host Scratch Day events at a local library. They post the event on the Scratch Day site, inviting anyone interested to attend. There is a sign-up cost, to pay for snacks and Scratch Day t-shirts for each participant. They organize a day-long set of activities for kids and their parents – icebreakers to get to know others, workshops for beginner Scratchers, show-and-tell for Scratchers who want to share their work, and ad hoc gatherings where Scratchers work on projects and design challenges together.

# Organize

At this point, you've defined a vision for what your Scratch day will be like. It's time to dig into the details of the day and identify the resources that you'll need to make it a success. An agenda for the day (from set-up to clean-up) will help you think through what people and resources you might need to get things done. In this section, we'll look at how to get people to your event and things to do with them once they're there.

## Getting people there

A great event begins with people - so you'll need participants! There are numerous ways to invite people to your Scratch Day event:

### + Scratch Day website

The Scratch Day map is an easy way for people to find out about your event. Just create an account and add your Scratch Day event. You can also use the Scratch Day website forums to share details, invite people, and get feedback about your plans.

### + Scratch forums

To get in touch with an even bigger audience, you can contribute to the Scratch forums, where we've set up a forum dedicated to announcements and discussions about Scratch Day events.

### + Email lists

Do you belong to any mailing lists that send to people that might be interested in your event? You can also ask friends and colleagues if they have suggestions for electronic outreach, like connecting with a local library, community center, or school.

### **+ Promotional materials**

Posters and other promotional materials can help get the word out about your event.

Once invited, you'll want to think about how to manage and connect with attendees. If they need to register, there are different tools you can use to keep track of people – from an email address to online registration software. You might want to create an online presence for your event. Tools like Scratch galleries, Google Sites, WordPress, and Ning can all make it easier to create your own event website.

## **Planning event activities**

An agenda helps to define what other resources you might need, particularly resources that will support the participants' experiences at the event - with Scratch and with each other. Here are some items to help you get started with activity planning:

### **+ Schedule**

Whether people will be getting together for one hour or for six hours, you can use a schedule to help you think about different types of activities and experiences to plan for (or with) participants.

### **+ Icebreaker activities**

Opening activities can be useful for helping people get to know each other and to set the tone for the event. Even if your Scratch Day participants already know each other, you can have lots of fun getting to know each other (and Scratch) better.

### **+ Workshops**

A Scratch Day can support many different types of people: kids, teachers, new Scratchers, experienced Scratchers. So, there's the potential for many different types of structured activities or workshops. You could offer an introduction to Scratch or maybe a deeper exploration of Scratch through a theme or genre of project.

### **+ Design challenge activities**

For a group of people who are familiar with Scratch, you can present a design challenge. Design challenges can take several different forms, such as project type (e.g. creating haikus) or creation constraints (e.g. using only the rectangle tool for sprites).

### **+ Presentations**

The best way to get started with Scratch is to create projects with Scratch. For Scratch Day events that include people who are completely new to Scratch, you may want to include an introduction about what Scratch is all about, with examples of the different projects that people have made.

# Share

The day of the event will hopefully be exciting for everyone involved. After your event is over, you and your participants will have lots to share:

## **+ From the event**

What happened at your event? By documenting your day, you'll have resources for reflection and discussion, both for your event-goers and for the broader Scratch community. Scratch projects, videos, audio, photos, notes – all of these could help communicate what you did.

## **+ After the event**

What did the participants think of your event? You'll have ideas about what worked or not, but you may be surprised by which activities were most popular. Getting feedback from people may give you new insights into your event. For larger events, there are great tools like SurveyMonkey that enable you to create online surveys that you can send to participants.

## **+ Beyond the event**

How might participants stay in touch? You've created a great opportunity for people to connect – it's great to think about how these connections can be ongoing. If you had a website or a mailing list, you could use some of those tools to organize other events or just as a way for people to keep in touch.



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