TAG-Ed
Education Collaborative

2025 Georgia's Day of Code
Impact Report


10:55AM – 11:25AM

CODING CAREER PATHS FOR HIGH SCHOOL STUDENTS

December

Delisha Hodo

Delisha Hodo is the Assistant Director of Advising – Academies at SANS and a passionate advocate for access and diversity in cybersecurity. She leverages a 5-year background in educational non-profits, having helped K-12 students earn millions in scholarships while guiding them to higher education. Delisha previously led the SANS HBCU+ initiative, which provided free cybersecurity training and certifications, demonstrating her commitment to empowering underrepresented students in tech. She is excited to moderate this panel and inspire the next generation of coders.

Thanks to Our Community Partners
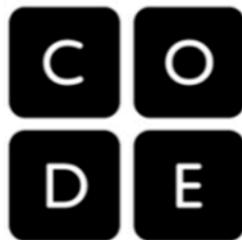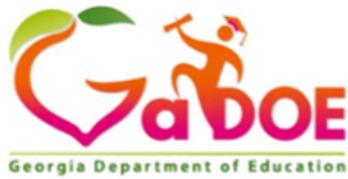
We are grateful for our community partners, whose collaboration made 2025 Georgia's Day of Code a success. Through engaging coding workshops, STEM college and career panels, and family-focused sessions on AI and emerging technologies, the event expanded access to computer science education for students across metro and rural Georgia. This statewide impact was made possible by the collective leadership, expertise, and commitment of our partners, presenters, panelists, and sponsors.

Table of Contents

Letter from the Executive Director

I am proud to share TAG Education Collaborative's 2025 Georgia's Day of Code Impact Report, an executive overview of our December 5th event that broke participation records and introduced engaging, educational STEM content to over 9,275 students across metro and rural Georgia at no cost. 2025 Georgia's Day of Code maximized impact for students in underserved communities and demographics, breaking down barriers to computer cience learning. By providing free access to interactive workshops and college and career panels to thousands of students, TAG-Ed is achieving our mission to develop future innovators and empower Georgia's tech ecosystem.

I couldn't be more proud of the work by our TAG-Ed staff, our community partners, and all those who contributed to making 2025 Georgia's Day of Code a success. Your collective dedication is fueling transformative coding and AI learning opportunities and providing computer science access to students nationwide. The impact in this document isn't just about data and milestones, it's about building an educational foundation for each student to launch their higher education and career goals. As we look ahead to 2026, we reflect in gratitude on your continued support of TAG-Ed's mission and Georgia's Day of Code.

Together, we're developing Georgia's future workforce through outreach, education, and access to opportunities.

-Dr. Loretta Daniels
  Executive Director, TAG Education Collaborative

Executive Overview

2025 Georgia's Day of Code delivered one of TAG-Ed's most far-reaching STEM engagement events. With 9,275 registered participants, the event successfully connected students, educators, and partners across Georgia and beyond.

- Achieved strong satisfaction ratings and an NPS of +40

- Generated meaningful educator-reported impact, reinforcing the event's relevance to curriculum and student engagement

- Introduced the first-ever community post-event workshop, expanding the program's reach beyond students and educators
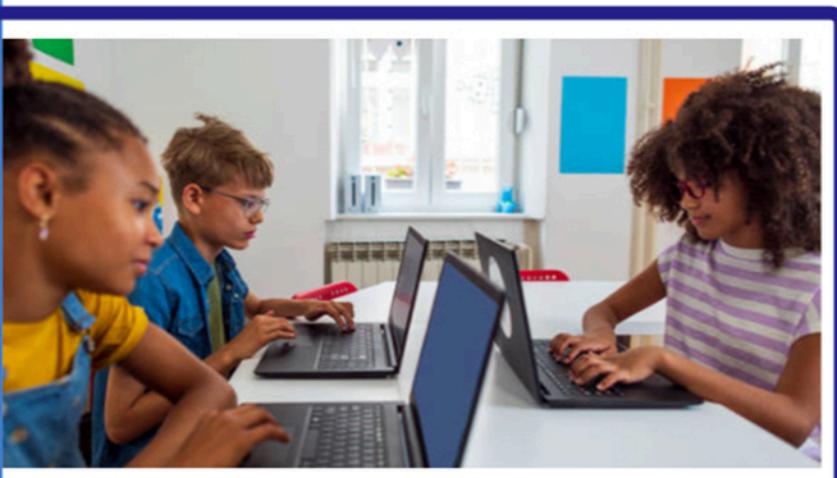
Participation Reach & Demographics

43 cities represented nationwide

35 Georgia counties represented statewide

70 schools and universities engaged in programming

9,275 event participants overall

TAG-Ed Education Collaborative

Survey Feedback & Experience Metrics

Satisfaction Ratings:

- Excellent (60%)
- Good (20%)
- Fair (20%)
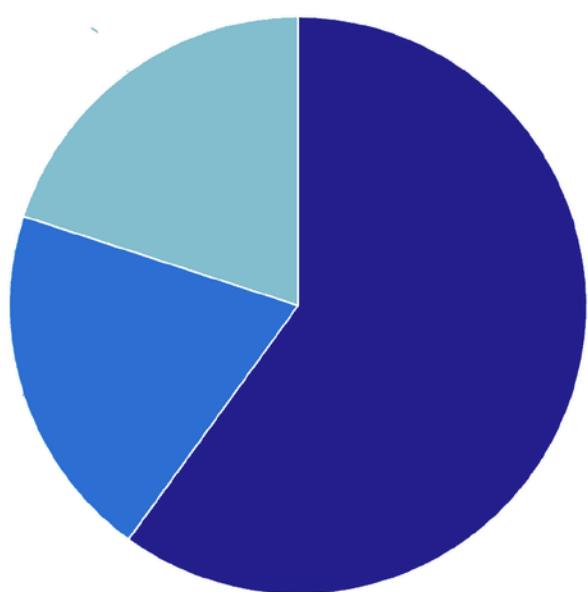
Net Promoter Score (NPS): +40

- Promoters (60%)
- Passives (20%)
- Detractors (20%)
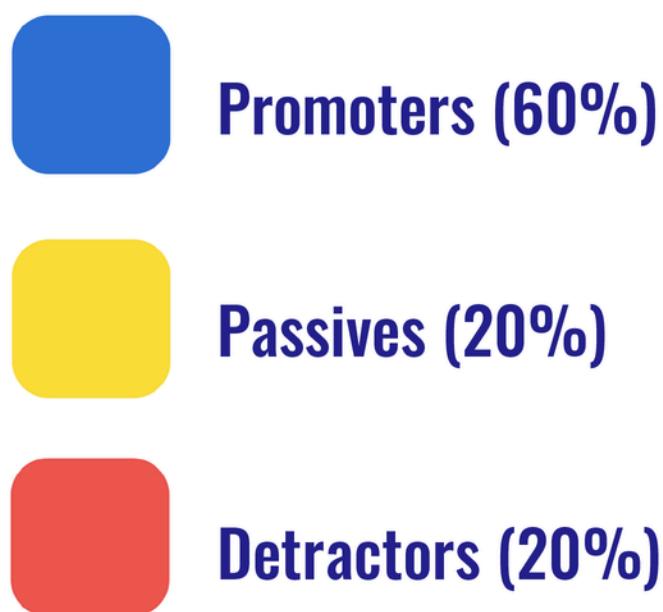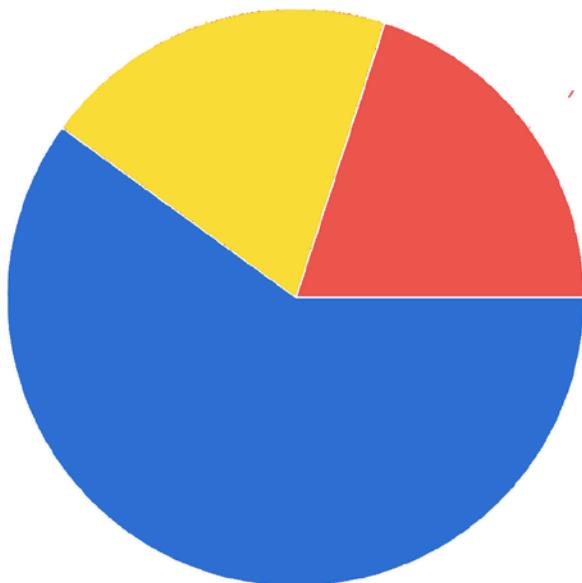
Educator Reported Impact

Educators reported:

• Increased student curiosity in computer science
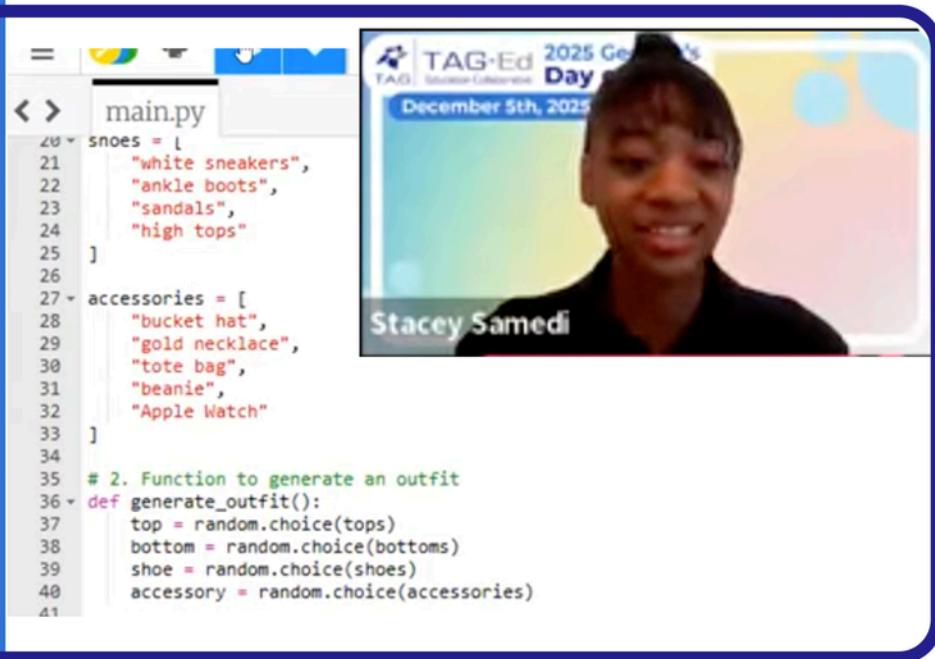
• Strong value in live AI/Python demos

Left: **Stacey Samedi,** Software Engineer and STEM Instructor, leads an interactive coding and AI workshop

• Clear relevance to classroom curriculum and STEM pathways

Below: **Micah Kennedy,** Professional Learning Manager at Code.org, demonstrates an interactive "Hour of AI" workshop
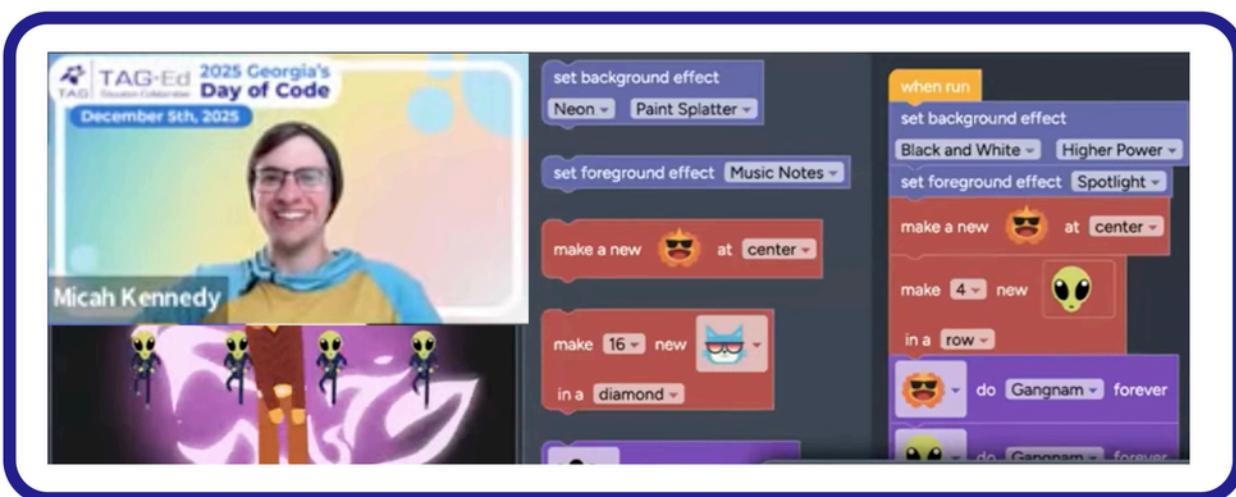
Marketing, Communications, & Engagement

Social Media Campaigns

Targeted graphics, hashtags, and live updates to drive awareness

- 1,759 Linkedin impressions
- 139 Linkedin reactions (likes, thumbs-up, etc.)
- 97 New Linkedin followers
- 33 Instagram impressions

Email Outreach Campaigns

Targeted personalized campaigns to reach schools, educators, and partners

Targeted Marketing Groups

- TAG Bridge Builders high school and university contacts (210 contacts)
- Georgia School Superintendents (183 contacts)
- Data Science and AI professionals, calling on this group to sponsor Georgia's Day of Code (4,986 contacts)
- Customer experience (CX) professionals, calling on this group to sponsor Georgia's Day of Code (2,921 contacts)

Partner Amplification

- Collaborators extended reach through their networks (12 partners)

Highest email open rate: 51.24%
Avg. email open rate: 36.47%

Highest email click-through-rate: 34.75%
Avg. email click-through-rate: 12.37%

Promotional Materials

- Save the Date (Fall 2025)

- Problem/ Solution Statement (11/8/2025)

Call to Action

- Communicating early registration numbers and anticipated impact to drive sponsorships (11/30/2025)

- Urgently driving sign-ups before registration closes (12/1/2025)

- Final call: Last chance to sign up (12/3/2025)

- Post-Event Marketing: Thanking TAG-Ed's community partners for a successful event (12/8/2025)

Promotional Materials

Day of Code

TAG-Ed Education Collaborative

Save the Date!
December 5, 2025

Georgia Day of Code
9:00 am - 2:30 pm

Georgia Day of Code is a free, virtual event that introduces computer science and coding skills through engaging learning resources suitable for students of all ages and skill levels.

Sponsor this impactful event

- **AI & Coding Sessions**
- **Career Panels**
- **Coding Workshops**
- **Community Engagement Hour**

Register for this free event today!

Reimagine Your Job Search with AI

TAG-Ed Education Collaborative

3pm - 4pm • December 5, 2025
Virtual • No cost

Following **Georgia's Day of Code 2025**

Facilitator

Dr. Phenix Culbertson
Associate Director of Employer Relations
Robinson College of Business
Georgia State University

Save your spot, register now!

Learning Outcomes

- Identify résumé skill gaps using AI
- Personalize cover letters to match company values
- Use AI for pre-interview research and talking points
- Practice introductions with AI-powered feedback
- Generate interview questions and refine STAR stories

Participants will understand AI as a tool for optimization and reflection, which **requires the user's critical thinking, perceptions, and collaboration.**

Georgia's Day of Code 2025: Impact by the Numbers

5,300+ students registered

Engaging 25+ counties across metropolitan and rural Georgia

Virtual, no cost event:
December 5, 2025
9am - 2:30pm

Celebrate generosity this Giving Tuesday with TAG-Ed and Day of Code!

December 5, 2025 • 3pm - 4pm • Virtual
Free to register • Following Georgia's Day of Code 2025

TAG-Ed Education Collaborative

Reimagine Your Job Search with AI

- **Use AI to identify resume skill gaps**
- **Personalize cover letters**
- **Use AI to conduct pre-interview research**
- **Practice introductions with AI-powered feedback**

Facilitated by
Dr. Phenix Culbertson
Associate Director of Employer Relations
Robinson School of Business
Georgia State University

Space is limited. Register at no cost today!

Promotional Materials

Georgia's Day of Code provides career and college panels, interactive coding and AI workshops at no cost for Georgia's K-12 students.

Click to learn more

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#OneDayOneFuture
means creating more STEM learning opportunities for Georgia's K-12 students.

View sponsorship opportunities for Georgia's Day of Code 2025

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DAY OF CODE

Thank you!

Our Community Partners

GaDOE Georgia Department of Education

CODE

Georgia Tech

Georgia State University | J. MACK ROBINSON COLLEGE OF BUSINESS

PinkSTEM

NATION BUILDERS

Fox + Spindle

KNC </KIDS NEXT CODE>

Cargill

Museum of AVIATION FOUNDATION

BCR TechED

SANS

⚠️ **Reminder**

Don't forget:
2025 Georgia's Day of Code
December 5, 2025
9:00am - 2:30pm
Virtual • Zoom

Reimagine Your Job Search with AI

Facilitated by Dr. Phenix Culbertson
Director of Employer Relations
Robinson College of Business
Georgia State University

**December 5, 2025
3:00pm - 4:00pm
Virtual • Zoom**

Following 2025 Georgia's Day of Code

Program Impact Summary

- Expanded STEM exposure statewide and outside

- Delivered high-value computer science content at no cost to participants

- Strengthened partnerships and educator engagement across Georgia

First-Ever Community Post-Event Workshop

Reimagine Your Job Search with AI (3-4 PM, Dec. 5, 2025)

- Facilitated by Dr. Phenix Culbertson, Director of Employer Relations, Georgia State University, Robinson College of Business
- 69 registered, 34 attended live
- Hands-on exercises using AI to optimize résumés, cover letters, networking prep, elevator pitches, and interview readiness
- Offered free access to IBM SkillsBuild course on creating AI-assisted elevator pitches
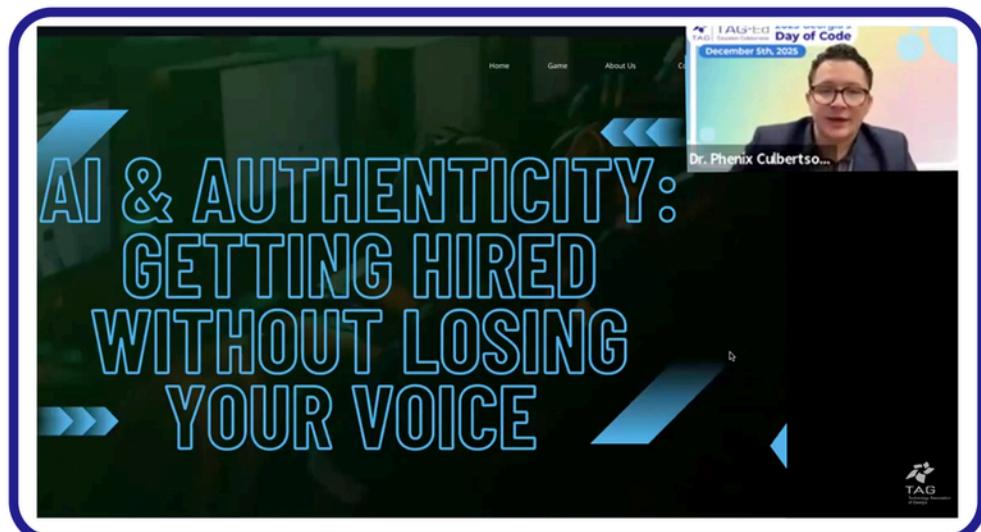
Looking Ahead to 2026

Building on the success of 2025, TAG-Ed plans to:

- Introduce more interactive student content such as cybersecurity
- Expand grade-level specific tracks for tailored learning
- Add a high school-only panel, in addition to college and career panels
- Expand interactive elements such as trivia and similar activities

Recommendations for 2026:

- Provide more opportunities for student-created content to be showcased
- Consider a computer/coding cup competition focused on computer science, design, and broader tech skills
- A challenge on Georgia's Day of Code that leads to the Innovation Challenge and other ongoing programs

Partnerships & Continuity: Collaborate & Cross-Promote

- CS for Georgia app and design challenge
- Raspberry Pi "Coolest Projects" and related events
- Innovation Challenge in April
- Expand planning committees (including presenters and partners) starting in summer to co-design content, challenges, and structure

Future Opportunities

Enhanced Program Scale

Increase participation across more schools, counties, and grade levels through expanded outreach.

Interactive Student Content

Develop hands-on coding labs, app challenges, and gamified learning experiences tailored to different age groups.

Community Expansion

Build on the success of the first post-event workshop by offering additional community-focused sessions that connect STEM skills to workforce readiness.

Hybrid Engagement Models

Combine in-person and virtual programming to ensure accessibility statewide and beyond.

Marketing and Visibility

Amplify sponsor brands through co-branded campaigns and social media.

Educator Support

Provide resources, training, and toolkits that help teachers integrate computer science into their classrooms.

Sponsorship Value Proposition

Georgia's Day of Code offers sponsors a
significant opportunity to:

- Expand program scale and reach

- Enhance marketing and visibility

- Support additional community workshops

- Provide resources for interactive student

content and hybrid models

2025 Georgia's Day of Code engaged over 9,275 participants nationwide, delivering impactful STEM content and meaningful educator outcomes. For the first time, the event extended into the community with the AI workshop, Reimagine Your Job Search with AI, underscoring its ability to evolve and broaden reach.

This success demonstrates strong momentum and clear value. With future support, Georgia's Day of Code can expand programming, increase visibility, and continue preparing the next generation of innovators nationwide.

Contact Us

🌐 www.tagedonline.org

✉️ TAG-Ed@tagonline.org

📞 404-817-3333

Scan to make a charitable donation to TAG-Ed, a 501(c) 3 organization.