RE-THINKING SCALE

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I'm **Dan**. I help run **ADI**, the club that hosts **DevFest** at **Columbia**.

RE-THINKING SCALE

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Outline

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- What do I mean by scale?

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- What do I mean by scale?

- Assumptions

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- DevFest

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- What do I mean by scale?

- Assumptions

- DevFest

- Scaling wrong

Outline

- What do I mean by scale?

- Assumptions

- DevFest

- Scaling wrong

- Q&A / Discussion

SCALE

SCALE

Right now scale means **bigger**.

But shouldn't it mean **better?**

Scale is a reflection of our **values**.

Scale is **risky**.

Scale can mean **doing the same things @ 10x.**

Scale can also mean **starting over completely**.

The Question:
How can we scale our events in accordance with our values?

MY ASSUMPTIONS

Assumption #1:
You want to scale.

You want to scale if...

You want to scale if...

- You have the energy for scale.

You want to scale if...

- You have the **energy** for scale.

- You've concluded that scale is **needed**.

Assumption #2:
Attendees come first.

Attendees come first over...

Attendees come first over...

- Sponsors

Attendees come first over...

- Sponsors

- Organizers

Attendees come first over...

- Sponsors

- Organizers

- Brand / Reputation

Assumption #3:
Logistics are settled.

Logistics are settled if...

Logistics are settled if...

- You have enough **space**

Logistics are settled if...

- You have enough space

- You have enough money

Logistics are settled if...

- You have enough space
- You have enough money
- You have enough food

Logistics are settled if...

- You have enough **space**

- You have enough **money**

- You have enough **food**

- You have fast **internet**

DEVFEST

DEVFEST

What is DevFest?

What is DevFest?

- Week-long workshop series

What is DevFest?

- Week-long workshop series
- 18-hour hackathon at the end

Our Values

Our Values

- Education

Our Values

- Education

- Community

Our Values

- Education

- Community

- Technical Excitement

EDUCATION

EDUCATION

Scaling **Education** in **2014**

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- **12 hours** of web development workshops

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- Between **100–200** students at each session

Scaling **Education** in **2014**

- **12 hours** of web development workshops

- Between **100–200** students at each session

- Over **50%** of demos were from first-timer teams

Scaling **Education** in **2015**

Scaling Education in 2015

- Better support: **40 student TAs**

Scaling **Education** in **2015**

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- **8 student teachers**: varying age, gender, style

Scaling **Education** in **2015**

- Better support: **40 student TAs**

- **8 student teachers**: varying age, gender, style

- A new curriculum for **non-programmers**

Everyone should have the opportunity to **learn to code** at **DevFest**.

VALUE
STATEMENT

COMMUNITY

COMMUNITY

Community at DevFest

Community at DevFest

- Give attendees **time to socialize**, eat, and relax

Community at DevFest

- Give attendees time to socialize, eat, and relax

- Establish a strong code of conduct

Community at DevFest

- Give attendees time to socialize, eat, and relax

- Establish a strong code of conduct

- Use inclusive language

Community at DevFest

- Give attendees time to socialize, eat, and relax

- Establish a strong code of conduct

- Use inclusive language

- Focus on people, not apps

Community after DevFest

Community after DevFest

- Cookies and Code

Community after DevFest

- Cookies and Code

- Alumni Dinner

Community after DevFest

- Cookies and Code

- Alumni Dinner

- ADI House

Community after DevFest

- Cookies and Code

- Alumni Dinner

- ADI House

- Facebook Groups

Everyone should feel like they belong at DevFest.

TECHNICAL EXCITEMENT

TECHNICAL EXCITEMENT

Scaling tech

Scaling **tech**

- Most of the time, this **isn't a problem**.

Scaling tech

- Most of the time, this **isn't a problem**.

- So are we **done**?

Scaling tech

Scaling **tech** → Inclusivity

Scaling **tech** → Inclusivity

- It's not just about feeling **welcome**
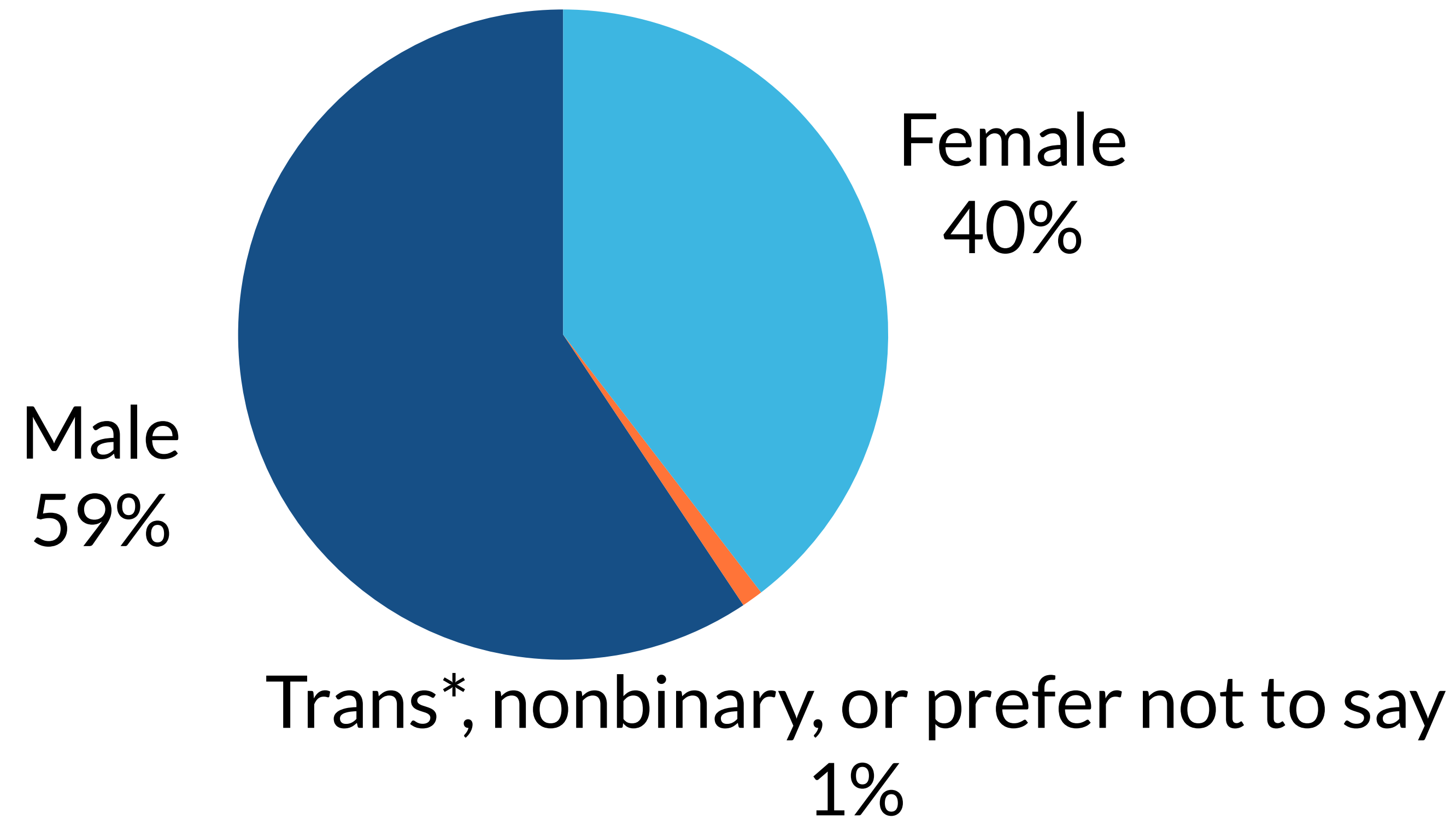
Scaling **tech** → Inclusivity

- It's not just about feeling **welcome**

- It's about **wanting to come** in the first place

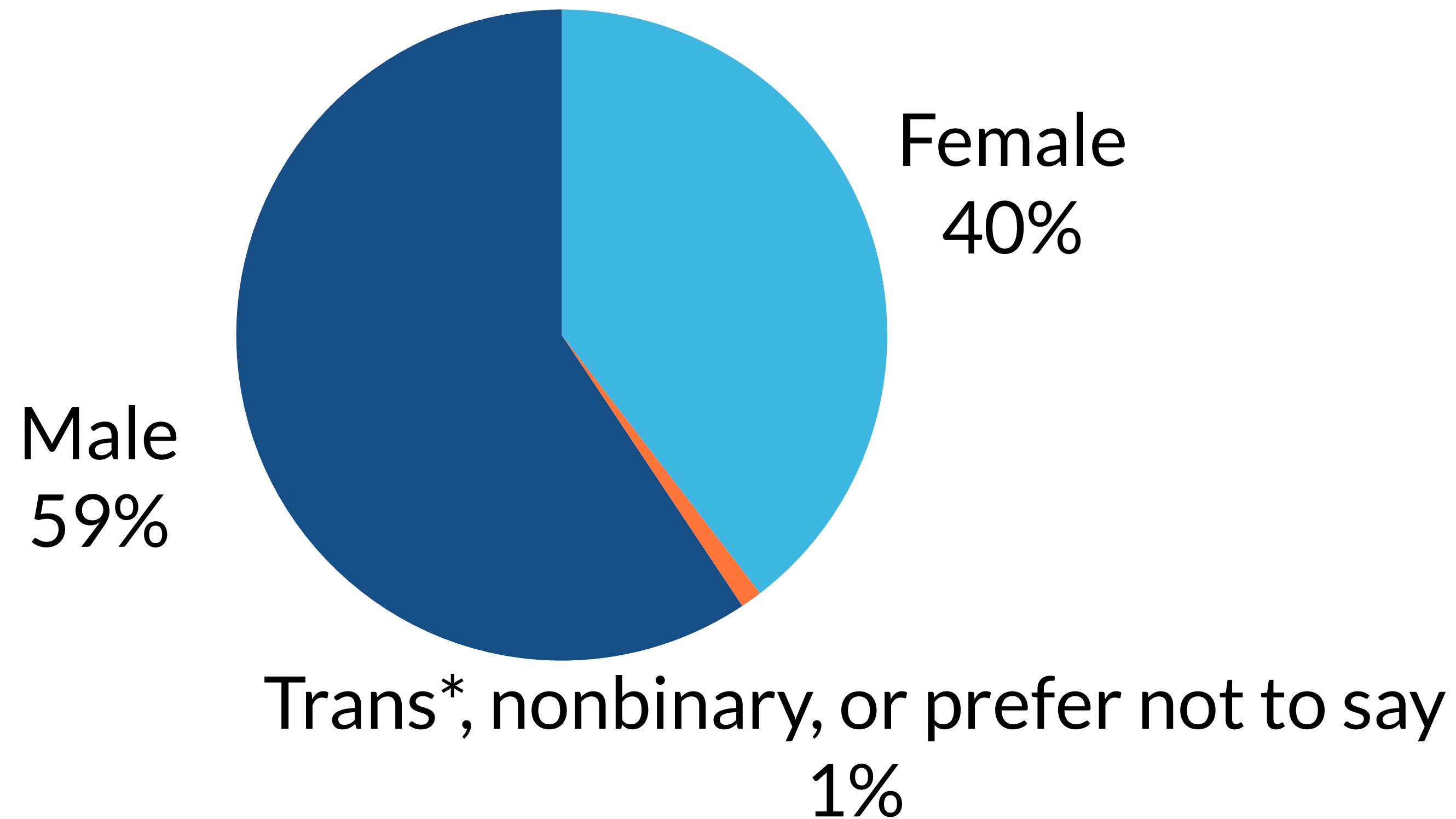# Scaling tech → Inclusivity

What gender do you identify as?

Scaling tech → Inclusivity

What gender do you identify as?

Female
40%

Male
59%

Trans*, nonbinary, or prefer not to say
1%

Scaling tech → Inclusivity

What gender do you identify as?

Female
40%

Male
59%

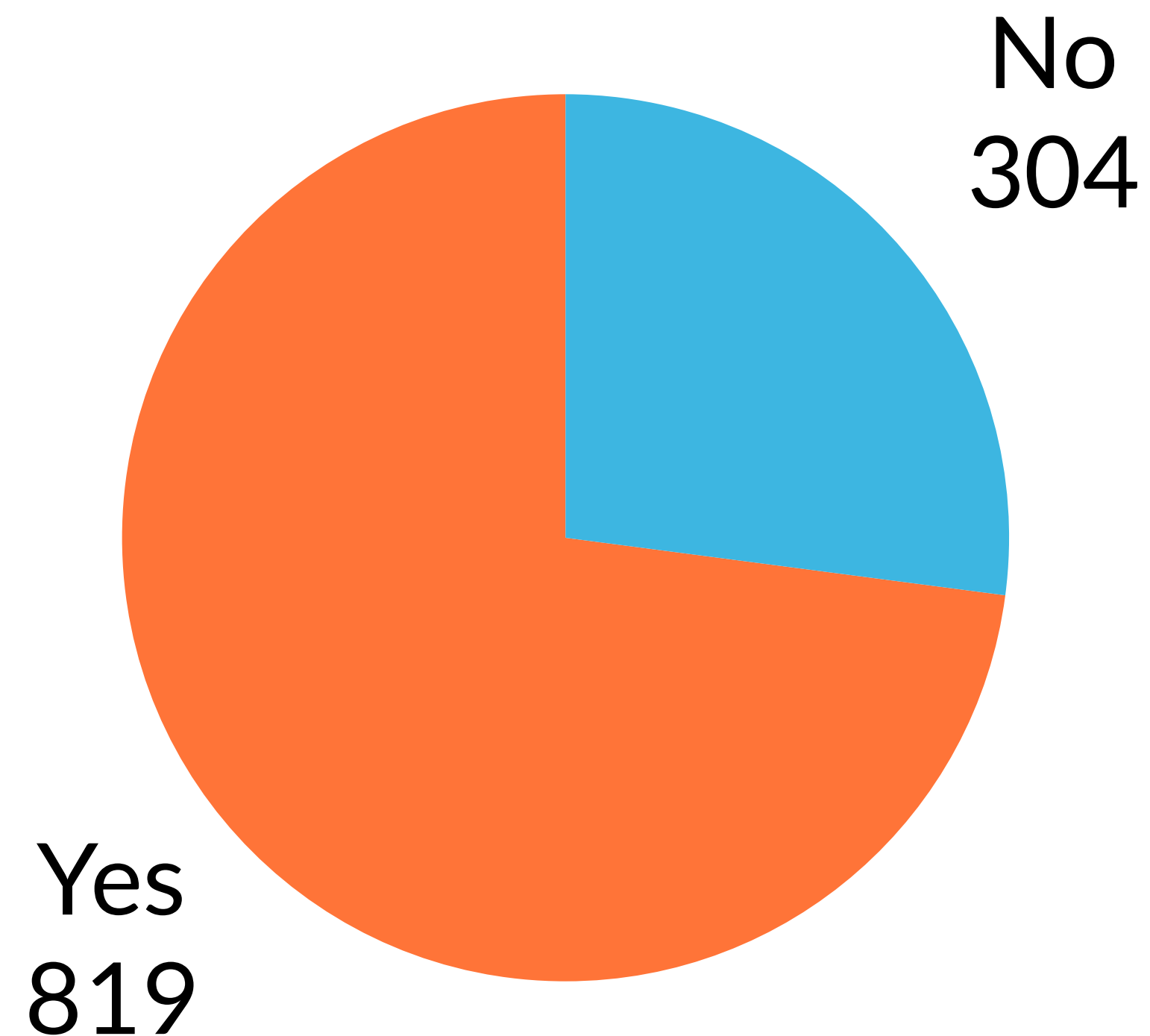Trans*, nonbinary, or prefer not to say
1%

DevFest 2015 registration data based on answers from 1122 of 1200 registrants

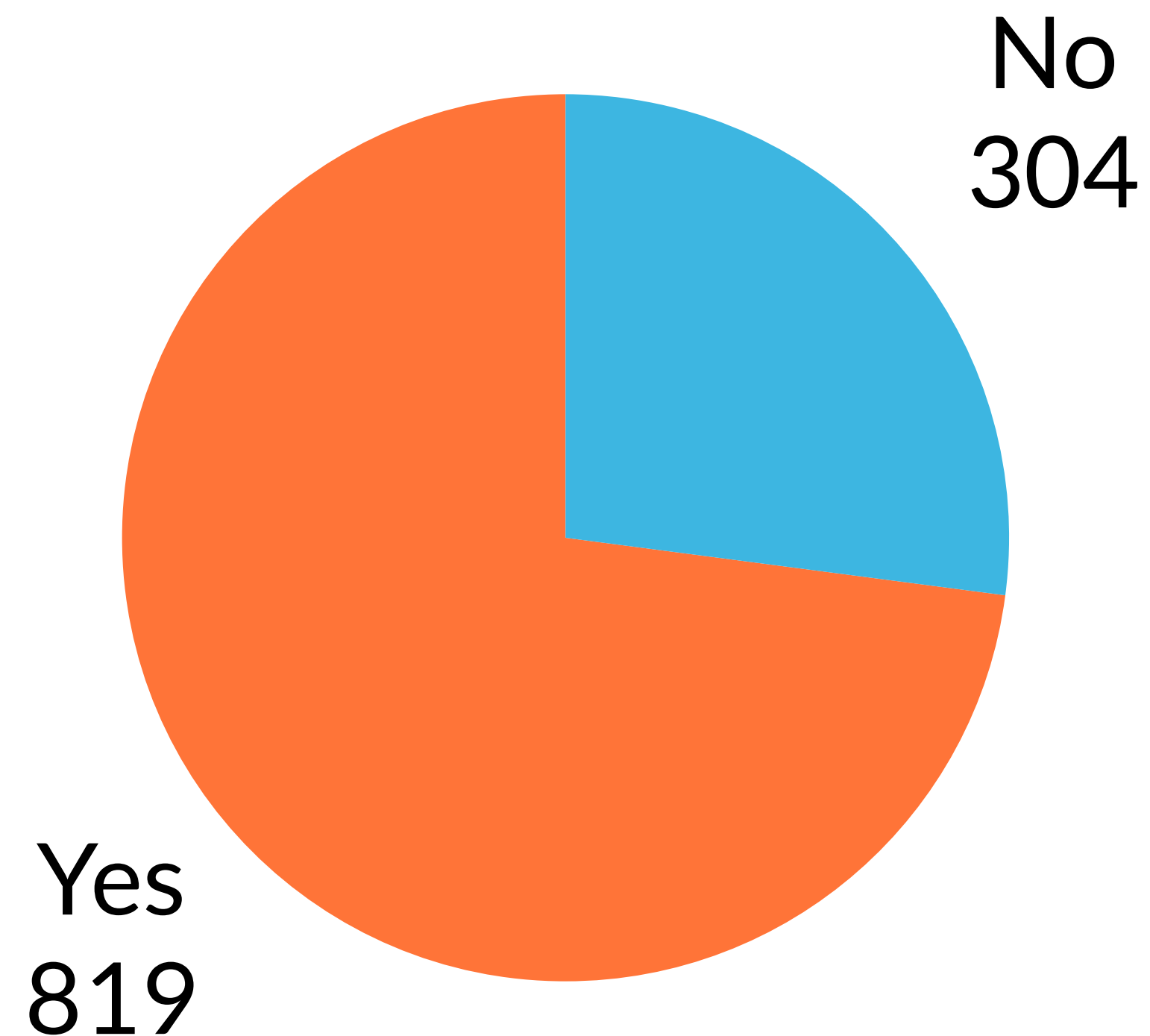# Scaling tech → Inclusivity

Is DevFest your first hackathon?

Scaling **tech** → Inclusivity

Is DevFest your first hackathon?

No
304

Yes
819
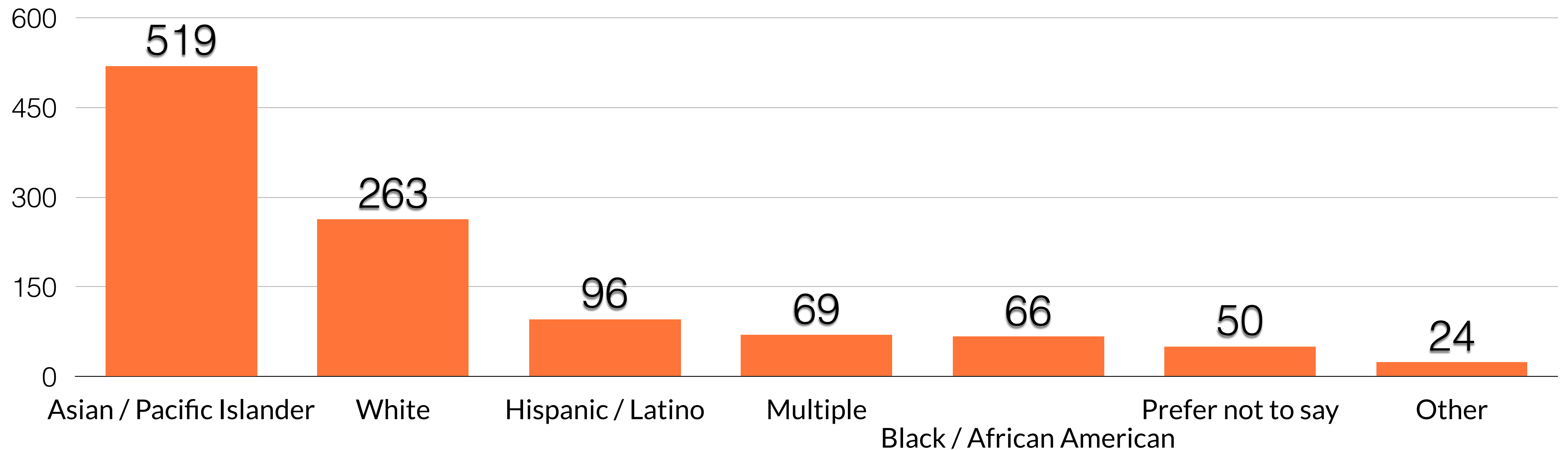
Scaling **tech** → Inclusivity
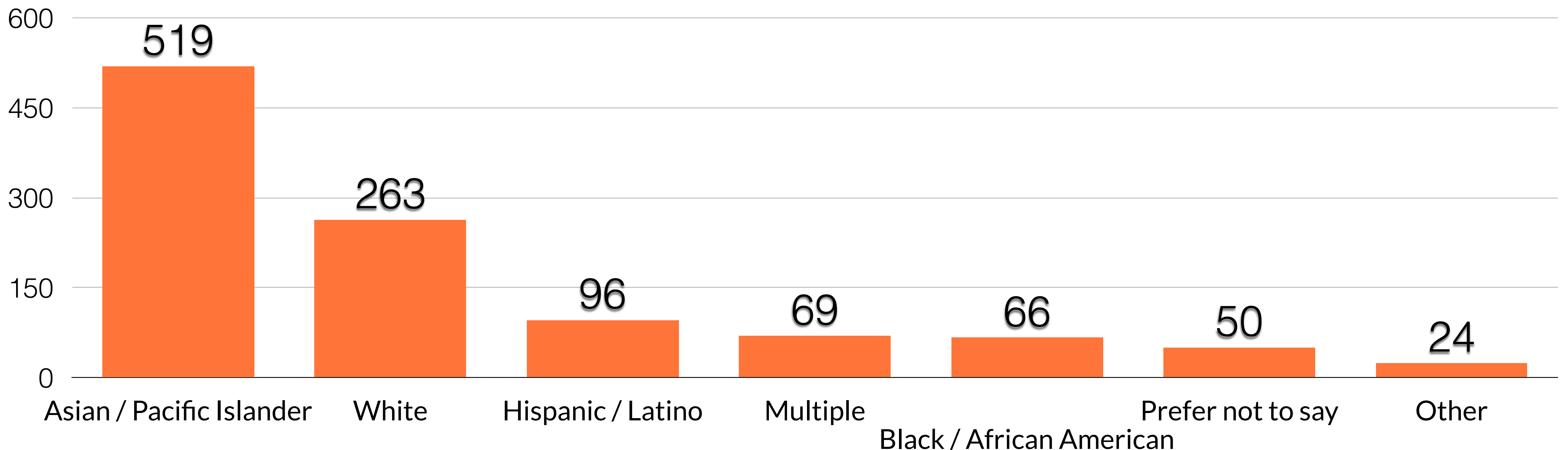
What ethnicity do you identify as?

Scaling tech → Inclusivity

What ethnicity do you identify as?

Scaling **tech** → Inclusivity

What ethnicity do you identify as?

DevFest 2015 registration data based on answers from 1123 of 1200 registrants

Scaling **tech** → Inclusivity

What part of DevFest are you most excited about?

Scaling tech → Inclusivity

What part of DevFest are you most excited about?

Scaling tech → Inclusivity

What part of DevFest are you most excited about?

DevFest 2015 registration data based on answers from 590 of 1200 registrants

(linear scale)

We must be **proactive** in bringing **new** and **amazing** people to **DevFest**.

SCALING WRONG

THROWING MONEY AT THE PROBLEM

TOO-BIG-TO-MODERATE

Hackathon Hackers   **Members**   **Events**   **Photos**   **Files**

Jo_ned ▾   ↪ Share   ✓ Notifications   • • •

Search this group

🖋 Write Post   🖼 Add Photo / Video   ▤ Ask Question   ⊕ Add File

ABOUT   11,682 members

🌐 **Public Group**

This is the all-inclusive hackathons group.

Write something...

NEW MEMBERS: hh.gd/welcome

NNED POST

TAKEAWAYS

TAKEAWAYS

TAKEAWAYS

Human capital beats financial capital **any day**.

Scale is a reflection of our **values**.

Hackathon **better**, not bigger.

THANKS!

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