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BEYOND THE LECTURE THEATRE

Engaging students



As a segment

WHAT ARE STUDENTS?

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Students are

**WELL
UNDERSTOOD**

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18-22

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Undergraduate

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Seasonality

SEMESTERS

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UNDER- RESOURCED

Spending power

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THEIR NEEDS

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Goals

GET A JOB!

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LEARN NOVEL
SKILLS

your skills!

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DEVELOPERS?

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ENERGETIC

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UNJADE

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WILLING TO
LEARN

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STUDENTS GRADUATE

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No commitments

AMPLE FREE
TIME

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LAND & EXPAND

On campus

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Set a rhythm

SEMESTERS & EXAMS

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3 EASY STEPS

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#1

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Make it

AVAILABLE

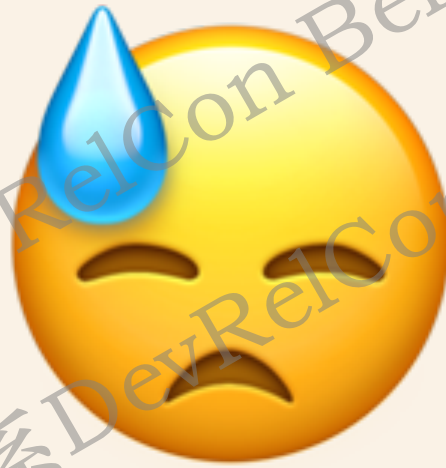
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GitHub

Student Developer Pack

#2

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DISTRIBUTION

Get it to them!

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HACKATHONS

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ORGANISATIONS

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 最新赛事

2017年 HACKxSJTU 上海交通大学
黑客马拉松

🏠 上海交通大学

👁 6192 ☆ 337 💬 7



HACK x THU

2017年 HACKxTHU 清华大学黑客
马拉松

🏠 清华大学

👁 2462 ☆ 144 💬 0



#3

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Create local

ADVOCATES

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SUPPORT & GROW

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TRAINING

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COMMUNITY

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LEADERSHIP

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40 EVENTS

7 countries

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init flow example

```
git init
touch example.txt
git add example.txt
git commit -m "Initial Commit"
git remote add origin [link to your hosted git repository]
git push master
```

yousaf.al@city.ac.uk

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Git Hub
Campus Experts

@GitHubEducation

<https://education.github.com/experts>

IT'S NOT
ABOUT US

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IT'S ABOUT THEIR
FUTURE.

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THANK YOU!

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github.com/joenash

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