

School of Webcraft

Developer training that's free, open and globally accessible

Mozilla and Peer 2 Peer University are creating the P2PU School of Webcraft, a powerful new way to teach and learn web developer skills. Our classes are globally accessible, 100% free, and powered entirely by learners, mentors and contributors like you. Our goal: a vibrant, peer-led system that helps people around the world easily access and build careers on open web technology.

The problem: developer certification that's expensive, out of touch, and out of reach.

Traditional developer training is costly, out of touch with current practice and disconnected from what students and employers really need. Many certificate courses focus on a single proprietary technology, limiting exposure to the broad mix of tools today's developers need. Four-year programs can be impractical and overly theoretical, with curriculum that quickly becomes out of date. And a lack of practical experience fails to provide students with portfolios of work or give employers a sense of their real skills as developers.

The solution: peer learning on demand. Powered by you.

P2PU School of Webcraft will deliver the skills and certification anyone, anywhere can use to build web development careers. Through online courses that draw on existing open learning materials, learners focus on hands-on skills that involve building projects collaboratively online. Courses are grounded in real-world projects, utilize the latest technical tools and skills, and are totally organized by a vibrant community of peers. Enabling participants to build portfolios of work, gain the practical open source experience employers want, and collect badges and certification industry will recognize and respect.

Anyone can propose new course ideas, allowing P2PU to move faster and stay more current than traditional programs. With practical training in areas like HTML5 and social web technology mainstream schools still don't touch, and emphasizing pragmatic skills like reading code that traditional programs lack.

Online study groups using existing open learning materials

Excellent open educational materials already exist. P2PU School of Webcraft provides the social learning container and peer accreditation to turn these materials into a robust learning and accreditation alternative. Through self-organized study groups, peer learners not only gain technical skills, but also an attitude and approach to web development -- "hacker habits" -- that reflects the way great developers think, solve problems and collaborate.

Building careers on open web technology

We believe technical certification no longer needs to be expensive, exclusive or proprietary. By training a new generation of developers in open source skills, we can spread opportunity while spreading open standards that improve the open web itself.



Through self-organized online study groups, P2PU learners around the world will gain open web developer skills and certification.



Our first cycle of six-week courses begins in September 2010! There's still room for your course ideas -- deadline for proposals is July 18.

Courses already planned for September:

- ▶ Mashing Up the Open Web
- ▶ HTML5
- ▶ Web Development 101
- ▶ Principles of Project Management
- ▶ Building Social with the Open Web
- ▶ Reading Code
- ▶ Semantic Markup
- ▶ Organic SEO Basics



mozilla
Drumbeat

Innovation for the open web. Powered by everyone.

You can get involved

- ▶ Take a course
- ▶ Propose a course
- ▶ Share learning materials
- ▶ Make a contribution

drumbeat.org/p2pu-webcraft



learners around the world connecting with web developer mentors & peers



existing open learning materials

P2PU

School of Webcraft



practical projects & hands-on skills



self-organized online study groups



accredited web developers with job-ready skills that improve the open web



School of Webcraft

Project Roadmap

End of 2011 - 18 months

School of Webcraft recognized as leading-edge developer training and certification. People getting jobs.

- ▶ P2PU Webcraft brand recognized by learners & employers
- ▶ 150 - 200 courses per semester
- ▶ 10,000+ community members
- ▶ Credentials awarded for skills, attitudes and knowledge
- ▶ First employment success stories emerge
- ▶ Global. Courses in multiple languages. Participants around the world, esp. Brazil, South Africa and India

End of 2010 - 6 months

More courses, more languages. First badges teed up for Jan 2011.

- ▶ 500+ applicants for January semester
- ▶ 25+ courses
- ▶ Courses mapped to open web developer competencies
- ▶ First badges and accreditation
- ▶ Improved intake for organisers and participants
- ▶ Localisation underway. Two courses in Portuguese. Drumbeat Brazil introducing mentors and learners
- ▶ Initial outreach to industry / employers complete

Sep 2010 - 3 months

First full semester launches. Marketing push to build buzz.

- ▶ 12+ courses
- ▶ 200+ participants
- ▶ 3 languages (English, Portuguese and German)
- ▶ Initial developer "competency map"
- ▶ Mix of beginner and advanced skills
- ▶ Trial assessment of "hacker habits"
- ▶ Buzz on tech, design and lifestyle blogs. Attracting interesting participants.