State Wide App Development "Roadshow," First Of Its Kind Kicks Off End of March

University of Idaho and Innovation Collective embark on a 20 city tour of Idaho to inspire new education and economic growth model.

Coeur d'Alene, ID - March 5, 2018 - <u>Innovation Collective</u> (IC) and the <u>University of Idaho</u> (U of I) are embarking on a 5-day, 20 city tour of Idaho to promote a rapid learning initiative called Inspire Idaho. The tour is called "The Experience Tour." Over the course of the 5-day Experience Tour (March 27, 2018 - March 30, 2018) the Inspire Idaho team will demonstrate app development, programming, and motivate participants to join the rapidly growing, "app economy." The Inspire Idaho team includes not only members of Innovation Collective, and the University of Idaho but also experts from around the country trained in app development in Apple Inc's Swift programming language.

The tour is designed to generate awareness and promotion for the Inspire Idaho program which utilizes the land-grant extension offices as a means to provide workforce readiness training in the rapidly changing knowledge economy. The Inspire Idaho program launches it's learning initiative later this spring with a first emphasis on app development.

Each stop on the initial 20 city tour will include hands-on demos of Apple Inc's Swift, Xcode and Playground products as well as the ability for participants to use the Apple iPad to program <u>Sphero Robots</u> and other interactive activities. Each stop on the Experience Tour will be open to the public and free of charge.

"I can't wait to see young and old alike have a chance to write basic code and then watch it move robots according to these instructions. Experiences like this are necessary to remove the fear of the changing economy and allow for inclusive opportunities in our country. This kind of reimagining of education is especially necessary for rural states." said Dr. Charles Buck, AVP at the University of Idaho.

The intent of the Inspire Idaho program which launches the full app development program later this spring, is to address access, equity and workforce readiness for all citizens of Idaho by providing those who want to learn Swift code and App Development the opportunity to do so at no cost and by bringing the program, experts, and computers to your county. The program will utilize Apple Inc's Everyone Can Code curriculum and participants will be supported by the University of Idaho and Innovation Collective. The intention is to leverage the statewide reach of U of I Extension to promote the creation of App Development Teams in every one of Idaho's 44 counties. Experts and mentors in the community will also provide guidance and support. Upon completion of the 180-hour curriculum, each team will generate a fully developed app.

"In Idaho, we are one of the lowest average wage states and the shrinking need for humans in certain industries makes a case for us to attempt to connect as many citizens as possible to rapidly growing economies like app development. Old mining and logging towns alongside the reservations across the state will make this an exciting project for all. This program is designed

to help you make more money, be a part of a new growing economy, and unlock the fullness of your potential." Said, Nick Smoot founder of Innovation Collective.

The application development field is the first skill being trained in as it currently generates $1.3T in revenue and is expected to grow to $6.3T by 2021.

About Inspire Idaho Program:
Inspire Idaho is a cooperative effort to eliminate barriers to free, future-ready skills development for every Idahoan who wants to participate in the rapidly growing app economy. Inspire Idaho is provided by the University of Idaho and Innovation Collective. It will inspire and support new pathways to prosperity for hard-working Idahoans by providing access to the skills that will create a talent pipeline for local, regional and statewide industry partners.

www.InspireIdaho.org for more information.

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