In the past five years, Marquette has become the center of a multi-million dollar effort to increase the presence of computer science (CS) coursework in grades K through 12 across the state of Wisconsin. With partners at other universities, professional teacher organizations, the state, non-profits, and many school systems, the prongs of the PUMP-CS project have addressed CS teacher preparation and licensing, CS curriculum creation and deployment, community building, and community service. This talk will outline some of the many facets of this state-wide intervention, with special attention to evaluating current progress and identifying the challenges yet to come.