E4 Youth Theory of Change

We believe that creative youth, particularly those from underserrved communities are a drastically underutilized resource. We work with partners to invest cultural capital into these communities and deliver collective impact in the following ways.

GOALS	ACTIVITIES	OUTPUTS	OUTCOMES	PERFORMANCE MEASUREMENT
Students cultivate 21st Century skills, media literacy and creative capacity building.	Teachers use E4 Youth Soft Skills lessons i.e. Team Building, Critical Thinking and Media Literacy activities to cultivate social emotional learning within core subjects. Students work with trained college mentors after school to build creative capacity through hands project based activities.	# of participating schools # of teachers # of students # of teacher trainings per year # of professional volunteers # of student projects and portfolios developed	Increase in students' ability to identify their creative interests. Increase in student aptitude and development of 21st century skills.	Student portfolios & final presentations assesses 21st century skills development, media literacy and creative capacity building. Pre & post Youth and Program Strengths (YAPS) survey assesses changes in student behavior, attitudes and overall program effectiveness Teacher surveys & interviews analyze overall program effectiveness and impact.
Students are exposed to careers in the fields of creative arts, technology and entrepreneurship.	Students attend workplace tours at creative and technology related companies including ad agencies, technology incubators and design firms. Professionals visit classrooms as guest speakers and coach students on creative projects.	# of workplace tours # of professional volunteers	Increase students exposure to careers in the fields of creative arts, technology and entrepreneurship. Increase student interest in pursuing creative arts related careers and entrepreneurship.	Pre and post program surveys assess knowledge and interest in creative arts careers, technology and entrepreneurship.
Students extend classroom learning through project based activities that promote design thinking and entrepreneurship during out of school time.	Trained college mentors work with teachers to integrate core subjects into Out of School project based activities. Students develop mentor reviewed content and products based on In School and Out of School experiences.	# of projects completed.	Increased understanding of Career and Technology Education subjects and incorporation into individual projects. Increased understanding of design principles and their application in creative arts snd technology fields. Increased understanding of business and entrepreneurship principles.	Student portfolios & final presentations assesses how creative arts and technology subjects have been incorporated in projects. Pre & post program surveys assess student understanding of creative arts and technology subjects, design principles, business and entrepreneurship concepts.
Students receive hands on career guidance and develop networks of creative peers, college age mentors and professionals.	Students are coached by industry professionals on resume and portfolio development. Students receive job shadow and internship opportunities at local creative and technology based companies. Students collaborate on creative projects for real clients and attend industry networking events.	# of students # of professional volunteers # of resumes / portfolios # of job shadow opportunities # of internships # of industry related events	Increase exposure to professionals in the fields of creative arts, technology and entrepreneurship. Increase participation in job shadow and internship opportunities. Increase in student interest in pathways to pursuing creative arts and technology related careers.	Pre and post program surveys - assess interests in career fields of creative arts, technology and entrepreneurship.