# E4 Youth Theory of Change

We believe that creative youth, particularly those from underserved 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

**Students cultivate 21st Century skills, media literacy and creative capacity building.**

- 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.

## ACTIVITIES

- 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.

## OUTPUTS

- # of participating schools
- # of teachers
- # of students
- # of teacher trainings per year
- # of professional volunteers
- # of student projects and portfolios developed

## OUTCOMES

- Increase in students’ ability to identify their creative interests.
- Increase in student aptitude and development of 21st century skills.

## PERFORMANCE MEASUREMENT

- Student portfolios & final presentations assess 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.

## GOALS

**Students are exposed to careers in the fields of creative arts, technology and entrepreneurship.**

- 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.

## ACTIVITIES

- 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.

## OUTPUTS

- # of students
- # of professional volunteers
- # of resumes / portfolios
- # of job shadow opportunities
- # of internships
- # of industry related events

## OUTCOMES

- Increased understanding of Career and Technology Education subjects and incorporation into individual projects.
- Increased understanding of design principles and their application in creative arts and technology fields.
- Increased understanding of business and entrepreneurship principles.

## PERFORMANCE MEASUREMENT

- Student portfolios & final presentations assess 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.

## GOALS

**Students extend classroom learning through project based activities that promote design thinking and entrepreneurship during out of school time.**

- Students collaborate on creative projects for real clients and attend industry networking events.

## ACTIVITIES

- Students receive hands on career guidance and develop networks of creative peers, college age mentors and professionals.
- Students receive job shadow and internship opportunities at local creative and technology based companies.

## OUTPUTS

- # of students
- # of professional volunteers
- # of resumes / portfolios
- # of job shadow opportunities
- # of internships
- # of industry related events

## OUTCOMES

- Increased exposure to professionals in the fields of creative arts, technology and entrepreneurship.
- Increased participation in job shadow and internship opportunities.
- Increased in student interest in pathways to pursuing creative arts and technology related careers.

## PERFORMANCE MEASUREMENT

- Pre and post program surveys - assess interests in career fields of creative arts, technology and entrepreneurship.