



PROGRAM OVERVIEW

Carl Settles

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E4 Youth

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ABILITY IS NOTHING WITHOUT OPPORTUNITY

E4 Youth is an Austin-based nonprofit organization dedicated to bridging the gap between underserved youth and creative commercial arts careers. Since 2009, we've worked with area schools to identify, nurture and promote the creative talents of more than 2,000 students. And our local network of professionals has helped introduce them to careers like graphic design, copywriting, filmmaking, music production and digital coding. Since E4 Youth's inception, we've raised more than \$1 million to support our holistic mission, which is accomplished through five programs: *Employability Curriculum™*, *Get Creative Enrichment*, *Industry Access*, *Professional Development*, and our summer *Shadow the Pros* workshops.

LEADERSHIP TEAM



Carl Settles Jr., Founder/Executive Director

Carl Settles has over 25 years of experience in classroom instruction, educational publishing, interactive development and advertising. He embodies the principle that “great educators teach students, not subjects” and has spearheaded the creation of E4 Youth’s programs to fulfill that purpose.

Mr. Settles has also cultivated the strong support of Austin’s creative industry leaders like South By Southwest, GSD&M, McGarrah Jessee, Liaison Creative + Marketing and many others. These partners provide guest speakers, mentors, host tours and job shadowing opportunities as well as hire interns. Under his tutelage, E4 Youth alumni have earned scholarships to prestigious portfolio schools, graduated from college, made feature films and created advertising campaigns for premiere brands like Frost Bank and Whataburger.



Humberto Pérez, Education Director

Humberto Pérez is an award-winning former digital video and audio production teacher with over 15 years of hands-on experience. During his time at John B. Connally High School (a Title 1 school), he was awarded the Pflugerville ISD Teacher of the Year and the SXSW Dewey Winburne Community Service Award.

At E4 Youth, Mr. Perez heads up curriculum, training and professional development efforts. He incorporates social emotional learning methods, digital storytelling, social media, mobile filmmaking, theatre, music and a wide array of artistic techniques to form an engaging project-based experience for students.

COACHES

Over the past eight years, E4 Youth has cultivated relationships with local colleges and leading creative and technology companies to develop a pool of more than 50 coaches to lead after-school enrichment and summer projects. Participating colleges and companies include University of Texas at Austin, Texas State University, Huston-Tillotson University, GSD&M, South By Southwest, McGarrah Jessee, IBM Design, Dell, Liaison Creative + Marketing, SandersWingo, Sherry Matthews Advocacy Marketing, HCB Health, Sprinklr and more.



EMPLOYABILITY CURRICULUM™

The E4 Youth *Employability Curriculum™* is a comprehensive program designed to be implemented by teachers and after-school instructors. The specially developed curriculum leverages social emotional learning and gamification principles to prepare students for work in the 21st century. Students earn badges as they participate in highly collaborative 20- to 40-minute games that emphasize team building, critical thinking and media literacy skills. They then reflect on their participation through group discussions and online journal writing.

Curriculum Features

- Alignment with *Collaborative for Academic, Social, and Emotional Learning (CASEL)* core competencies and *Texas Essential Knowledge and Skills*
- Free access to Schoology, a comprehensive learning management system that allows teachers to easily assess and track student progress
- Integration into core curriculum and after-school enrichment classes
- Measurable student outcomes
- Free online student portfolios
- Ability to be repeated over multiple grade levels

PROFESSIONAL DEVELOPMENT

E4 Youth offers professional development and guidance for any in-school or after-school instructors implementing our *Employability Curriculum™*. Options include webinar and in-person training that can be accessed by teachers, departments or entire districts. We also provide ongoing monthly check-ins led by our staff of award-winning educators to ensure that teachers are meeting their goals and to recommend community resources.

GET CREATIVE ENRICHMENT

Our *Get Creative Enrichment* programs help schools take the *Employability Curriculum™* to the next level. Instead of being led by teachers, these after-school clubs are coached by one of E4 Youth's pool of trained college mentors and industry professionals. At the beginning of the semester, the coach polls students about their interests in order to curate a series of guest speakers and creative projects designed to foster them. Every two-hour class consists of an *Employability Curriculum™* activity that helps students cultivate social emotional learning skills needed to flourish in the workplace. This is followed by content creation projects in one of four focus areas: Visual Design/Photography, Audio/Video production, Coding/Interactive Design or Journalism/Social Media.

Coaches then review students' work and award credits that can qualify them for access to industry events like South By Southwest, gadgets from Microsoft and summer *Shadow The Pros* opportunities at top creative and technology companies.

INDUSTRY ACCESS & REWARDS

E4 Youth works with top creative and technology partners to provide industry access and rewards for promising students within our programs. These include tours to spark students' interests and special rewards such as access to events like South By Southwest. Students are also given access to equipment like DSLR cameras and gear from Microsoft as well as job shadowing and internship opportunities.

SHADOW THE PROS

Each spring, E4 Youth works with area educators, mentors and alumni to identify promising young candidates for our summer *Shadow the Pros* program. The course, lasting approximately six weeks, gives students the chance to immerse themselves in the creative industry with weekly job shadow and career counseling sessions. Each summer ends with students giving presentations to a group of peers and industry leaders.