



Get Creative Enrichment Club Report

2018 – 2019

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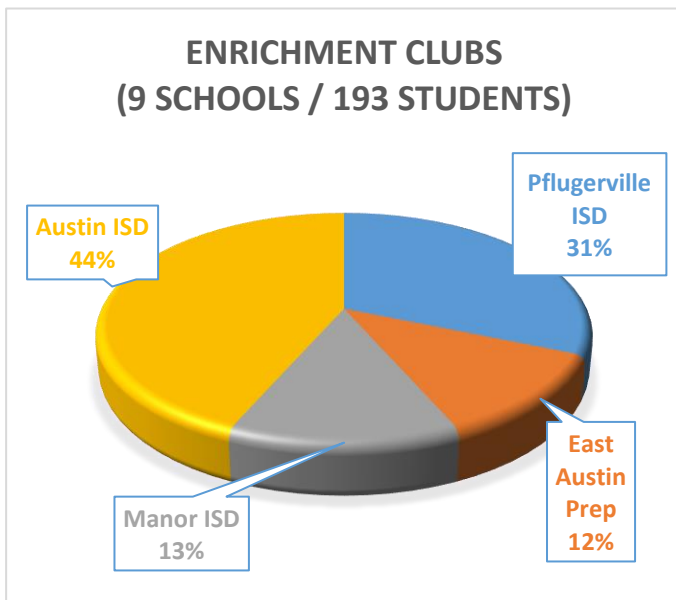
Young Creative Leader Duc Ngyuen (center) poses with members of the Crockett High School Get Creative Enrichment Club.

Get Creative Enrichment Clubs are the entry point into E4 Youth’s ecosystem of local colleges and leading creative and technology sector partners throughout Central Texas and beyond. Each week, creative high-school students of color work through a series of standards-aligned social emotional skill- building activities, identify their creative and career interests, and leverage those passions to develop a digital portfolio. Each club is guided

and run by E4 Youth’s team of Young Creative Leaders — college-aged adults and young professionals who are specially trained to work with students who are much like they were just a few years ago. At the end of each school year, students’ digital portfolios are reviewed for quality. Students whose participation and creative portfolio are judged to be exemplary can earn access to industry events like SXSW free technology tools, and even job shadow and internship opportunities.

During the 2018 – 2019 school year, E4 Youth served 193 students at nine high schools in Austin, Manor and Pflugerville, Texas and provided more than 15,000 hours of hands-on digital literacy instruction. Several of these students earned “Shadow the Pros” internships and spent part of the summer working with leading advertising and technology companies to complete

creative projects for real clients — including Lyft and Pizza Hut.



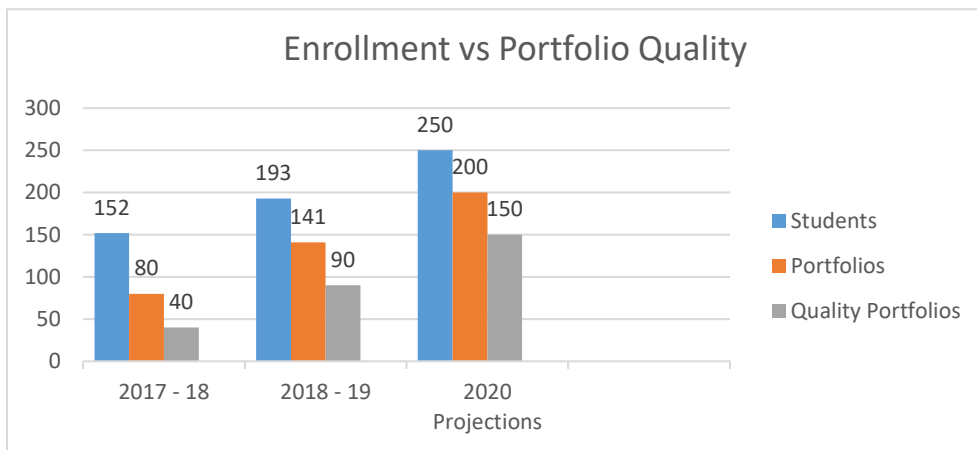


Shadow the Pros summer interns (left) pitch a project for senior executives at Lyft and their coaches at the ad agency McGarrah Jessee.

Why Portfolios Matter

Many prestigious employers like Google, Apple and IBM are eschewing degree requirements, recognizing that candidates can acquire skills and experiences in many non-traditional ways. A strong portfolio provides tangible proof of an applicant’s accomplishments and bolsters confidence in an applicant’s abilities well beyond simple entries on a resume.

According to [Americans for the Arts](#), most teenagers have difficulty identifying an interest or something at which they excel. E4 Youth works with students in culturally competent ways to help them identify and leverage their interests to build a body of work that demonstrates their passion, commitment and real-world skills. These digital portfolios are far more than just a resume attached to a college or career application. We define a portfolio as four or more pieces of student- made content. Each piece is reviewed according to an expertly designed rubric, which measures content, production and design. Students receive digital badges based on the quality of their ideas as well as their execution. To receive a “quality” designation, the portfolio must have an aggregate score of seven out of nine (or better).



Over the last 2 years, E4 Youth has more than doubled the number of quality portfolios produced by our club members and increased the percentage of quality portfolios from 26% to 47%.

In the coming year, E4 Youth will cap our enrollment at 250 students and anticipate that 60% (150+) of our students will produce quality portfolios.

2018 – 2019 Locations Served

Austin ISD	Manor ISD	Pflugerville ISD	Southwest Key
Crockett HS	Manor Senior HS	Pflugerville HS	East Austin College Prep
Lanier HS	Manor Tech HS	Connally HS	
Travis HS			
Akins HS			

Get Creative Club Highlights:

- 10 students and teachers earned access to attend the 2019 South By Southwest Interactive and Film Festival.
- 30 students volunteered at our local American Advertising Federation Awards show, where they got an up-close look at award-winning work and networked with Austin’s finest creative professionals.
- 16 students were hired to participate in E4 Youth’s Shadow the Pros summer internship program. . They received cash stipends and worked side-by-side with creative and technology professionals to create projects for premier clients like Lyft and Pizza Hut.
- Club participants’ work was celebrated as part of E4 Youth’s Annual Showcase & Awards show in May. All students received certificates of completion. The most outstanding students received valuable prizes including laptops, cameras, software and other digital tools.
- *Get Creative Enrichment Club* enrollment grew by over 20% while also nearly doubling the percentage of quality portfolios created by our students to 47%.

The Creative Leadership Academy

In the coming 2019–2020 school year, E4 Youth will spearhead professional development and support for Career and Technology Education (CTE) teachers throughout Central Texas. As a supplement to this effort, E4 Youth will partner with the Moody College of Communication (MCC) and Division of Diversity and Community Engagement (DDCE) at the University of Texas at Austin to launch The Creative Leadership Academy (CLA).

The CLA will expand our pool of Young Creative Leader to more than 40 in the coming year. This will enhance the overall quality of our enrichment clubs while also providing weekly opportunities for Young Creative Leaders to continue building their portfolios, learn professional skills, and work directly with top creative and technology professionals.

This exciting new partnership will ensure that we have a viable pipeline of talent that will both participate in and run our enrichment clubs for many years to come.