

e4 youth

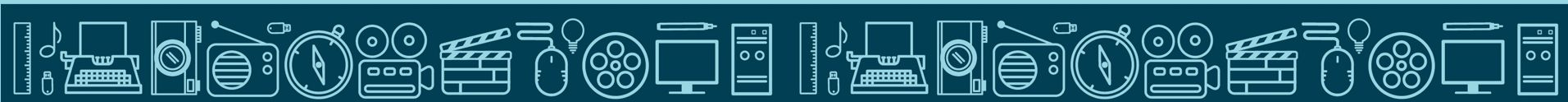
ENGAGEMENT » EDUCATION » EMPLOYMENT » ENTREPRENEURSHIP





Mission

E4 Youth uses the arts, sciences, and technology to help youth of color **find and pursue pathways to successful careers in the creative economy** through hands-on-training, active mentorship, and exposure to real world opportunities.





Creative Economy

Economic good, service or experience resulting from creativity and with the characteristics of being personal, novel and meaningful... for which folks will pay.

John Howkins
& Carl Settles





The Problem | Growing Inequality

In Central Texas:

- Young adults only have a 12% chance of earning a living wage without a postsecondary credential

In Travis County:

- 11,000 young adults are disconnected from education and employment

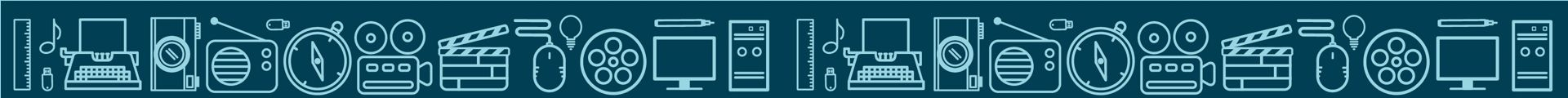




The Problem | Growing Inequality

People of color left out of the creative economy:

- More than 30% of the U.S. population
- Only 19% of the creative economy





The Problem | Growing Inequality

Youth unemployment for people of color nationwide:

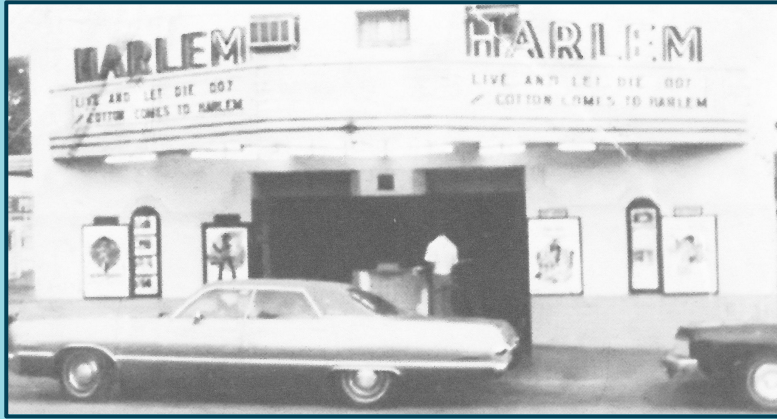
- Latinx youth 1.6X higher
- African-American youth 2X higher





The Problem | Losing Our History

Harlem Theater Then



Harlem Theater Now

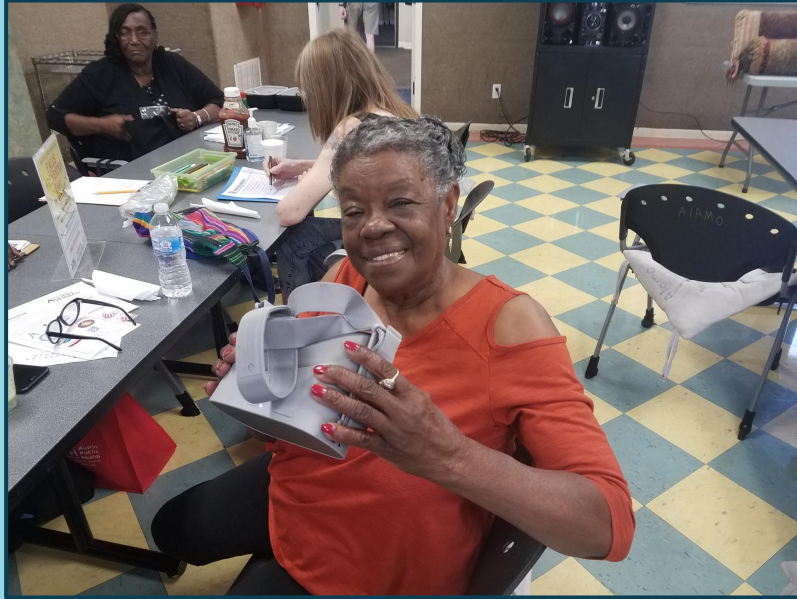


12th and Chicon,
Austin, TX





Solution | Austin Digital Heritage Project



Community of practice that is:

- Providing professional level training and employment within the creative economy
- Building a virtual archive featuring oral histories of older residents of color
- Promoting multi-generational events that raise awareness of Austin's cultural heritage through storytelling





Solution | Digital Docents

College age adults that receive:

- Professional level training and employment
- Collect and Curate oral histories into a virtual archive
- Lead digital literacy demos and workshops for younger students
- Develop wayfinding (scavenger hunt) projects that leverage VR/AR content themed around neighborhoods





MVP | Minimum Viable Product



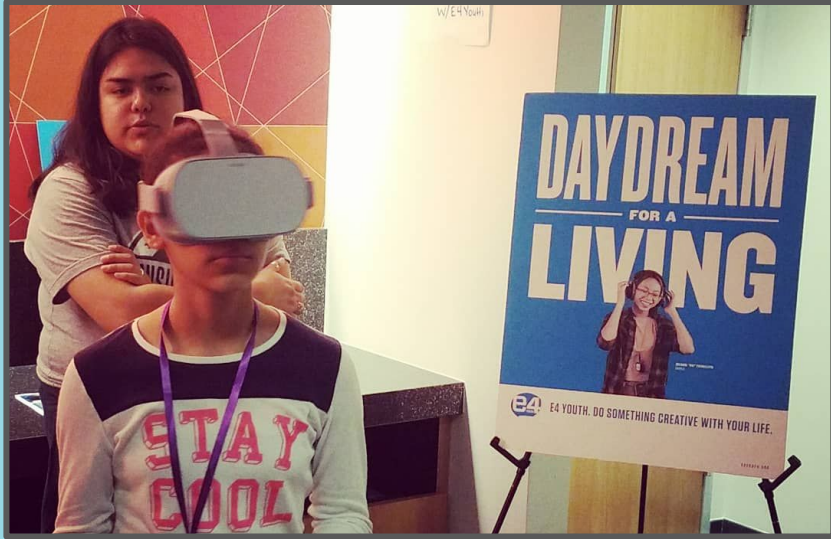
VR Remix of Austin's Harlem Theater

- VR Remix Curriculum
- Functional prototype
- Community of Practice





Partners | Community of Practice



She Will Connect Program

- 1000 elementary and middle school girls remixing VR stories about their neighborhoods





Partners | Community of Practice



**AUSTIN
PARKS
FOUNDATION**



EastLink Trail

- Collecting Oral Histories
- Wayfinding AR/VR Content





Partners | Community of Practice

Google Fiber GSD&M

Creative Leadership Academy



The University of Texas at Austin
Communication Studies
Moody College of Communication



The University of Texas at Austin
**Division of Diversity and
Community Engagement**

- Grow pool of college students to 40+
- Access to industry coaches and volunteers
- Pathways to entrepreneurship





Partners | Community of Practice



The University of Texas at Austin
Communication Studies
Moody College of Communication

Google Fiber GSD&M



The University of Texas at Austin
Division of Diversity and
Community Engagement

\$90K+ seed money





What We Need | \$500K

- Train and employ 40+ youth of color
- Collect and curate 150+ oral histories of older residents of color
- Host multi-generational events that celebrate and explore their history





Thank You

Visit our booth to experience a VR prototype!

Connect with us:

www.e4youth.org

Social media: @e4youth

