

Reel Grrls Community Outreach Initiative: Logic Model

Goal	Activity	Outcome	Measurement Methods	Defined Success
Reel grrls will serve more Native American and Latina girls in our program	Outreach to community groups that serve Latina and Native girls	Increase the percentage of Latina and Native girls currently Participating in Fall program	Track # of students served and ethnicity	15% of Reel Grrls identify as Latina and 15% of Reel Grrls identify as Native American
			Outreach coordinator will maintain database with current community partners and contacts	Develop new relationship with 10 community organizations

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Participants will increase their knowledge about women of color in the media	instructors will update lesson plans and research new video clips to use in program	Integrate culturally competent lesson plans in media literacy training curriculum	A pre & post class written survey will be conducted with each student to ascertain current knowledge about women of color in the media	90% of Reel Grrl graduates show an increase in their knowledge about how the media impacts women of color and how women of color are impacting media
			Group discussion about the issue during classes will be documented and reviewed by staff	90% of Reel Grrl graduates show an increase in their knowledge about how women of color are impacting media

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Reel Grrl graduates will increase their leadership skills	10 graduates will serve as peer mentors and be responsible for training new Reel Grrls in basic	Reel Grrl graduates will receive leadership opportunities through peer mentoring	A pre & post class written survey will be conducted with each graduate to ascertain their confidence in	90% of graduates will feel confident to teach technical skills to others

	camera, audio, and lighting skills.		teaching others	
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Reel Grrl graduates will increase their technical media skills	Offer advanced RG2 classes for graduates during spring program	Provide 40% of our alumns with advanced training in filmmaking skills	Participant's skill in camera, editing, sound, and lighting will be assessed at beginning and end of program.	100% of girls will complete a video.
			Completion of short video will be evaluated for increased use of technical skills by the technical director.	90% of girls will show enhanced filmmaking skills.

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Reel Grrl graduates will receive career-path opportunities	Offer summer apprenticeship program for reel grrl graduates	40% of Reel Grrls will participate in apprenticeship program and create a video for a local non-profit	Track number of girls in apprenticeship program. Girls will issue a request for proposal to non-profits; select a non-profit to serve; create a timeline and budget; and receive feedback from non-profits	Video created, deadlines are met, and all of non-profits are satisfied with final video
		100% of girls in graduate program will be supported by a mentor who is a professional media producer	All mentors will complete a volunteer application and biographical information form	10 professional media producers will be recruited and retained.