REEL GRRLS LOGIC MODEL DRAFT

Goals	Activities	Outcomes	Measurement Methods	Impact
To offer media programs to minority, low-income and "at risk" girls who wouldn't otherwise have access to these technologies	**OUTREACH**	Increased # of at-risk/minority program participants	Track # of students served, ethnic and economic demographics	100% capacity in all programs Target demographics reached
		Increased # of minority adult women mentors	Track mentor demographics Post survey for mentors	Target demographics reached Provide meaningful opportunities btw girls & mentors
		Raised community awareness about girls and media	Track # of presentations, media coverage & website traffic	Increase in community relationships
To create opportunities for girls to share their media accomplishments To expose the planet to girl-made media	**DISTRIBUTION** Festivals Local Screenings DVD sales	Girls are empowered as "change-agents" in their community Girls are validated as artists Adults are exposed to youth issues/opinions	Track # of festival submissions & screenings Track # of DVD sales Track # audience members at local screenings & document audience post-screening responses Written self-reflections from girls who present at festivals	Target # of festival, screenings and sales reached Target # of travel opportunities for girls reached 100% of girls who travel submit self-reflections
To have girls overcome "technophobia" in an all-girl learning environment	**EDUCATION**			
To introduce 13-19 year old girls to the technical and artistic qualities of media as an art form and vehicle for self expression	Weekend Conference	Increase in participant awareness of a. media representation of girls and women	Post survey for participants Peer Interviews (on camera)	90% of participants rate experience 8+ on scale 1-10 90% of interviews reflect

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			Group feedback/reflection session	increase in awareness
		b. the power of media arts as a tool for social change		
To provide training for girls to complete their own independent media projects	Four-month Program	Increase in digital video, audio, lighting and non-linear computer editing skills Increase in confidence/self-esteem Ability to express self creatively and use media to communicate a message Ability to collaborate with peers and mentors	Pre & Post participant surveys Peer Interviews (on camera) Group feedback/reflection session	Increase in skills/knowledge from Pre and Post surveys 85% of participants complete a video
To provide advanced skills in technology and leadership to girls	Four-month Advanced Program	Increase in technology skills Increase in leadership skills through peer mentoring	Pre & Post participant surveys Group feedback/reflection session	, Increase in skills/knowledge from Pre and Post surveys 85% of participants complete final group project
To provide career-path opportunities and exposure	Fieldtrips	Increased awareness of local media industry Increased awareness of woman in media industry	Track # of fieldtrips Track # of screenings of women directors	Reach target #'s
	Summer Apprentice Program	Increase in media career skills through producing videos for non-profits	Career skills check list completed for each project Post survey from participating non-profits	Target # of videos completed 90% satisfaction from participating non-profits