



OUR THEORY OF CHANGE: Creative youth from underserved communities are prepared for adulthood and are on a pathway toward a well-paying career.

	WHAT MUST HAPPEN	OUR GOALS
Education	<ul style="list-style-type: none"> • Students need competitive SAT/ACT scores • Students need high-quality in-school education • Students need alternative learning models • Communities need alignment among organizations and schools • Educators must provide structure, rigor and scaffolding • Students need remediation • Support for teachers and students • Students graduate from high school 	<p>→ Together Tulsa is a true partner to schools and other organizations in ensuring students graduate college- and career-ready by extending classroom learning to hands-on, out-of-school, real-world projects..</p>
Network & Opportunities	<ul style="list-style-type: none"> • Students need family support and engagement • Support from teachers, administrators, coaches, etc. • Students need access to building a personal and professional network • Students need internships, job-shadowing, conferences, fellowships, and other college- and career-focused extracurricular opportunities • Teen-friendly, relevant, challenging and attractive opportunities that provide out-of-school-time career preparation 	<p>→ Youth have access to networks of people and scaffolded out-of-school opportunities that contribute to their personal and professional development.</p>
21st Century Skills	<ul style="list-style-type: none"> • Digital literacy by 12th grade • Be financially literate by 12th grade (understand loans, interest, credit, bills, balancing a budget, taxes, etc.) • Collaborative, hands-on projects that mirror the real-world • Communication and code-switching skills • Problem-solving, innovation and creative thinking • Be able to teach oneself how to do something by researching, trial and error, and modeling • Time management and organization 	<p>→ Youth cultivate 21st Century skills through a 4-year fellowship in media literacy, journalism, marketing, and entrepreneurship.</p>
Pathway	<ul style="list-style-type: none"> • Exposure to a variety of careers • Understanding of the milestones along a career path • Cultural competence in professional settings 	<p>→ Youth develop a Career Pathway Plan with the guidance of local advisors, mentors and professionals; they explore and experience a variety of creative economy careers; and they end their fellowship with an internship at a local company.</p>



INPUTS	ACTIONS	OUTPUTS	OUTCOMES	MEASUREMENTS
<p>EDUCATION</p> <p>Content and curriculum specialists for English Language Arts, journalism, marketing and digital literacy.</p> <p>Real-world projects in journalism and marketing for students to work on.</p> <p>Relationships with and support from teachers and school administrators.</p> <p>Agreements around class credit or other incentives for youth who participate in Together Tulsa fellowships.</p> <p>Understanding of community needs (human-centered design)</p>	<p>Our curriculum is aligned to Oklahoma ELA State Standards for 12th grade</p> <p>We provide a hands-on learning experience that takes what students learn in the (ELA) classroom and applies it to a real-world project</p> <p>We support teachers by communicating with them about the needs of the students in our fellowships</p>	<ol style="list-style-type: none"> 1. Project-based learning curriculum 2. # of schools fellows attend 3. Communication protocol with teachers, administrators 	<ul style="list-style-type: none"> → Youth reading comprehension and writing skills are on grade-level. → Youth understand the connection between in-school learning and out-of-school application. → Youth receive extra support they need in meeting academic standards through mentorships and hands-on practice of skills. → Together Tulsa is part of a collective effort to ensure all youth are prepared for college and career upon graduation from high school. 	<ul style="list-style-type: none"> → SAT/ACT scores, reading scores → Pre- and post survey evaluation re: attitudes toward school and learning → Assessments of GPA over time → Progress made through The Opportunity Project design teams
<p>NETWORK & OPPORTUNITIES</p> <p>Transformative Family Engagement plan.</p> <p>Spanish-speaking staff.</p> <p>Relationships with professionals, college students, and companies in the community.</p> <p>Volunteer protocol, training and coaching guide.</p> <p>Internship guide for companies who hire our fellows.</p> <p>Youth Advisory Board to inform the curriculum and design of the project process.</p> <p>Program fully developed with proven curriculum and processes.</p> <p>Staff to facilitate fellowships, coordinate with professionals, develop relationships.</p> <p>Funds for operations and programs</p>	<p>We engage families by meeting with them, inviting them to participate, and communicating with them regularly</p> <p>We bring in professionals from the community to work with and coach our fellows</p> <p>We place fellows in an internship during the 4th year of the fellowship to gain professional experience on a new level</p> <p>Our fellowships are designed for teens and, in part, by teens to ensure the projects they complete are interesting to them</p> <p>We provide teens with a 4-year fellowship that allows them to gain relevant career experience, learn 21st century skills, and boost their resumes</p>	<ol style="list-style-type: none"> 1. # of engaged families 2. # of volunteer mentors/coaches 3. # of companies involved 4. # of fellows placed in internships 5. # of teens involved in learning experience design 6. # of youth in fellowships 	<ul style="list-style-type: none"> → Families understand what it takes for their children to reach their career goals. → Youth have increased exposure and connections to professionals within the community. → Youth have at least one semester's worth of professional experience in the workplace. → Youth have four years of professional development and experience in Creative Economy fields 	<ul style="list-style-type: none"> → Pre- and post survey assessment of families' understanding of career pathway and attitudes toward engagement → Pre- and post survey evaluation re: knowledge of different careers and feelings about connections they've made → Post-internships survey from youth and companies re: performance and attitudes → Portfolio of work



<p>21ST CENTURY SKILLS</p> <p>High-functioning technology (computers, cameras, video cameras, software, internet, Google accounts).</p> <p>Financial literacy curriculum and professionals to teach it.</p> <p>Stipends for students (\$1,000/fellow/year).</p> <p>Relationships with vendors, stores, printers to print and sell product.</p> <p>Entrepreneurship curriculum around human centered design and problem-solving, with a focus on media.</p> <p>Carefully vetted advisors who facilitate fellowships.</p> <p>Organizational and project management tools.</p> <p>Space for fellows to make their own and set up creative agency tools, organization, collaboration stations, etc.</p>	<p>Our fellowships are technology-centered, and fellows master Google apps, Adobe suite, internet searches, email, and more</p> <p>We offer financial literacy sessions to coach teens in how to use their money</p> <p>Fellowships are rooted in a real-world, hands-on project that they promote to the wider community</p> <p>Fellows determine the scope and purpose of their project to gain some entrepreneurship skills in problem-solving and civic engagement</p> <p>Advisors are purposefully hands-off so fellows must take on the bulk of the learning themselves</p> <p>Through project management, fellows learn how to stay organized and manage their time toward a deadline</p>	<ol style="list-style-type: none"> 1. # of financial lit sessions 2. # of projects completed 3. # of entrepreneurial ventures started 4. # of youth leaders 5. # of hours worked on projects 6. # of paid projects 	<ul style="list-style-type: none"> → Youth have a college-level proficiency in Adobe products, photography, email, and internet-based research. → Youth have increased understanding of design principles and their application in journalism and marketing. → Youth have college-ready understanding of journalism and communication principles and their application in media. → Youth understand the fundamentals of budgeting, credit, taxes, loans, financial aid, etc. → Youth have experience in leading and managing a team to complete a project. → Youth have increased experience in analyzing a problem and developing a solution. → Youth understand how to backward plan, set deadlines, track progress and work as a team toward accomplishing a goal. 	<ul style="list-style-type: none"> → Portfolio of professional level work in a variety of media → Qualitative assessment about youth perceptions re: importance and impact of media → Demonstration of use of stipend funds → Resume that documents leadership and management experience → Pre- and post-program surveys to assess student understanding of creative arts and technology subjects, design principles, journalism, marketing, business and entrepreneurship concepts
<p>PATHWAY</p> <p>Relationships with companies and other entrepreneurs and a schedule of visitations.</p> <p>Career Pathway Plan curriculum and protocol.</p> <p>Professional communication curriculum.</p> <p>Opportunities for youth to practice professional skills in real-world contexts.</p>	<p>Through visits to offices and from professionals, youth engage with a variety of careers</p> <p>Advisors work one-on-one with each fellow to develop a career pathway plan toward their dream job, resumes, and portfolios</p> <p>Fellows learn professional verbal and non-verbal communication skills through training and real-world practice</p>	<ol style="list-style-type: none"> 1. # of visits to companies 2. # of industries represented 3. # of resumes/portfolios 4. # of Career Pathway Plans 5. # of events/activities attended 	<ul style="list-style-type: none"> → Youth have increased exposure to careers in the Creative Economy. → Youth have increased interest in pursuing creative arts-related careers and entrepreneurship. → Youth have a plan in place and understand how to navigate the plan toward their career goals. → Youth understand how to code-switch into a professional setting. 	<ul style="list-style-type: none"> → Pre- and post-program surveys to assess knowledge and interest in creative arts careers, technology and entrepreneurship → Actionable Career Pathway Plan → Observation of youth interactions with professionals in the community