**4-H Tech Changemakers**

**Impact Measures DRAFT**

|  |  |  |  |
| --- | --- | --- | --- |
| **Goals** | **Outcomes** | **Indicators** | **Tools** |
| Empower community members to adopt and use technology to improve their opportunities and outcomes through use of broadband internet.  | Residents of designated communities will gain technology awareness and skills related to what broadband internet can provide. | Community members will be assessed on confidence in using online tools, trust in digital resources, increased digital skills, desire for continued learning & quality of teens-as-teachers approach after participation in educational activities provided by 4-H teens.  | Short 5-6 question survey administered to participants post educational activity. |
| 4-H Digital Ambassadors engagement with lawmakers, media and other stakeholders will raise the visibility of this partnership and our mission. | 4-H Digital Ambassadors (teen leaders) will be trained as spokespeople to lift up and expand youth voice in this critical conversation. | Evidence of the visibility of the issue and solution to the digital divide raised through: * Placement of stories in targeted press outlets and other communications to policymakers
* Participation in thought leadership platforms among key stakeholders
* Dedicated website presence on 4-H.org for visibility and community resources
* National exposure on multi-media platforms through survey, youth articles and blogs
 | Marketing Toolkit |
| Infuse positive youth development approaches in relation to citizenship and technology skills development throughout the life cycle of the project.  | Teens will successfully engage their defined community to begin to solve the digital literacy issues in their community.  | Teens will increase knowledge and interest in technology and community service.  | 4-H Common Measures Tool  |