



## End-of-Year Project Submission Guidelines

### Due: May 7, 2023 at 11:59PM PST

### What <sup>TO</sup> Add <sup>TO</sup> Your Website, Impact Report, and (OPTIONAL) End of Year Video

**Final Project Submission:** By May 7, 2023 your team should have the following materials ready:

1. Team Website (with all of the key components listed below)
2. Impact Report (should be included on the website)
3. End of Year Video (OPTIONAL)

Specific instructions on how to submit will be sent out via email closer to the deadline.

#### A. Website:

**Platform:** We recommend you use [Weebly.com](https://www.weebly.com) (a [tutorial](#) to get started) but any free website works. Just be sure you include all of the necessary elements.

Capture the entire journey of your project here. This includes your ideas, events, blogs, images and more! Remember, this website is also a sustainable digital footprint of your project and showcases the accomplishments of your team, even beyond the GirlsBuild program. Within it, we should find:

**Navigation Menu:** Page headings are up to you but it needs to be easy for the audience to find all the necessary items listed in the [rubric](#).

We recommend the following pages to showcase and highlight your project and work!

- **About (Recommended)** - brief description of project and team (this can connect to process!)
  - Team bios - add roles each student took on for this project
  - About the School/Community - connect to why the need of this project
- **Video Presentation (Recommended)** - this can be on your home page or anywhere that makes sense and is easy to find.
- **Media and Images (Required)** (This can connect to evidence!)
  - Images from events/meetings/planning/brainstorming/Retreat
  - Images of your advertising
  - RSS Feed of Twitter/Instagram Feeds

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- Video of your team
- Video/ PowerPoint with an explanation of your project
- **Project Plan (Required - many of these items you submitted with your initial application/project planning submission)**
  - MISSION STATEMENT
  - PROJECT NEED
  - PROCESS -Team Planning and Team Events
    - PROJECT PLANNER can go here
  - CIVIC ENGAGEMENT EFFORTS
  - OUTCOME
  - EVIDENCE
  - REFLECTION
  - FINAL BUDGET
- **Impact Report (Required, must be included as part of the website):**
  - IMPACT REPORT (This is just a template, you do not have to use it)
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## Guiding Questions <sup>FOR THE</sup> Website:

**Mission Statement** (Explain the project concisely)

Guiding Questions:

- Who you are, what you are doing, why you are needed?

To Consider:

- The mission statement should be short and to the point - think quick pitch: How would you introduce your project and your team to a partner or funder? Be concise and have fun! Be specific and action oriented.

**Project Need** (why was this project selected?)

Guiding Questions:

- What problem did your team solve/address?
- How is this need aligned with your impact area?
- What research did you do to find out what has come before or already exists?

To Consider:

- How did you identify the problem that you wanted to solve?
- What evidence (observational data, test scores, or research) did you use to identify this issue?

**Process** (How did the team conduct their work throughout the year?)

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## Team Planning

- Guiding Questions:
  - Please explain how, where, and what you did to plan your project
- To Consider:
  - At least one project planner is included on the website. How did the team use your time well over the course of the year and explain clearly the process for how, where and when you met.
  - Consider also the time for advertisement and follow up including documenting the process and updating your website and social media.
  - Mention your meetings, recruitment, events, programming

## Team Events

- To Consider:
  - What did you do to produce/do as a team?
  - Explain clearly the events, community involvement activities, or workshops that directly addressed your mission.

## Civic Engagement

How did you expand your project beyond the walls of your school and connect to your larger community through Service, Representation, or Advocacy?

Please remind yourself about examples of this here.

<https://tinyurl.com/Girlsbuildcivicengagement>

## B. Impact Report (to be included in your website)

### Outcomes

What are your team's top achievements from the GirlsBuild project? What evidence have you collected to share (use of data)? Reference the [Impact Report template](#), and use it if you find it helps you.

- Guiding Questions:
  - What are the short term outcomes (qualitative and quantitative) to affect change in the community or with the students?
    - E.g., served 100 students at wellness fair; engaged 500 families in community event; provided 70 wellness kits to middle school girls; etc.
  - What will be in the long term outcomes to the community?

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- To Consider:
  - The outcomes describe clear benefits that are aligned with the need and impact area.

## Evidence:

### Media and Images

- Images from events/meetings/planning/brainstorming/Orientation Challenge
- Images of your advertising
- RSS Feed of Twitter/Instagram Feeds
- Video of your team
- Video/ PowerPoint with an explanation of your project

### Quantitative examples:

- Number of students who have attended programs
- Number of events
- Trips taken as a team
- Partner organizations
- mentors or supporters engaged
- Surveys measuring student responses

### Qualitative examples:

- Quotes from participants
- Stories and reactions
- Observational data

## Reflection

Think back on the direction your project took over the course of the year. What was surprising, or what would you have done differently if you had to do it all over again? Is there anything else that you want to share with judges?

Final [Budget](#) - How did you end up using your funds?

You can [make a copy of this template](#) to use for your final budget.

### C. Optional Video

Your team has the option of creating a final end-of-year video to showcase your team's efforts and accomplishments. It's a way for a team to look back on the year as well as to



keep a record of all that was done. This is totally optional, and your team will not be impacted negatively by not creating a video.

## Website, Impact Report, Video (OPTIONAL) Presentation Rubric

Use this to guide your work and know this is what the reviewers will be using when they look over your website at the end of the year.

### Scoring Guide for Website

	Emerging 1	Developing 2	Accomplished 3	Exemplary 4
<b>Mission Statement</b>	The mission of the project is vague and it is unclear what they did to accomplish the project.	The mission of the project is clearly stated but how AND why they are doing the project is vague.	The mission of the project is clearly stated but how OR why they are doing the project is vague.	The mission of the project is clearly stated using action words to explain the team. It is clear why they chose this project and how they set to address this project.
<b>Project Need</b>	Project Need is vague and not connected to stated impact area (Civic Engagement, Health and Wellness, STEM education) and there is no research or evidence.	Project Need was clearly identified but there was little evidence or research to back up their plan and address the stated impact area.	Project Need was clearly identified but was missing the research OR evidence to back up their statement.	Project Need was clearly identified through research and evidence and aligned to the stated impact area.
<b>Planning</b>	The team did not meet regularly and did not explain the process they took to plan for the year.	The team worked a portion of the year and vaguely explained their planning for the year.	At least one project planner is included on the website. The team used the majority of their time well this year and explained in some detail about how they planned for	At least one project planner is included on the website. The team used their time well over the course of the year and explained clearly the process

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			their project.	for how, where and when they met.
<b>Project Events</b>	The team did not plan effective events, community involvement activities, or workshops	The team had an event, activity and/or messaging to the community that had little to do with their mission and did not seem well organized.	The team held events, community involvement activities, or workshops but were not directly connected to their mission.	The team held meaningful and well planned events, community involvement activities, or workshops that directly addressed their mission.  If their event was impacted by COVID-19, the team was able to inform GirlsBuild and/or pivot to a different effort.
<b>Civic Engagement</b>	There was no inclusion of active civic engagement	There is a vague effort to implement active civic engagement. but it was not clear how it related to the students, team or project.	There was active civic engagement through Service, Representation or Advocacy. but it did not broaden the project beyond the walls of the school.	Active civic engagement was effectively implemented through Service, Representation or Advocacy and broadened the project beyond the walls of the school
<b>Outcomes</b>	There are not direct benefits or impact identified from this project.	Outcomes are not clear about one direct benefit from the project that addresses the mission statement.	Outcomes describe at least one clear benefit that is aligned with the need and impact area but the direct impact is not identified clearly.	Outcomes describe at least one clear benefit that is aligned with the need and impact area and the impact is identified clearly.
<b>Evidence</b>	Evidence is ineffective and does not capture the outcome.	Evidence is somewhat effective and captures the outcome.	Evidence is mostly effective and captures the outcome.	Evidence of projects is clear and descriptive. Evidence is

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				compelling and effectively capture the stated outcomes
Budget	Budget is not aligned with the project description, and does not demonstrate an effective use of funds. More the half of the money is not spent.	Budget is vaguely aligned with the mission and there are hundreds of dollars not spent.	Budget is aligned with the project description, and demonstrates an effective use of funds. Not all money is used	Budget is aligned with the project description, and demonstrates an effective use of funds. All money was used.
Social Media	There is no evidence of social media being used for this year's project.	Social Media was not used effectively to promote the team, the project and the message. There was at least one social media account but with very little activity.	Social Media was used effectively to promote the team, the project and the message. There was at least one active social media account with more than 5 posts and more than 50 followers	Social Media was used effectively to promote the team, the project and the message. There was at least one active social media account with more than 15 posts and more than 75 followers.  +1 Point if 20 community members follow both team AND @girls_build.
COVID-19 Project Efforts	The team was unable to move forward with virtual advocacy efforts, but did not inform GirlsBuild.	The team was unable to move forward with virtual advocacy efforts, but informed GirlsBuild.	The team moved forward with a virtual advocacy campaign, and made limited efforts to remain active.	The team successfully and consistently pivoted their team to a year-long virtual advocacy campaign, engaging their community and meeting their

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				needs through multiple efforts.
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## Scoring Guide for OPTIONAL Video Presentation

	Emerging 1	Developing 2	Accomplished 3	Exemplary 4
<b>Organization</b>	Audience cannot understand presentation because there is no sequence of information.	Audience has difficulty following presentation because presenters jump around.	Students present information in logical sequence which audience can follow.	Students present information in logical sequence and help the audience follow along.
<b>Presentation Skills</b>	Students mumble, incorrectly pronounce terms, and speak too quietly for students in the back of class to hear; No eye contact.	Most members participate. Students' voices are low. Students incorrectly pronounce terms. Audience members have difficulty hearing presentation; little to no eye contact.	All students participate. Students' voices are clear. Students pronounce most words correctly. Most audience members can hear presentation; use some eye contact throughout presentation.	All students participate. Students use a clear voice and correct, precise pronunciation of terms so that all audience members can hear presentation; consistent use of eye contact.
<b>Visuals</b>	There are no visuals, or visuals detract or distract from the presentation.	Visuals capture some of the work described, but presentation would clearly benefit from additional visual aids.	Visuals are interesting and support the narrative of the project, the team's goals and outcomes.	The visuals are diverse, innovative and convey vital elements of the team's mission and accomplishment.
<b>Project Narrative</b>	The story of the students' identification of their problem and development of their project is unclear or confusing.	The narrative is clear but lacks alignment with the mission of the project, or the outcomes.	The narrative is clear, aligned with the mission and the outcomes, and provides a compelling case for the project.	Use of narrative establishes a nuanced and compelling understanding of the community need, and impact.

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<b>Impact Achieved</b>	The project could have clearly been more impactful; there is little or no use of data.	The project has strong elements, but there are clear opportunities for improvement or refinement; use of supporting data is limited.	The project achieved the team's goals, and provided clear benefits to the target community with compelling supporting data.	The project exceeded the goals of the team, and provides clear, measurable benefit to the target community with multiple examples of compelling supporting data.
<b>Total score</b>				