



of Battle Creek, Michigan



Girls Take Charge

### 2009 AAUW National Convention, Taste of Success

The Girls Take Charge (GTC) project builds leadership and communications skills with an emphasis on team work. We focus on a science, technology, engineering or math project. This year video production and computer technology was our target. The project had seven workshop sessions for girls (ages 10-13+) with four teams consisting of new/returning GTC'ers, moms/female guardians, and AAUW members. Each team consisted of three girls and one adult. During the project's four weeks, they learned how to produce a video from the beginning to the end. With four teams in place, each team developed its own video. They planned the sequencing of the video, determined what to shoot, operated the camera, edited, interviewed, made voiceovers and graphics, performed post production duties, and completed their videotapes by using computers. Then, the four videos were compiled into one thirty minute video. After the videotape/dvd was completed, we held a premiere screening for the girls and their guests – it was a big hit!

Our branch's Explorathon career event was the featured topic. The Explorathon highlights STEM & non-traditional female careers through interactive workshops presented by professional women, a motivational keynote female speaker, and workshops for parents to help guide the girls. The final videotape aired on local community television four times this spring and will air again four times next spring. Also, it was available on-demand at the community television's website. Each GTC participant received her own dvd. The video has been submitted for consideration at the Philo Awards, which recognizes excellence in community programming, sponsored by the Central States Region of the Alliance for Community Media. AccessVision – Battle Creek Area Community Television was our collaborator.

By building leadership and communications skills with a technology focus, these girls and young women will have the skills and experiences to perform more effectively in technologic fields. We plan to continue to develop this project over the years in order to work on new video projects that document local women's achievements, events pertinent to women, and AAUW activities and advocacy efforts. This year we received a capacity building and sustainability scholarship from the Nonprofit Alliance to help with funding. The videotape provided another avenue of community outreach to help increase awareness about our mission and build support. Since the original videotape/dvd, we've produced a shortened version for marketing purposes.

All girls want to continue to participate in the program, plus our AccessVision media expert has joined AAUW.

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