

## ABSTRACT

**CREATIVE PROJECT:** Enhancing Girls' Self-Esteem: The 4 Girls by Girls Program

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**PAGES:** 38

Research has shown girls experience low levels of self-esteem during adolescence. Because of this, programs need to be available for adolescent girls to help ensure proper development of their self-esteem, and they must be evaluated to confirm the effectiveness they have at positively impacting the girls involved. The purpose of this creative project was to use existing artifacts from the *4 Girls by Girls* program in Muncie, Indiana to assess its impact on the girls' involved. The program director provided summer program feedback surveys for analysis. The quantitative data from the surveys suggested the girls involved were positively impacted. The creative pieces of the project involved using these results to help the director create marketing-related materials for the program. A brief documentary video was co-produced with participants and leaders from the program to tell the *4 Girls by Girls* story in their own voices. Multiple videos were created that featured volunteers, mentors, and the girls from the program. For the purposes of this project, only the video containing adult volunteers and mentors have been submitted. From the data analyzed and videos created, it was evident the program was successful at positively affecting the individuals involved. Future evaluations should focus on the long-term effects of programs geared toward adolescent girls and self-esteem.