

CALIFORNIA EMERGING TECHNOLOGY FUND

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ORGANIZATION PROFILE: ZEUM JUNE 29, 2007

– ORGANIZATION AND PROJECT OVERVIEWS –

Name of Organization	ZEUM
Name(s) of Principal(s) and Complete Titles	Ms. Adrienne Pon, Chief Executive Officer Ms. Audrey Yamamoto, Director of Programs & Experience
Contact Information (complete)	Michael Nobleza, Grants Manager P: 415.820.3356; F: 425.820.3330; e-mail: mobleza@zeum.org
Name of Program or Project (if different from organization)	Increasing Technology Use and Promoting Digital Literacy Through Zeum's Youth Media Distribution Initiative
Geographic Location or Focus of Program or Project	Greater San Francisco Bay Area, with focus on four target San Francisco communities of need: South of Market, the Tenderloin, Inner Mission/ Bernal Heights, and Bayview/ Hunter's Point
Demographic Overview of Focus Community or Population	Zeum's target audience consists of youth of all backgrounds, learning styles and communities, with a focus on youth, ages 6 to 12. Our community outreach efforts in the next three years will focus on serving youth from the following communities of need in San Francisco: Bayview/ Hunter's Point; Tenderloin; Inner Mission/ Bernal Heights; and South of Market. These target communities were selected based on the San Francisco Department of Youth, Children and Their Families (DCYF)'s index of need, which is based on poverty level, dropout rates, and availability of and access to relevant youth services.
Description of Program or Project named above	Zeum seeks to increase technology use in the San Francisco Bay Area's urban disadvantaged neighborhoods, particularly among youth.
o Goals	
o Objectives	We will increase technology use in these neighborhoods by focusing on <i>Access</i> and <i>Assistance</i> .
o Strategies	We will address the issue of <i>Access</i> by expanding the exhibition and distribution of youth-created media to include online options, TV and radio broadcasts, and wireless and mobile phones. We will address the issue of <i>Assistance</i> by providing youth with age- and development level-appropriate training on how to utilize broadband media and communications tools to which they have access.

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<ul style="list-style-type: none"> ○ Actions 	<p><i>Creating Access:</i> To begin creating access to media distribution platforms over which youth have greater control, Zeum will focus on building the foundations for a sustainable online infrastructure. We will forge a collaborative partnership with Internet Archive to pilot an online showcase of original digital animations produced by youth at Zeum, with the hopes that this serves as a template for showcases of youth-generated content produced through Zeum’s other core creative processes.</p> <p><i>Providing Assistance:</i> Zeum will provide technical training in broadband media and other advanced communications tools that is relevant to youth visiting at Zeum. Media applications we might explore in the future include blogging, podcasting, wikis, avatars and virtual identity-creation, and photo and video sharing.</p>
<ul style="list-style-type: none"> ○ Outcomes 	<p>By expanding our distribution of youth-created media, we hope to empower youth to have greater control over the means by which they distribute and share their own content. Providing youth-specific technical training gives youth the skills they need to leverage the power of broadband media and other communications tools so that they can fully participate in the lives of their communities.</p>
<ul style="list-style-type: none"> ○ Brief History (when was the organization founded or when was the program launched?) 	<p>In response to community demand for greater youth arts programming in downtown San Francisco, Zeum opened in 1998 on the rooftop of Yerba Buena Gardens as part of a major urban renewal project by the San Francisco Redevelopment Agency in the South of Market area. Our central urban location is close to public transportation and accessible for young people throughout San Francisco, as well as other Bay Area communities. Our 34,000-square-foot facility includes three premier technology studios, numerous interactive activity stations, four gallery exhibit spaces, and a 200-seat theater.</p> <p>Since opening, Zeum has reached over 1.5 million youth, ages 3 to 18, and their families; served over 85% of San Francisco Unified School District sites each year, 20% from fee-waived programs for low-income students; trained over 2,000 Bay Area teachers; and trained and employed over 200 teen interns from low-income neighborhoods.</p>
<ul style="list-style-type: none"> ○ Size and Magnitude of Program or Project <ul style="list-style-type: none"> ▪ Number of People Served, Involved, Impacted 	<p>The proposed project would serve about 50,000 youth and families.</p>
<ul style="list-style-type: none"> ▪ Annual Budget, Percentage of Earned Income and Staff 	<p>With an annual budget of about \$2.3 million, Zeum provides a diverse array of multimedia arts- and technology-based learning programs to over 250,000 each year. 41% of the total organizational budget is comprised of earned revenue generated through Zeum’s general admissions, membership sales, rental fees, Zeum store and concession sales, field trip and camps fees, and income from the historic Zeum carousel.</p>

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<ul style="list-style-type: none"> ▪ Funding Sources and Partners 	<p>Zeum’s overall organization budget is met through donations made by individuals, grants from corporations and foundations, and fees. We have already secured support in the next fiscal year from a diverse set of funders including: Cisco Systems, David B. Gold Foundation, Koret Foundation, Marguerite Casey Foundation, and the San Francisco Department of Youth, Children and Their Families.</p>
<ul style="list-style-type: none"> ○ Results and Evidence of Success <ul style="list-style-type: none"> • Metrics for Evaluation Progress 	<p>The Zeum Senior Education & Outreach Manager works with the program staff to evaluate our programs and experiences, to refine program design, and to improve overall program content and relevancy. Appropriate and program-specific assessments capture both qualitative data, such as reflections offered by youth, families and teachers, as well as quantitative data, such as student and visitor demographics. It is our priority to strengthen our overall evaluative methodology to capture other useful data on desired outcomes, such as short-term increases in the use of creative tools and processes and longer-term changes in self-confidence and collaboration with others.</p>
<ul style="list-style-type: none"> • Change in Outcomes or Metrics Over Time • How long does it take to secure results for the program above? 	<p>Zeum’s various multimedia art- and technology-based programs and exhibits aim to increase the ability of youth to: develop an independent point of view; tell stories and communicate with other; develop options and solve problems; use technology and media tools effectively; and collaborate with others. Youth are able to usually able to demonstrate short-term outcomes through the production of unique multimedia works of art over the course of their museum visit (usually two to three hours). Engaging in a multidimensional production process allows youth to be exposed to positive shared experiences and collaborations, and ultimately to have increased self-confidence in their individual creative ability.</p>

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