



Measuring our Impact and Success- Key Performance Indicators

We will be measuring the following indicators (Key Performance Indicators – KPIs) to demonstrate the success of Cosmic Girls’ program in the form of an online questionnaire given to each participating girl before and after the competition. Each girl participating must agree to both questionnaires. Some questions will be asked directly to the girls in the Impact Questionnaire, while others questions will be measured directly by Cosmic Girls. All of these measures will be tracked throughout the competition.

- 1) Total reach- Measured by number of worldwide Cosmic Girls competition entrants with submitted videos per continent (i.e. the reach of the competition)
- 2) Determining the increased positive impact on the girls’ before vs. after the competition and if they feel more equipped to pursue their astronaut ambitions as a result of taking part in Cosmic Girls
- 3) Diversity and Inclusion indicator: on a scale of 1-10 the girls will judge how included they felt in both the competition and the partner charities with whom they participate and support. The question, “I can be authentic, I matter, and I am essential to my team” will be asked with the hopes of getting at least a 7 from the respondents.
- 5) Determining if the girls’ self-assessment scores on becoming more confident and capable have increased as a result of participating in the competition
- 6) Determining if the girls’ self-assessment scores on likelihood of pursuing STEM subjects have increased as a result of participating in the competition
- 7) Determining if the girls’ self-assessment scores on likelihood of pursuing their dream of becoming an astronaut has increased as a result of participating in the competition
- 8) Determining if the girls notice an increase in positive role models for astronauts than before the competition.
- 9) Whether the girls feel they have increased their arsenal of key life skills e.g. resilience, fearlessness, persistence, teamwork, compassion, grit, and confidence as a result of participating in the competition.
- 10) Whether the girls believe they can become anything they set their minds to in life

