



Kyla Johnson (USA)

Host organization: Educate Girls (India)

ICats role: Communications Associate

ICats duration: Feb – Dec 2014 (full-time)

Degree: B.S. Mass Communications (USA)

Professional experience: US Peace Corps (Organizational Development and Health Systems Strengthening), National Coordinator “Stomp Out Malaria in Africa” Initiative, Management and Administration



www.educategirls.in

Summary

Using her experience in communications for development, Kyla helped Educate Girls to strengthen their digital presence and has helped to create a comprehensive communications strategy to support the organization’s rapid expansion and increasing visibility in the development sector.

The problem Educate Girls aims to tackle

- In rural India, 68% of girls are married before the legal age, and only 1 out of every 100 girls reaches class 12. Only 15% primary school children can read a simple story in Hindi. 40% of girls drop out before class 5 and death
- 9 out of the 26 most critical gender gap districts in education are in the state of Rajasthan



Educate Girls’ challenges

Rapid expansion, lack of staff with expertise in communications. Needed to create a team able to support the needs of a rapidly growing and increasingly recognized organization



Educate Girls solution

- Educate Girls mobilizes communities to take a stand against gender disparity in education
- Their comprehensive model engages schools, communities, parents and Team Balika (community volunteers) to ensure increased enrollment and retention of out-of-school girls and improved learning outcomes for all students

Opportunity for an iCats Fellow

There was an opportunity for a fellow with experience in crafting and executing a digital strategy to help increase visibility of the Educate Girls brand online and to ensure the organization is on par with other comparable non-profits in terms of digital presence.

“My experience as an ICats Fellow was a truly transformative experience. Not only did I gain exposure to the non-profit sector in India, but I also learned how private sector techniques are being applied in the NGO context. “

“ I have gained invaluable experience in the field of communications for development and I will return to the US with a deeper understanding of the complexities of life in India”

Kyla

Kyla's achievements ...

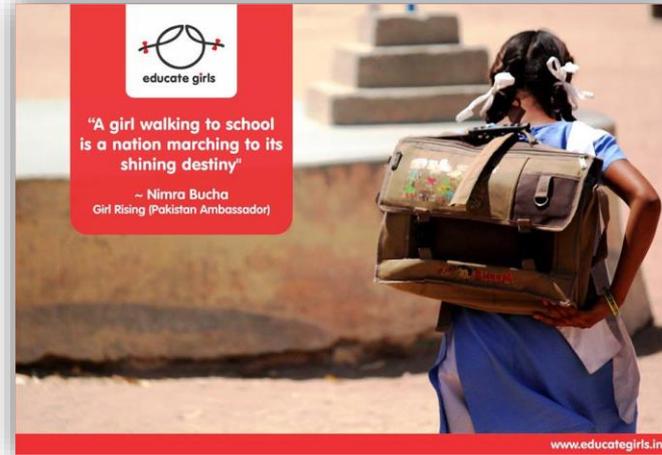


- Increasing visibility of Educate Girls brand online
 - Social Media presence and engagement rates have increased significantly
 - Frequency of posts has increased
 - Content is more engaging, strategies now in place for type and variety of content shared on digital channels.
- New, easier to navigate and understand website. The new website is simple, easy to follow and is informative.

Kyla's next challenge

Kyla will return to the USA to pursue a Master's Degree in International Communications.

...contributing to Educate Girls' growth



- Increased engagement with supporters of the brand (average monthly engagement rate has increase from 7.5% to 8.02%)
- Increased awareness of Educate Girls' achievements and activities
- Increased engagement with donors and brand ambassadors
- Educate Girls communications team now has strategies and policies in place to effectively manage the brand presence through digital channels, and support the increasingly recognized organization.