

## VISTA Assignment Description (VAD)

<b>Title:</b>	Community Engagement Coordinator
<b>Sponsoring Organization:</b>	Cherokee County Meals on Wheels
<b>Project Name:</b>	
<b>Project Number:</b>	N/A
<b>Project Period:</b>	14VSSSC001  07/20/2018 – 07/19/2019
<b>Site Name (if applicable):</b>	Cherokee County Meals on Wheels
<b>Focus Area:</b>	Healthy Futures
<b>Note:</b>	<i>If your VAD is not accepted, the State Office will note the reason(s) why here.</i>

### VISTA Assignment Objectives and Member Activities

**Goal of the Project:** To ensure that the elderly, homebound and disabled citizens of Cherokee County are provided with home-delivered meals and other basic needs, the VISTA will analyze and update processes, implement effective procedures during the building expansion plan, and coordinate and recruit new community involvement.

**Objective of the Assignment (07/20/2018 – 07/19/2019)**

Analyze the processes and procedures in CCMOW daily operations.

**Member Activities:**

1. Review and become familiar with CCMOW operations & procedures
  - a. Observe meal production process
  - b. Research industry benchmarks and evaluation tools
  - c. Evaluate meal production process
  - d. Make recommendations based on findings
2. Review and evaluate client intake & services processes
  - a. Develop evaluation tools
  - b. Evaluate process
  - c. Make recommendations based on findings

**Objective of the Assignment (07/20/2018 – 07/19/2019)**

Evaluate current community involvement and build capacity to engage volunteers.

**Member Activities:**

1. Research and evaluate the volunteer program
  - a. Research volunteer & community engagement best practices
  - b. Evaluate current volunteer engagement
  - c. Review and update information in the current volunteer management software
2. Analyze the effectiveness of volunteer coordination efforts
  - a. Design evaluation tools
  - b. Conduct evaluation
  - c. Present results to staff and other constituents
  - d. Make recommendations for improvement
  - e. If time allows, implement recommendations with approval of Executive Director

**Objective of the Assignment (07/20/2018 – 07/19/2019)**

Refine or develop operations systems and implement these into building expansion.

**Member Activities:**

1. Train kitchen staff and volunteers to improve daily production operations through analysis and assessment of our current meal production from start of meal packing to final follow up with volunteer,
2. Work with administrative staff to implement and improve procedures in client intake.
3. Design an improved meal production and follow up process through the recommendation of more effective procedures and training volunteers to implement these new better practices for implementation in our new building.

**Objective of the Assignment (07/20/2018 – 07/19/2019)**

Enhance digital presence through social media and website.

**Member Activities:**

1. Increase effectiveness of social media use
  - a. Review current use and analytics to determine effectiveness
  - b. Develop best practices and benchmarks for success
  - c. Implement improvement plan
  - d. Train volunteers and/or staff to maintain sustainability
2. Review current website design
  - a. Develop criteria for excellent nonprofit website
  - b. Evaluate current website
  - c. Make recommendations for improvement
  - d. If applicable, implement website reconstruction and/or design
  - e. Train volunteers and/or staff to ensure website remains updated

**Objective of the Assignment (07/20/2018 – 07/19/2019)**

Establish new community partnerships and expand community involvement to increase effectiveness.

**Member Activities:**

1. Compile data from all volunteer outlets and business partnerships and design a more user-friendly informational platform.
2. Engage in community networking
3. Develop and implement a plan for community involvement.

**Objective of the Assignment (07/20/2018 – 07/19/2019)**

Secure additional funding for the capital campaign.

**Member Activities:**

1. Research new fundraising campaigns, events, direct mail, and other resource development strategies.
2. Work with the Executive Director and Volunteer Coordinator to coordinate opportunities for expansion of donor base, especially with the capital campaign.

**Objective of the Assignment (07/20/2018 – 07/19/2019)**

VISTAs will spend 10% of their service participating in a supplemental project designed to foster collaboration and problem-solving for community-wide issue(s). The VISTA team will gather one half-day each week to share different perspectives and experiences gained through their work on-site and work together on project(s).

