

VISTA Assignment Description (VAD) Template

Title: Community Engagement Coordinator VISTA

Sponsoring Organization: United Way of the Piedmont

Project Name: VISTAs in the Piedmont

Project Number:

Project Period: 07/22/2019 – 07/21/2020

Site Name (if applicable): EMERGE Family Therapy Center and Teaching Clinic

Focus Area(s)

Primary: Healthy Futures

Secondary:

Note:

If your VAD is not accepted, the State Office will note the reason(s) why here.

VISTA Assignment Objectives and Member Activities

Goal of the Project: To improve health outcomes of low-income, underinsured children, adults and families by building capacity of EMERGE Family Therapy Center and Teaching Clinic to provide increasingly more affordable mental and behavioral health care to individuals, couples and families who could not otherwise access mental health care services. The VISTA will increase community engagement by expanding communication efforts, establishing a program of volunteer involvement, identifying new community engagement opportunities as well as assisting with existing community engagement events.

Objective of the Assignment (07/22/2019-07/21/2020)

Create volunteer program.

Member Activities:

1. Identify organization needs.
2. Conduct community outreach to recruit volunteers.
 - a. Research local community outreach events, groups, etc.
 - b. Identify prior partnerships and seek to build new ones.
 - c. Develop outreach materials as needed.
3. Provide consistent support to volunteers.
 - a. Respond to volunteer inquiries.
 - b. Determine training needed.
 - c. If applicable, provide training and/or supervise during volunteer project.
4. Recruit 12 new volunteers.
 - a. Coordinate volunteers with organization needs.
 - b. Schedule volunteers and volunteer projects.
 - c. Communicate regularly with volunteers.
5. Establish volunteer tracking system and volunteer recognition process.
 - a. Enter volunteer information into donor database system.
 - b. Research and recommend volunteer acknowledgement process.
 - c. Track volunteer retention.
6. Document process and train staff as appropriate to ensure sustainability of volunteer program.

Objective of the Assignment (07/22/2019-07/21/2020)

Increase public awareness of EMERGE Family Therapy Center and Teaching Clinic.

Member Activities:

1. Write and distribute press releases.
2. Collect photos and success stories from staff and volunteers.
3. Conduct community outreach to build awareness.
 - a. Identify current community partnerships and seek to build new ones.
 - b. Actively solicit invitations for EMERGE staff and volunteers to speak to community groups.
 - c. Develop outreach materials as needed.
4. Use and expand existing channels to disseminate information and build public awareness.
 - a. Through social media weekly.
 - b. Through e-newsletter quarterly.
5. Edit VISTA Sustainability Binder to update processes and train staff as appropriate to ensure sustainability of communications.

Objective of the Assignment (07/22/2019-07/21/2020)

Increase alumni involvement with EMERGE Family Therapy Center and Teaching Clinic.

Member Activities:

1. Communicate with EMERGE alumni to recruit alumni association members.
2. Organize at least one event for alumni association members.
3. Manage alumni association membership information and add to (or update) in donor management software program.
4. Edit VISTA Sustainability Binder to update processes and train staff as appropriate to ensure sustainability of alumni association membership and activities.

Objective of the Assignment (07/22/2019-07/21/2020)

VISTAs will spend 10% of their service participating in a supplemental project designed to foster collaboration and problem-solving for (a) 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 (a) project(s).