

VISTA Assignment Description (VAD)

VISTA Position Title: Public Relations & Marketing Coordinator VISTA

Sponsoring Organization: UNITED WAY OF THE PIEDMONT

Project Name: VISTAs in the Piedmont

Project Number:

Project Period: 07/20/2018 – 07/19/2019

Host Site Name: EMERGE Family Therapy Center & Training Clinic

Focus Area(s)

Primary: Healthy Futures

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 for low income, under-insured adults by increasing the financial capacity of EMERGE Family Therapy Center to provide increasingly more affordable mental & behavioral health care to individuals who could not otherwise afford counseling services. The VISTA will improve current programs and help to launch new programs through the development & implementation of a marketing strategy with EMERGE.

Objective of the Assignment (07/23/2018 – 7/19/2019)

Develop and implement a comprehensive marketing plan to reflect the branding of EMERGE and increase community awareness of services

Member Activities:

1. Assist Chair of Marketing Committee and Development Director with implementing plan for marketing push
2. Develop a media calendar/plan
3. Expand and update social media accounts: FB, LinkedIn, Instagram
 - a. Attend trainings on latest marketing/social media strategies
 - b. Develop sustainability manual to pass onto the staff to ensure continuity
4. Collect, vet, and share success stories

Objective of the Assignment (07/23/2018 – 7/19/2019)

Develop robust Continuing Education program for community clinicians

Member Activities:

1. Assist Workshop Fellow with planning and marketing Continuing Education Seminars
2. Build and manage database of clinicians to communicate with
3. Conduct surveys to gather topics of interest and follow-up on seminars
4. Research and develop best practices for management of CEU program
5. Train staff on best practices for sustainability

Objective of the Assignment (07/23/2018 – 7/19/2019)

Develop and coordinate outreach groups within the community related to grief, anger management, communication skills, and change of life transitions.

Member activities:

1. Communicate and coordinate weekly topics, agenda, etc. with the group leaders at the identified site.
2. Market groups within the community.
3. Develop and research the possibilities for future groups to be held at EMERGE site and/or in conjunction with other community partners.

Objective of the Assignment (07/23/2018 – 7/19/2019)

Research and develop strategic plan to further market Play Therapy Institute's services for low income families.

Member activities:

1. Research best practices for developing a strategic plan for marketing the Play Therapy Institute
 - a. Research best practices for marketing the Play Therapy Institute's in-person services
 - b. Research best practices for marketing the Play Therapy Institute's future online courses that will reinforce and supplement the in-person activities of the Play Therapy Institute.
2. Create strategic plan for marketing each activity based on the research described above
3. Evaluate the effectiveness of the strategic plan described above and make improvements based on findings.

Objective of the Assignment (07/23/2018 – 7/19/2019)

If time permits: Evaluate internal processes and make recommendation for improvements

Member Activities:

1. Research and develop best practices for internal processes
2. Make recommendations based on results of research

Objective of the Assignment (07/23/2018 – 07/19/2019)

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).