

# VISTA Assignment Description (VAD)

**Title:** 20 Community Engagement VISTA (Emerge)

**Sponsoring Organization:** United Way of the Piedmont

**Project Name:** VISTAs in the Piedmont

**Project Number:** 20VSSSC001

**Project Period:** 03/29/2020 - 03/27/2021

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

## Focus Area(s)

**Primary:** Capacity Building

**Secondary:** Healthy Futures

## 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, managing a program of volunteer involvement, and communicating the story of EMERGE through a variety of processes (writing press releases, capturing data outcomes, building alumni connections, etc.)

### Objective of the Assignment (*Period of Performance: 7/15/2020- 7/14/2021*)

Expand volunteer program.

**Member Activity:** 1. Identify organizational 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 increased support to volunteers. a. Respond to volunteer inquiries. b. Identify training needs and develop training processes and materials. c. If applicable, provide guidance 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. Improve volunteer tracking system and volunteer recognition process. a. Enter volunteer information into database system. b. Facilitate volunteer acknowledgement process. c. Track volunteer retention.

### Objective of the Assignment (*Period of Performance: 7/15/2020- 7/14/2021*)

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

**Member Activity:** 1. Write and distribute at least one press release. 2. Collect photos and success stories from staff and volunteers. a. Write at least four "success" stories that highlight the EMERGE mission and best practices. 3. Conduct community outreach to build awareness. a. Identify current community partnerships and seek to build new ones. b. Conduct at least two speaking engagements to foster awareness of EMERGE. c. Develop outreach materials as needed.

**Objective of the Assignment (Period of Performance: 7/15/2020- 7/14/2021)**

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

**Member Activity:** 1. Contact alumni who have not maintained contact with the organization. 2. Add or update at least 50 alumni profiles to constituent relationship management software. 3. Create library of alumni stories of experiences within the clinic for use in increasing public awareness. 4. Develop list of potential speakers for clinic trainings and/or continuing education workshops.

**Objective of the Assignment (Period of Performance: 7/15/2020- 7/14/2021)**

Create sustainability of new data outcome capture system.

**Member Activity:** 1. Complete training in existing demographics outcomes capture system and in new clinical outcomes capture system. 2. Track data and outcomes by month and by year. 3. Design and implement reporting processes that demonstrate impact and value of clinical services. 4. Make recommendations for process improvement. 5. Create a training guide for new outcomes capture system.

**Objective of the Assignment (Period of Performance: 7/15/2020- 7/14/2021)**

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).

**Member Activity:** 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).