

VISTA Assignment Description (VAD) Template

Title: FoodShare Hub Development Team Lead VISTA

Sponsoring Organization: KNOW(2)

Project Name: AmeriCorps VISTAs in the Piedmont

Project Number:

Project Period: 08/09/2021 – 08/08/2022

Site Name: KNOW(2) Cherokee

Focus Area(s)

UWP will complete this for you.

VISTA Assignment Objectives and Member Activities

Goal of the Project:

Expand access to and consumption of healthy fruits and vegetables throughout Cherokee County with emphasis on the most under-resourced populations. Our KNOW(2) Eat Smart Move More Coalition will be the support system as the VISTA member aids us in developing a FoodShare SC hub in partnership with our local school system, which is one strategy in our overall Vision for Health plan.

Objective of the Assignment (DATES: 08/09/2021-09/07/2021)

Describe Objective: Develop a comprehensive knowledge of the important components of an effective FoodShare program.

Member Activities:

1. Collaborate with FoodShareSC representative to train on their systems.
2. Research other other FoodShare hubs to see how different providers manage volunteers and the overall program.
3. Develop through collaborative efforts with Eat Smart and move More a local FoodShare Cherokee operations.

Objective of the Assignment (DATES: 09/01/2021-12/31/2021)

Describe Objective: Develop and implement a sustainable FoodShare hub model including detailed process descriptions, volunteer development plans, community engagement goals, and other necessary operational documents.

Member Activities:

1. Coordinate with the program team to create detailed process and descriptions for each major step in the program operations to build an standard operation manual.
2. Develop a plan for recruiting, training and managing volunteers (including youth) for the program.

3. Create and execute a social media campaign to engage the local community and promote the FoodShare hub.

Objective of the Assignment (DATES: 8/09/2021-7/31/2022)

Describe Objective: Build relationships with local underserved populations and organizations supporting them to ensure that FoodShare Cherokee resources are reaching our underserved communities.

Member Activities:

1. Develop a collaborative action plan through the identification plan to meet with at least 4 safety net organizations serving underserved populations.
2. Using this research develop a tailored marketing campaign to reach our underserved populations experiencing food insecurity.
3. Develop a strategy and execute the marketing plan and incorporate a strategy for measuring the results.
4. Develop recruitment strategies and identify at least one new partner site to pilot the strategy with (a new partner site is defined as an organization that can take box orders and deliver boxes and ideally would be one of organizations engaged in the collaboration mentioned in item #1).

Objective of the Assignment (DATES: 09/01/2021- 7/31/2022)

Describe Objective: Work collaboratively with the KNOW(2) Eat Smart Move More team to create and sustain a website and social media campaign to support FoodShare Cherokee and engage the community, especially underserved residents, in opportunities to develop healthy habits, so that FoodShare Cherokee is key option to improve local health outcomes.

Member Activities:

1. Coordinate with KNOW(2) Eat Smart Move More team to determine strategies for outreach – social media, organizational websites (KNOW(2)/ESMM), and/or the creation of a separate website.
2. Create and implement the development of the website and social media plan.
3. Coordinate the development of content for site, ensure that content is appropriate and maintain posts and update relevant content at least once per week.
4. Develop and implement a survey for the target population to determine who is accessing material and develop a process improvement plan for the sites.

Objective of the Assignment (08/09/2021-08/08/2022)

Members 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).