

# VISTA Assignment Description (VAD)

<b>Title:</b> Program Assistant VISTA
<b>Sponsoring Organization:</b> UNITED WAY OF THE PIEDMONT <b>Project Name:</b> VISTAs in the Piedmont <b>Project Number:</b> <b>Project Period:</b> 07/22/2019 – 07/20/2020
<b>Site Name (if applicable):</b> Northside Development Group
<b>Focus Area(s)</b> <b>Primary:</b> Economic Opportunity <b>Secondary:</b>
<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 develop a public visibility plan that will promote and create awareness, increase capacity and reach of programs, while marketing existing and new programs, and increasing quantity and efficiency of volunteerism with the Voyagers in the Northside community.

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

Engage community organizations that serve low-income residents to define community assets.

### Member Activities:

1. Evaluate reassessment outcomes to determine community needs
2. Support efforts to increase visibility among community partners & community assets (programs)
3. Update the comprehensive database of the defined neighborhood assets and community needs
4. Create a strategy to best align these assets and needs with community partners and service providers
5. Establish relationships with organizations that address resident needs
6. Record all information in case management software
7. Define better ways to maximize Northside assets and assist in developing a Northside Community Calendar (ex. Harvest Park)
8. Offer support as a community liaison between NDG, Northside Neighborhood Association, & Victoria Garden's Resident Council in regard to planning National Night Out
9. Distribute informational resources to the community to increase knowledge of services offered

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

Provide support and capacity building for Start: Me Entrepreneurial Program

### Member Activities:

1. Create a community engagement plan that educates residents about programs
2. Develop a comprehensive social media engagement strategy to support to Northside

Development Group (NDG) and Start: Me.

3. Identify potential business owners in the community to provide education & guidance to become potential business owners
4. Update communication billboard at Harvest Park
5. Coordinate logistics and provide support for 14 weeks of entrepreneurship trainings from 5:00 pm – 9:00 pm (1 night a week)
6. Assist with design and distributing marketing materials
7. Create a streamlined process for communicating with Alumni and USC Upstate.
8. Identify participants on Social media and follow them on our Start:ME Alumni page.
9. Identify Start:ME business owners and potential business owners and get feedback from them of services and or training that they will need to remain successful.
10. Develop a comprehensive social media engagement strategy to support to Northside Development Group (NDG) and Start: ME alumni.
11. Provide continuous communicate among the cohorts and share each person's update.
12. Coordinate with White Elephant on where are they now video project.
13. Assist with design and distributing marketing materials.
14. Maintain Start:ME alumni calendar of events. (Ie ribbon cutting or grand openings)
15. Assist with facilitating recruitment strategies with Alumni to get more interest forms and applications for Start:ME.

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

Develop and implement a strategy for community engagement, workforce development, job creation, and economic mobility.

**Member Activities:**

1. Assess community resources and partners to determine what programs are applicable to residents
2. Create and implement a marketing plan to effectively advertise programs and engage residents in programming
  - a. Research marketing tools to promote programs and services
  - b. Create and distribute marketing materials
3. Coordinate programs and events (job fairs, college fairs, lunch & learns, etc.)
  - a. Track participation and outcomes from the programs
4. Recruit volunteers for tutoring services (ex. Retired teachers and students)

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

Continuing previous VISTA work, develop action plans for residents of Northside not already served

**Member Activities:**

1. Assist in streamlining process for intake system and determine resident needs
  - a. Write a plan to identify and address resident barriers to financial stability
2. Update records with resident information in case management software
3. Research models and best practices focused on topics such as academic wellness villages, digital literacy, financial literacy in youth

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

Develop and implement a capacity building strategy to increase the Northside Voyager Leadership Team and create sustainability for the Northside Voyagers.

**Member Activities:**

1. Evaluate & Assess, and Update implementation of the Voyagers recruitment plan
2. Research ideas for recruiting volunteers, particularly neighborhood leadership
3. Develop training materials and workshops for professional development specific to Northside Voyagers
4. Define Train the Trainer models for assist other communities with Neighborhood Leadership teams
5. Define tools that techniques that could enable the Northside Voyagers to become a more established entity
6. Define and make recommendations of opportunities for financial development
7. Assist Voyagers in developing a plan for future programs
  - a. Offer suggestions and facilitate conversations around community involvement and recruitment
8. Make recommendations on successful tools and community-based volunteer programs
9. Provide support to implement ideas
10. Schedule and attend meetings with Northside Voyagers
11. Plan, Schedule, and Market Voyager Recruitment event
12. Research and develop an implementation plan for alternative technology opportunities for community engagement (ex. Next Door App.)
13. Create a list of community service connections (i.e. soft skills training, food banks)

**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).