

VISTA Assignment Description (VAD)

Title: Program Assistant
Sponsoring Organization: UNITED WAY OF THE PIEDMONT Project Name: VISTAs in the Piedmont Project Number: Project Period: 07/23/2018 - 07/19/2019
Site Name (if applicable): Northside Development Group
Focus Area(s) Primary: Economic Opportunity Secondary:
Note: <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 increase family self-sufficiency by developing financial stability programs, marketing existing and new programs, and increasing quantity and efficiency of volunteerism in the Northside community.

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

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

Member Activities:

1. Develop a community outreach plan that helps gather survey data from residents to define existing community assets.
2. Design and execute a survey with residents to determine needs
3. Define community assets (programs)
4. Develop and maintain a comprehensive database of the defined neighborhood assets and community needs
5. Create a strategy to best align these assets and needs with community partners and service providers
 - a. 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)

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

Design and implement Northside Community Engagement Plan.

Member Activities:

1. Create a community engagement plan that educates residents about programs
 - a. Develop materials that garner input from residents
 - b. Define an outreach strategy that keeps residents up-to-date and involved
2. Develop a comprehensive social media engagement strategy to support Northside Development Group (NDG) and expand social media efforts for the Northside Voyagers to increase outreach
3. Identify best practices model for community engagement and community incentives
4. Research and develop an implementation plan for alternative technology opportunities for

community engagement (ex. Next Door App.)

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

Develop and implement a strategy for community engagement in the area of financial stability.

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. Provide support to Start Me Entrepreneurship Program and be able to assist one night per week during evening hours (5pm – 9:30 pm) for 16 weeks

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

Develop self-sufficiency Action Plans for residents of the Northside.

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. Maintain records of resident information in case management software
3. Research models and best practices for aiding economic development and self-sufficiency in topics such as academic wellness villages, digital literacy, and financial literacy in youth

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

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

Member Activities:

1. Develop and implement a capacity-building sustainability plan
2. Research ideas for recruiting volunteers, particularly neighborhood leadership
3. Develop training materials and workshops for professional development topics as requested by the Northside Voyagers (such as networking, community outreach, etc.)
4. Research Train the Trainer Models to assist other communities with Neighborhood Leadership teams
 - a. Evaluate each Train the Trainer model to see if it could be used to train the Voyagers on the Northside community development model
 - b. Prepare summary document of models
 - c. Identify best model and make suggestion to staff
5. Define tools and techniques that could enable the Northside Voyagers to become a more established entity
6. Research opportunities for financial development
 - a. Make recommendations about opportunities and programs to staff
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 for recruitment 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

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).