

# VISTA Assignment Description (VAD)

**Title:** Program Coordinator

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

**Project Name:** VISTAs in the Piedmont

**Project Number:**

**Project Period:** 08/04/2017 – 08/03/2018

**Site Name (if applicable):** Upstate Warrior Solution

**Focus Area(s)**

**Primary:** Healthy Futures

**Secondary:**

**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:** Design an outreach strategy to improve Upstate Warrior Solution's ability to identify, contact, and build relationships with members of the veteran population in Spartanburg County.

### **Objective of the Assignment (08/04/2017 – 08/03/2018)**

Create a strategic and effective marketing plan that will increase warrior/client awareness of Upstate Warrior Solution (UWS) presence and programs.

#### **Member Activities:**

1. Identify best outlets for delivering UWS message throughout Spartanburg County.
  - a. Review current outlets and offer suggestions on gaps in coverage.
  - b. Update these outlets with current information and upcoming UWS events.
  - c. Create sustainable procedures manual for the use of these outlets by UWS staff.
2. Create templates for publishing material on each type of media outlet.
  - a. Create the sustainable procedures manual for use of these templates by UWS staff.
3. Evaluate and offer suggestions to upgrade UWS website.
  - a. Create a marketing plan specific to the UWS web presence.
  - b. Develop a unique theme for Spartanburg, as it applies to the UWS webpage

### **Objective of the Assignment (08/04/2017 – 08/03/2018)**

Create a community volunteer base that will help spread the Upstate Warrior Solution (UWS) message with partner engagement and warrior outreach programs.

#### **Member Activities:**

1. Recruit community volunteers to identify, contact, and build relationships with veterans by promoting UWS at various events around Spartanburg County.
2. Assign new volunteers to relevant projects within the various UWS programs based on interests and abilities.
3. Develop recognition methods for volunteers and staff.
4. Develop and train staff on methods for tracking volunteer hours.

### **Objective of the Assignment (08/04/2017 – 08/03/2018)**

Build relationships with partner agencies to increase UWS awareness for their veteran clients

**Member Activities:**

1. Develop a list of current and potential partner agencies in Spartanburg County.
2. Create and/or compile materials (i.e. pamphlets, fliers, etc) to highlight UWS programs with our partners.
3. Create and maintain a community calendar of events pertinent to our programs, partners, and clients.
  - a. Share this calendar with UWS staff across all communities.
  - b. Publish this calendar on UWS webpage.
  - c. Broadcast important events, as identified by site supervisor, across media outlets.
4. Maintain a record of hours spent collaborating with community partners, in order to measure impact made compared to time spent.

**Objective of the Assignment (08/04/2017 – 08/03/2018)**

**If time allows:**

Research and write two grants: one to support the Upstate Warrior Solution, Spartanburg Outreach program; and one to provide funds for an additional hire in support of Case Coordination at UWS Spartanburg.

**Member Activities:**

1. Research grants to support UWS, Spartanburg Outreach Program and make recommendations for which ones to apply.
2. Research grants to provide funds for additional case coordination staff and make recommendations for which ones to apply.
3. Apply for two grants.

**Objective of the Assignment (08/04/2017 – 08/03/2018)**

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).