**Iowa Campus Compact VISTA Community Corps**

**VISTA Assignment Description (VAD)**

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| **Site** | Catherine McAuley Center | **Position Title**  | Communications & Outreach VISTA |
| **Anti-Poverty Focus** | Economic Opportunity | **Service Term** | 1/1/2022 to 1/1/2023 |
| **Anti-Poverty Objective** | Employment | **Site Supervisor** | Kelsey Steines  |
| **Capacity Building Focus** | Leveraged Resources | **Supervisor Contact** | kelsey@cmc-cr.org319-731-0448 |

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| **VISTA Assignment Objectives & Member Activities** |
| ***Project Goal*** | The goal of this project is to increase community awareness about the issues and barriers facing Catherine McAuley Center (CMC) client populations, including women experiencing homelessness, survivors of trauma, refugees, immigrants, and adult English language learners, so that CMC can more actively engage the community as volunteers, donors, and supporters of positive change. Women in CMC’s Transitional Housing Program are survivors of trauma, and experience substantial barriers to functioning in employment, housing, and social relationships. The 450+ refugees and immigrants served by CMC’s Adult Basic Education and Refugee & Immigrant Services Programs also experience significant barriers to financial stability, including language, cultural, or educational barriers, among others. The AmeriCorps VISTA member will be focused on expanding and deepening community knowledge and support of the issues facing people served by CMC programs. The VISTA member will also provide capacity-building support in engaging clients in opportunities to become better connected and involved in the local community. By developing materials and electronic content as well as strengthening partnerships and outreach efforts, the VISTA member will contribute to CMC's capacity to leverage resources, partnerships, and volunteers to provide effective services that benefit our community. |
| ***Objectives*** | Strengthen communications and outreach efforts to potential volunteers, donors, and other supporters of CMC’s mission. (Jan 2022 – Jan 2023) |
| ***Member Activities*** | * Produce and optimize monthly e-newsletter, social media content and CMC’s blog , and prepare calendar with projects that could be taken on by a volunteer or intern with graphics & writing skills
	+ Create reports that staff can easily update to track open rates & click rates moving forward.
	+ Train communication staff on format for regular reporting and provide quarterly report on progress toward the organizational goals each channel’s strategy is designed to achieve
* Plan and coordinate awareness-raising and community outreach events.
	+ Work with staff and Resource Development committee to identify greatest opportunities throughout the year based on data from past awareness events
	+ Outline a volunteer job description for an intern to take on future awareness events and develop training plan/materials and recruitment toolkit
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| ***Objectives*** | Implement and optimize awareness-raising plan, with consideration to volunteer roles |
| ***Member Activities*** | * Develop communications channels to communicate awareness messages and opportunities for engagement to awareness volunteers and the general public
* Attend quarterly Outreach Committee meetings and provide an Awareness update. Work with Volunteer & Outreach Manager to ensure Outreach Committee is prepared with all relevant awareness activities and messaging
	+ Create template for awareness reports and set up regular schedule for communications to be carried on by staff after VISTA project ends
	+ Work with Volunteer Manager to explore opportunities for Outreach Committee members to remain engaged between scheduled events
* Work with the Awareness Advisory Committee and Volunteer Manager to recruit and coordinate with awareness newsletter recipients for engagement opportunities
* Monitor reach and other metrics, making adjustments to achieve greatest possible engagement
* Monitor key issues impacting CMC clients in local, state, and national news
* Provide recommendations for when to include this information in general CMC communication and opportunities to develop specific campaigns and calls to action
* Brief awareness volunteers and committee on issues updates
* Create list of resources and templates for sharing this information with the staff awareness team & committee that a volunteer could take on in the future.
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| **VISTA Project Performance Measures** |
| **G3-3.2** *Number of community volunteers managed by CNCS-supported organizations or national service participants* |
| **Target Number** | 250 |
| **Data Collection Method** | CMC tracks volunteer participation for all programs and projects, including dates and hours of service, and volunteer role. |
| **Data Collection Instrument** | Salesforce Database |
| **G3-3.13** *Number of additional activities completed and/or program outputs produced by the program as a result of capacity building* |
| **Target Number** | 20 |
| **Data Collection Method** | CMC will track presentations/outreach events planned or facilitated by the VISTA member and the number of materials/e-communications developed. |
| **Data Collection Instrument** | Salesforce Database (outreach events), spreadsheet tracking (materials & e-communications) |
| **O2** *Number of economically disadvantaged individuals receiving job training & other skill development services* |
| **Target Number** | 75 |
| **Data Collection Method** | CMC tracks participants in all programs |
| **Data Collection Instrument** | Salesforce Database |
| **O10** *Number of economically disadvantaged individuals placed in jobs* |
| **Target Number** | 30 |
| **Data Collection Method** | CMC Will track the employment outcomes of participants at 3 & 6 months post-program enrollment |
| **Data Collection Instrument** | Follow-up contact by phone, email, or in-person |

**Benefits:**

* $13,399.15 annual living stipend paid out every two weeks.
* Health benefit through AmeriCorps.
* $6,345 Education Award or $1,800 Cash Award upon successful completion of service.
* $750 Resettlement Allowance for individuals moving 50 miles or more for the position.