

VISTA Assignment Description (VAD)

Title: VISTA Outreach Coordinator
Sponsoring Organization: Knoxville – Knox County Community Action Committee (CAC) Project Name: CAC AmeriCorps VISTA Project Number: Project Period: 08/07/2018 – 08/06/2019
Site Name (if applicable): University of Tennessee FUTURE Program
Focus Area(s) Primary: Scale/Reach Secondary: Economic Opportunity
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: The FUTURE program at the University of Tennessee helps young adults with intellectual and developmental disabilities make successful transition from high school to adult life by providing them with career counseling and developing their academic, vocational and decision making skills enhancing access to jobs and economic opportunity. The VISTA member will improve the quality of educational services provided by the FUTURE program by developing more wide reaching, effective outreach and recruitment efforts.

Objective of the Assignment (08/07/2017 – 11/31/2017)

Expand awareness of the FUTURE Program on campus as well as for families in Knox County and surrounding areas

Member Activities:

1. Review the current status of FUTURE student recruitment efforts and implement strategies for improvement.
 - a) Research past and current sources of FUTURE students and prepare a brief summary report.
 - b) Prepare plan of action to continue or expand on effective practices and make changes to ineffective or counterproductive recruitment activities.
 - c) Implement said plan of action during recruitment events during the timeframe and evaluate efforts to ensure effectiveness.

Objective of the Assignment (10/31/2017 – 12/31/2018)

Develop social media campaigns.

Member Activities:

- a) Review the current social media (e.g., Facebook, Twitter, Instagram, etc.) and recruitment materials and implement strategies for improvement.
 - a) Work with program leadership to learn about existing materials and establish volunteers to contribute to new efforts.
 - b) Collaborate with the program leadership and established volunteers to revise existing materials and develop new training materials, activities and supports.

Objective of the Assignment (01/31/2018 – 04/30/2018)

1. Review the current status of FUTURE student recruitment efforts and implement strategies

for improvement.

- a) Research past and current sources of FUTURE students and prepare a brief summary report.
- b) Prepare plan of action to continue or expand on effective practices and make changes to ineffective or counterproductive recruitment activities.
- c) Implement said plan of action during recruitment events during the timeframe and evaluate efforts to ensure effectiveness.

Objective of the Assignment (01/31/2018 – 04/30/2018)

Continue to manage and improve social media campaigns.

Member Activities:

1. Review the current social media (e.g., Facebook, Twitter, Instagram, etc.) and recruitment materials and implement strategies for improvement.

- a) Work with program leadership to learn about existing materials and establish volunteers to contribute to new efforts.
- b) Collaborate with the program leadership and established volunteers to revise existing materials and develop new training materials, activities and supports.

Objective of the Assignment (06/01/2018 – 08/03/2018)

Assess Outcomes and Prepare for Next Steps

Member Activities:

- a) Prepare a report and a modified plan of action based on the outcomes of the newly implemented marketing and recruitment efforts.