

VISTA Assignment Description (VAD)

Title: YWCA - Economic Empowerment VISTA - Year 1

Sponsoring Organization: Rural Alaska Community Action Program

Project Name: Rural Alaska Community Action Program

Project Number: 06VSPAK006

Project Period: 09/06/2015 - 09/03/2016

Site Name (if applicable): YWCA Alaska

Focus Area(s)

Primary: Economic Opportunity

Secondary:

VISTA Assignment Objectives and Member Activities

Goal of the Project: YWCA's Economic Justice Project (EJP) enhances the financial stability of low income and at risk community members by providing a services including personal financial management, career building, and individual counseling. The VISTA will build capacity by expanding the geographic reach through creating a train-the-trainer program that will be provided to new and current partners and taken to rural AK. The VISTA will alleviate poverty by creating education and outreach materials that will help rural organizations provide financial and career skills training to their clients. As a result, the VISTA will empower and support low-income rural Alaskans as they develop skills and gain knowledge to become financially stable and self-sufficient.

Objective of the Assignment (*Period of Performance: Ongoing*)

A. Build the train-the-trainer program based off of the current Economic Justice Project (EJP) course curricula to expand financial management and job readiness opportunities in rural Alaska.

Member Activity: Taking the action learning approach, the VISTA will be encouraged to learn about the EJP by participating in classes, conducting interviews, running focus groups and other opportunities that will give the Member a better understanding of the Program.

Member Activity: Because the involvement of the clients in the design and execution of the Project is something that YWCA sees as essential to the success of the program, the VISTA will be provided with opportunities to discuss the project with current and potential clients and staff of partner organizations in order to get feedback and ideas to understand how to better serve the target communities and organizations.

Member Activity: The VISTA will then work on developing a train-the trainer interactive training curriculum and training manual that will be used to train new YWCA staff and new and current community partners with a goal of at least 3 community partners trained.

Objective of the Assignment (*Period of Performance: Ongoing*)

B. Design an outreach strategy and materials for the expansion of the EJP project to provide financial management and job readiness opportunities to rural Alaska organizations and communities.

Member Activity: To better understand how to reach the potential partners and clients, The VISTA will also be given opportunities to research potential community partners as well as attend training, events and conferences to develop new connections with potential partners and have a better grasp on how to best approach developing an outreach strategy.

Member Activity: Create outreach materials that would include both designing brochures, posters, social media collateral and other materials that will assist in growing the reach of this program to rural communities.

Member Activity: The VISTA will develop an outreach best practices toolkit that YWCA staff and partners can use to expand in rural Alaska.

Objective of the Assignment (*Period of Performance: Ongoing*)

C. Build the capacity of the EJP by building new partnerships with rural Alaska serving organizations and communities. This will allow the EJP to expand to rural Alaska communities and clients.

Member Activity: Organize and strengthen the existing community partner relationships.

Member Activity: Create a plan to recruit & foster more partnerships with a goal of 3 new partnerships with rural Alaska serving organizations. The VISTA will reach out to potential partners and assist them with the initial introductions of the EJP.

Member Activity: The VISTA will create a sustainable system (database, etc.) of current and new partnerships. This will help the EJP program be more effective by providing an efficient way to transfer knowledge to YWCA staff.