

VISTA Assignment Description (VAD)

Title: Community Engagement Coordinator

Sponsoring Organization: Telluride Foundation

Project Name: Tri-County Health Network/Telluride Foundation

Project Number: 12VSWCO004

Project Period: 04/15/2018 - 04/13/2019

Site Name (if applicable): Tri-County Health Network/Telluride Foundation

Focus Area(s)

Primary: Healthy Futures

Secondary: Capacity Building

VISTA Assignment Objectives and Member Activities

Goal of the Project: To develop, implement, and maintain a comprehensive outreach and marketing strategy to promote Tri-County Health Network's (TCHNetwork) mission and community-based healthcare programs, engage local community members, and help build health equity in our region

Objective of the Assignment (*Period of Performance: June 2018 – June 2019*)

Develop and implement public relations/media and grassroots outreach campaign to promote programs and engage local residents

Member Activity: Understand current Programs (VISTA will spend about 15 days on each program):

1) Review existing program workflow; 2) Interview/shadow program team members to ensure program workflow is accurately documented

Member Activity: Support the development and implementation of marketing and outreach plan for TCHNetwork: 1) Develop marketing and outreach plan and projects; 2) Design marketing materials including advertisements and brochures; 3) Expand marketing and outreach platforms; 4) Create and conduct community outreach presentations; 5) Conduct intentional community outreach to the local population to inform and engage them in TCHNetwork programs; 6) Maintain marketing and outreach guide that identifies the various venues, contacts and types of marketing/outreach that is most effective in meeting our targeted audiences; 7) Implement and direct comprehensive (on-line and mainstream media) marketing campaigns; 8) Promote, build, and maintain TCHNetwork messaging and brand; 9) If bilingual, translate materials and conduct intentional outreach to local Latinx population. If monolingual, closely collaborate with bilingual TCHNetwork staff to ensure materials are developed and outreach is conducted in a culturally- and linguistically-appropriate manner

Member Activity: Maintain and enhance public relations/community engagement campaign: 1) Design, create, curate, and manage all published content (images, video, written) of TCHNetwork.org, Facebook and Twitter profiles, and blog to promote programs and overall mission of TCHNetwork; 2) Develop plan to and promote new programs and successes via press releases, news articles, letters to the editors, and local radio interviews; 3) Cultivate and maintain relationships key media relationships; 4) Prepare TCHNetwork team for media interviews; 5) Advocate for TCHNetwork in social media spaces by monitoring, listening, and responding to users to open a stream for cross-promotion; 6) Manage e-blasts to share program outcomes and evaluation findings; 7) Conduct focus groups within community to gauge effectiveness of marketing efforts

Objective of the Assignment (*Period of Performance: June 2018 – June 2019*)

Assist with building the capacity and sustainability of Tri-County Health Network

Member Activity: Assist with grants administration: 1) Research funding opportunities; 2) Meet with program staff to develop grant proposals or solicitations from funding sources; 3) Write grants and proposals; 4) Comply with all grant guidelines, deliverables, assessments, evaluation, and deadlines

Member Activity: Assist in implementing new programs: 1) Develop, test, and modify (as needed) workflows for new programs; 2) Assist new program implementation; 3) Assist with identifying potential funding sources to launch and sustain new programs

Member Activity: Support community outreach and funder engagement: 1) Assist with event planning and execution of donor-related and other fundraising activities; 2) Take the lead in conducting community health equity learning series events, organizing Mayor Day and other national AmeriCorps events, and planning other special events; 3) Lead TCHNetwork's annual "Telluride Gives" funding campaign; 4) Ensure attendance at industry and community events to grow TCHNetwork's presence and support community events with promotion and staffing; 5) Represent TCHNetwork at community events

Member Activity: Coordinate assistance program for individuals and families experiencing utilities insecurity or a financial crisis: 1) Work with TCHNetwork field staff to ensure field staff understand program qualifications; 2) Provide technical assistance to field staff as they work with clients in completing required paperwork; 3) Coordinate submission of required documentation