

# VISTA Assignment Description (VAD)

**Title:** Mentor Recruitment & Data Management VISTA

**Sponsoring Organization:** Southwest Florida Regional Planning Council

**Project Name:** Southwest Florida Regional Planning Council II

**Project Number:** 16VSSFL011

**Project Period:** 03/31/2019 - 04/11/2020

**Site Name (if applicable):** The Immokalee Foundation

**Focus Area(s)**

**Primary:** Education

**Secondary:** Capacity Building

## VISTA Assignment Objectives and Member Activities

**Goal of the Project:** To help ensure that children of The Immokalee Foundation receive the educational, social, and emotional support they need to break the cycle of poverty. The VISTA volunteer project will build the capacity of The Immokalee Foundation by developing a sustainable volunteer recruitment for its mentoring program.

**Objective of the Assignment** (*Period of Performance: June 2019-June 2020*)

For the VISTA to become familiar with the Immokalee Foundation's policies, collaborate with staff, and develop internal systems and policies regarding mentor management.

**Member Activity:** Research the history of volunteer/mentoring program within The Immokalee Foundation. a. Review and become familiar with internal policies, procedures and documents related to the mentor recruitment and matching system. Identify the current program's strengths and challenges. b. In collaboration with the executive director and program services director, develop a written plan for improvement. c. Implement noted improvements to programming.

**Member Activity:** Refine or develop systems for screening and matching mentors. a. Develop or revise documents related to internal policies and procedures regarding mentor recruitment and matching. If needed, participate in online training on how to manage mentors on Education Edge and Take Stock in Children database and how to create Excel database. b. Create and maintain Excel database to track mentor screening and matching. c. Input mentor information into Education Edge and Take Stock in Children database. d. Create a handbook for the mentoring program and its use in order to ensure its sustainability after the VISTA concludes his or her service.

**Objective of the Assignment (Period of Performance: June 2019- June 2020)**

Set up outreach systems and build partnerships with community organizations - and then develop targeted marketing materials – to spread the word about the mentor program and The Immokalee Foundation (TIF) programs.

**Member Activity:** Plan outreach and recruitment strategies a. Identify the skills, abilities, and experiences sought in volunteer mentors. b. Write volunteer task descriptions that include qualifications, activities, benefits, the time commitment, and other expectations. c. Attend 10 community events, as well as identify and develop partnerships with 10 community organizations whose members are possible mentors or who can otherwise support the organization. d. Continue to update the internal database to track mentor screening and matching.

**Member Activity:** Market the programs to targeted audiences. a. Develop community organization specific marketing emails. b. Design marketing materials to post on five social media sites. c. Create TIF marketing binder / electronic folder with updated marketing materials.

**Member Activity:** Build more capacity to allow more students to participate in The Immokalee Foundation programs. a. Create marketing materials to specifically market Foundation programs to students and parents. b. Community awareness – provide presentations at civic organizations among others. c. Work with parents to educate students on post-secondary opportunities