

NAMI Lexington VISTA Assignment Description (VAD)
2017 - 2018

Project Goal:

To help ensure that persons living with serious and persistent mental illness (SMI) and their families have continued access to peer-led programming and supports, the *Organizational Capacity Assessment and Community Engagement VISTA project* will build the capacity of NAMI Lexington by helping improve systems and operations in order to strengthen NAMI Lexington's ability to serve our clients through opportunities to develop skills and experience which link them to and prepare them for employment, food access, transportation and secure access to affordable housing resources

Objective

By December 18, 2017, VISTA Member will complete a Site Capacity Assessment to create a baseline report of the strengths and opportunities of Organizational Areas and Programming.

Member Activities

1. Research and create a comprehensive list of Programs and Support offered by NAMI Lexington.
2. Using a systems mapping tool such as KUMU, create a map of NAMI Lexington Programs and Support initiatives.
3. Create proposals on how best to improve capacity of each area covered in the assessment.
4. Present Assessment and improvement proposals to Supervisor to share with the Board of Directors.

Objective

By March 1, 2018 VISTA Member will integrate a community needs assessment into the Site Capacity Report. This involves information gathering, analysis and documentation to understand a community's concerns around Mental Health, including services for individuals and families experiencing serious mental illness, educational materials for stakeholders, and to advocacy recommendations to ensure more appropriate services and better access to existing services

Member Activities

1. Interview a minimum of 5 individuals (a combination of community members served by your organization as well as volunteers) through interviews, listening sessions, public forums or other place-based research to help build an assessment of the community need and the current ability of your host site to meet those needs.
2. Present findings of community assessment to executive level staff and board.
3. Work with executive staff to set short and long term goals to meet community needs.

Objective

Set up outreach systems and build partnerships with community organizations in order to spread the word about NAMI Lexington programming. Develop targeted marketing materials.

Member Activities

1. Create an asset map (Physical Assets, Economic Assets, Stories, Local Residents, Local Associations, Local Institutions) to inform a long-term sustainable grass roots response and engagement of the entire community and its resources as is necessary to adequately respond to the needs of Mental Health consumers and their families.
2. Market the program to targeted audiences.
 - a. Develop community organization-specific marketing emails by January 15, 2018.
 - b. Design marketing materials to post on five social media sites by March 1, 2018.
 - c. Create NAMI Lexington marketing binder / electronic folder with updated marketing materials by May 14, 2018
 - d. Represent NAMI Lexington at community meetings and outreach events.

Objective

Produce quality reports that can be used on social media, traditional media, as well as compiled for federal reporting requirements, which demonstrate the anti-poverty and capacity building work being accomplished during your service term.

Member Activities

1. Complete monthly reports and annual reports as well as other progress reports (as assigned).
 - a. Become knowledgeable about required and expected reporting.
 - b. Develop strong tracking tools that align with the outcomes of your VAD and the performance plan to ensure that you are tracking your outcomes.
 - c. Research ways to share the impact of your work in the community and develop a brief external engagement plan to be used over the course of your year of service.
 - d. Ensure that materials you create during your year include the AmeriCorps VISTA logo and that your service site has the VISTA brand visible within the site.
 - e. Support your site and intermediary with elevating stories of impact, playing close attention to events, meetings and interactions with elected officials or any other noteworthy engagement.
 - f. Participate in, and engage others in, the national days of service and national days of recognition as requested by your site.