



Title: Americana Public Relations Coordinator
Sponsoring Organization: Americana Community Center Project Name: 'Where Louisville Meets the World' Project Number: 16VSSKY003 Project Period: 06/07/2021 - 06/06/2022
Site Name:
Focus Area(s) Choose from Education, Healthy Futures, Economic Opportunity, and Environmental Stewardship. Primary: Economic Opportunity Secondary: Healthy Futures

VISTA Assignment Objectives and Member Activities

Goal of the Project - The long-term aim of the project.

Americana World Community Center's mission is to bridge the gap from surviving poverty to thriving for Louisville's refugee, immigrant and underserved populations through education, family support, youth achievement, and career and financial development. The public relations coordinator VISTA will work to establish a more sustainable public relations with Americana community stakeholders through the data migration for updated donor and volunteer software; recruitment and engagement of adult mentors; development of volunteer training, updating & reporting templates and calendars. The VISTA will work to improve the Americana Ambassadors program, increase awareness of ACC in the community through tabling events.

Objective of the Assignment (06/07/2021 - 06/06/2022):

Facilitate connection of professionals in the community, with participants interested in expanding their employment opportunities through adult mentorship opportunities. Increase the ability of Americana to assist participants, including first generation college students, with participant led individualized support in employment and career advancement.

Member Activity: Identify and recruit professionals with specific expertise to match the interests and goals of adult mentorship participants

Member Activity: Support Adult Services Coordinator in tracking mentorship progress through established data collection forms

Member Activity: Facilitate communications between mentors and mentees through secured messaging apps

Objective of the Assignment (06/07/2021 - 06/06/2022):

Migrate data sets from outdated software, spreadsheets, and hard copies for community stakeholders to current unified Social Solutions Software System. Build Software forms and reports, and develop systems of continuous data tracking through the Social Solutions Software that can inform outreach and follow up communications with Americana supporters including donors and volunteers.

Member Activity: Develop mastery of social solutions software to establish a standard method for data and information collection connecting former stakeholder data entry methods to appropriate Social Solutions database forms, reports, and systems.

Member Activity: Ensure that individual donor and volunteer information is entered into the Social Solutions database and that community stakeholders are set up with social solutions to

Member Activity: Set up tracking for service hours and points of communication for stakeholders to Facilitate data collection for annual report and presentations.



Objective of the Assignment (06/07/2021 - 06/06/2022):

Build capacity to oversee individual and group volunteers. Create organizational methods for staff to access and address volunteers. Maintain relationships with agencies and individuals to ensure continued volunteer support. Americana serves over 5,000 people per year with a limited staff number. Without volunteers and volunteer management, Americana would be unable to efficiently and effectively run family support programs and events, K-12 after school programs, and various job development programs that most participants would not be able to otherwise afford. This would create a gap in support for the participants that Americana strives to serve. The goal is to create, maintain and properly document this volunteer system so that a staff member can take over after the VISTA leaves.

Member Activity: Coordinate volunteer projects, direct resources to appropriate project areas.

Member Activity: Facilitate conversations between staff and volunteers to continually improve volunteer utilization and align volunteer work with the strategic plan.

Member Activity: Lead volunteer orientations and recruit new volunteers and ambassadors through outreach and tabling activities.

Member Activity: Collaborate with the Volunteer Income Tax Assistance (VITA) program to provide free tax services to the community

Member Activity: Organize and implement annual Community Stakeholder recognition.