

## VISTA Assignment Description (VAD)

<b>AmeriCorps VISTA:</b> <i>(name of VISTA member, when applicable)</i>	
<b>Member ID:</b> <i>(from AmeriCorps website, when applicable)</i>	<b>Effective Dates:</b> 06/07/2021 – 06/06/2022
<b>Title:</b> <i>Employment and Education Coordinator</i>	
<b>Sponsoring Organization:</b> Coalition for Nonprofit Housing & Economic Development (CNHED) <b>Project Name:</b> Strengthening DC Community Development with VISTA <b>Project Number:</b> 17VSADC002 <b>Project Period:</b> 09/13/2020 – 09/11/2021	
<b>Site Name (if applicable):</b> Capital Clubhouse, Inc.	
<b>Focus Area(s)</b> <b>Primary:</b> <i>Economic Opportunity</i> <b>Secondary:</b> <i>Healthy Futures</i>	

### VISTA Assignment Objectives and Member Activities

#### Goal of the Project:

Develop the Employment and Education Program of Capital Clubhouse to ensure that adults with serious mental illness have access to employment and educational opportunities in the District of Columbia by: Identifying, educating, and engaging employers who can assist members in achieving their employment and educational goals. Creating a social media plan to market Capital Clubhouse to employers and potential Clubhouse members. Developing a monthly Employment and Education Dinner and an Employer Advisory Board.

#### Objective of the Assignment *(Period of Performance: 06/01/2021 – 06/15/2021)*

Participate in Clubhouse activities for the first month.

- a. Participate in both work units of Clubhouse Monday through Thursday for the first two weeks.
- b. Read articles on Clubhouse and Clubhouse International Standards and discuss weekly with supervisor
- c. Schedule and attend a virtual visit to B'More Clubhouse within the first 30 days to learn about their employment and education program.

**Objective of the Assignment** (*Period of Performance: 06/15/2021 – 05/31/2022*)

**Develop digital communications strategy and marketing development for Clubhouse services. Continue to implement engagement strategy for business and civic partnerships.**

1. Develop a marketing plan through social media and website content that appeals to and informs the business community regarding the employment of adults with mental illness. Update these outreach and marketing locations bi-weekly and social media twice a week.
2. Develop a team of members to write articles for the Clubhouse newsletter, focusing on job readiness and Employment and Education updates.

**Objective of the Assignment** (*Period of Performance: 07/01/2021 – 05/31/2022*)

**Continue and refine outreach and engagement strategy for business and civic organization partnerships, to begin employment program.**

1. Research and identify business and civic organizations in the District of Columbia, e.g, the Chamber of Commerce, DC Business Improvement Districts, DC Restaurant Association, Rotary Club, etc. to schedule presentations about the Clubhouse model and employing adults with mental illness.
2. Implement relationship building with community partners and conduct outreach to a minimum of 10 potential employers and the wider community with the assistance of members.
3. Continue engagement with local colleges and universities for long term sustainability of those relationships.
4. Expand database of businesses that have been contacted and work with members to keep it updated. The VISTA will learn to utilize a contact management software (i.e. Little Green Light) for inclusion of Employer Database.
5. Start a quarterly newsletter for business partners - creating a database of 10 new contacts per month to receive the newsletter.
  - a. Work with members to draft articles for the quarterly newsletter. Develop process for future creation of the newsletter by members and staff.
6. Create implementation guide for future members and staff to implement future outreach.

**Objective of the Assignment** (*Period of Performance: 08/01/2021 – 05/31/2022*)

**Design and implement a monthly Employment and Education Dinner workshop series.**

1. Facilitate a monthly Employment and Education Dinner for members and invite Employer Advisory Board speakers and others to co-host or speak.
  - a. Keeping in mind COVID restrictions and the possibility for online events.
2. Develop a speakers' network to talk to our members about employment issues. Identify speakers from businesses, civic organizations, and schools to speak at monthly Clubhouse employment and education dinners. 4 per month. Create a speaker database with names and contact information and work with members to keep database updated
3. Engage a speaker from a business or school to talk about employment or education issue for each monthly dinner. 1-2 per month.
4. Identify members who are working or going back to school to highlight their educational or employment goals and accomplishments at monthly dinner.
5. Work with Clubhouse culinary unit to develop menu for monthly employment and education dinners or to coordinate with donating organizations. 1 day per month.
6. Facilitate development of a job resource bank.

**Objective of the Assignment** (*Period of Performance: 08/01/2021 – 02/01/2022*)

**Increase efficacy and sustainability of supportive employment programs through work on small grants and fundraising efforts.**

1. Assist with implementation of grants such as the DCTV Capacity Building Grant, and new fundraising opportunities such as the local Combined Federal Campaign (CFC), United Way, and our Annual Clubhouse Benefit.
  - a. This task will increase awareness of Capital Clubhouse and provide funding towards hiring a full time 'generalist' to work on transitional employment within the Employment Unit. Month.

**Objective of the Assignment** (*Period of Performance: 09/01/2021 – 05/31/2022*)

**Develop an Employer Advisory Board to help the Clubhouse network with other Employers**

1. Develop a system for Clubhouse to maintain relationships with employers.
2. Identify promising employment partners to participate in the EAB2.
3. Engage employment partners to participate in an Employer Advisory Board (EAB) to help the Clubhouse network with other employers, thereby growing the network of employers, supporters, and stakeholders.
4. Schedule first EAB breakfast at the Clubhouse for early 2022 and then a second breakfast for the Summer of 2022.
5. Work with Clubhouse members to coach them in how to participate with the EAB and develop member leaders to continue this important relationship. 1 day per week.

**Objective of the Assignment** (*Period of Performance: 09/01/2021 – 12/31/2021*)

**Engage American University Public Health Capstone Student and lead group in their volunteer efforts with the organization.**

1. Coordinate with American University Service-learning course students to facilitate weekly meetings and review project outcomes.
2. Assist with the finalization of outcomes from student volunteers.