

## Montana Campus Compact VISTA Assignment Description (VAD)

<b>Title:</b> WELL Women’s Business Center – Online Community Coordinator
<b>Sponsoring Organization:</b> University of Montana – Montana Campus Compact
<b>Project Name:</b> MTCC VISTA
<b>Project Number:</b>
<b>Project Period:</b> July 5, 2022 – July 4, 2023
<b>Site Name:</b> WELL Women’s Business Center
<b>Focus Area(s)</b>
<b>Primary:</b> Economic Opportunity
<b>Secondary:</b> Capacity Building

<b>VISTA Assignment Objectives and Member Activities</b>	
<p><b>Goal of the Overall VISTA Project:</b></p> <p>The goal of this project is to build the capacity of the Women’s Entrepreneurship and Leadership Lab (WELL) to engage and support members and clients through WELL’s existing online community platform and other digital spaces. This project will reduce poverty throughout Montana by providing entrepreneurs with topical resources and an online community of support so that their business ventures can succeed, and it will contribute to the long-term sustainability of WELL’s programs by communicating stories of impact to funders and stakeholders.</p>	
<p><b>Objective:</b></p> <p>The VISTA member will orient themselves to project performance measurement requirements in order to successfully implement each component and accurately report on progress.</p>	<p><b>Member Activity:</b> The member will ensure they receive and participate in an On-Site Orientation Training (OSOT) upon arrival at the host site and communicate any project questions to the host site supervisor and/or the Montana Campus Compact VISTA Manager.</p> <p><b>Member Activity:</b> The member must review applicable performance measurements and anticipate outcomes for each activity included in this VAD.</p> <p><b>Member Activity:</b> Upon understanding the performance measurement reporting requirements, the member will determine and put into place reporting tools necessary to supply performance measurement data to the Montana Campus Compact VISTA Project on a monthly basis.</p>
<p><b>Objective:</b></p> <p>Determine the role of the campus/community partner in the VISTA project.</p>	<p><b>Member Activity:</b> Meet with the campus/community partner, discuss collaborative opportunities and potential.</p> <p><b>Member Activity:</b> Maintain regular communication with campus partner.</p>
<p><b>Objective:</b></p>	<p><b>Member Activity:</b> Working with the WELL Online Community Coordinator to develop virtual events (webinars, guest speakers, etc.)</p>

<p>Increase opportunities for online engagement and networking, increase online event attendance, and develop strategies for member retention.</p>	<p>that can attract new members and retain existing members. Cross-post events across social media platforms and other events calendars. Evaluate event success by implementing surveys and tracking attendance.</p> <p><b>Member Activity:</b> Develop a posting schedule for our online community that will include news articles, podcasts, videos, and general resources that can be used by existing membership.</p> <p><b>Member Activity:</b> Welcome new members to the platform and connect them to other, like-minded members, online courses, and suitable business coaching.</p> <p><b>Member Activity:</b> Re-activate the WELL ambassadors program to welcome new members and connect new entrepreneurs to existing members.</p>
<p><b>Objective:</b> Increase member sharing in the community and capture impactful stories to be highlighted.</p>	<p><b>Member Activity:</b> Organize interviews with existing members to obtain success stories that can be shared through within the online network and other platforms.</p> <p><b>Member Activity:</b> Support WELL in incorporating these stories into communications, including email, text messaging, and social media.</p>
<p><b>Objective:</b> Increase the long-term sustainability of WELL programs by supporting grant applications, renewals, and reporting.</p>	<p><b>Member Activity:</b> Provide support, as needed, to assist the WELL team in completing, submitting, and renewing grant proposals.</p> <p><b>Member Activity:</b> Collect and maintain applicable data from online initiatives to meet grant reporting requirements.</p>