

Montana Campus Compact VISTA Assignment Description (VAD)

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

VISTA Assignment Objectives and Member Activities	
<p>Goal of the Overall VISTA Project: The goal of this project is to help the Women’s Entrepreneurship and Leadership Lab (WELL) to develop community awareness about their programming for underrepresented women to consider self-employment, starting a business, or beginning a new career. In this position you will build and maintain relationships with prospective clients, key partners, and granting organizations in an effort to improve outreach to underserved women, build connections with influential women, and support fundraising and grant-writing initiatives.</p>	
<p>Objective: 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>Member Activity: 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>Member Activity: The member must review applicable performance measurements and anticipate outcomes for each activity included in this VAD.</p> <p>Member Activity: 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>Objective: Determine the role of the campus/community partner in the VISTA project.</p>	<p>Member Activity: Meet with the campus/community partner, discuss collaborative opportunities and potential.</p> <p>Member Activity: Maintain regular communication with campus partner.</p>

<p>Objective: Increase client registrations, public awareness of the program, and develop a better understanding of the needs of women across the state by perform outreach activities to underserved women in urban, rural, and reservation-based populations.</p>	<p>Member Activity: Develop a schedule for statewide events and community networking groups. Communicate about courses and programs to interested clients and encourage registration via in-person and digital communications. Create and implement a follow-up and tracking protocol for individuals who demonstrate interest. Facilitate engagement in the WELL online community.</p> <p>Member Activity: Collaborate with Accelerate Montana, the Women's Business Center, and Montana economic development professionals to provide programming and support through the WELL online community.</p>
<p>Objective: Increase sustainability of WELL by seeking in-kind and monetary support and forging new relationships with prospective donors, key partners, and other stakeholders.</p>	<p>Member Activity: Attend regional events and identify individuals of interest, including business leaders and new Montana residents, and collaborate with the program director to identify strategies for connecting with them.</p> <p>Member Activity: Create and implement a follow-up and tracking protocol to foster relationships with individuals who demonstrate interest.</p>
<p>Objective: Increase the awareness and fundability of WELL programs by sharing impactful stories.</p>	<p>Member Activity: Fashion social media campaigns, press releases, micro-blogs, and advertising with the support of the program manager, program director, and student marketing team.</p> <p>Member Activity: Alongside the student marketing team, help to maintain current customer relationships with excellent communication via email, Mailchimp, and texting platforms. Monitor and respond to social media inquiries.</p>
<p>Objective: Secure grant funding to increase the long-term sustainability of WELL programs.</p>	<p>Member Activity: Working with the UM Sponsored Programs Office, the Accelerate Montana Rural Innovation Initiative, and other partners, research up to 10-15 grant opportunities.</p> <p>Member Activity: Support the WELL director in writing and submitting three to six grants that have awards totaling \$100,000.</p>