

Montana Campus Compact VISTA Assignment Description (VAD)

Title: Living In The Flathead Outreach Strategy And Communications VISTA
Sponsoring Organization: University of Montana – Montana Campus Compact
Project Name: MTCC VISTA
Project Number:
Project Period: August 15, 2022 – August 14, 2023
Site Name: Flathead Lakers
Focus Area(s)
Primary: Education
Secondary: Environmental Stewardship

VISTA Assignment Objectives and Member Activities

Goal of the Overall VISTA Project:

The goal of this project is to develop strategic outreach and communications to encourage landscape and community resilience in the Flathead Watershed, with a focus on Flathead County and low-income populations at high risk. Rapid development of Flathead County has exacerbated affordable housing, further marginalizing low-income communities into areas at risk of climate impacts. As such, many people become more vulnerable to wildfires and flooding, with little means to respond individually. In assessing outreach and communications around the “Living in the Flathead Guide”, the VISTA member will pay special attention to at least one of the priority topics identified in the guide to determine communication needs to facilitate resilience among lower income people in vulnerable areas. Response strategies developed during this project will serve as a template for the ongoing development of responses in other priority topic areas. This project will strengthen coordination and streamline communications, now spread among numerous groups in the valley, to more effectively reach target audiences.

Objective:

The VISTA member will orient themselves to project performance measurement requirements in order to successfully implement each component and accurately report on progress.

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.

Member Activity: The member must review applicable performance measurements and anticipate outcomes for each activity included in this VAD.

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.

Objective:

Determine the role of the campus/community partner in

Member Activity: Meet with the campus/community partner, discuss collaborative opportunities and potential.

<p>the VISTA project.</p>	<p>Member Activity: Maintain regular communication with campus partner.</p>
<p>Objective: Carry out effective activities by increasing personal knowledge and skills and by collaborating with other staff.</p>	<p>Member Activity: Communicate regularly with the project supervisor to set weekly goals, plan activities, and keep tasks on schedule.</p> <p>Member Activity: Seek out and request to attend trainings or other professional development opportunities pertinent to the project.</p> <p>Member Activity: Attend bi-monthly meetings with the Flathead Climate Resilience Workgroup to plan and review activities and projects, and to discuss next steps.</p>
<p>Objective: Identify target audiences, key messages, and effective communication strategies.</p>	<p>Member Activity: Select one or two priority focus areas from the “living in the Flathead Guide” to focus on, and identify the audiences which most need to increase their knowledge of the topics and actions presented in the guide.</p> <p>Member Activity: Assess what other storytelling and communication efforts are already underway in the region that aim to increase awareness of climate resilience and land stewardship, including efforts being undertaken by “Living in the Flathead Guide partners”.</p> <p>Member Activity: Research how to most effectively message the identified audiences through traditional and non-traditional avenues, including multimedia. Explore at least five different options for messaging and communication strategies.</p>
<p>Objective: Implement a communication strategy and share stories pertinent to climate resilience with the community.</p>	<p>Member Activity: Compile stories from nonprofit newsletters, natural resource government agencies, and other sources about resilience and other topics relevant to the “Living in the Flathead Guide”. In particular, focus on stories that share on topics currently under-represented in outreach.</p> <p>Member Activity: Develop stories for various audiences, across community demographics, that discuss and/or demonstrate resilience issues and actions on at least one priority topic area from the guide. Tie stories to what the guide recommends and values, e.g.: ‘This is what is happening in the Flathead’ and ‘This is how the Guide says to deal with it’. These stories should be viewed as templates for completing similar projects in the future related to other guide topics.</p> <p>Member Activity: Design a social media strategy for disseminating these stories that will appeal to high school students in the Flathead and invite their engagement.</p>

<p>Objective: Foster avenues for collaboration and partnership in improving outreach activities.</p>	<p>Member Activity: Seek input for partners associate with the “Living in the Flathead Guide” to more effectively compile, discuss, and review stories and the communication strategy.</p> <p>Member Activity: In consultation with project partners, seek out areas in which cross-sector collaboration is possible. E.g., ways to combine outreach activities on guide topic areas such as land stewardship, water, local living, etc.</p> <p>Member Activity: Assess the reach of outreach activities and the composition of communities experiencing climate impacts. Identify traditional and non-traditional stakeholders who are not being reached, and develop a strategy to engage them.</p>
<p>Objective: Prepare Flathead Lakers to continue projects and improve upon them.</p>	<p>Member Activity: As projects are completed, provide Flathead Lakers with a summary report to share lessons learned and recommendations for moving the project forward.</p>