



VAD

Title: <i>Jefferson Memorial Forest (JMF) Volunteer VISTA</i>
Sponsoring Organization: Americana Community Center Project Name: 'Where Louisville Meets the World' Project Number: 16VSSKY003 Project Period: 11/07/2021 – 11/06/2022
Site Name: Jefferson Memorial Forest (JMF)
Focus Area(s) Primary: Capacity Building Secondary: Environmental Stewardship

VISTA Assignment Objectives and Member Activities

Objective of the Assignment (Period of Performance: 01/01/2022-01/01/2023)

Develop an understanding of the mission of the Natural Areas Division of LMPR in order to effectively engage volunteers around this mission and direct efforts to lifting residents of southwest and west Louisville out of poverty.

Member Activity: Communicate with Natural Areas staff and supervisors, including those associated with JMF equity-based program, Louisville is Engaging Children Outdoors (ECHO), to understand volunteer needs and make recommendations that enhance volunteer contributions to JMF's community-serving programming.

Member Activity: Research best practices and determine strategies that will enhance volunteer opportunities for underserved residents of economically-challenged south and west Louisville.

Member Activity: Conduct research on potential grant and funding opportunities to support Volunteer projects in Natural Areas located within and serving residents within target neighborhoods (southwest and west Louisville).

Member Activity: Research and develop communication strategies that will include outreach materials (print, web-based, and social media) to promote the Volunteer opportunities for residents in underserved neighborhoods and the broader community.

Member Activity: Increase knowledge of opportunities available to community members wishing to support outdoor education and recreation programming that addresses social determinants of health and equitable access to nature, particularly in west and southwest Louisville.

Member Activity: Develop training plans for Volunteers and plan training schedule for next year that will address the shifting needs in a post-COVID-19 world.



Member Activity: Research opportunities for youth volunteerism and develop plan with goal to rollout following year that integrates into ECHO's current cradle to career model of programming.

Member Activity: Revise existing Volunteer Coordinator training manual as needed.

Member Activity: Research and assist with the expansion of outreach efforts for volunteers including public opportunities and events and manage presence at volunteer fairs and events.

Objective of the Assignment (Period of Performance: 01/01/2022-01/01/2023)

Enhance current Volunteer Program including systems, recruitment, youth opportunities and partnerships, by increasing scalability, sustainability, and streamlining recruitment and coordination. Focus future volunteer coordination on a collaborative approach with groups working within our target communities with individuals at or below the poverty line.

Member Activity: Analyze survey and community outreach data (e.g., program participants and parents from low-income areas) to engage and recruit volunteers from low-income communities and communities of color.

Member Activity: Conduct research on potential grant and funding opportunities to support Volunteer projects in Natural Areas identified in target areas (southwest and west Louisville).

Member Activity: Research and develop communication strategies that will include outreach materials (print, web-based, and social media) to promote the Volunteer Program (using new and existing platforms and in coordination with Metro Parks' communications staff).

Member Activity: Coordinate and participate in community outreach events (particularly in Southwest and west Louisville) to promote volunteer opportunities; train volunteers to participate in such events; ensure these activities focus on youth and teens, the military and veteran communities, underserved communities with a goal of increasing the diversity of participating volunteers operating in priority neighborhoods.

Member Activity: Develop relationships with potential and current partner organizations supporting health and wellness in west and southwest Louisville and expand collaborative efforts addressing socio-economic inequity within these communities

Member Activity: Create and/or revise at least two Volunteer Recruitment and Management system components. These may include but are not limited to: volunteer recruitment database, screening procedures, mentor training curricula, and volunteer support resources.



Member Activity: Develop or revise measurement system of successful volunteer recruitment and retention.

Objective of the Assignment (Period of Performance: 01/01/2022-01/01/2023)

Design and implement a volunteer coordination element to directly support Louisville Engaging Children Outdoors (ECHO) projects and initiatives that engage with communities living in poverty in southwest and west Louisville. Develop plans for integration of non-ECHO based volunteer coordination to exist within current staff operations and build platform to continue the ECHO volunteer work in the coming years.

Member Activity: Expand current volunteer opportunities in target neighborhoods and implement volunteer programming focused on directly supporting ECHO projects, events, and initiatives

Member Activity: Create volunteer opportunities to directly engage with current WLORI infrastructure improvements such as new trails, land management features, and recreation programming

Member Activity: Build recruitment, engagement, and retention plans for ECHO volunteer program that focuses on connecting with members living, working, or connected with southwest and west Louisville.

Member Activity: Recruit at least five new volunteers from priority neighborhoods.

Member Activity: Develop or revise measurement system of successful volunteer recruitment and retention that is specific to our ECHO volunteer base needs and preferences.

Member Activity: Develop relationships with potential and current partner organizations supporting health and wellness in west and southwest Louisville and expand collaborative efforts addressing socio-economic inequity within these communities