

# 1 AmeriCorps\*VISTA Project Plan: South Lansing Community Development Association

<b>Column A</b> <b>Goals, Activities, and Results</b>	<b>Column B</b> <b>Date(s)</b>	<b>Column C</b> <b>Project Reporting</b>
<p>Identify <b>Goal(s)</b> to which members' activities are directed.</p> <p><i>The Community Relations Coordinator will develop and implement a public awareness campaign that increases residents' knowledge of community assets and resources while building membership, sponsorship, and volunteer support for SLCDA activities.</i></p>		
<p><b>Activities:</b> What activities are needed to accomplish this goal?</p> <p>1) <u>Inform the public about community events, resources, and activities (SLCDA and others).</u></p> <ul style="list-style-type: none"> <li>a. Design/edit/write articles for South Lansing Community News.</li> <li>b. Update website with user-friendly community resource info.</li> <li>c. Create and disseminate press releases announcing community events, forums, programs, and accomplishments.</li> <li>d. Update email database for sharing timely community resource information between newsletters.</li> <li>e. Create How-To Guide for writing newsletters and update existing How-To Guides for existing events</li> <li>f. Write about and disseminate information on board decisions regarding programs/activities.</li> </ul> <p>2) <u>Develop strategies and resources that cultivate volunteers, sponsors, and community partner organizations.</u></p> <ul style="list-style-type: none"> <li>a. Recruit new and network with existing volunteers, sponsors, and community partner organizations.</li> <li>b. Update contact information for existing and potential volunteers, sponsors, and community partner organizations.</li> <li>c. Develop written materials including brochures/applications, contracts, sponsor/donor solicitation letters, surveys, and thank you letters.</li> <li>d. Track contacts and outcomes.</li> </ul>		<p><b>Activities:</b> What steps have you taken to accomplish this goal?</p>

<p>Identify any <b>Results (outputs, intermediate outcomes, or end outcomes)</b> related to this goal. If the result is to be measured, write “<b>performance measure</b>” in parentheses beside the result. For each result, identify the <b>indicator</b>, the <b>targets</b> you expect to meet, the <b>instrument(s)</b> you will use to measure this result, and <b>how you will collect</b> the data. If you have data for this result from prior years, report it here.</p>		<p><b>Results:</b> Report actual results related to this goal. Compare the actual targets to the anticipated target stated in Column A. Describe how these results were measured.</p>
<p><b>Output:</b> <i>Up-to-date SLCDA website</i></p>	<p><i>Ongoing through September 09</i></p>	
<p><b>Output:</b> <i>Step-by-step “How-To Guide” for publishing the newsletter</i></p>	<p><i>Ongoing through September 09</i></p>	
<p><b>Output:</b> <i>Six (6) editions of South Lansing Community News</i></p>	<p><i>Ongoing through September 09</i></p>	
<p><b>Intermediate Outcome</b> (performance measure): <i>Twenty (20) community organizations/issues highlighted via the website, newsletter, or listserv each quarter.</i></p>	<p><i>Ongoing through September 09</i></p>	
<p><b>Output:</b> <i>Volunteer, participant, and sponsor recruitment materials for Triathlon</i></p>	<p><i>February 09</i></p>	
<p><b>Output:</b> <i>Schedule of crew leaders and volunteer placements for Triathlon</i></p>	<p><i>May 09</i></p>	
<p><b>Intermediate Outcome</b> (performance measure): <i>Indicator: Number of volunteers involved in Hawk Island Triathlon.</i> <i>Target: Increase volunteers by 25% over last year (from 100 to 125)</i> <i>Instrument: Electronic data base and checklist</i> <i>Collection Method: VISTA will schedule each volunteer that signs up and check them off at the event.</i></p>	<p><i>June 09</i></p>	
<p><b>Intermediate Outcome</b> (performance measure): <i>Indicator: Number of sponsors and cash/in-kind value leveraged to support the Hawk Island Triathlon.</i> <i>Target: Increase cash and in-kind sponsorships by 25% over last year (from \$8,000 to \$10,000).</i> <i>Instrument: Electronic data base and deposit slips</i> <i>Collection Method: VISTA will record each sponsor as donations are confirmed and tally cash and in-kind values.</i></p>	<p><i>June 09</i></p>	

<p><b>Output:</b>  <i>Volunteer, exhibitor, and sponsor recruitment materials for Showcase</i></p>	<p><i>May 09</i></p>	
<p><b>Output:</b>  <i>Advertising materials for Showcase</i></p>	<p><i>June 09</i></p>	
<p><b>Output:</b>  <i>Promote Showcase with posters in public areas, flyers at neighborhood events, articles in newsletter, and email blasts through listserv</i></p>	<p><i>July-August 09</i></p>	
<p><b>Intermediate Outcome</b> (performance measure)  <i>Indicator: Number of exhibitors providing community resource information to visitors at Southside Community Showcase (festival).</i>  <i>Target: 24 resource booths</i>  <i>Instrument: Registration forms</i>  <i>Collection Method: VISTA will upload registration info to database and check in exhibitors at the event.</i></p>	<p><i>August 09</i></p>	
<p><b>Output</b> (performance measure):  <i>Indicator: Number of sponsors and cash/in-kind value leveraged to support the Showcase.</i>  <i>Target: Increase cash and in-kind sponsorships by 25% over last year (from \$5,000 to \$6,125).</i>  <i>Instrument: Electronic data base and deposit slips</i>  <i>Collection Method: VISTA will record each sponsor as donations are confirmed and tally cash and in-kind values.</i></p>	<p><i>August 09</i></p>	
<p><b>Intermediate Outcome</b> (performance measure):  <i>Indicator: Number of visitors attending the Showcase</i>  <i>Target: Increase attendance by 10% over last year (from 2000 to 22000)</i>  <i>Instrument: Electronic data base and checklist</i>  <i>Collection Method: VISTA will record each volunteer that signs up and check them off at the event.</i></p>	<p><i>August 09</i></p>	
<p><b>End Outcome</b> (performance measure):  <i>Indicator: Increased knowledge of community programs, resources, events, and activities by members of the South Lansing community.</i>  <i>Target: 80% of respondents will indicate that SLCDA (through newsletters, listserv, website, and other programs) has increased their knowledge of community programs, resources, events, and activities.</i>  <i>Instruments: Face to face, phone, online, and group surveys of community members who attend the Showcase or receive the newsletter.</i>  <i>Collection Method: VISTA will record and tally results.</i></p>	<p><i>September 09</i></p>	

- 1) No. of individuals who served as community volunteers in your program
- 2) No. of disadvantaged children and youth who served as community volunteers:
- 3) No. of students who served as community volunteers:
- 4) No. of baby boomers who served as community volunteers
- 5) No. of community volunteers who provided disaster related services:
- 6) Dollar value of cash resources developed by VISTA members
- 7) Dollar value of non-cash resources developed by VISTA members
- 8) No. of disadvantaged children and youth served through the program:
- 9) No. of children of incarcerated parents served through the program:
- 10) No. of individuals mentored through the program:
- 11) No. of clients who received independent living services through the program: