# VISTA Assignment Description (VAD)

## Title: Jena VISTA

**Sponsoring Organization:** Central Louisiana Technical Community College  
**Project Name:** Central Louisiana Technical Community College  
**Project Number:** 19VSWLA004  
**Project Period:** 09/29/2019 - 12/19/2020

## Site Name (if applicable): Jena

### Focus Area(s)
- **Primary:** Education  
- **Secondary:** Economic Opportunity

## VISTA Assignment Objectives and Member Activities

### Goal of the Project:
The goal of the project is to increase interest in college, enrollment and retention through outreach to the communities of Concordia and Catahoula parishes. The VISTA will address economic opportunities by increasing awareness of higher education opportunities that lead to high-paying manufacturing jobs. The project will build capacity by building a volunteer training and recruitment system.

### Objective of the Assignment (Period of Performance: 9/29/2019 - 09/26/2020)
Develop a follow up program for middle school students that Central Louisiana Economic Development Association (CLEDA) has which shows students' career paths and the financial impact of those decisions.

**Member Activity:**  
1) Conduct assessment of different career paths and associated financial impacts in the region.  
2) Compile data on economic impacts of different career paths.  
3) Research best practices for program design in career exploration for middle school students.  
4) If needed, participate in relevant training on college success interventions.

### Objective of the Assignment (Period of Performance: 9/29/2019 - 09/26/2020)
Develop volunteer management and recruitment system for the continuation of the program by the end of the project.

**Member Activity:**  
1) Develop outreach plans to organizations and other stakeholders to recognize need for and use of volunteers in this program.  
2) Develop description of volunteer roles.  
3) Develop/pilot volunteer training.

### Objective of the Assignment (Period of Performance: 9/29/2019 - 09/26/2020)
Develop a marketing and expansion plan outside of Ferriday and Jena.

**Member Activity:**  
1) Complete a public relations media plan  
2) Develop a communications plan for community outreach and organization of meetings.  
3) Develop presentations, newspaper articles and PSAs.  
4) Establish intra-organization systems (e.g. linked database, common forms).
Minimum Qualifications:

- HS Diploma
- Proficient in Word and Excel or Google Docs (Documents and Spreadsheets)
- Good written and oral communication skills working with a diverse audience of varying ages from junior students and their parents.

Compensation: Monthly Stipend

Please email resume and cover letter to: meredithrennier@cltcc.edu

Application reviews to begin immediately.

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