NORTHERN ARIZONA UNIVERSITY
College of Social & Behavioral Sciences
Civic Service Institute

STEM CITY
FLAGSTAFF, ARIZONA
SCIENCE·TECHNOLOGY
ENGINEERING·MATH

VISTA Assignment Description (VAD) – Coconino County Education Service Agency

Title: VISTA Online Outreach and Grant Resources Facilitator

VISTA Assignment Objectives and Member Activities

Goal of the Project: Increase the academic performance and interest in STEM of youth who are currently underrepresented in STEM fields.

Objective of the Assignment – Fundraising *(8/2017-8/2018)*
Develop resources to support fundraising efforts with assistance of site supervisor.

Member Activities:

1. Become familiar with the goals and culture of CCESA
    a. Discussion with Associate Superintendent and Project Manager
2. Become familiar with grants previously acquired by CCESA
    a. Discuss previous grants with Project Managers
    b. Read grant applications for previous grants
3. Meet with grant writing specialists
    a. Meet with Lisa Deem, Grant Specialist for the Flagstaff Grant Writing Professional Group
    b. Attend quarterly meetings of the Flagstaff Grant Writing Professional Group
4. Research possible funding sources for which CCESA is eligible
    a. Read several grant writing guides to become familiar with the grant writing process
    b. Discuss grant writing process with Project Manager
    c. Review multiple funding sources
5. Identify which funding sources that CCESA has the greatest potential of acquiring
    a. Read each Request for Proposal (RFP) in depth
    b. Eliminate those that do not align with CCESA's mission
    c. Rank those that do align with CCESA's mission in order of likelihood of a successful acquisition
6. With a grant writing team, write a first draft for the RFP that has the greatest likelihood of a successful acquisition
    a. Pull demographic data from previous successful RFPs
    b. Review narratives of previous successful RFPs and pull text from these, as appropriate
    c. Edit narrative text to align with RFP guidelines
    d. Draft sections of RFP that are unique to the specific RFP
    e. Work closely with Project Manager to accomplish each of the steps in this activity
7. Submit RFP

Objective of the Assignment – Outreach *(8/2017-8/2018)*
Develop and implement targeted marketing and outreach materials for CCESA and measure the effectiveness of current marketing efforts to reach low-income youth and families.

Member Activities:

1. Review current website to evaluate effectiveness of current marketing efforts
    a. Become familiar with current CCESA Innovation and Development website: http://ccesa.az.gov/innovation-development/
2. Identify which social media venues should be used on the CCESA website to more effectively communicate with participating teachers
    a. Create an appropriate online survey in consultation with Project Manager
    b. Survey participating teachers on digital devices and social media venue used
3. Develop and implement ways to use social media on the CCESA website to more effectively communicate with participating teachers
    a. Use survey results to choose social media venues to incorporate into the CCESA website
    b. Work with webmaster to incorporate a variety of social media venues into the CCESA website
    c. Add content to the social media venues 2-3 times weekly throughout the year
4. Evaluate the effectiveness of each social media venue in terms of the extent to which it increased communicate with participating teachers
    a. Use online survey tools to continuously monitor the effectiveness of each social media venue
    b. Conduct interviews with 10% of participants about the effectiveness of each social media venue