

Column A AmeriCorps*VISTA Project Plan –	Column B Project timeline	Column C – Reporting for VISTA member.
<p>Goal 1: In Humboldt County, there are approximately 1,300 children of incarcerated parents, many of whom need a caring and consistent adult in their lives. It is the goal of this project to develop and strengthen the capacity North Coast Big Brothers Big Sisters to serve children of incarcerated parents by increasing the awareness of our agency and our programs or increasing the amount of funding the agency receives in order to serve more children. During this three-year project VISTA members will raise public awareness of our agency in order to recruit volunteers or raise funds which will build capacity so that the agency can increase services.</p>		
<p>Activities: The VISTA member will:</p> <ol style="list-style-type: none"> 1. Review current and past mentor project activities, policies, procedures including best practices in order to develop a working knowledge of the program so that they are able to speak and write about it with authority. 2. Develop a public relations plan to forward the mission of the agency which includes mentoring children of prisoners. 3. Create and organize program materials for public relations which could include special events plans, newsletters, brochures, bookmarks, flyers, radio and any other advertisements etc. 4. Develop and coordinate an outreach plan that will support the agency in recruiting or fund development in all markets which may make an impact on overall program growth as well as the growth of matches of children of prisoners. 5. Work with appropriate Board committee to develop a twelve month public relations plan for yearly implementation to raise overall community awareness and effectiveness of our program. <hr/> <p>Output: VISTA members will become familiar with agency history. They will also be made aware of current and past programs, activities, policies and procedures including relationships with our mentoring collaboratives and partnerships as well as community culture and demographics.</p> <p>Output: Vista members will be able to articulate the National BBBS Standards of Practice for mentoring programs.</p> <p>Output: VISTA members will develop and implement a written public relations plan geared toward making a large impact in the growth of our program.</p> <p>Output (PERFORMANCE MEASURE): Strategies for increasing public awareness of our program.</p> <p>Indicator: Number of outreaches to the public in the form of press releases, radio, television or other community coverage of the agency.</p> <p>Target: 12 articles or PSA’s printed in local newspapers, creating television or radio advertisements that are deemed needed by the Public Relations Committee.</p>	<p>Q1</p> <p>Q1</p> <p>Q1</p> <p>Q1- 3</p>	

