### VISTA Assignment Description (VAD)

**Title:** Revitalization Project VISTA  
**Sponsoring Organization:** Homeless And Housing Coalition of Kentucky  
**Project Name:** "Homes For All"  
**Project Number:** 16VSSKY001  
**Project Period:** 03/01/2020 - 02/27/2021  

**Site Name (if applicable):** New Directions Housing Corporation  
**Focus Area(s)**  
- **Primary:** Economic Opportunity  
- **Secondary:**

### VISTA Assignment Objectives and Member Activities

**Goal of the Project:** New Directions’ mission is to develop and maintain affordable housing and vital communities in partnership with neighborhoods and other stakeholders. The goal of the VISTA project is to break the cycle of poverty by increasing community engagement and awareness of our programs in order to allow low-income elderly and disabled homeowners to age in place. The VISTA will increase the reach of our programs by recruiting volunteers to complete critical home repairs and identifying eligible program participants. The project will also leverage program and outcomes and impacts to diversify funding sources, which will ensure long-term sustainability towards affordable housing.

**Objective of the Assignment (Period of Performance: 07/20/2020-05/30/2021)**

Increase the number of volunteers participating in the Revitalization Program. The more volunteers participating results in more households receiving essential home repairs that contribute to safe and affordable housing.

- **Member Activity:** Recruit volunteer teams to participate in the Revitalization Program. a. Review and familiarize with current recruitment strategies and develop proposals for improving each strategy area by October 2020 for the upcoming 2021 spring repair season. b. Create new media strategy for volunteer recruitment. c. Develop ongoing engagement and recognition strategy for volunteers. d. Develop strategy for updating and maintaining content on organization website.

- **Member Activity:** Collaborate with Volunteer Coordinator to develop ongoing volunteer engagement strategies. a. Review and familiarize with current engagement strategies; create proposal for new strategy areas by November 2020 for the "off-season" of volunteers. b. Collaborate with staff to implement approved strategies for recruitment and engagement of volunteer. c. Document efforts in VISTA Sustainability Binder to transition to existing or new staff. d. Provide feedback on successful strategies, areas for improvement, and proposals for alternative strategies to help build capacity and impact of volunteer program by June 30th, 2021.
Objective of the Assignment *(Period of Performance: 07/20/2020-07/19/2021)*

Improve marketing and outreach efforts to identify and recruit eligible households to participate in the Revitalization Program to increase affordable housing stock for low-income communities.

**Member Activity:** Develop media strategy for targeting participants for the Repair Affair housing program. Submit a proposal by November 2020 to staff and community partners.

**Member Activity:** Develop standards for communicating eligibility requirements for programs by September 2020. a. Propose and receive feedback b. Implement any feedback by March 2020

**Member Activity:** Develop written guidance for homeowners and housing clients to apply for the programs by September 2020. a. Propose and receive feedback b. Implement any feedback by March 2020.

**Member Activity:** Develop tracking system to include program applicants and participants and analyze trends in participants and repair needs to optimize efficiency with repair program administration. Submit quarterly impact and trend analysis to partners. Add information to VISTA Sustainability Binder.

Objective of the Assignment *(Period of Performance: 07/20/2020-07/19/2021)*

Improve community outreach and awareness of NDHC mission to positively impact the organization's ability to increase the number of individuals served.

**Member Activity:** Develop and maintain a relationship with communities and neighborhood associations at public NDHC events. a. Research community meetings relevant for NDHC presence b. Plan for carrying out participation

**Member Activity:** Measure and report outcomes of revitalization programs to include the number of houses completed, number of volunteers, number of service hours, and personal hours. a. Complete reports on regular basis (fall 2020 data by November 30th, 2020) and (spring data by June 30th, 2021).

**Member Activity:** Develop and maintain sustainable community relations kit for use at public events. a. Research and prepare information for revitalization programs for stakeholders, constituents, community partners. b. Create digital template to easily implement updates to include impact numbers and stories for kit by December 2020. c. Create a standard media kit for executives and staff to spread the work about repair program by January 2021.

**Member Activity:** Create VISTA Sustainability binder documenting all capacity building activities and train staff so that activities can be continued upon completion of VISTA member’s term of service.