

VISTA Assignment Description (VAD)

Title: Waukesha Free Clinic VISTA Member Development Associate 2021-2022

Sponsoring Organization: Wisconsin Association of Free & Charitable Clinics, Inc

Project Name: Wisconsin Association of Free & Charitable Clinics, Inc II

Project Number: 19VSNWI007

Project Period: 09/29/2019 - 02/26/2022

Site Name: Waukesha County Dental Clinic

Focus Area(s)

Primary: Healthy Futures

Secondary:

VISTA Assignment Objectives and Member Activities

Goal of the Overall VISTA Project: The VISTA Member activities will increase access to healthcare to the low income and uninsured population by providing efficiencies and the groundwork of integral components to ensure sustainability of funding, volunteer staffing and the delivery of high-quality healthcare to the most vulnerable populations. The VISTA will build capacity for the clinic by implementing standards, engaging in marketing and promoting the clinic, identifying key resources in the community, and engaging with volunteer coordination. This will take place from 10/25/21-10/24/22.

Objective of the Assignment

Implement policies, procedures, and best practices which maximize access to healthcare and improve overall quality of care.

Member Activity (09/29/2019 - 09/30/2020): Member Activity: Obtain WAFCC Silver or Gold Standards of Excellence. Member Activity: Develop process and schedule for maintenance of Standards. Member Activity: Identify deficiencies and schedule to implement working toward achieving a higher Seal of Excellence rating (if applicable) or maintaining the Gold rating.

Objective of the Assignment

Engage in review of Community Health Needs Assessment and other community reporting tools to strengthen and/or expand Clinic programs, especially in the context of Diversity, Equity & Inclusion.

Member Activity (09/29/2019 - 09/30/2020): Member Activity: Review all relevant Community Health Needs Assessments (CHNA). Member Activity: Identify Clinic's strengths and opportunities in relation to CHNAs. Member Activity: Create concrete steps to strengthen and expand Clinic's programs in relations CHNA opportunities. Member Activity: Implement the steps. Member Activity: Monitor implementation plan and revise as necessary. Member Activity: Create process for plan review and revision.

Objective of the Assignment

Marketing and Outreach.

Member Activity (09/29/2019 - 09/30/2020): Member Activity: Participate in Clinic Marketing initiatives. Member Activity: Collaborate with the Marketing Committee to maintain the website and to develop and manage an expanded social media presence. Member Activity: As a member of the Marketing Committee, participate in outreach by: tracking contacts, managing information sent to contacts and identifying potential areas for additional outreach. Member Activity: Research Fund Development for additional grant opportunities. Member Activity: Engage in Fund Development with fundraising projects as needed. Member Activity: Create marketing and outreach guide for future VISTA Members to be able to assess and revise best marketing and outreach strategies.

Objective of the Assignment

Coordinate Volunteer Recognition/Support Volunteer Coordinator.

Member Activity (09/29/2019 - 09/30/2020): Member Activity: Update and streamline existing volunteer tracking system. Member Activity: Engage in staff training and volunteers to utilize tracking services. Member Activity: Plan and organize Volunteer Recognition Brunch and Volunteer Appreciation Week activities in April. Member Activity: Review and revise volunteer coordination outreach methods seeking best practices.

Objective of the Assignment

Identify and develop potential strategic partnerships, potential funding opportunities and sources.

Member Activity (09/29/2019 - 09/30/2020): Member Activity: Develop donation discount partnership program whereby donors receive discounts on goods and services through a donation to the organization. Member Activity: When possible, attend community events or friend-raising opportunities by targeting younger donor base. Member Activity: Regularly engage in Facebook posts to connect with community partners and market fundraising events. Member Activity: Engage with clinic team to assess, review and improve strategic partnerships.