



Service Description & Timeline

Goal of the Project

Rotary Camps & Service (Camps) is the landholding entity of the Rotary Club of Traverse City, owning over 1,700 acres of land in Grand Traverse and Leelanau Counties, including a former Boy Scout Camps and significant waterfront on Lake Michigan. The goal of this project is to increase the capacity for two of the main initiatives being conducted by Camps—Greilick Outdoor Recreation & Education Center (Greilick) and the Discovery Center & Pier (the Pier). The activities will build audiences and visitors of all ages, abilities, and needs.

The centerpiece project will be to research and design programming for at-risk youth. Beyond the actual substantive learning that occurs in outdoor education programs, they build independence, resilience, confidence, an teach goal-setting, creative problem solving, social skills & teamwork, follow through, life-long learning, responsible risk-taking and many other life-skills that help develop a fully actualized adult that can succeed in both the workplace and in the community. Both projects are in an emerging and start-up stage of their life cycle, and need considerable support to build capacity in program development, marketing, database development, volunteer recruitment and retention, fundraising procedures, as well as fundamental policies and practices.

Objective of the Assignment (May & June 2018)¹

The VISTA will boost awareness, improves organizational infrastructure, and improve access to the programs for low-income and other at-risk. During this initial period, the VISTA will become familiar with Camps, its mission, vision and goals and how it relates to one of our key values: to provide “access to natural resources and recreation for people of all ages, abilities, and needs.” The VISTA will also familiarize themselves with their colleagues, networks, and stakeholders. With the guidance of VISTA Leader, they will be introduced to the status of the projects currently in the pipeline.

- Participate in a thorough staff/intern/volunteer orientation and familiarize themselves with both of the main sites Camps operates. The VISTA will attend an Camps Board meeting and learn about the governance structure of a nonprofit corporation. They will also be introduced to the management Committees that are giving guidance to managing the two properties.
- Create first drafts of project outlines w/ timelines for review by Camps staff, management Committees and their VISTA Leader. Once approved, the VISTA will develop the outlines with more details.
- Begin to familiarize themselves with SalesForce, the database and customer relationship management tool that Camps will use for donors, volunteers, customers, and other stakeholders

¹ Assumes a start date in May 2018. Timeline may be adjusted accordingly.

Objective of the Assignment (June 2018– April 2019)

Assist with creating an entirely new program to help diverse at-risk youth and others living in poverty to have outdoor experiences that will help develop skills in cooperation, resilience, responsible risk-taking, life-long learning, independence and the all of other skills listed in the Project Goal section (“life-skills” for short). This would likely take the form of free “camperships” for Greilick, but might also include free sailing “adventures” through one of the partners at Discovery.

- Work with staff to identify likely source of funding to support free or reduced cost life-skills outdoor education experiences for at-risk youth and others living in poverty.
- Research and identify populations of at-risk youth, both locally, regionally, and statewide. Develop a communication strategy to reach out to those populations and market the availability of free life-skills outdoor experience
- Develop a communication strategy for the program, both to reach out to funding sources, and to identify and recruit groups and/or individuals who would benefit from such an experience.

Objective of the Assignment (June 2018 – April 2019)

This VISTA Assist in developing the life-skills curriculum for the program described above. These skills will make the youth more successful as adults, both in their work-lives and their personal-lives.

- After defining the life-skills qualities that the experience is intended to reinforce, research other high-adventure and outdoor education experiences that have been successfully implemented with at-risk populations in other locations. Understand the best practices in the field, and identify elements of those programs that could be adapted by Greilick or Discovery.
- Work with staff and volunteers to put pilot curricula together (both for day-trip and overnight experiences) and test it with the appropriate population(s). Debrief the pilot experience and refine each curriculum for future use.
- Develop survey tools, both for the adult leaders and young participants, for evaluating and improving the experiences.

Objective of the Assignment (June 2018 – April 2019)

Assist with developing organization-wide communication strategies and standards.

- Expand and improve on Greilick’s online newsletter and generate ideas for content.
- Build out existing websites for Greilick and Discovery to increase fundraising, recruitment, and education.
- Develop procedures for managing social media channels (e.g. Facebook, Instagram, YouTube, etc.), and generate ideas for content.
- Develop a method for communicating with volunteers through Salesforce.

Objective of the Assignment (June 2018 – April 2019)

Organizational growth requires contact with volunteers, donors, and customers. Having strong communications leads to engaging more volunteers. Showcasing to donors the impact the programs and facilities are having on at-risk youth shall instill more stewardship on their behalf. Using tools such as SalesForce, the VISTA will help develop and put into place a volunteer management system with policies and procedures.

- Research best practices and requirements for screening and approving, tracking and training volunteers. Develop methods to put these procedures in place.
- Conduct outreach to potential volunteer sources, network with community organizations seeking volunteer opportunities.
- Develop methods to effectively communicate with volunteers, get feedback regarding their satisfaction and training needs.
- Create a system to track volunteer time using SalesForce.
- Recognize volunteers' accomplishments and commitment, while tracking retention.

Objective of the Assignment (March & April 2019)

The Member will prepare to exit the AmeriCorps VISTA program by creating future plans for him or herself and by ensuring legacy materials are complete and well-organized. This will ensure that the work that the VISTA completed during endures beyond the VISTA's tenure and continues to serve and benefit at-risk youth long after the VISTA moves on.

- Meet with the VISTA Leader to ensure planning for "next steps" after VISTA are completed, and the VISTA understands the assistance s/he can expect from VISTA.
- The VISTA, VISTA Leader and project leader(s) will review materials developed during the year of service to ensure that all materials are well-organized and accessible for future use.