

Webinars for AmeriCorps VISTAs

Beyond Your Service Year: Project Sustainability Strategies

To join the audio portion by phone,
please dial:

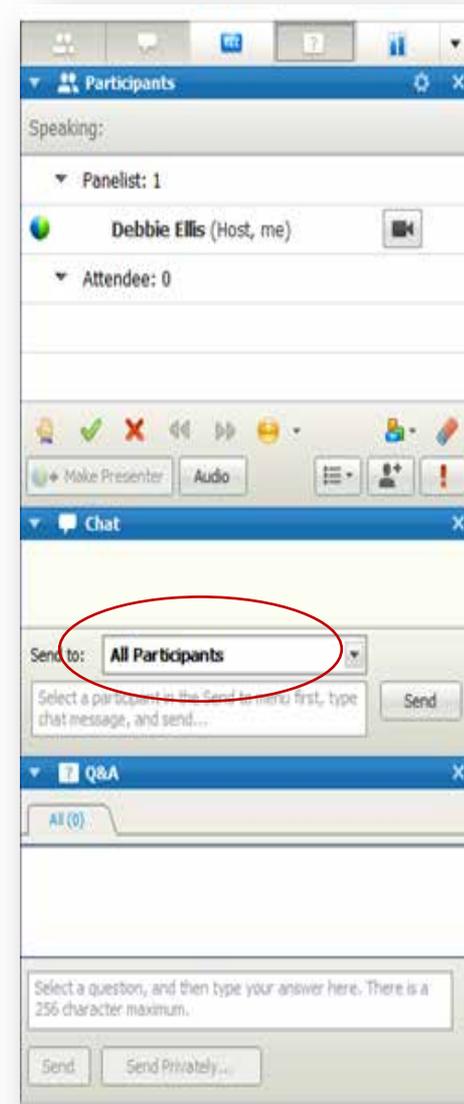
888-324-9321 Passcode: **9239150**

This session will begin shortly.

Tips for Participating

Webinars for AmeriCorps VISTAs

- Phones are muted
 - Phones will be open for Q&A later
- Audio available through your computer
- To ask questions, use the Q&A panel
- To share comments and ideas, use chat
- Recording will be available afterwards on the VISTA Campus
- Closed Captions can be viewed in the Media Viewer panel



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Webinars for AmeriCorps VISTAs

Welcome to

Beyond Your Service Year: Project Sustainability Strategies

Today's Team



Molly Pelzer

Corporation for National
& Community Service



Sarah Gleason

Side by Side Associates,
Partners in Community
Building

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Guest Speakers



Shemekka
Coleman

DHIC, Inc.



Cortney
Stehlik-Freeman
Community Frameworks

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Today's Objectives

- Define sustainability within the VISTA context
- Define member and supervisor roles
- Identify specific practices that can lead to VISTA project sustainability
- Plan for sustainability
- Identify existing resources

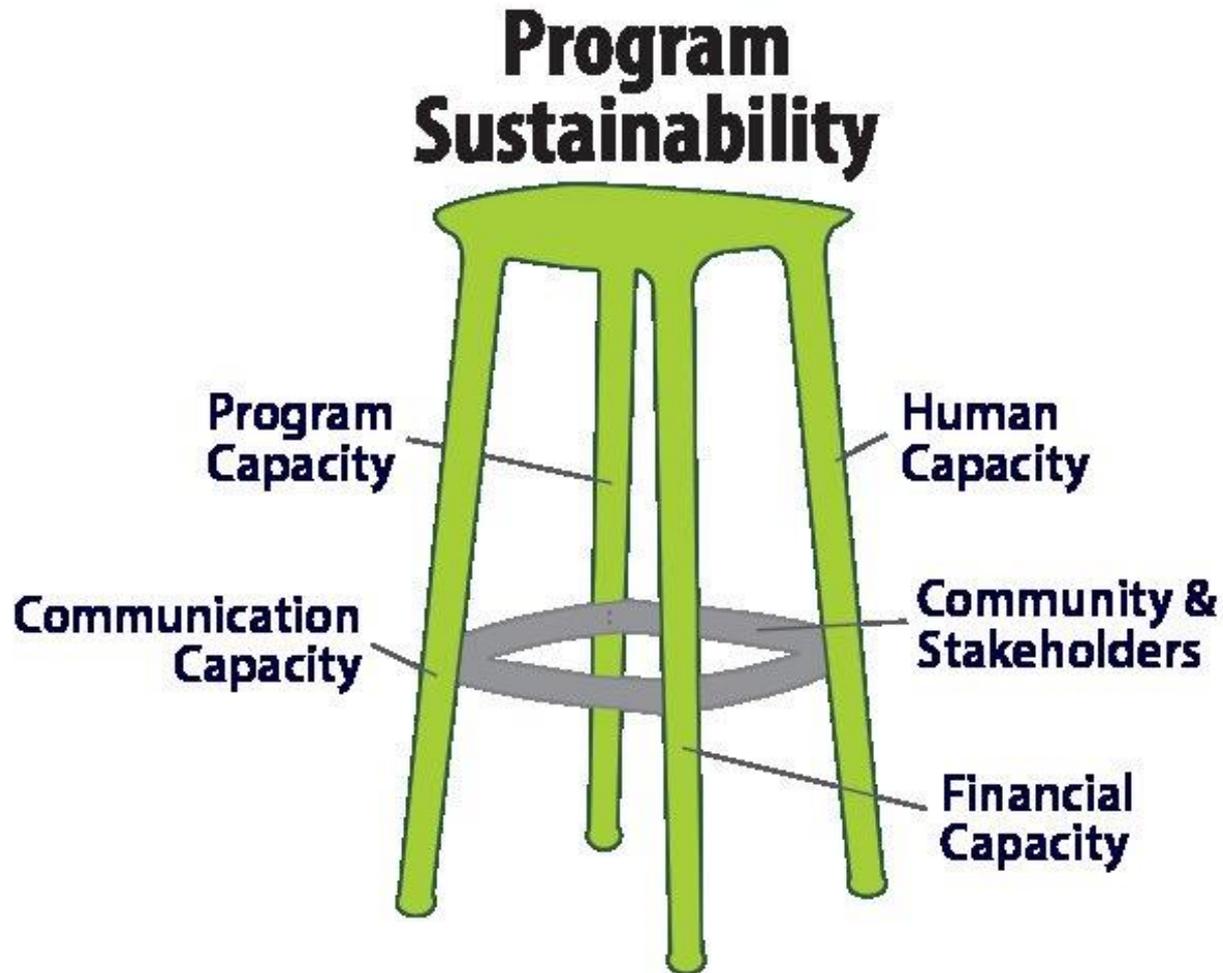
Today's Agenda

- Building Capacity for Sustainability
- Planning for Sustainability
- Voices from the Field
- Activities to Support Sustainability
- Your Questions

What Is Sustainability?

Sustainability is the ability of a program or organization to continue engaging community stakeholders to meet the needs of the community efficiently and effectively after the last VISTA is gone.

Program Sustainability



Building Capacity for Sustainability

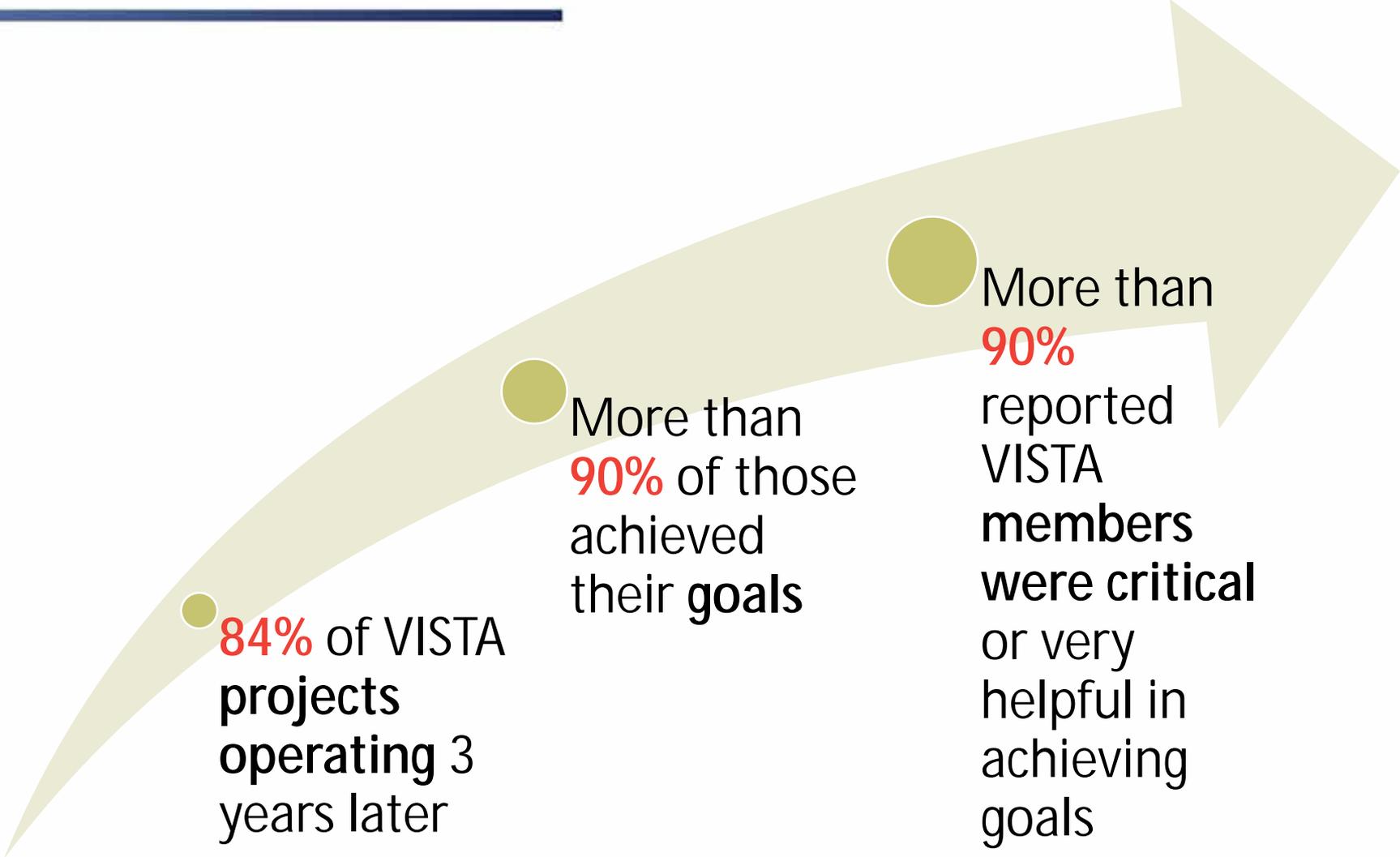
VISTA projects build capacity to support program sustainability.

VISTA members:

- Create, expand or strengthen organizational systems or processes
- Engage and empower community members and organizational partners



VISTA Project Sustainability



84% of VISTA projects operating 3 years later

More than **90%** of those achieved their **goals**

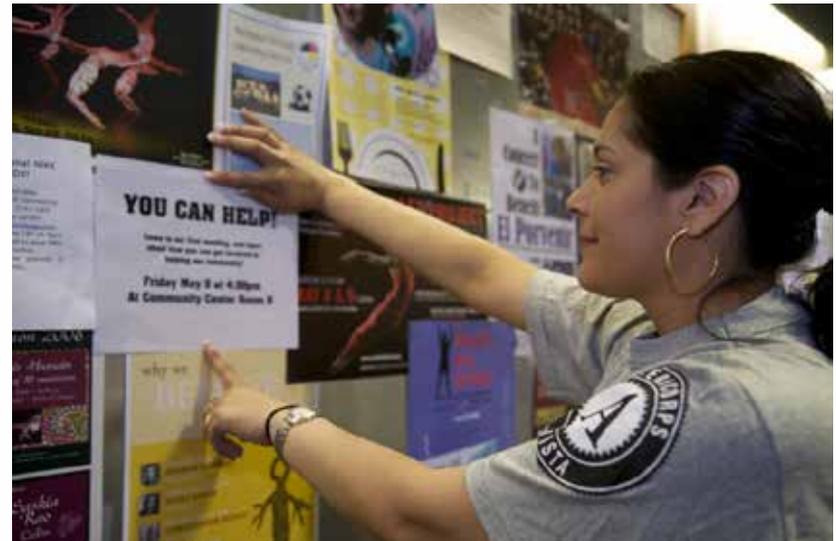
More than **90%** reported VISTA **members** were **critical** or very helpful in achieving goals

Chat:

- What kind of variables do you think make a difference in a project's ability to be sustainable?

Sustainable VISTA Project variables

- Trained and dedicated VISTAs
- Support from the community
- Established and experienced organizations
- Alignment of project goals with the mission



Those not sustained

- Poor organization/project management
- Lacked resources - funds and/or volunteers
- Lacked community support
- Lacked organization support



Capacity Building In Your VAD

- Program Development and Improvement
- Recruitment and Management of Volunteers
- Partnerships with Community Members and Organizations
- Communication, Marketing and Promotion
- Increase and Diversification of Resources

What is YOUR focus?

Pass It On!

Capacity building includes the transfer of:



Knowledge



Products



Relationships

Sustaining Your Work

- Who will carry on your work?
- How will you ensure that they are ready?
- How will you build community & organizational support?



Planning for Sustainability

- Who is responsible for sustainability?
- Is there a plan for sustainability?



A Sustainability Plan should include:

- Objectives
- Milestones
- Timeline
- Activities
- Persons responsible
- Plan for checking in/
assessing progress



Assessment Tools & Resources

VISTA Campus

- Project Sustainability Assessment Checklist To Promote Sustainable VISTA Projects
- Capacity Building in Action
- Passing the Torch: Ensuring the Continuity of Your Work
- Strengthening Your Organization, Your Community, and Your Projects
- Creating A Binder for the Next VISTA

External Resources

Center for Public Health Systems Science

- [Program Sustainability Assessment Tool](#)
 - [Assessment Questions](#)
 - [Sample Report](#)

Community Foundation of Jackson Hole

- [Building Sustainability for Nonprofit Organizations](#)

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Example from the field

*Shemekka Coleman, VISTA
NeighborWorks*



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DHIC, Inc. - NeighborWorks



Working Together for Strong Communities®



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Essential Elements of Sustainability

- Support from the community
- Established and experienced organizations
- Alignment of project goals with the mission



Legs of Sustainability

- **Communication Capacity**- Fliers, Newsletter announcements, surveys
- **Human Capacity**-encouraging volunteer opportunities thru faith based community services and outreach
- **Community & Stakeholders** - involving community partners with existing programs and new programs



Building Community Capacity



Questions/Comments?

Contact Info

Shemekka Coleman

DHIC Contact Info:

Desk line-919-615-3735

shemekka@dhic.org

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Example from the field

*Cortney Stehlik-Freeman,
Former VISTA, Current VISTA
Supervisor*



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Community Frameworks

- Incorporate your project into organization's strategic plan
- Create a work plan and VADs that include activities to increase project funding
- Plan for end of year "hand off"



Proud new homeowner in 2014 –
long-term result of a 2009-2010 VISTA
project

Hand off tips

- Start thinking about sustainability early on
- Find your org's financial plan
- Begin thinking about how to hand off relationships you've built
- Use a shared drive and leave organized files
- Leave written procedures and notes
- Start hand off process 3 months before you leave

Chat: What Are You Doing?

What are you doing now to transfer the knowledge, products or relationships you are building?

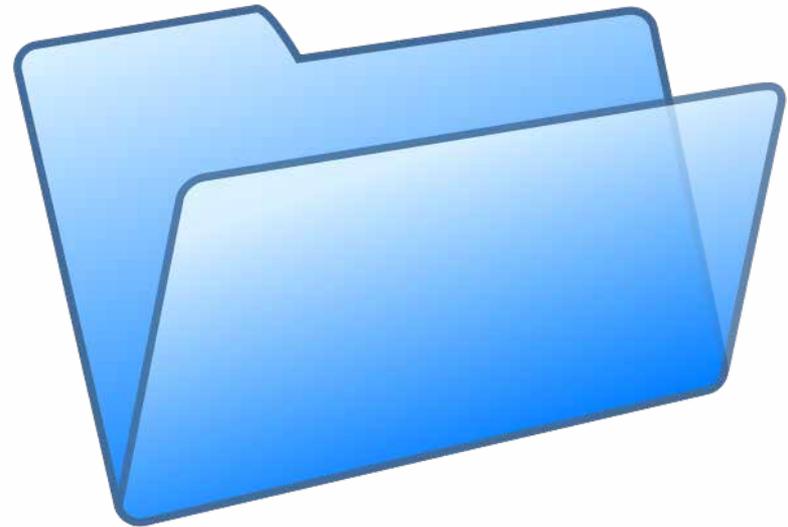
Transferring Knowledge



- Mapping existing assets
- Story collection and impact evaluation
- Presentations to organizational leaders and staff
- Community events and presentations

Transferring Products

- Training and coaching users
- Planning guides, user guides, templates
- Electronic 'binders' on shared drive, Google drive, Dropbox



Transferring Relationships



- Stakeholder analysis
- Contact database
- Developing community champions
- Community advisory boards
- Partnership agreements, memoranda

Capacity Building Transfer

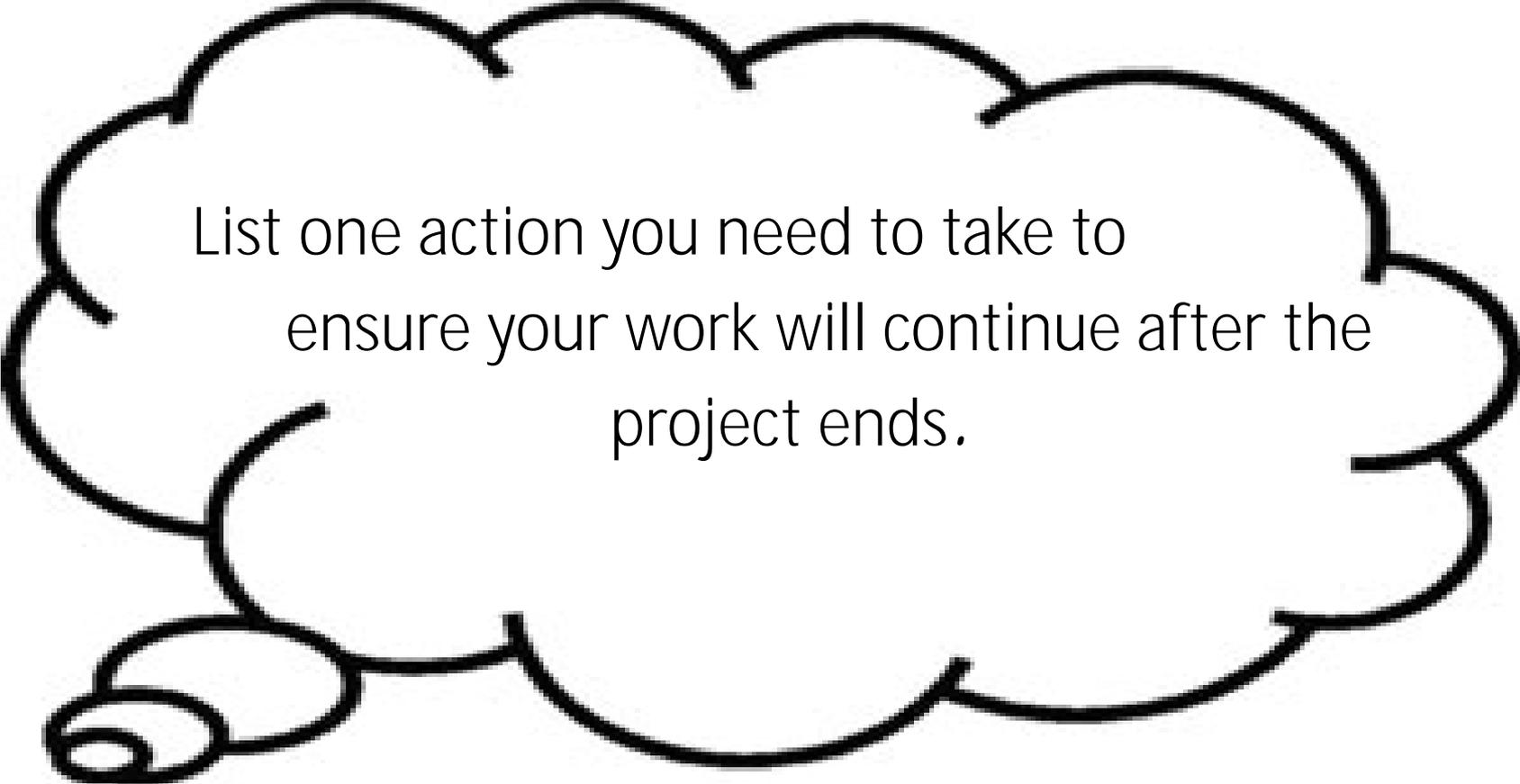
Example from the field

Family Services
Inc.



- Established volunteer base of 97 volunteers for annual event
- Created marketing and branding standards
- Increased Facebook following to more than 1,600 contacts

Chat: Actions for Last VISTA



List one action you need to take to ensure your work will continue after the project ends.

Next Steps

- Brainstorm how your VAD objectives lead to sustainability for the program
- Make a list of knowledge, products, and relationships that need to be transferred
- Review sustainability resources and use them to start a plan
- Ask your Supervisor to watch the recorded version of the supervisor webinar that will be posted at:
 - <http://www.vistacampus.gov/supervisor-webinars>

Evaluation

Webinars for AmeriCorps VISTAs

Please take a few moments to share your feedback. How can we improve these sessions? What topics should we include in future webinars?

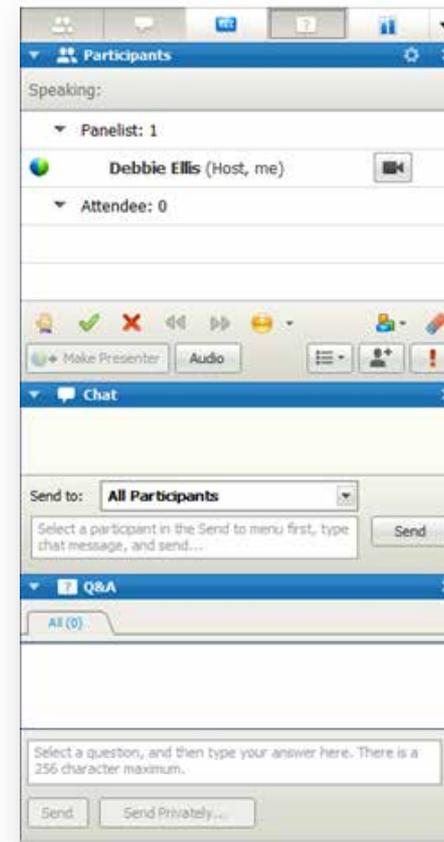
Thank you very much for your time and participation!

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How to Ask Questions

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- To ask a question verbally, call in using the number on this slide and press *1
- To ask a question electronically, use the Q&A feature located in the bottom right corner



Thank You for Your Participation!

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Next Webinar:
Time Management
May 14, 2015
2:00 PM ET

Questions? VISTAwebinars@cns.gov



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