

*Webinars for VISTAs*

# Planning for Tomorrow Today: Promoting Long-Term Project Sustainability

To join the audio portion, please dial **888-606-5950**  
with the passcode **6374852**

This session will begin shortly.

# Tips For Participating

## *Webinars for VISTAs*

- Submit questions to the presenter at any time using the Q & A feature.
- Share tips, resources, and ideas with other attendees using the Chat feature.
- The phone line will be open later in the presentation for Questions and Answers.



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Welcome to

# Planning for Tomorrow Today: Promoting Long-Term Project Sustainability

# Today's Team

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**Kim Judy**  
AmeriCorps VISTA  
Training Coordinator  
CNCS



**Robyn Stegman**  
Project Specialist  
Campaign  
Consultation, Inc.



**Suzanne Knizner**  
Project Specialist  
Campaign  
Consultation, Inc.

# Today's Presenter

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**Dax-Devlon Ross,**  
Instructional Designer  
Bankstreet College of Education

# Learning Objectives

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- Introduce “sustainability” and explore its goals within the context of VISTA service
- Explore VISTA’s research findings on the factors impact project sustainability
- Share experiences of successful projects
- Offer approaches to and strategies to promote the sustainability of your projects

# Today's Agenda

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- Welcome and introductions
- The goals of project sustainability
- The 2010 VISTA Sustainability Report
- Sustainability in action
- Strategies for promoting sustainability at your site
- Q&A
- Wrap-up and sign-off

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**Sustainability!!!**

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**Sustainable** living = adjective

Living **sustainably** = adverb

A life that is **sustainable** = noun

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**DON'T BUY  
THIS JACKET**

**patagonia**  
patagonia.com

### COMMON THREADS INITIATIVE

#### REDUCE

**WE** make useful gear that lasts a long time  
**YOU** don't buy what you don't need

#### REPAIR

**WE** help you repair your Patagonia gear  
**YOU** pledge to fix what's broken

#### REUSE

**WE** help find a home for Patagonia gear  
you no longer need  
**YOU** sell or pass it on\*

#### RECYCLE

**WE** will take back your Patagonia gear  
that is worn out  
**YOU** pledge to keep your stuff out of  
the landfill and incinerator



#### REIMAGINE

**TOGETHER** we reimagine a world where we take  
only what nature can replace

**patagonia**  
patagonia.com

## Four Core Principles

1. Anti-Poverty Focus
2. Community Empowerment
3. Sustainable Solutions
4. Capacity Building

## Sustainable Solutions

“As directed by Congress, VISTAs are short-term resources that serve to build the long-term sustainability of anti-poverty programs. VISTA projects should be developed with a goal to phase out the need for VISTA members and maintain the ability of the project to continue without them.”

# The Goals of Project Sustainability

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## **A sustainable project strives to...**

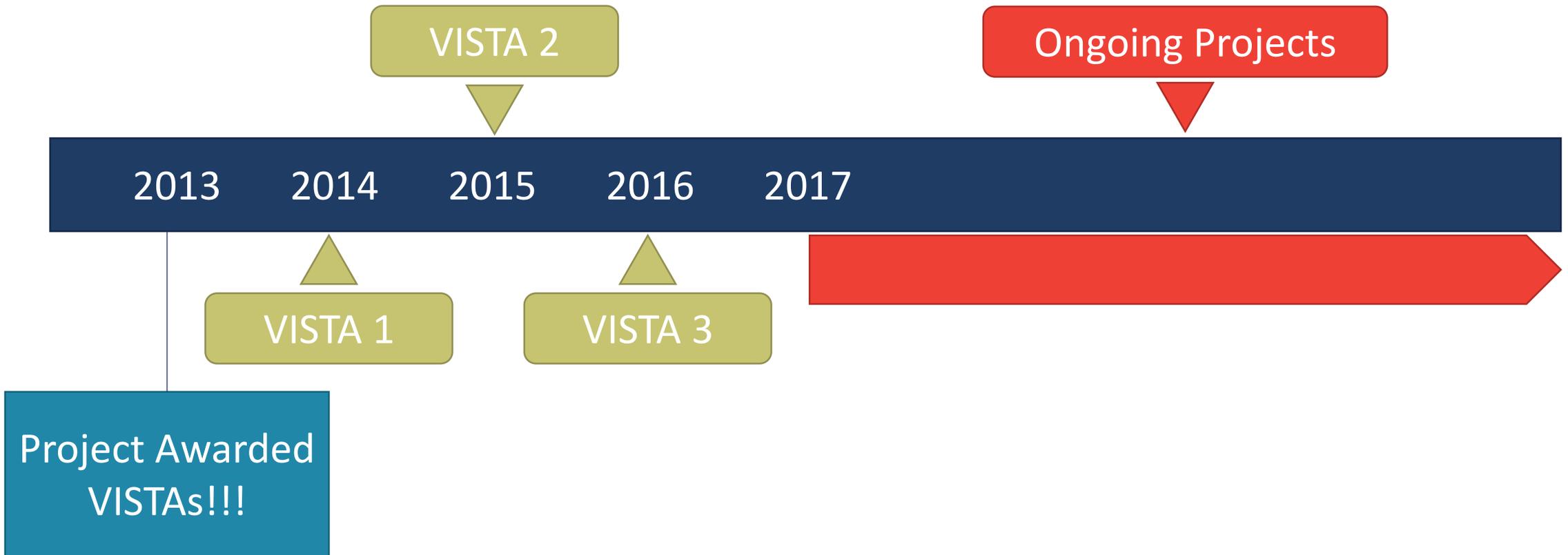
- Develop effective, efficient, and adaptable systems
- Maintain the integrity of the mission, vision, goals, and outcomes
  - Develop people and resources
  - Build trust among stakeholders

# Poll Question

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- What percentage of VISTA projects continued to operate successfully two or more years after the last VISTA left the project?
  - 63%
  - 73%
  - 84%

# Project Lifespan



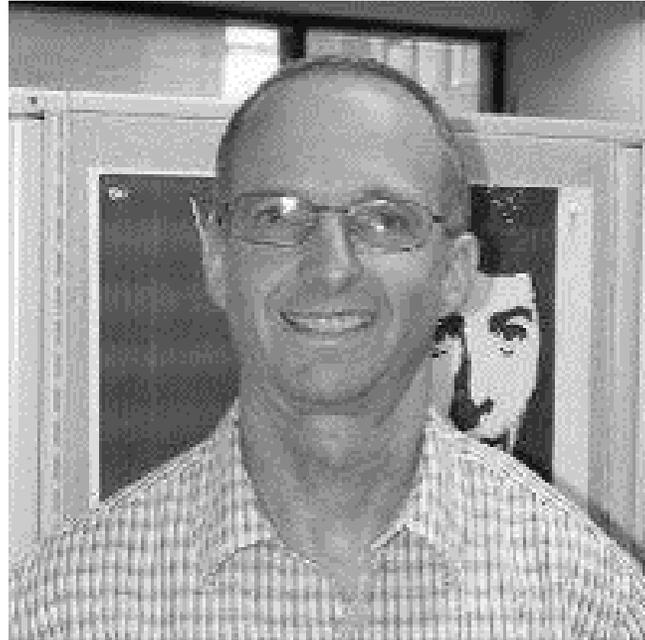
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**Craig Kinnear**  
Budget and Program Analyst  
AmeriCorps VISTA

**84%** of VISTA projects whose last VISTA left between 2003 and 2007 were still operating after the departure of that last VISTA in 2009.

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What characteristics/competencies did these project directors and staff say most successful VISTA members had?



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Projects *did not* sustain because:

- Poor organization/project management
- Lack of needed resources (funds and/or volunteers)
- Lack of community support
- Lack of organization support

# Sustainability Variables

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2003

2007

Projects that Continued

- VISTA member (capacities, training, dedication)
- Project support from the community
- Age and experience of the sponsoring organization
- Centrality of project goals to the mission of the organization

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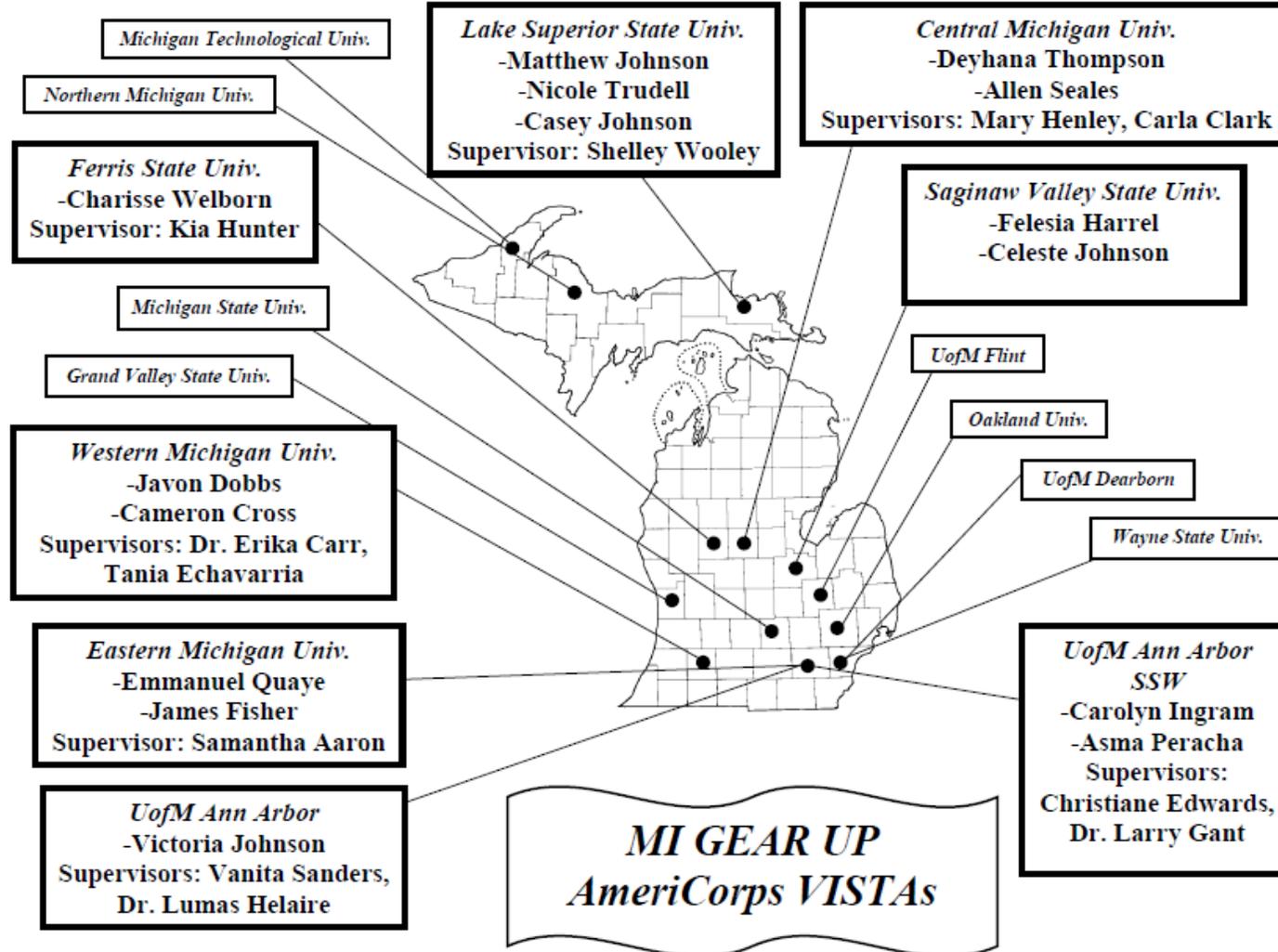
**Ingrid Clover and Asma Peracha**  
MI GEAR UP

# MI GEAR UP Is

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- Michigan's largest college access program
- Operated in partnership with all of Michigan's 15 public universities
- Providing services to approximately 10,000 low income students at 65 schools across the state.

# MI GEAR UP Is All Over the Map



# Sustainability and Scalability

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- MI GEAR UP operates on a much larger scale, both geographically and by population, than many college access programs.
- MI GEAR UP VISTAs make statewide initiatives possible.
- MI GEAR UP statewide initiatives sustain funding beyond 2018.

# Sustainability Across Programs

- MI GEAR UP statewide initiatives create college going culture across programs
  - KCP Postsecondary Programs
  - Michigan College Access Programs



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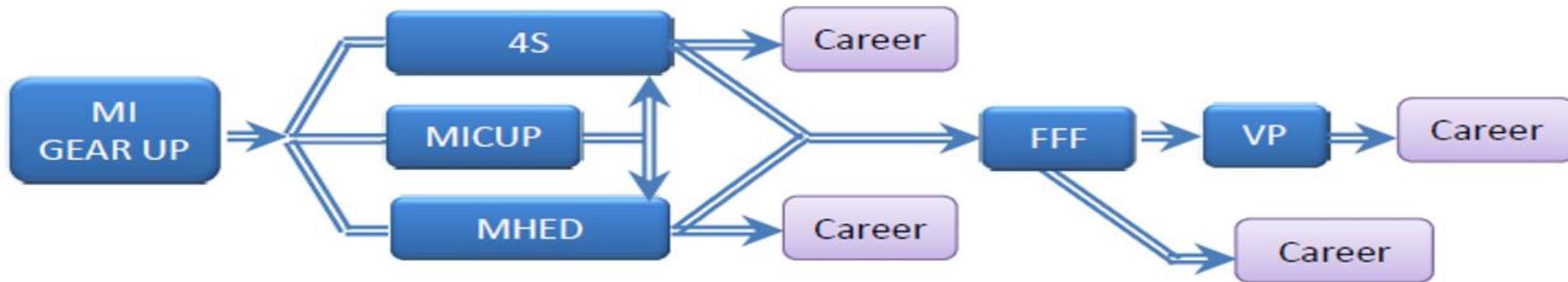
## The KCP Initiative Pipeline



K-12

Undergraduate

Graduate





## Collaboration Partners

P=Postsecondary, C=Community, O=Other



Alma College (P)	University of Michigan– Ann Arbor (P)
Central Michigan University (P)	University of Michigan– Dearborn (P)
College of Creative Studies (P)	University of Michigan– Flint (P)
Eastern Michigan University (P)	Wayne State University (P)
Ferris State University (P)	Western Michigan University (P)
Grand Valley State University (P)	EduGuide (C)
Kettering University (P)	Employment Training and Designs, Inc. (ETDI) (C)
Lake Superior State University (P)	Michigan Campus Compact (MCC) (C)
Lawrence Technological University (P)	Michigan College Access Network (MCAN) (O)
Marygrove College (P)	Michigan Department of Education (O)
Michigan State University (P)	Michigan Department of Treasury (O)
Michigan Technological University (P)	University of Michigan, School of Engineering- Center for Educational Diversity and Outreach (CEDO) (P)
Northern Michigan University (P)	University of Michigan, School of Social Work (P)
Oakland University (P)	Southeast Michigan Community Alliance (SEMCA) (C)
Saginaw Valley State University (P)	Volunteers in Service to America (VISTA) (O)
University of Detroit Mercy (P)	

# MI GEAR UP Sustainability Goals:

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- Sustainability of Project
- Sustainability of Program
- Sustainability of College-Bound Culture

# MI GEAR UP Financial Literacy Sustainability

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- Project: Develops and implements financial literacy services.
- Program: Sustains current and future MI GEAR UP funding.
- Impact: Supports a statewide college-bound culture.

# MI GEAR UP Services

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- MI GEAR UP VISTA Tasks:
  - Financial literacy and parental involvement
  - College access and success supports

# MI GEAR UP Data to Support Sustainability

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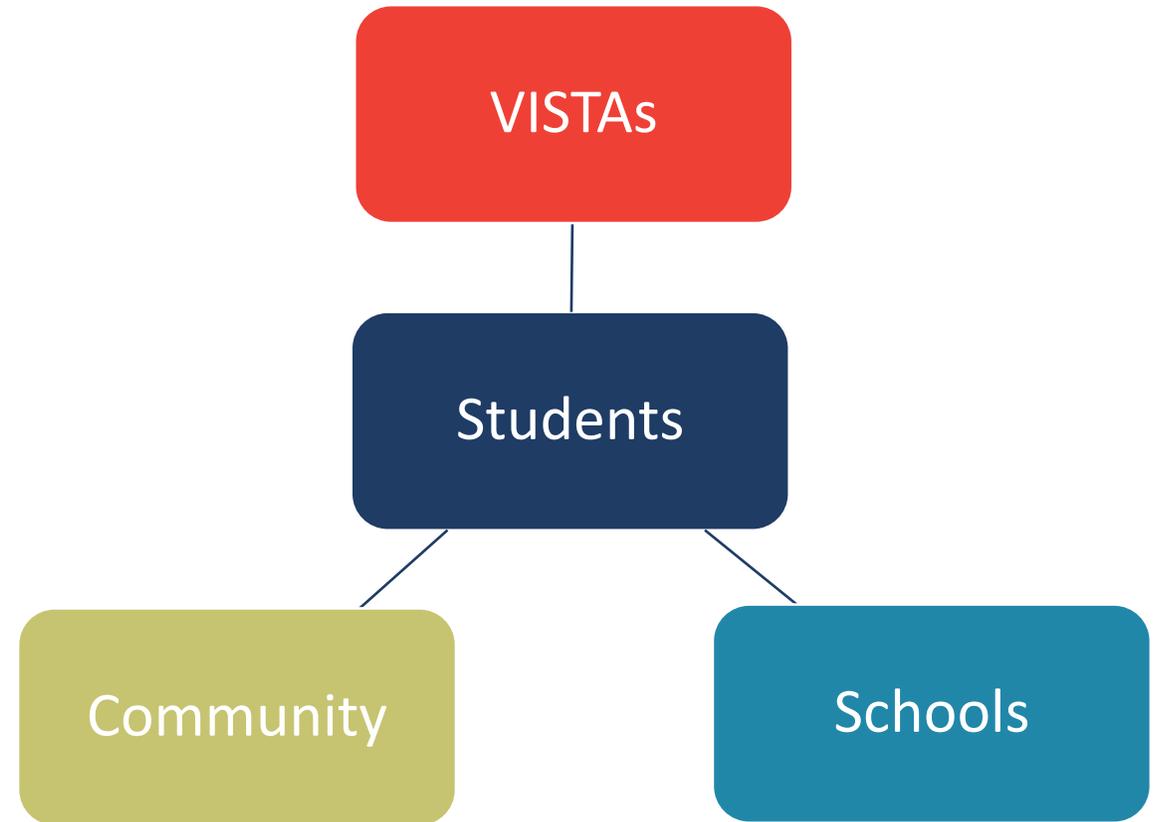
MI GEAR UP student-level data will:

- Be used for formative and summative assessments.
- Demonstrate effectiveness of MI GEAR UP services.
- Support sustainability through a demonstrable program outcomes.

# MI GEAR UP Best Practices: Asset Map

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- Background
- Design & Implementation
- Application & Next Steps



# Strategies to Promote Sustainability

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- ✓ Develop broad-based relationships/partnerships that foster collaboration.
- ✓ Nurture community involvement
- ✓ Be visible
- ✓ Evaluate
- ✓ Be flexible
- ✓ Wear a Sustainability Lens
- ✓ Share

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What have you tried?

# A Little Encouragement

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Strive to be:

- ✓ Proactive
- ✓ Patient
- ✓ Respectful
- ✓ Creative



**“The key ingredient to progress, to getting ahead, is to leave a foundation behind.”**

— Dov Seidman, author of *How: Why How We Do Anything Means Everything ... In Business*

# How to Ask Questions

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



# Evaluation

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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!

# Thank You for Your Participation!

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If you have further questions or for more information,  
contact us: [VISTACAMPUS@CampaignConsultation.com](mailto:VISTACAMPUS@CampaignConsultation.com)

## **Understanding Your Health Options**

February 6, 2014

2:00-3:30 PM ET

Visit the Ongoing Learning page on the VISTA Campus for a  
complete schedule of VISTA webshops