

VISTA Assignment Description (VAD)

Project Summary

The Farm & Community Education project will serve to support the expansion and function of EarthDance during this period of intense growth. The Farm & Community Education project will build the capacity of the organization and the ability to serve more low-income individuals through the development of farm-based educational workshops, farm tours, youth programming, and volunteer recruitment. In addition, the project will include the development of an apprenticeship program manual to document the policies, procedures, and activities of the EarthDance Organic Farming Apprenticeship program. The Farm & Community Education Coordinator (FCEC) will work closely with the Executive Director and the Farm-Based Programs board committee to develop and evaluate program offerings, achieve revenue goals, and ensure that our programs are accessible to low-income individuals.

Project Logistics

EarthDance is a small non-profit organization that operates under the umbrella fiscal sponsorship of The Open Space Council. Founded in 2008, EarthDance is currently in its 2nd season of operating an Organic Farming Apprenticeship Program – to grow more organic food and farmers for the region. EarthDance serves low-income individuals by offering scholarships to participate in this training program. Our organization also carries out community education events like film screenings, farm tours, and workshops. The Farm & Community Education project will be intimately involved with all facets of the young organization. It is anticipated that 25% of the FCEC's time will be spent on the EarthDance farm facilitating programmatic activities; 25% in the community establishing partnerships, recruiting participants, and carrying out outreach; and 50% in the office.

VISTA Member Activities and Steps Checklist	Planned Period of Work
Goal (Do not change): Healthy Youth Partnership VISTA members will increase the capacity of organizations in the St. Louis region to help improve physical activity and nutrition in low income communities to combat youth obesity and alleviate poverty in our communities.	
Activity 1: Create an Organic Farming Apprenticeship Program Manual Step 1: Based on 2009 & 2010 activities, create annual calendar and workplan. Step 2: Catalog forms, documents and spreadsheets pertinent to the program, and create web-based versions when possible. Step 3: Create contact list and speaker/field trip database.	Should have complete by 5 th month.
Activity 1 Comments/Summary of Accomplishments:	Activity 1 Completed (date): _____
Activity 2: Recruit Volunteers, Apprentices, & Program Participants	Time-intensive

Step 1: Draft marketing and outreach strategy for recruitment Step 2: Implement marketing to initiate recruitment; host info sessions. Step 3: Create an employee and volunteer performance database with OM	during months 1-3, continue ongoing outreach and recruitment efforts throughout 12 month period.
Activity 2 Comments/Summary of Accomplishments:	Activity 2 Completed (date): _____
Activity 3: Develop farm-based educational workshops Step 1: Assess interest in and need for certain educational topics to be covered Step 2: Create calendar of workshops and tours; secure guest educators and volunteer tour guides Step 3: Execute workshops and tours.	Planning during months 3, 4, & 5; Execution during months 6 - 11
Activity 3 Comments/Summary of Accomplishments:	Activity 3 Completed (date): _____
Activity 4: Manage community education series, EarthDance Fresh Ideas Step 1: Line up films to screen, guest authors, and speakers Step 2: Coordinate concession and merchandise sales Step 3: Recruit volunteers and publicize event series.	Ongoing throughout 12 month period.
Activity 4 Comments/Summary of Accomplishments:	Activity 4 Completed (date): _____

Position Description: Farm & Community Education Coordinator

ORGANIZATION: EarthDance

ORGANIZATIONAL MISSION: The mission of EarthDance is to grow and inspire local FARMS – Food, Art, Relationships, & Music, Sustainably!

POSITION: Farm & Community Education Coordinator (FCEC)

LOCATION: 302 Thoroughman Ave, Ferguson, MO 63135

EarthDance is seeking a self-motivated, creative and resourceful individual with excellent organizational skills, experience in farm-based and community education, and a commitment to EarthDance's mission, to serve as our Farm & Community Education Coordinator and assist us with building capacity within our organization.

SUMMARY OF POSITION

EarthDance is in a phase of intensive growth, and we are seeking to hire a Farm & Community Education Coordinator to build the capacity of the organization. The Farm & Community Education Coordinator (FCEC) will report to the Executive Director, and will assist in development of farm-based educational workshops, farm tours, youth programming, and volunteer recruitment. In addition, the FCEC will develop an apprenticeship program manual to document the policies, procedures, and activities of the EarthDance Organic Farming Apprenticeship program. The Farm & Community Education Coordinator (FCEC) will work closely with the Executive Director and the Farm-Based Programs board committee to develop and evaluate program offerings, achieve revenue goals, and ensure that our programs are accessible to low-income individuals.

PRIMARY RESPONSIBILITIES

1. Create an Organic Farming Apprenticeship Program Manual.
2. Identify speakers for site-based presentations and programming; schedule and coordinate same.
3. Maintain database that tracks farm-based and community education provided, participation in programming, and results of satisfaction surveys.
4. Recruit volunteers, apprentices, & program participants.
5. Develop farm-based educational workshops.
6. Manage community education series, EarthDance Fresh Ideas
7. Work with staff to write grants and submit funding applications.
8. Attend HYP/ AmeriCorps*VISTA sponsored orientation, trainings, and meetings.

SKILLS, QUALIFICATIONS, & KNOWLEDGE REQUIRED

1. Demonstrated strong management and organization skills.
2. Demonstrated knowledge of volunteer and participant recruitment strategies specific to comparable non-profit organizations.
3. Proven experience and skills in budgeting and planning programs, and evaluation of overall program effectiveness.
4. Demonstrated ability to generate and deliver persuasive and clear verbal and written communications in a variety of media forms and channels, and for diverse audiences. (Please attach a writing sample.)
5. Ability to work effectively in a demanding, high-energy environment and manage multiple tasks and priorities, while maintaining a sense of humor
6. Some volunteer and environmental or outdoor education experience required.

7. Proficiency with Windows Office Suite and Google Groups, Google Calendar; experience with Quickbooks or online accounting software system preferred.
8. Ability and willingness to work some weekends and evenings.
9. University degree or recognized professional training in a field related to education, community development, or environmental studies.

SKILLS, QUALIFICATIONS, & KNOWLEDGE DESIRED

1. Knowledge of agricultural and food system issues.
2. Knowledge of community development and youth education issues.
3. Experience working collaboratively in a team environment with successful outcomes.
4. Professional, friendly, and enthusiastic personality.
5. Superior attention to detail.
6. Experience in grant writing and event planning.
7. Enjoyment of farming and gardening, the arts, music, and interacting with the public.

OTHER CONSIDERATIONS:

- Position may involve some travel.
- Position may evolve into regular salaried position with EarthDance upon fulfillment of Americorps service and responsibilities.

HOURS: This is a full-time position, requiring 40 hours/week.

CONTACT: To apply for this position, please send a resume, cover letter, and writing sample to:

Molly Rockamann, Executive Director, at molly@earthdancefarms.org

No phone calls please.