

VISTA Assignment Description (VAD)



VISTA Member Name:			
VISTA Project Title:	Small Business Development VISTA – Year 2		
Effective Dates:	08/30/2018-08/29/2019		
Focus Areas:	Primary:	Economic Opportunity	Secondary: Capacity Building

Goal of Project (750 Characters Max.)
The Small Business Development VISTA will build on the Year 1 VISTA’s work to widen access to child care for families experiencing low-incomes in Whatcom County. The VISTA will also expand the Small Business Development Program to Skagit, San Juan, Island, and Snohomish counties by conducting outreach with nonprofit, private, and public partners. Collaboration may include finding opportunities to pool funding streams, marketing events, or providing technical assistance for partners to support child care. The VISTA will build capacity by widening the scope of the Emergency Child Care Voucher Program. The VISTA will also build capacity by increasing the supply of child care through trainings for potential child care providers.

VISTA Member Objectives & Activities		
OBJECTIVE 1:		
Map and identify local child care needs and areas with a high saturation of families experiencing low-incomes in Whatcom, Skagit, Island, San Juan, and Snohomish counties.		
	Activity Description	Period of Work
ACTIVITY 1:	Research and map key statistics on local child care that will be used for outreach and strategic purposes.	November 2018 – December 2018
ACTIVITY 3:	Hold a focus group with parents on the state of child care in one of the five counties.	November 2018 – January 2018
ACTIVITY 3:	Update the current report on Whatcom County child care. Produce a similar report for each Northwest county.	November 2018 – February 2019

OBJECTIVE 2:

Conduct information session for high-quality early learning in the five Northwest counties. Form connections with nonprofits, as well as public and private partners to widen child care access.

	Activity Description	Period of Work
ACTIVITY 1:	Assess marketing campaign. Research and contact social service organizations that serve children and families with low-incomes in all five Northwest counties. Distribute findings on local child care needs to these organizations. Gather stories and develop a storybank to increase impact of the marketing campaign.	January 2019 – April 2019
ACTIVITY 2:	Organize an early learning coalition that will focus on city, county, and state issues related to child care in each county. Build on the coalitions that already exist in Whatcom and Skagit. Schedule and organize early learning advocacy trainings in Whatcom and Skagit counties.	January 2019 – November 2019
ACTIVITY 3:	Organize an employer roundtable discussion focusing on the impacts of child care access on business in at least one county.	January 2019 – April 2019
ACTIVITY 4:	Begin planning a “Pathways to Early Learning” program that integrates job training for early childhood education. Contact nonprofits and child care centers that would consider forming partnerships for a Pathways program.	February 2019 – November 2019

OBJECTIVE 3:

Increase the scope of the Opportunity Council’s Emergency Child Care Voucher Program through technical changes, locating funding sources, and increased marketing.

	Activity Description	Period of Work
ACTIVITY 1:	Pilot an expansion program to an additional county. Expand this program into a robust multi-county system to administer and track the Emergency Child Care Voucher Program.	January 2019 – April 2019
ACTIVITY 2:	Research funding sources. Apply for grants to increase funding for the Emergency Child Care Program.	February 2019 – November 2019
ACTIVITY 3:	Market the Emergency Child Care Voucher Program to nonprofits, child care providers, and families with low-incomes in the five Northwest counties.	December 2019 – November 2019

ACTIVITY 4:	Continue to administer the Emergency Child Care Program. Track possible funding sources as opportunities develop.	May 2019 – November 2019
ACTIVITY 5:	Create a grant-tracking process for the Emergency Child Care Voucher Program. Ensure that funding sources are renewed and will remain sustainable as the Program grows.	June 2019 – November 2019

OBJECTIVE 4:

Increase child care supply in the five Northwest counties through small business development and the organization of trainings for potential child care providers.

	Activity Description	Period of Work
ACTIVITY 1:	Organize trainings for individuals with low-incomes interested in starting a child care business.	March 2019 – April 2019
ACTIVITY 2:	Market and publicize trainings for potential child care providers. Hold information sessions for potential child care providers in each of the five counties.	April 2019 – June 2019
ACTIVITY 3:	Provide individual technical assistance/coaching to potential child care providers and provide them with resources to successfully start a child care.	March 2019 – November 2019
ACTIVITY 4:	Assist Early Achievers coaches in their work supporting child care businesses. Strategize with coaches and child care providers to help grow existing child care businesses.	March 2019 – November 2019