



AmeriCorps Member Position Description

**Member Position / Title:**

Program Development Coordinator

of Member Slots in this Position:

1

Member Immediate Supervisor

Susannah Burley

Name: Days / Hours of Service:

Monday-Friday, 9a-5p; some Saturdays during planting season (November-March). When Saturdays are worked Member can deduct flex hours during the week.

Member Immediate Supervisor Title:

Executive Director

Partner Organization Name:

Trust For Conservation Innovation (TCI) on behalf of Sustaining Our Urban Landscape (SOUL)

Address: 2706 Castiglione St, New Orleans, LA 70119

Website: SOUL www.soulnola.org TCI: www.trustforconservationinnovation.org

Organization/Agency Mission and/or Goals:

SOUL's mission is to drive a more resilient and environmentally equitable New Orleans through reforestation of New Orleans.

Program Mission and/or Goals:

The Community Forestry program is strategically reforesting New Orleans one community at a time, as a system, and at a meaningful scale. This is our primary program, and our goal for November 2018-March 2019 is to plant 1,000 trees.

SOUL's Voluntourism program provides meaningful experiences to volunteers visiting New Orleans. They help maintain trees and other green infrastructure and landscapes that are crucial to our city's resilience.

Community Need:

New Orleans lost 100,000 trees during Hurricane Katrina, leading the United States Forest Service to declare New Orleans the most deforested city in the country. This matters. Trees are critical to our city's

ability to absorb stormwater, mitigate subsidence (land sinking), decrease air, water, and soil pollution, lower air temperatures and energy bills, and improve community health. In order to have an urban canopy equivalent to Atlanta's thriving and dense urban forest, for example, we need to plant 1 million trees, strategically, as a system, and at a meaningful scale.

In New Orleans, as in many cities across the world, trees are barometers of health and wealth, with more affluent areas being home to larger tree canopies and their benefits.

Maintaining the trees that SOUL and the City of New Orleans has planted is crucial to sustaining such a thriving urban canopy. SOUL's voluntourism program harnesses volunteer capacity from groups visiting New Orleans to maintain trees and their landscapes.

According to the Data Center¹:

- Mid-City's population of 19,909 is comprised of: 55% African American; 27.3% White; .7% Asian; .1% Native American; 15.2% Hispanic; 1.6% Other. 28.8% of Mid-City residents live in poverty.
- Broadmoor's population of 5,381 people includes: 61.1% African American; 28.8% white; 1% Asian; 0.3% Native American; 6.7% Hispanic; 2% other. 24.9% of Broadmoor's residents live in poverty.
- The Data Center classifies SOUL's partner communities in Algiers Point and Old Algiers as the Algiers Point and McDonough neighborhoods. Algiers Point has a population of 2,381 residents who are comprised of the following populations: 25.1% African American; 67.4% White; .8% Asian; .5% Native American; 4.7% Hispanic; 1.5% Other. 17.3% of the population lives in poverty.
- 2,815 residents live in the McDonough neighborhood, which defines itself as Old Algiers. This community is comprised of the following populations: 87.6% African American; 9.3% White; .6% Asian; .2% Native American; 1.3% Hispanic; 1% Other. 48.3% of this community lives in poverty.
- Of Freret/Climana's 1,644 residents, 61.3% are African American; 26.4% are White; .5% are Asian; .3% are Native American; 8.8% are Hispanic; 2.6% are Other. 24.4% of the Freret/Climana community live in poverty.

¹ <http://www.datacenterresearch.org>

Member Position Summary

Program Development Coordinator: This position will work to expand the capacity of SOUL's community forestry and voluntourism programming.

The Community Forestry program is our primary program, and our goal for November 2018-March 2019 is to plant 1,000 trees. The Serve Louisiana member will work closely with SOUL's small staff of two employees. The organization's Executive Director, Susannah Burley, will supervise the Member, with Scott Mayer offering support. Staff meetings will include both SOUL employees and the Member.

Susannah will mentor the Member in the hard skills of learning about the palette of trees that SOUL offers, the organization's unique reforestation strategy, how it engages with its stakeholders and promotes itself using graphic design, media, and social media. She will also mentor the Member in the soft skills of engaging with diverse stakeholders, different communications methods for different communities, and how to successfully partner with other nonprofit groups to further SOUL's mission.

Duties (ordered from most time consuming to least):

Community Forestry-

- Block Captains (Ongoing)
 - Recruit citizens to attend Block Captain trainings
 - Assist with training Block Captains at neighborhood presentations (office)
 - Communicate with registered Block Captains and collect their permits (office and field)
- Planting Events (November-March)
 - Assist with unloading trees upon delivery and organizing for event (field)
 - Assist with permitting the locations for tree plantings (field)
 - Recruit volunteers, and communicate with them before volunteer tree planting events through email, social media and in-person (office)
 - Develop policies and waivers for volunteer planting events (office)
 - Create a mechanism for tracking volunteer impact and hours, and implement this tracking of volunteers during his/her term (office)
 - Organize reward celebrations for volunteer service (office and field)
 - Create planting document and agreement for schools (office)
 - Maintain small number of trees that have been planted: weekly watering, monthly mulching (field- light lifting)
- Outreach (November-March)
 - Create outreach materials for plantings, block captain trainings, and voluntourism offerings using Canva, online design software.

Susannah will train the Member in all horticultural matters, including which trees SOUL uses in its plantings, the trees' attributes and how to site the different species. Scott will offer support with using Canva for outreach materials.

The Member will be trained in how-to host volunteers who are visiting New Orleans. This means teaching him/her about the trees or landscapes that are being maintained, their importance, what proper maintenance looks like, and how to coordinate the volunteers to achieve proper maintenance.

Voluntourism Program- (March-October is the high season)

- Develop a package that promotes SOUL to the Convention Center, Visitors Bureau and visiting groups (office)
- Coordinate and host voluntourist groups (office and field)

Member Impact:

The Program Development Coordinator Member will impact both the urban forest and the people who benefit from the urban forest. Benefits include remediating stormwater runoff and street flooding, slowing subsidence (land sinking), decreasing air, water, and soil pollution, lowering air temperatures and energy bills, all while improving community health. Many trees have longer life spans than humans, and thus the Member will affect many generations to come.

Measurable short term goals include:

COMMUNITY FORESTRY PROGRAM

- Creating outreach materials for plantings and block captain meetings involves using Canva, a simple and user-friendly graphic design website to promote these happenings to local citizens.
- Recruit citizens to block captain trainings through social media, SOUL's large email network, and by tabling at events. A visible and transparent recruitment process is important in conveying that SOUL is an accessible organization whose resources are available to all. (June-December)
- Training at least 50 citizens during block captain training events. SOUL hosts at least one block captain training in a classroom setting in each of its partner communities. The range of attendees typically spans between 3-15 people per training. Block captains are crucial to an equitable expansion of SOUL's programming. (June-December)
- Collecting permits from block captains. This allows SOUL to permit trees in batches rather than one-by-one, saving a lot of time. (June-December)
- Unloading trees upon delivery is typically done with SOUL staff and volunteers on Fridays. Tree containers are marked and organized for Saturday plantings. Streamlined organization is vital to SOUL's ability to plant 1,000 trees. (November-March)
- Assisting with permitting locations for trees is done with Susannah. It entails several hours of driving, assessing tree request locations and marking where the trees will be planted. Having two people perform this function is essential for safety and a faster process. It's also a lot of fun. (November-March)
- Recruiting and communicating with volunteers involves emailing SOUL's volunteers list about volunteer opportunities, and also announcing the event on social media. There will be approximately 2 emails to volunteers per planting. Consistent and smooth communication with volunteers helps attract committed and repeat volunteers.
- Developing policies and waivers for volunteer events involves creating short and simple, common-sense policies (such as no riding in the back of pickup trucks) and can easily replicate other organizations' documents. This gives volunteers a clear understanding of SOUL's liability and their responsibilities as volunteers.
- Create a mechanism for tracking volunteer impact and hours, and implement this tracking of volunteers during his/her term involves (likely) using donor management software, which Member will be trained in, and inputting volunteers' hours after a volunteer event. This is

critical to properly recognizing and rewarding volunteers for their service, and collecting data that can be used in grant applications.

- Organizing reward celebrations for volunteer service involves getting food and drinks to serve after tree planting events. Some food and drink will be purchased, while Member will need to solicit some food/drink sponsorships. These small events are easy and quick to organize, and are enormous in conveying SOUL's appreciation to volunteers.
- Creating a planting document and agreement for schools involves writing a simple two-page document that helps schools better understand why maintenance is crucial to their trees' survival and creates a commitment that they must agree to before SOUL plants trees on their properties.
- SOUL has committed to watering several small areas until March 2019. Watering these sites includes traveling to Algiers and Tulane Avenue in Mid-City 1-2 times per week, depending on rain. Member will also mulch these trees when necessary. Proper maintenance helps ensure the survival of the trees we plant.

VOLUNTOURISM PROGRAM

- Develop a package that promotes SOUL to the Convention Center, Visitors Bureau and visiting groups. In increasing its planting capacity from 600 (2017-18) to 1,000 (goal for 2018-19), SOUL seeks to utilize visiting conventioners and tourists as volunteers and sponsors for weekday plantings. Expanding our reach to these stakeholders is critical to SOUL expanding its tree planting capacity.
- Coordinate and host voluntourist groups involves in-the-field hosting of volunteers in planting trees and maintaining trees and landscapes. Creating a meaningful experience for volunteers is important to encouraging a strong work ethic among volunteers, which in turn establishes a stronger landscape or urban forest.

Essential Functions of Position:

The essential function of the position is to further grow the Voluntourism Program, and expand the capacity and outreach for the Community Forestry Project.

Required Knowledge, Skills, and Abilities

Member must be able to lift 50 lbs and be comfortable in urban and natural environments, such as woodlands and farmland. He/she must have an educational background in either horticulture, planning, forestry, landscape architecture, or a related field, or at least have personal experience with one or more of these fields. Member should be comfortable with physical work and office work as the position involves both settings.

Member is encouraged to have an eye and appreciation for strong graphic design, with experience being a plus.

Other requirements:

Excellent writing skills. Must have a car and valid driver's license; mileage will be reimbursed according to the federal rate. Ability to interact with colleagues and the public politely and professionally. SOUL works with many different communities and member must be able to maturely adapt to different communities, ages and backgrounds.