



AmeriCorps Member Position Description



Member Position / Title: Program Outreach and Community Awareness Coordinator

Coordinator # of Member Slots in this Position: 1

Member Immediate Supervisor: Christina Lott

Member Immediate Supervisor Title: Data Manager and Performance Coordinator

Days / Hours of Service: Mon. - Fri. 8:30 am to 4:30 pm

Occasional evenings and Saturdays (no more than twice a month)

Partner Organization Name: Young Audiences of Louisiana

Address: 3900 General Taylor, Suite 201 **City:** New Orleans **State:** LA **Zip Code:** 70125

Website: ya4la.org

Organization/Agency Mission and/or Goals:

For over 54 years, YALA has invested in the children of New Orleans, becoming the leading resource for arts education in the state by “inspiring, empowering, and uniting children and communities through education, arts, and culture.” One of 33 YA affiliates nationwide, YALA’s purpose is to: (1) provide students access to high-quality arts learning experiences that are integrated into the general school curricula; (2) place teaching artists in classrooms to implement diversified instructional strategies that fulfill the academic needs of all students, regardless of learning style or differences; (3) ensure that local students have access to safe, quality afterschool enrichment programs; (4) instruct local educators on proven arts-integrated pedagogical techniques through professional development (PD) workshops; and (5) prepare professional artists with the skills necessary to effectively enter the classroom. YALA serves a diverse and inclusive audience on local and regional levels. Educational programs and family events reach persons of all races, ethnicities, economic descriptors, ages, genders, and abilities. YALA’s afterschool and summer programming serves students grades K through 12th, with an average of 80% of participants qualifying for the free and reduced lunch program.

Program Mission and/or Goals:

Many of YALA’s current institutional goals center on increasing organizational capacity to serve our community and on awareness-building about our mission driven work. Our organization is entering an exciting time of growth and, as educational philosophy at the national level has shifted from a focus on standardized tests to educating the “whole child,” YALA’s arts-in-education services are in demand more than ever. The reality – as is the case with many nonprofits – is that our institutional growth is stymied only by the small size of our staff. While YALA’s AmeriCorps member will be working predominantly on increasing the reach and impact of our performing artist and art demonstration roster, their role as an organizational ambassador, awareness-builder, and partnership cultivator will have positive impacts across all of YALA’s initiatives. As such, the mission of our AmeriCorps program is to: “actively pursue new partnerships, implement new systems to better steward current relationships, and increase institutional awareness in the Greater New Orleans community in order to most effectively meet the needs of our constituents and to facilitate strategic growth.” AmeriCorps program goals align directly with current institutional goals, with the exclusion of Goal 6 as it relates to fundraising.

Community Need:

YALA believes that every child has the right to educational and artistic experiences that empower them to play a role in their personal achievement and grow their skills to be effective and creative thinkers. As the leading resource for arts education in Louisiana and the largest provider of afterschool programming in the Greater New Orleans area, YALA provides a spectrum of services for children of all ages. A central tenet of YALA's mission is to engage members of the community who are underserved and have limited access to quality arts education and programs. YALA believes that the arts are key components to helping children achieve the skills that they need to be successful and productive citizens in the 21st century. Access to arts experiences, however, is not always equitable.

Currently, over 80% of the students YALA serves qualify for free and reduced lunch. Diminished funding to school day and afterschool arts programs over the last 20 years has disproportionately affected the most vulnerable students in under-resourced schools like those in Orleans and Jefferson Parishes, creating an equity gap in access to music, visual arts, dance, and theatre. While our partner schools agree that providing students with access to top-quality, professional performances is critical to academic, social, and creative success, pressure to improve standardized test scores has led to cuts in arts programs without acknowledgement that the arts facilitate that goal. Research indicates that arts rich educational experiences can lead to increased academic, social, and functional skill development and knowledge; these benefits are greater in students dealing with poverty, struggling with social/emotional or behavioral issues, or grappling with learning differences. The lack of equity to arts experiences is not a norm that Louisianans should be willing to accept, particularly given our rich cultural and artistic heritage.

Member Position Summary:

The Program Outreach and Community Awareness Coordinator will foster and deepen YALA's community relationships. This position will develop strategies to engage with teachers, librarians, parents, organizations, and interested community members. This position will serve as the liaison to connect community members to current YALA program initiatives. Where potential programming gaps occur this position will research needs which can be fulfilled by public programming.

This position will use performances as a primary tool to reach out and engage with the community. Performances are artistic showcases scheduled for youth throughout the state of Louisiana. The corps member in this position will successfully schedule and coordinate performances during their service term. To achieve these goals this position will communicate regularly with potential and current contacts, via phone, email, and mail. To meet programming target goals this position will be responsible for cultivating new external relationships. The corps member will attend outreach events and programming twice a month. This includes tabling at events to connect with prospective program contacts, viewing performances, visiting organizations, and taking photos to document YALA programs in the local community.

YALA's customer relationship management technology, Salesforce, will be used by this position to track relationships and contact information.

This position is responsible for developing, implementing and evaluating outreach strategies. Additionally, the corps member will develop and disseminate feedback forms for 70% of performances that occur. Evaluation data will be aggregated and reported internally and externally.

Member Impact:

The corps member will increase access to arts experiences throughout the state of Louisiana, with a primary focus on the Greater New Orleans area. To this end the member's impact will include coordinating 165 performances, creating a public performing arts showcase, accurately capturing contact information, locating new venues for art experiences, and securing new opportunities for performing and teaching artists. Thus making arts experiences more accessible to vulnerable populations.

Essential Functions of Position:

- Communicate through phone, email, and mail with community members
- Schedule performances for youth throughout the state
- Coordinate programming that uses performing and teaching artists
- Contact artists and venues to confirm programming
- Document performances and programs in Salesforce
- Track and update contacts in Salesforce
- Attend YALA performances, programs, and outreach events twice a month
- Collect feedback evaluations from performances
- Aggregate evaluation data and report findings
- Audition and onboard two new artists to the performance roster
- Coordinate a free public spotlight for the community
- Review current school-based programs to determine if they translate to a public market
- Identify potential audiences / venues for public programs
- Research current local public programs to collaborate
- Develop program for birthday and private parties that staff performing and teaching artists
- Develop instruments to evaluate new public programs both quantitatively and qualitatively
- Photo-document programs and initiatives for outreach and promotional purposes
- Interview program participants to collect testimonials and tell stories
- Promote performances through social media, enewsletter, and print materials

Required Knowledge, Skills, and Abilities

- Knowledge and experience in working with diverse communities in Louisiana
- Experience in marketing, education, the performing or visual arts, and public relations preferred
- Knowledge of schools and educational groups which impact youth learning
- Demonstrated ability to communicate effectively both verbally and in writing
- Exceptional interpersonal skills
- Strong organizational and planning skills

- Knowledge and command of Microsoft Suite (including Power Point) and Google Suite (Including Drive, Sheets, Calendar, and Meet), Mailchimp, and Canva
- Knowledge and command of social media (Facebook and Instagram)
- Availability to attend evening and weekend outreach events twice a month
- Flexibility to work independently and as part of a team

Required Academic and Experience Qualifications:

Candidates should have a minimum of a bachelor's degree, preferably in communications, community relations, public affairs, education, or nonprofit management. Experience within arts organizations or educational nonprofits preferred (volunteer positions acceptable).