



AmeriCorps Member Position Description



Member Position / Title: Artist and Outreach Coordinator

Member Immediate Supervisor Name: Jennifer Gick

Days / Hours of Service:

Monday – Friday, 9 a.m. to 5 p.m.,
occasional evenings and weekends

Member Immediate Supervisor Title: Director of Development

Partner Organization Name: Young Audiences of Louisiana

Website: www.ya4la.org

Organization/Agency Mission and/or Goals:

For over 56 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.

YALA's program initiatives align with and support our institutional goals. Organizational goals are evaluated annually to ensure congruency with mission and YALA's strategic plan. Current goals include: (1) strategically grow YALA organizations staff to best serve current and future constituents; (2) develop new public programming in response to community demand; (3) improve customer service and stewardship of partners and stakeholders; (4) increase institutional visibility; (5) more effectively manage stakeholder and evaluation data to improve programming and promote successes; and (6) diversify revenue streams through fundraising and new business to increase institutional capacity.

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.

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 art experiences is not a norm that Louisianans should be willing to accept, particularly given our rich cultural and artistic heritage.

Member Position Summary:

The Artist and Outreach Coordinator will foster and deepen YALA's community relationships with external stakeholders. This position will develop strategies to engage with teachers, librarians, parents, organizations, and interested community members. This position will connect community members to current YALA program initiatives. Where potential programming gaps occur this position will research needs which public programming can fulfill. After researching, development and implementation of new public programming will take place in partnership with YALA Education staff.

The Artist and Outreach Coordinator will work with the community to schedule performances for youth. The corps member in this position will successfully coordinate 165 to 225 performances during their service term. This will include drafting Letters of Intent with libraries throughout the state. To achieve these goals this position will communicate regularly with potential and current contacts, through phone, email, and mail. This position will be responsible for cultivating new relationships with at least 10 contacts/venues within the community. To foster external relationships this position will attend outreach events and programming twice a month. This includes tabling at events to connect with prospective program contacts, reviewing performances, visiting organizations, taking photos, recording video, and documenting 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. This position will explore new gig opportunities for performing and teaching artists (such as private parties, conventions, and festivals). The corps member will work closely with artists to ensure that artist bio and program information is up to date and well promoted. In addition, this position will send performance feedback emails and make follow up calls to successfully completed performances. The Artist and Outreach Coordinator will collect feedback from at least 70% of performances for use in program improvement and institutional storytelling.

Lastly, the corps member in this position maintains YALA's relationship with the Center for Public Service at Tulane University. Working with YALA leadership, the corps member develops internship job descriptions based on YALA's needs, submits to Tulane, interviews candidates, and coordinates interns. Interns have traditionally served in capacities closely aligned to the responsibilities of the corps member including program

documentation, communications, and artist promotion.

Necessary Training or Training Plan to be implemented prior to Member Placement:

YALA recognizes and respects that rigorous and ongoing staff development is critical to organizational success, and to our personal growth as nonprofit professionals and leaders. All onboarding staff participate in an orientation session conducted by their direct supervisor, and have the opportunity to meet the YALA Board of Directors. YALA includes funds for professional development and employees are supported in their professional growth at the Board and Executive levels. Training specific to the new AmeriCorps member position will be as follows:

- Salesforce: YALA uses Salesforce as our customer relationship management (CRM) system. Contact information for all of our roster artists and stakeholders is housed in this database system. YALA's AmeriCorps member will receive comprehensive training on how to use the system to communicate with roster artists, generate contracts/bookings, track payments, log potential new service partners, and document outreach efforts and communications. Salesforce training will prove to be an invaluable and marketable skill as over 22,000 nonprofits nationwide use Salesforce to manage their constituents (Chronicle of Philanthropy, 2014).
- Customer Service Training: YALA's AmeriCorps member will participate in introductory and ongoing customer service training in order to uphold our organization's commitment to providing the highest quality services for our community. Training also includes follow-up procedures to properly steward YALA's partners and solicit feedback.
- Institutional Storytelling: Qualitative measures and storytelling are also critical elements used by YALA to refine programming and communicate our mission-driven work with current and potential stakeholders. Basic photography training will be provided so that the AmeriCorps member can photo-document programs for promotion and advancing partnerships. Additional training will occur on strategies to interview program participants and questions to ask in order to best communicate YALA's story to the public through testimonials, social media, and printed/online materials.
- Adobe Suite: YALA will provide basic training on the use of Adobe InDesign as needed.
- Initiatives and Mission: Community outreach and partnership development require in-depth understanding of an organization's history, mission, and initiatives. Debriefings with executive leadership and department heads take place with all new employees so that they can develop both "big picture" and acute understandings of YALA's strategic initiatives and how they relate to our mission.

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, accurately capturing contact information, locating new venues for art experiences, and securing new opportunities for performing and teaching artists. These efforts will make arts experiences more accessible to vulnerable populations. The corps member will greatly strengthen YALA's capacity to serve its community and tell its story, as well as increase paid gigs for local artists.

Essential Functions of Position:

- Communicate through phone, email, and mail with community members
- Schedule and contract 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
- Process roster artist payroll

- Maintain up to date bios and program information for artists
- Attend YALA performances, programs, and tabling/outreach events twice a month
- Collect feedback evaluations from performances
- Identify potential audiences/venues for public programs
- Work with Education staff to develop new public programs when appropriate
- Research current local public programs to collaborate
- Research and solicit potential new venues/partners for artist performances
- Photo-document programs and initiatives for outreach and promotional purposes
- Interview program participants to collect testimonials and tell stories
- Contribute to artists promotion through social media, enewsletter, website, and print materials
- Manage partnership with Center for Public Programs at Tulane University (recruit/coordinate interns)
- Assist with other nonprofit tasks as needed

Required Knowledge, Skills, and Abilities:

- Knowledge and experience in working with diverse communities
- Experience in marketing, education, the performing or visual arts, and public relations preferred
- Knowledge of schools and educational groups which impact youth learning
- Detail-oriented
- 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
- Spanish fluency is a bonus

While not required for consideration, the responsibilities of this position will be difficult to fulfill without a vehicle.

Required Academic and Experience Qualifications:

Candidates should have credits toward or be working on 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). Spanish fluency is a bonus. This position requires a car or reliable transportation to locations across the city.

Corps member candidates will undergo a federal and state background check and are checked against the National Sex Offender Registry. The AmeriCorps and Serve Louisiana guidelines dictate that a candidate can be disqualified for the following reasons:

- Murder conviction
- They are registered on the sex offender registry
- They provide a false statement in response to inquiry about criminal history (application or interview)
- They refuse to undergo the background check

Please indicate here if your organization has any other restrictions or requirements that would deem a candidate not eligible to serve with your organization. Otherwise, please check this box:

Our organization does not have any additional disqualifiers to become an AmeriCorps member.

