



# AmeriCorps Project Conserve 2017 – 2018 Service Description



**AmeriCorps Position Title:** Home-Grower Outreach Coordinator  
**Host Site:** Organic Growers School  
**Service Term:** September 1, 2017 – July 31, 2018

**Supervisor Name:** Lee Warren  
**Supervisor Title:** Executive Director  
**Supervisor E-mail:** lee@organicgrowersschool.org

**Address:** PO Box 17804  
Asheville, NC 28816  
**Phone:** (828) 7725846  
**Fax:** (828) 7725846  
**Website:** <http://organicgrowersschool.org/>

## **Host Site Mission Statement:**

Organic Growers School inspires, educates, and supports people to farm, garden, and live organically. OGS is the premier provider of practical organic education in the Southern Appalachians. We are building a mutually supportive network of prosperous farmers, productive gardeners and informed consumers engaged in creating healthy communities.

## **Summary of Position:**

The Home-Grower Outreach Coordinator serves as the education, outreach, and public awareness specialist for our Home-Grower programs in Western NC and as the Volunteer Coordinator for all Organic Growers School (OGS) programs. The purpose of this position is three-fold: 1. to increase the number of people who are successfully growing organically on a home scale, 2. to increase public and community support for home and community-garden growing, and 3. to support the educational activities of OGS through the coordination of volunteers for events, activities, and capacity. The AmeriCorps Service Member's work will educate, inspire, and support, the average person to reengage with growing and to repopulate their daily lives with home-grown food. Increasing community understanding and support of this important work will result in the following outcomes:

- Enhancing the personal food security, self-reliance, and empowerment of home-growers.
- Developing regional interdependence, community resilience, and local food sovereignty by adding home-growers to our region.
- Increasing environmental stewardship, nature and ecological awareness, best land use practices, attention to water and soil quality, focus on local food, conservation-mindedness, and overall appreciation for the web of life on the part of home-growers.
- Establishing WNC as a region committed to regional food systems, small-scale sustainable agriculture, and a food- and growing-literate population.

### **Qualifications – Knowledge, Skills, and Abilities:**

- Familiarity and experience with home-growing, homesteading, farming, or other land-based work.
- Significant experience in one or some experience in more than one of the following: Program Development, Adult Education, Public Awareness Campaigns.
- Basic experience editing and maintaining website in Wordpress (A MUST).
- Computer literacy including MS Office, Google Drive, and Task Management Systems.
- Solid people skills, specifically the confidence, ability, and desire to conduct educational programs and engage, collaborate, and partner with regional organizations, area agencies, leaders, and community stakeholders.
- Experience with marketing, including print campaigns, online, social media, and branding.
- A passion and gift for collaboration in the broadest sense and self-motivation and initiative for working independently in the day-to-day sense.
- Skills of: Leadership. Innovation. Creativity. Flexibility. Problem Solving. Systems Thinking.
- Communication skills including public speaking and writing skills.
- Attention to detail, strong organizational skills, solid work ethic, and good time management skills.
- Eligible applicants must be at least 18 years of age, be a citizen, national, or lawful permanent resident alien of the United States, and consent to a criminal history check.

### **Preferred Service Hours / Weekly Schedule:**

Flexible hours and days. In general, our regular office hours are Tuesday, Wednesday, and Thursday. Mondays and Fridays are available for optional office time but are also times when staff can work from home.

### **Position Responsibilities and Duties**

#### **Conservation Education: 65%**

- **Home-Grower Outreach Coordination and Public Awareness** – The OGS Home-Grower Outreach Coordination & Public Awareness is designed to create ongoing support, visibility, and celebration of a movement that will help the average person reengage with growing food. The AmeriCorps Service member will be Increasing Community Awareness & Appreciation of Conservation through the design, development, support, coordination, implementation, & evaluation of the Home-Grower Outreach & Public Awareness programs. The following is a list of possible projects. Social Media Presence – Research other successful web and facebook campaigns; create architecture for Home-Grower website design; design, develop, and create web pages, facebook pages; create press releases; design a social media post schedule; create a pinterest page; blog post once per month; contribute to OGS newsletter, local radio blog, or other guest blog opportunities.
- **Home Grown Neighborhood/Community Gatherings** - Make connections with neighborhood associations and suburban/rural community centers; get a sense of what neighborhoods are wanting or needing as far as gardening support goes; create outline (manual) of process for home grown potlucks; organize one potluck per month from March through June; write presentation to give at the end of potluck - statement of intention; inquire regarding ongoing support needed for sustainability of neighborhood groups.
- **Garden Tours** - Generate interest list for people who would be willing to host a garden tour and a list of potential easy topics for educational element of workshop; Contact local/regional garden club and tour organizers; visit garden tour sites to make sure they comply with OGS standards/values.

- **Home Grower Profiles Project (Gardener Feature?)** - Develop interview questions; interview, photograph, and feature one gardener extending the gardening season; begin to feature gardeners who have had the support of Get Growing; compile 12 of the best quotes/photos of gardeners to create Get Growing Calendar;
- **Engage & Collaborate with Community Groups** – Outreach to area agencies, organic farmers, local leaders, and stakeholders regarding sustainable food and small-scale growing systems, food security, food policy, and regional resilience issues. Examples include Urban Agricultural Alliance, AB Food Policy Council, Community Garden Groups. Make initial introductions and connections to groups, and attend meetings to establish OGS voice and participation in the conversation.
- **Community Resilience Challenge** – Consider a project modeled after Daily Acts.
- **Home-Grower Education** - The OGS Home-Grower Educational Programs are designed to support home and community garden growers through education and resource development to increase food production in their homes and communities. The AmeriCorps Service member will Develop Community Conservation Knowledge & Skills through the design, development, support, coordination, implementation, & evaluation of the Home-Grower educational programs. The following is a list of possible projects: One-on-One & Group Workshops/Trainings - Assist and lead workshops and trainings on organic growing for landowners, home-growers, community-garden participants; assist in the implementation of home and community garden, orchard, chicken yard, and storage system installations; participate in the hands-on educational components of the installation, planting, and maintenance aspects of these projects; arrange public speaking events for ED, Program Director and AmeriCorps Service Member; assist the Program Director through the coordination and support of these projects:
- **OGS annual Earth Day film and panel discussion.**
- **Living on the Land full-day workshop.**
- **Annual Organic Gardening Series.**
- **Workshop Evaluations** - Solicit feedback from constituents and community members in order to continually improve programming and community collaboration; coordinate the Spring and Harvest Conference evaluations and provide feedback to teachers, track leaders, and staff as needed;
- **Web Resources** – Responsible for the development and ongoing improvement of the Gardener/Home-Grower Resources on the OGS website; consider easy-to-use formats, videos, articles, and blogs.

### **Volunteer Infrastructure Program (VIP): 35%**

Organic Growers School is reliant on the creation and maintenance of a dedicated volunteer base, both at our year-round programming, and throughout the year. The Service Member will perform the following tasks:

- Recruit, organize, manage, and evaluate community volunteers for the Organic Growers School Spring and Harvest Conferences and other education events.
- Develop volunteer opportunities, job descriptions, and recruitment strategies for year-round engagement at OGS events.
- Engage and manage volunteers to assist with educational events, outreach events, table at community events, produce grower profiles, communications and marketing, and other emergent projects. build systems and policy within OGS by clarifying structure, documenting procedures, organizing systems, and providing feedback.
- Create and systematize an evaluations process for both program participants and volunteers in order to improve the systems of conservation education.

- Facilitate the database entry of event evaluations and coordinate the output to inform the OGS evaluations plan.
- Participate in the Conference Team that works with volunteers to develop and improve systems relating to volunteers.
- Enhance, design, and implement supervision, engagement, reward, and recognition activities for OGS volunteer interns.

### **Additional Comments**

**PLEASE NOTE:** In addition to fulfilling host site service responsibilities, all Project Conserve members are required to fully participate in team trainings, service projects and statewide AmeriCorps events. Project Conserve team events will occur approximately twice per month in locations throughout the service area and may require up to three overnight stays.

### **Essential Functions**

- Using computer software and online programs for conservation-based education and outreach initiatives, including social networking, written articles and press releases.
- Leading, coordinating, and interacting with diverse individuals in field-based and office settings (ex. landowners, students, low-income residents, partner organizations).
- Developing and implementing educational programs and events for groups (presentations, workshops, educational hikes and outings, etc).
- Training, supporting, coordinating, and recognizing volunteers for conservation-based volunteer opportunities.

### **Equipment/Software Used:**

MS Office, Wordpress, Google Drive (and all google docs), Adobe PDF software, Google Calendar, and A Task Management Software (We use Asana).

### **Physical Demands:**

Carrying and setting up the OGS booth throughout the year at tabling events. Not heavy but cumbersome.

### **Transportation Needs:**

Must have reliable transportation and be able to transport booth to events.

### **Setting / Location of Service Activities:**

In and around Buncombe County mostly.