

**Northeast Iowa Food and Fitness Initiative
Community Action Plan
Job Descriptions – Draft 3
July 20, 2009**

NIFF Coalition Coord.: Approx. 10 mtgs /yr x 11- 13 hours = 110-130 hrs /yr. - \$4,550 + \$500 mi = \$5050, plus \$38,000 for NIFF projects and \$39,00 for Farm To School projects = \$77,000

- Plan and facilitate monthly WG Meeting, including development of agenda and recording/reporting of minutes (5 hrs/meeting)
- Attend and represent NIFF at monthly RT Meeting (Approx. 2-3 hrs/meeting)
- Participate in monthly Vision Steering Committee Teleconferences (1-2 hrs/meeting)
- Prepare and submit one Quarterly Education Component for County Team meetings (Approx. 2 hr./mo)
- Prepare and submit on Quarterly Evaluation Report (1 hrs/mo)

School Team Coord.: 4 mtgs/yr x 5 hrs + 10 RT mtgs/yr x 8 hrs = 100 hours - \$3,500 plus \$24,000 for School projects

- Plan and facilitate monthly WG Meeting, including development of agenda and recording/reporting of minutes (5 hrs/meeting x 4)
- Attend and represent School WG at monthly RT Meeting (Approx. 3 hrs/meeting x 10)
- Participate in monthly Vision Steering Committee Teleconferences (2 hrs/meeting x 10)
- Prepare and submit one Quarterly Education Component for County Team meetings (Approx. 2 hr./mo x 10)
- Prepare and submit on Quarterly Evaluation Report (1 hrs/mo)

Youth Team Coordinator: 10 mtgs/yr x 13 hrs = 130 hrs (RFA funded) + \$1,000 mi = \$1,000 plus \$50,000 for youth team coordinator and projects; Total = \$51,000

- Plan and facilitate monthly WG Meeting, including development of agenda and recording/reporting of minutes (5 hrs)
- Attend and represent Youth WG at monthly RT Meeting (Approx. 3 hrs)
- Participate in monthly Vision Steering Committee Teleconferences (2 hrs)
- Prepare and submit one Quarterly Education Component for County Team meetings (Approx. 2 hr./mo)
- Prepare and submit on Quarterly Evaluation Report (1 hrs/mo)

Active Living Team Coord.: 6 mtgs/yr x 5 hrs + 10 mtgs/yr x 8 hrs = 110 hrs - \$4,350 + \$500 mi. = \$4,850 plus \$27,500 for Active Living projects; Total = \$32,350

- Plan and facilitate monthly WG Meeting, including development of agenda and recording/reporting of minutes (5 hrs)
- Attend and represent Active Living at monthly RT Meeting (Approx. 3 hrs)
- Participate in monthly Vision Steering Committee Teleconferences (2 hrs)

- Prepare and submit one Quarterly Education Component for County Team meetings (Approx. 2 hr./mo)
- Prepare and submit on Quarterly Evaluation Report (1 hrs/mo)

Community Health Team Coord.: 4 mtgs/yr x 4 hrs + 10 mtgs/yr x 8 hrs =96 hrs -\$3,300 + \$500 mi. = \$3,800, plus \$4,700 for Community Health projects; Total = \$8,500

- Plan and facilitate quarterly Community Health Team Meeting, Agenda , & Minutes (4 hrs)
- Attend monthly RT Meeting (3 hrs)
- Attend monthly Steering Committee Teleconference (2 hrs)
- Prepare and submit Quarterly Evaluation Reports (3 hrs)

County Team Coord.: 28 hrs/yr - \$800/yr x 6 people = \$4,800

- Plan and facilitate monthly CT Meeting, including adding county items to agenda and recording/reporting of minutes (3 hrs x 8 mtg)
- Prepare and submit on Quarterly Evaluation Report (1 hrs/mo x 4)
- Attend and represent County Team at monthly RT Meeting (See Regional Team below)

Communication Coordinator: 12 mos x 48 hrs/mo = 576 hrs/yr or .125 FTE - \$7,280 (ISUE Co Match of .125 FTE or \$7,280), plus \$13,000 for Communication Support; Total = \$20,280

- Maintain content of the FFI website, with emphasis on sharing current activities and stories related to FFI
- Prepare and distribute monthly newsletter (online)
- Develop marketing materials
 - Displays
 - Collateral materials for presentations and displays
 - Others
- Work with media:
 - Send regular media releases announcing upcoming programs, meeting and highlighting NEFFI successes, accomplishments and events.
 - Schedule radio public forum programs
- Track FFI impact and determine best ways to distribute information. to key decision-makers, our key markets, and others.
- Work with project evaluators to tell FFI story.
- Determine appropriate marketing items. Procure items and distribute.
- Assist co-conveners as needed. Might include report preparation, presentation preparation, review of presentation materials, etc. Research and compile background data.
- Responsible for internal communications within the initiative.
- Utilize the resources of Pyramid Communications as needed and available.

Convener (ISUE) .16 FTE: \$14,500 by FFI (match provided by ISUE for approx. .34)

- Plan and Facilitate Regional Team meetings with Co-Convener, Vision WG and WG leaders
- Participate in monthly Vision Steering Committee Teleconferences (1-2 hrs/meeting)
- Primary Liaison for Communication/Questions with:
 - Administrator (financial and summary reports; NE Iowa Funder's Network)
 - NIFF Coalition WG Leader (including oversee grants with Leopold Center, IDALS, & CVC, etc.)
 - Youth Work Group (including oversee grants/staff with AmeriCorp, Farm Bureau, etc.)
 - Communication's Coordinator
 - Oversee Convening Funds submitted to Administrator through ISUE

Convener/Project Coordinator (Luther College) .6 FTE: \$43,500

- Plan and Facilitate Regional Team meetings with Co-Convener, Vision WG and WG leaders
- Plan and Facilitate Vision Team meeting with input from Co-Convener and WG leaders
- Plan and Facilitate School WG Regional Team meetings
- Plan and Facilitate Active Living WG Regional Team meetings
- Primary Liaison with:
 - Evaluators
 - School WG
 - Built Environment WG
 - Community Health WG
 - County Team Coordinators

Evaluators: -\$20,000 - \$40,000/year

- Collect and analyze data for the cross-site evaluation and participate in cross-site evaluation activities.
- Using a participatory evaluation approach and working with team members, facilitate the design and implementation of evaluation activities to assess both the process and the impact of project activities. The evaluation design will incorporate three meetings, regular conference calls, site visits, and the deployment of technologies like blogs and tweets to encourage participation in the learning community.
 - The first meeting - introduce participants to the participatory approach and engage them in mapping potential impacts using the Community Capitals Framework (Flora and Flora 2006), in identifying indicators and appropriate measures, and in developing a data collection strategy. The use of Appreciative Inquiry in data collection will be strongly encouraged.
 - The second meeting - provide opportunities for participants to share and analyze data across programs on what is working and to engage in discussion on how the project activities might work better.
 - The final meeting - engage participants in reporting out results based on success stories, outcome measures, planning for sustainability, and developing tools and strategies that others can use to support wellness-related activities
- Complete the year 1 evaluation report for W. K. Kellogg.

Regional Leadership Team – Community Members (2/county) and Youth Team members (1/county):

Approx. 50 hours x 18 people = \$600/yr/person + \$302-\$634 mileage for 1 car; Total = \$13,132

- Assist County Team Coordinators with monthly CT Meeting, recruitment of members and reporting of RT information (2 hrs x 8 meetings = 16 hrs./yr)
- Attend and represent County and/or Youth Team at monthly RT Meeting (Approx. 3 hrs x 10 meetings = 30 hrs.)
- Assist in submitting Quarterly Evaluation Report (1 hr/mo x 10 meetings = 10 hrs.)

Technical Writer: \$18,000

Administrator: \$20,000

NE Iowa Funder's Network - \$7,350

Funding for Regional Non-Work Group Leaders - \$5,800

Diversity Liaisons (2): 40 hrs. x \$35 x 2 people = \$3800 + \$250 mileage x 2 = \$500; Total = \$4,300

- Attend and represent Postville Community at monthly RT Meeting (Approx. 3 hrs x 10 mtgs = 30 hrs.)
- Assist in submitting Quarterly Evaluation Report (1 hr/mo x 10 meetings = 10 hrs.)

Vision & School WG (Sue Burrack) - \$500 mileage

School WG Liaison (Cindy Baumgartner) - \$500 mileage

Vision & NIFF WG (Eric Nordschow) - \$500 mileage

Work Group Leaders:

- Add Policy Target and measurement of policy target indicators
- Add measurement of other indicators added by Evaluators