

Youngsville

Heart & Soul

Event Planning Sub-Team (Phases 1 – 4)

Event planning is needed throughout Heart & Soul. This sub-team works with the Project Coordinator to flesh out the details for events as envisioned by the Heart & Soul Team and implement all logistics for community-wide events and neighborhood activities.

(The event planning checklist is a helpful tool)

- Works with the Project Coordinator to ensure planned activities are within budget.
- Identifies and secures sites for each event and provides guidance for other groups in the community who host Heart & Soul events.
- Arranges food, childcare, transportation, interpreters, and all other aspects of events that make them accessible for target audiences
- Manages and troubleshoots events with the Project Coordinator
- Coordinates publicity with Communication Sub-Team
- Manages volunteers and/or staffing for events
- Ensures that any volunteers, speakers, and/or facilitators have the information that they need to carry out the event and meet the event goals
- Assist the Project Coordinator in conducting a “new volunteer orientation” and assists in organizing volunteer celebrations
- Organizes refreshments, meeting room, and equipment for Heart& Soul Team meeting and training workshops
- Updates and refers to the Heart & Soul Work Plan, as needed

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Data Management Sub-Team (Phases 1 – 3)

The Data Management Sub-Team is responsible for data entry and data management, as well as providing reports on date to the Heart & Soul Team.

- Enters all data from thin and thick engagement into the Master Spreadsheet and code with a theme, subtheme and data type
- Enters all demographic data for individuals and groups
- Maintains a master list of themes and sub-themes to help facilitate data categorization and analysis
- Prepares data to be used to create Heart & Soul Statement. The Data Management Team will be asked to help prepare data in advance of the Phase 2.2 Workshop: Identify What Matters Most.
- Provides information to the Heart & Soul Team comparing demographics of storytellers with the Community Network Analysis to assess efforts at researching target audiences
- Provides information to the Heart & Soul Team on the relationship between themes and demographics (e.g. young people are generally saying that the local economy matters most)
- Provides reports to the Heart & Soul Team on common themes from stories and works with the Team to reflect this information back to the community
- Transcribes stories and organizes transcription when needed
- Updates and refers to the Heart & Soul Work Plan, as needed

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Communications Sub-Team (Phases 1 – 4)

The Communications Sub-Team works with the other sub-teams to ensure that well-crafted and thought-out communication flows to the community using various communication channels. This sub-team may designate specific roles within the team, including webmaster, a local media liaison, photographer, graphic designer, videographer, and video editor.

- Maintains social media updates, media campaign management and oversight (website, Facebook, Instagram, twitter, etc.)
- Keeps track of deadlines and works with media outlets and communication channels to provide updates to the community and target audiences
- Assist the Heart & Soul Team with messaging
- Compiles information to share about the process (promote events and activities and report out on progress to the entire community)
- Ensures that community members know how to access Heart & Soul materials (meeting notes, budget, Work Plan, etc.) if interested
- Creates a document of final Heart & Soul Statements that can be approved or adopted by the town officials and other local leaders in the community
- Reaches out to local service, non-profit, and civic organizations to educate the community about the Heart & Soul process and to keep them involved, excited, informed, and educated on Heart & Soul activities and outcomes
- Works with the Project Coordinator and Communications Sub-Teams on a Story Sharing Strategy (see Planning for Story Listening and Sharing Focused-In Training) and uses creative ways to share stories back with the community
- Updates and refers to the Heart & Soul Work Plan, as needed

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Story Gathering Sub-Team (Phases 1 – 3)

The Story Gathering Sub-Team is primarily needed during the end of Phase 1 through Phase 3. This sub-team uses the Community Network Analysis and the Story Gathering strategy tools to ensure that all demographics are reached in story gathering. They also ensure that Story Gathering events are designed to adequately capture people's stories and participant data, as well as to promote relationship building and connections. In Phase 3, they coordinate the process of gathering ideas for action related to the Heart & Soul Statements.

- Strategizes with the Project Coordinator to create a Story Gathering plan using the Community Network Analysis (The Story Gathering Strategy Worksheet will be introduced during the Phase 2.1 workshop)
- Established and manages interview and small group storytelling schedules as part of events or individual outreach efforts
- Calls and confirms appointments for thick stories and interviews, if needed
- Collects interview sheets and ensures the proper identification (story identification number) is on each sheet
- Follows up with fellow team members to ensure completion of interviews/storytelling sessions
- With Data Management Sub-Team, establishes system of tracking participant counts and demographics and progress toward meeting outreach and engagement targets set in project plans and based on Community Network Analysis
- Works with Story Listening Sub-Team to ensure that there is a consistent flow of stories for story listening groups
- Using the Community Network Analysis and the Heart & Soul Statements, develops a strategy for gathering ideas for action
- Updates and refers to the Heart & Soul Work Plan, as needed

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Story Listening Sub-Team (Phase 2)

The Story Listening Sub-Team trains story listeners in listening bias, organizes Story Listening events, and liaises with the Story Gathering and Data Management Sub-Teams.

- Strategizes with the Project Coordinator to create a Story Listening Strategy
- Designs a short orientation and training for volunteer story listeners
- Establishes and manages small group Story Listening schedules
- Organizes space and materials for Story Listening Groups
- Follows up with fellow team members to ensure follow through on Story Listening sessions
- Using the Community Network Analysis, works with the Data Management Sub-Team, ensuring that story listeners are providing data in the correct format for inclusion in the Data Management System
- Works with Story Gathering Sub-Team to ensure that there is a consistent flow of stories for Story Listening Groups and to provide feedback on Story Gathering techniques
- Works with Communications Sub-Team to share stories back with the community
- Updates and refers to the Heart & Soul Work Plan, as needed