

# LCNV Community Ambassadors (LCNV-CA) Charter

## Executive Summary

The Literacy Council of Northern Virginia ("LCNV") Community Ambassadors is a volunteer organization of community leaders who have an interest in reducing the adult illiteracy rates in Northern Virginia. Working in association with the Literacy Council of Northern Virginia the Community Ambassadors work to recruit and reengage volunteer tutors to work with adult students to improve the students' English language skills. This charter describes the LCNV organization and lines of communication through which LCNV-CA will engage LCNV.

## Core Missions

The primary mission of the LCNV Community Ambassadors is to act as an outreach arm of the LCNV focused on the recruitment and re-engagement of volunteers to become tutors for the Literacy Council of Northern Virginia through community engagement, organizational outreach, and recruitment-process improvement activities.

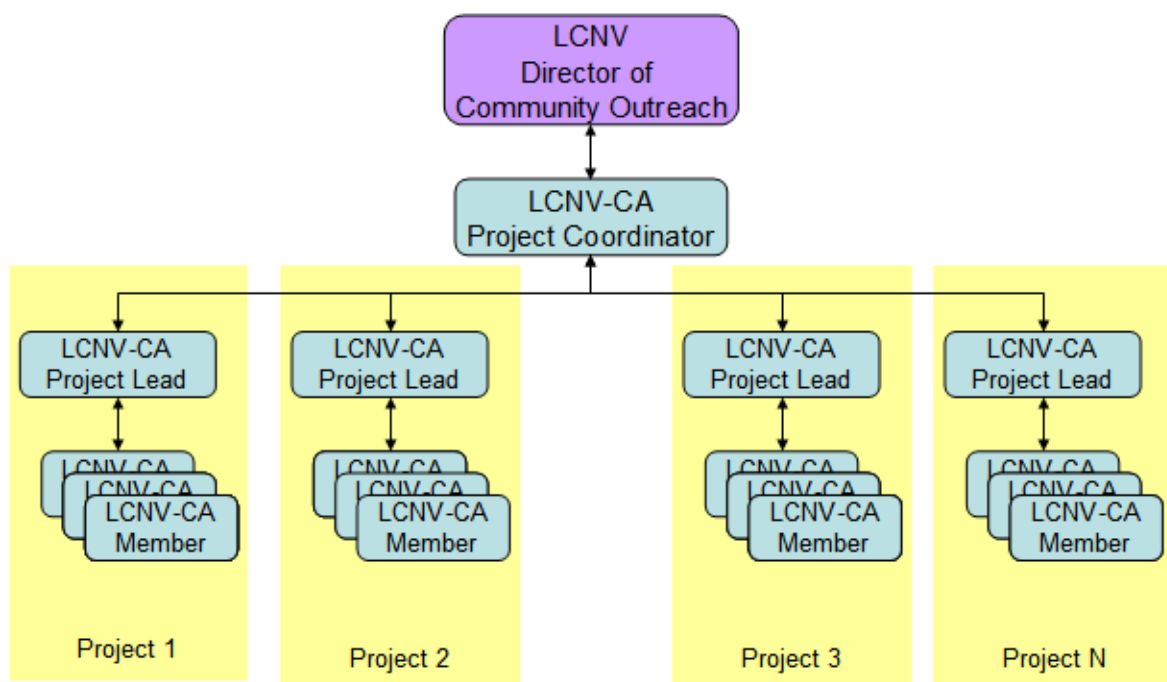
The secondary mission of the LCNV Community Ambassadors is to ensure longevity by recruiting additional Ambassadors in order establish a steady stream of Ambassadors focused on providing LCNV a ready resource that it can leverage to aid in its efforts to support organized and ad hoc outreach events.

## Organizational Structure

In order to maximize agility and responsiveness the LCNV Community Ambassadors will maintain a relatively flat project-based organizational structure consisting primarily of members focused on particular recruiting activities.

To ensure that communication between the LCNV and LCNV-CA there will be at least one active LCNV-CA member, namely the LCNV-Project Coordinator, whose sole focus is to facilitate communications between the LCNV Director of Community Outreach and other members of LCNV-CA.

The following diagram serves to illustrate this basic organizational structure.



## Approach

### *Tutor Recruitment*

In order to effectively recruit tutors for LCNV, the Community Ambassadors will:

- 1) Work with LCNV to identify opportunities in which the Community Ambassadors can engage individuals with an expected interest in becoming tutors, including the re-engagement of inactive LCNV volunteers;
- 2) Independently identify opportunities such as community and organizational events through which LCNV-CA believes tutors might be successfully recruited;
- 3) Develop and maintain a calendar of events that LCNV-CA will provide resources to engage and recruit potential tutors.
- 4) Work with LCNV to incrementally improve recruiting materials, tactics, and activities to increase tutor recruitment effectiveness through the innovation and testing of new recruitment processes, practices, and tools, and activities.

### *Tutor Recruitment -- Objective Measure*

The ultimate objective measure of success for LCNV-CA will be based upon LCNV tutor training class capacity and the corresponding class size. LCNV-CA's objective is to ensure that the LCNV tutor training classes are well attended with the ideal goal of those classes being filled to 100% capacity. Interim objective measures will be based upon LCNV-CA presence at recruitment events, identification of additional recruitment events, and future tutor commitments.

### *Ambassador Recruitment*

LCNV-CA is committed to continued support of LCNV and in particular its objective to provide LCNV with a steady stream of tutors to eliminate student wait lists. To provide this continued and evolutionary support of LCNV the Community Ambassadors will also need to recruit additional Community Ambassadors to ensure that tutor recruitment activities are adequately resourced. In order to ensure that the Community Ambassador membership does not dwindle there will be a parallel effort targeting active and inactive LCNV volunteers to become Community Ambassadors to share their experiences at tutor recruitment events. Current Community Ambassadors will be responsible for training new Community Ambassadors. Additionally, the Community Ambassadors will hold an annual event at which it will draw on the pool of existing and past tutors to recruit new Community Ambassadors.

### *Ambassador Recruitment -- Objective Measure*

The objective of Community Ambassador recruitment is to ensure that there are enough members of the LCNV-CA organization to provide the resources necessary support sufficient tutor recruitment activities to meet the tutor recruitment objectives. The number of Community Ambassadors will be negotiated as necessary between the LCNV-CA Project Coordinator and the LCNV Director of Community Outreach. At all times there will be at least one Community Ambassador, namely the LCNV-CA Project Coordinator, charged with ensuring that there are sufficient Community Ambassadors to meet recruitment activity needs.

### Relationship with LCNV

As a volunteer organization LCNV-CA will maintain its own leadership focused on ensuring that the organization is adequately achieving its core missions. The organization will maintain a primary and direct relationship with the LCNV Director of Community Outreach in order to maintain awareness of upcoming events and activities aimed directly at the recruitment of new tutors. Other engagement with LCNV will be at the discretion of the LCNV Director of Community Outreach and the LCNV-CA members.

LCNV-CA will draw on the LCNV provided publications when engaging in outreach activities and thus will interact through the LCNV Director of Community Outreach to ensure that the Ambassadors have the necessary materials to effectively recruit. The organization will also rely on LCNV to provide the requisite education programs to those individuals recruited as tutors.

Finally, the LCNV Community Ambassadors will engage with the LCNV Director of Community Outreach to ensure that future Ambassadors have the opportunity to engage with the LCNV organization to

become familiar with their mission, goals, people, and activities so that new Ambassadors are sufficiently familiar with the organization to effectively recruit tutors and other Ambassadors.

### Summary

In conclusion, the LCNV Community Ambassadors will serve as a volunteer arm of LCNV to concurrently promote awareness of LCNV in the community and engage new tutors to volunteer with LCNV to help increase adult literacy rates throughout Fairfax County.