

Class of 2016 Leadership Action Project Summaries

Project Timeline: October 2015 – April 2016

2-1-1- Brevard

“NextGen 2-1-1: Raising Awareness Under 30”

2-1-1 Brevard is developing a two-tiered marketing/awareness plan to reach potential callers ages 18-29 as well as potential users for a new text platform for helpline communication.

CareerSource Brevard

“Expansion of CareerSource Brevard’s Paid Work Experience Options for Young Adults”

Team members utilized their industry and business networks, as well as their knowledge of corporate structure and local employers to implement an outreach and marketing project to educate businesses of the benefits of hosting paid and unpaid work experiences and internships for young adults new to the workforce or new to their career pathway.

City of Cocoa

“City of Cocoa Community Survey”

The survey of citizens and special event visitors gave the city an opportunity to measure performance over time by tracking resident and visitor evaluations of the community and city service delivery.

Friends of Children of Brevard, Inc.

“Marketing Plan for Friends of Children of Brevard, Inc.”

Developed a marketing plan and strategy to launch Friends into the future by creating a set of marketing steps to be used as a framework by our organization and boosted the recruiting efforts of the Guardian ad Litem program to engage and retain volunteers to advocate for our abused children.

Guardian Ad Litem 18th Circuit

“Recruitment and Retention Initiative for the Guardian Ad Litem Program”

The team worked to develop a strategy to recruit new and retain current volunteers. A successful volunteer recruitment event was held in April and secured new volunteers for the program and introduced over 100 people to the program.

Honor America, Inc. /Liberty Bell Memorial Museum

“Brevard Veterans Services Network”

This team worked to enhance the network of private sector Veterans groups; Honor America identified opportunities for partners to leverage network resources while increasing Honor America’s relevance to the community.

The work included establishing Honor America as a hub for private sector Veterans services and support organizations in Brevard County and expanded the community of supporters, service providers and the resources available to them.

Junior Achievement of the Space Coast

“Volunteer Management Strategic Plan Template for Nonprofits”

This LAP utilized the time and talents of team members to research, strategize, and create a strategic plan template for Volunteer Management focusing on recruitment, retention, and relations; and created a database of Brevard volunteer resources and template for volunteer information.

Junior League of Central and North Brevard

“The Junior League of Central and North Brevard’s Homework Helpers”. This team worked to provide an assessment of how a reading skills literacy program could be of the greatest service and have the most significant impact on our community. Tasks included determining where and how the tutoring program would have the most impact; developing the structure of the program for the participants and the tutors and identifying ways that the impact of a tutoring program can be measured and tracked.