

INCREASING THE IMPACT

St. Mark Community Education Program

Presented by: Gwendolyn Evans



PROGRAM OVERVIEW

Mission:

To build a vibrant and flourishing community by providing English language and Citizenship educational skill development and access that adult immigrants and their families need to fully participate in the U.S. society.

Vision

The St. Mark Parish area is populated with adult immigrants who are able to communicate in English and have become citizens so that they are able to fully participate in U.S. society, including voting.

Programs

- Provide English classes
- Provide Citizenship classes and other support for achieving naturalization
- Link people with support services
- Help people find and get further education and jobs
- Work with other agencies to help our students

THE SITUATION

Goal: To obtain more community volunteers as their programs increase

Situation at hand:

- St. Mark Community Education Program (SMCEP) is a Boston based nonprofit organization dedicated to uplifting the lives of individuals by providing them with educational tools needed for and resources for immigrants to gain citizenship in the United States.
- As of today, SMCEP has a total of 5 board members and 48 volunteers ranging in various positions such as citizenship tutors, teachers, and ESOL teachers.
- SMCEP desires to obtain 35 more volunteers as well as expand its board of directors' team to 10 members.
- SMCEP only has one point of contact and does not have an established communication network in place.
- SMCEP does not have a business email and does not utilize social media or email marketing

Solution: Leverage and build upon their social technologies (email & social media strategy)





DELIVERABLES

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1. Develop a key recruiting message strategy

Created a recruiting message strategy guideline for brainstorming the language they will use to target volunteers based on the goals and objectives SMCEP has set in place.

2. Establish a strong social media presence

Created a 12-month implementation timeline as they begin constructing social media strategy. Included a social post planner for their organization, focusing on LinkedIn and Facebook. Included 2 editable flyer templates via CANVA.

3. Develop an email marketing strategy

Shared an email strategy guide, MailChimp as well as a newsletter planner template.

REFLECTION

Working with the St. Mark Community Education Program (SMCEP) has been a challenging yet fulfilling experience..As an organization that does not readily use social technologies to communicate their recruiting efforts, my sponsor to he was very interested in the recommendations I presented. My goal was to provide tools and strategies SMCEP can use to best gain new volunteers for their programs. My ideas were all based on using social technologies to engage with their online audience and bring greater local awareness to their programs.

This course and project changed my overall view of independent consulting. I didn't think I had what it takes to manage a consulting project on my own but with the skills and strategies I learned in this course, I was able to do successfully do so. I had the privilege of helping an amazing organization continue their reach and impact the lives of many individuals and families. That, alone, made this experience worthwhile.

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[HTTP://WWW.STMARKSESOL.ORG/](http://www.stmarksesol.org/)