

Rural Roots

Section 1 - Mapping your capacity

Sometimes the best place to start is taking an inventory of your existing resources - human, capital, skill or knowledge base - to identify potential gaps or areas of growth. This section will help you identify how to best create mutually beneficial opportunities for students and identify programs or skill-sets that would best fit with your project.

Areas of Expertise

What skills, talents or knowledge exist?

Areas to Grow

What skills, talents or knowledge do we need?

Strengths

Do you have funding for a project? Do you have a dedicated mentor for students? Do you work in a niche sector?

Limitations

Do you lack funding for students? Do you lack capacity for long-term mentorship?

Section 2 – Making Sense of your Capacity Map

1. **What common themes emerged** (e.g. we lack staff capacity, but have funding to pay a student):

2. **What gaps have you identified in your existing knowledge or skill-set?** Is it a skill-set a specific program could bring to the table (e.g. graphic design)?

3. **Frame your gaps as an if-could statement** to help you frame your potential project. Use the following examples as inspiration:

- *Example: If we knew more about barriers to housing, we could use that research to inform our advocacy efforts and connect with the right organizations to improve homelessness in our community OR If we had a comprehensive social media strategy, we could attract more volunteers to our organization and better serve the community.*

Section 3 – Identifying your Project Scope

Think of your previous answers, what areas do you need the most help with? Is it short-term work or long-term work?

Area(s) of help	Short-term (up to 4 months)	Long-term (4 months+)
<i>e.g. social media marketing</i>	x	

Do you have any short or long-term projects where you could use extra support? If it's a long-term project, we recommend dividing it into phases to identify when and where you will need more help. We've provided an example on the next page to help you get started.

Phase			
1	Research	<p>What capacity do you have?</p> <ul style="list-style-type: none"> 0.5 staff persons Project Manager at 0.5 time to dedicate to project 	<p>Can WIL students boost our capacity?</p> <ul style="list-style-type: none"> Yes, by researching topic areas 1, 2, and 4.
	<ol style="list-style-type: none"> what are the classifications of homelessness what does rural homelessness look like how do rural communities measure homelessness effective strategies to target rural homelessness 		
2	Engaging Stakeholders	<p>What capacity do you have?</p> <ul style="list-style-type: none"> 0.5 staff persons Project Manager at 0.5 time to dedicate to project 	<p>Can WIL students boost our capacity?</p> <p>No</p>
	<ol style="list-style-type: none"> Create a stakeholder map Create a community engagement plan Send out emails Start stakeholder meetings 		
3	Engagement and Analysis	<p>What capacity do you have?</p> <ul style="list-style-type: none"> 0.5 staff persons Project Manager at 0.5 time to dedicate to project 	<p>Can WIL students boost our capacity?</p> <p>No</p>
	<ol style="list-style-type: none"> Continue stakeholder engagement Begin analyzing findings 		
4	Findings Publication	<p>What capacity do you have?</p> <ul style="list-style-type: none"> 0.5 staff person Project Manager at .5 time to dedicate to project Communications manager, unsure of time commitment 	<p>Can WIL students boost our capacity?</p> <p>Yes, create social media content and strategy</p>
	<p>Create a final report of findings</p> <p>Create a social media strategy to promote project and findings</p>		

Section 4 – Creating a Project

Let's put all the information together and create an experiential learning project. Use this template to craft a project description. Headings in blue font are fillable fields on Riipen:

1. **Position Title** (must include Rural Roots. Example: Rural Roots: Graphic Design Intern)

2. **Project Objectives:** Describe the problem you're trying to solve or the outcome of the project

3. **Anticipated Start Date & Project Duration:** How long will the project take to complete? Is the position full-time, part-time or casual?

4. **Location:** Is the position in-person, virtual, or hybrid?

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5. **Responsibilities:** what will the student be responsible for? What are the day-to-day tasks of the project?

6. **Desired Skills & Experience:** what skills and experience would be an asset to the project?

7. **Additional Benefits:** What other benefits can you offer the student - payment? Feedback? Future employment? Letters of reference?

8. **Education or Applicable Program:** what programs or courses would be beneficial to the project?

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9. **About the Organization:** share a quick intro about your organization - what do you do? Who do you serve? Your mission, vision, and values?

10. **How to apply/who to contact:**