

**Northeast Iowa Food and Fitness Initiative
Role Descriptions**

CO-CONVENER ROLE DESCRIPTION

Overview of the Role: The purpose of the Co-convener role is to provide overall leadership for engaging people throughout the region in achieving the vision of the initiative.

**Co-convener and Project Coordinator: Ann Mansfield, Luther College
(.80 FTE)**

Key responsibilities include:

- Assure that the Community Action Plan is implemented through integrated, aligned action across all work groups and teams, in partnership with Brenda Ranum and the Vision Work Group
- Serve as primary communication liaison with the W.K. Kellogg Foundation and other funders as appropriate
- Plan and facilitate Regional Team meetings with Brenda Ranum, incorporating thinking of the Vision Work Group, and Work Group leaders
- Plan and facilitate Vision Work Group meeting, with input from others
- Primary liaison for relationship management, overseeing related grants, communication, and questions with:
 - Luther College
 - Evaluators
 - Vision Work Group
 - School Regional Work Group Leaders
 - Active Living Regional Work Group Leaders
 - Community Health Regional Work Group Leaders
 - County Team Leaders
 - Key national, state and local partners
- Provide leadership for teams planning regional Food and Fitness conferences
- Oversee the overall initiative budget with Brenda Ranum and Vision Work Group and review expenditures submitted by above groups and approve for payment by the appropriate grant administrator
- Oversee work of selected contracted resource people, as appropriate

**Co-convenor and Project Coordinator: Brenda Ranum, ISUE
(.30 FTE)**

Key responsibilities include:

- Assure that the Community Action Plan is implemented through integrated, aligned action across all work groups and teams, in partnership with Ann Mansfield and the Vision Work Group
- Plan and facilitate Regional Team meetings with Ann Mansfield, incorporating thinking of the Vision Work Group, and Work Group leaders
- Participate in Vision Work Group meetings and teleconferences
- Primary liaison for relationship management, overseeing related grants, communication, and questions with:
 - ISUE
 - Key state and national food system partners
 - The grant administrator (financial and summary reports; NE Iowa Funder's Network)
 - NIFF Coalition Work Group Leaders
 - Youth Work Group Leaders
 - Communications Coordinators
- Oversee the overall initiative budget with Ann Mansfield and Vision Work Group and review expenditures submitted by above groups and approve for payment by the appropriate grant administrator
- Oversee work of selected contracted resource people, as appropriate

VISION WORK GROUP

Overview of the Role: The purposes of the vision work group are to assure that implementation of the Community Action Plan is creating the intended results, to adjust strategies as needed to better achieve the NE Iowa Food & Fitness Initiative's (FFI) shared vision, and to assure all strands of the work are woven together into coherent policy and systems change, under the leadership of the co-convenor (Ann Mansfield). To carry out this role Vision Work Group members build their capacity and apply organizational learning frameworks, concepts, and tools including Core Theory of Success, Vision Deployment Matrix, Creative Tension Model and causal loop diagrams to depict the theory of change.

Vision Work Group members: The Vision Work Group membership includes all key sectors (food systems, active living, youth, school, health and communities) with each county represented along with Co-convenors.

Key responsibilities include:

- Hold the vision of the whole, and communicating that vision effectively to community members and organizational partners
- Act as a mirror—reflect on the fit and timeliness of opportunities in light of the Community Action Plan and theory of change
- Serve as liaisons for relationships and communications with work group members, across work groups, and with the regional team
- Integrate the work across all work groups and county teams
- Monitor progress of the Community Action Plan
 - Review information coming from work groups, county teams, pilot projects, and evaluators
 - Monitor changes in current reality, progress toward the vision, what's working, what's not, and which strategies and tactics should be revised, strengthened, or eliminated in service of achieving the vision.
 - Monitor and document progress toward policy and system change
 - Make adjustments to the Community Action Plan as needed
- Vet new ideas and emerging opportunities for funding
- Advise the co-convenors on agendas for Regional Team meetings
- Recommend issues and actions to the Regional Team
- Oversee the overall initiative budget with Co-convenors and review expenditures submitted by above groups and approve for payment by the appropriate grant administrator
- Oversee work of selected contracted resource people, as appropriate

REGIONAL LEADERSHIP TEAM

Overview of the Role: The purpose of the Regional Leadership Team is to assure a regional, integrated approach to the work achieves the highest quality results for children and families in Northeast Iowa.

Regional Team Members: Delegates (voting members) include Work Group Leaders; NE Iowa Food & Farm Coalition, Youth, School, Active Living, Community Health; Leaders (2) from 6 County Teams and Postville Community, 7 Youth Leaders (6 counties and Postville). Co-conveners provide coordination and facilitation. Technical Resource Team members providing additional support to the Regional Team include: Communications, Technical Writer, Evaluation, NE Iowa Funders Network, ISUE Specialists, NE Iowa Community Action). Fiscal Agent is Community Foundation of Greater Dubuque.

Key responsibilities include:

- Bring ideas, proposed actions, concerns, suggestions, and learning from work groups and county teams for discussion by regional team members
- Create synergy and learning across the region and beyond
- Work with co-conveners and the Vision Work Group to set regional priorities, decide how funds will be allocated, and provide leadership for the FFI
- Serves as the decision-making body for FFI

COUNTY FOOD AND FITNESS TEAM

Overview of the Role: The purpose of the County Food and Fitness Team is to implement the Food and Fitness Initiative in its county, and to inform the direction of the Northeast Iowa Food and Fitness Initiative by making suggestions, gathering learning from their work, and identifying opportunities and needs within the county.

County Teams: Include Allamakee, Clayton, Fayette, Chickasaw, Howard, Winneshiek counties and the Postville community

Key responsibilities include:

- Serve as the voice and face of FFI in the county
- Engage other county residents in FFI by recruiting them to participate on the county team and in local events and activities
- Encourage and initiate local policy, organizational, and environmental changes and projects that create healthy food and fitness environments
- Support pilot projects and mini-grant work within the county
- Monitor progress of the FFI work in the county through participatory evaluation
- Assist in documenting impact of local work
- Make decisions regarding use of county mini-grant funds
- Participant in FFI initiative evaluation

County Team Leader

- Oversee recruitment of a diverse group of county team members, including age, gender, ethnicity and culture, income, ethnicity and sector diversity
- Plan and facilitate Food and Fitness County Team meetings focused on the key responsibilities of county teams (responsibility may be shared with others)
- Assure that a summary of meeting topics, key issues, decisions, and recommendations is recorded and added to the FFI website within one week of the meeting (responsibility may be shared with others)
- Arrange meeting logistics, including arranging meeting space and sending out meeting notices (responsibility may be shared with others)
- Prepare and submit a quarterly initiative Evaluation Report, using the templates provided
- Serve as a member of the Regional Leadership Team, fulfilling all responsibilities of that team as well as representing the county ***(This role may not be delegated, nor can substitutes be sent to RLT meetings.)***
- Represent the FFI and maintain supportive, transparent communication of Regional Leadership Team activities and decisions within the County Team and more broadly
- Liaison with appropriate co-conveners

County Team Representatives to The Regional Team (1 adult or youth representative and 1 additional county youth team member plus the County Team Leader)

Representatives may

Key responsibilities:

- Assist County Team Leaders with monthly County Team meetings, including recruitment of members and reporting Regional Team meeting information at county team meetings
- Serve as a member of the Regional Leadership Team, representing your County and/or Youth Team
- Assist the County Team Leader in submitting quarterly evaluation reports

FOUR REGIONAL WORK GROUPS: ACTIVE LIVING, NORTHEAST IOWA FOOD AND FARM (NIFF) COALITION, SCHOOL, YOUTH

Overview of the Role: The purpose of Regional Work Groups is to implement FFI work in a specific area of focus and align with one another as well as the Community Action Plan.

Key responsibilities include:

- Recruit and build high quality working relationships among institutional and individual partners to support policy and systems change
- Implement Community Action Plan strategies and tactics, including pilot projects as appropriate
- Propose, plan and carry out specific activities and events
- Assure that all work is integrated with other Regional Work Groups into a coherent regional program
- Develop capacity for leading policy and systems change within an area of focus
- Prepare and deliver one quarterly education component for county team meetings
- Participate in FFI initiative evaluation

Regional Work Group Leaders and Assistants

Key responsibilities include:

- Plan the agenda for and facilitate work group meetings that accomplish the work group's key responsibilities
- Schedule meetings and meeting locations, arrange related logistics
- Assure that a summary of meeting topics, key issues, decisions, and recommendations is recorded and added to the FFI website within one week of the meeting
- Prepare and submit a quarterly initiative Evaluation Report, using the templates provided
- Participate as members of the FFI Regional Leadership Team
- Serve on the Vision Work Group

Technical Resource Team

- Communications
- Evaluators
- ISUE Specialists
- NE Iowa Community Action
- NE Iowa Funders Network
- Others as required

Overview: The purpose of the technical resource team is to support the overall initiative by providing specialized expertise. Specific responsibilities are negotiated as needed. Access to the technical resources is coordinated through the co-conveners.

Communications

Key responsibilities include:

- Maintain content of the FFI website, with emphasis on sharing current activities and stories related to FFI
- Prepare and distribute monthly newsletter (online)
- Develop marketing materials
 - Displays
 - Collateral materials for presentations and displays
 - Others
- Work with media:
 - Send regular media releases announcing upcoming programs, meeting and highlighting FFI successes, accomplishments and events.
 - Schedule radio public forum programs
- Track FFI impact and determine best ways to distribute information to key decision-makers, our key markets, and others.
- Work with project evaluators to tell FFI story.
- Determine appropriate marketing items. Procure items and distribute.
- Assist co-conveners as needed. Might include report preparation, presentation preparation, review of presentation materials, etc. Research and compile background data.
- Responsible for internal communications within the initiative.
- Utilize the resources of Pyramid Communications as needed and available.

Grant Administrator: Community Foundation of Greater Dubuque

Overview of the Role: The Grant Administrator is responsible to funders for the fiscal administration of grant funds. Beyond this basic purpose, the Grant Administrator works toward the long-term sustainability of the FFI initiative.

Key responsibilities include:

- Pay approved invoices forwarded from FFI Co-conveners
- Keep accurate records of receipts, expenditures, contracts and subcontracts.
- Prepare monthly budget reports in time for Vision Work Group meetings
- Prepare fiscal reports as required by funders
- Provide assistance in leveraging resources for FFI initiative work
- Convene the NE Iowa Funder's Network