

# PHA AppState Organizational Charter

# Public Health AmeriCorps

APPALACHIAN STATE UNIVERSITY®  
BEAVER COLLEGE OF HEALTH SCIENCES

## Guiding Resources:

- [PHA Handbook](#)
- Monitoring and Evaluation: [Indicator Matrix](#)
- [Fellowship Quick Guide](#)
- [Annual Itinerary for Members](#)
- [Opportunities and Knowledge Management Tool](#)
- Website Link: <https://phes.appstate.edu/ameriCorps>
- [Weekly Team Meeting Notes](#)
- Implementation: [Elevator Speech](#) and [Network Analysis](#)
- [Day to Day Activity and Impact Statement](#)

## Table of Contents

Strategic Planning for 2023-2025.....	1
PHA Overview.....	5
Organizational Chart.....	8
PHA Team Contact Information.....	11
Logic Model (Original) - New Draft Chart.....	12

## Strategic Planning for 2023-2025

### As Reference:

- [Agenda and SWOT Analysis Results from May 2023 Strategic Planning](#)
- [Implementation SWOT Analysis 2023](#)



2. Establish a mission statement based on the current needs of the communities we serve.
  - ii. Establish community engagement and community work as primary goals of PHA work.
    1. Implement this goal through a coordinated position and advertising to members of specific opportunities to complete these goals.
2. Enhance autonomy of the project administratively and professionally.
  - a. Background: Public Health AmeriCorp at Appalachian State University has a primary goal of assisting in the creation and establishment of future public health professionals. In order to achieve this goal, PHA seeks to establish autonomy of members.
  - b. Goal: By 2025, PHA at ASU will have established a system of horizontal leadership that encourages autonomy.**
  - c. Strategy:
    - i. Establish a horizontal leadership within the organization through an initial re-organization and definition of positions.
      1. Re-organize positions by defining each member's position based on feedback from the whole team and clearly establish expectations for each role.
      2. Update internal plans to reflect organizational changes.
      3. Emphasize the fluidity and flexibility of each pillar and element of this project.
      4. Continue high levels of open and honest communication among all individuals on this project.
        - a. State the various options for fluidity among members. Specifically, elaborate that members can fluctuate between pillars.
        - b. Incorporate this objective into personal goal setting and interests to assure members are empowered to do what they are most passionate about.
    - ii. Utilize principles of shared leadership and power strategies.
3. Improve communication of PHA internally and externally and establish consistent methods for communication.
  - a. Background: Public Health AmeriCorps at Appalachian State University uses multiple modalities for both internal and external communication of tasks, projects, events, and sharing of information. However, the organization needs to address challenges with the current approach in order to maintain uniformity for more effective communication.
  - b. Goal: By 2025, PHA at ASU will have a uniform way of documenting and sharing projects and information within the various members and teams in the organization and with external stakeholders.**
  - c. Strategy:
    - i. Clearly establish and communicate member roles, such as who members should report to.
    - ii. Establish a method for internal communication for all members of the organization to stay updated on the various projects and activities that occur.
      1. Conduct a monthly "all meeting" for all PHA members to attend and stay updated on projects.
      2. Utilize Google Suites for daily communication.
      3. Streamline reporting within and among Public Health AmeriCorp teams.
        - a. Create a streamlined process to document and populate the activity repository and keep it up to date.
        - b. Utilize indicator matrix to adequately document progress.

- iii. Establish a method for external communication to ensure that rapport and trust can be maintained with stakeholders of PHA.
  - 1. Create an organized activity repository for contacts with stakeholders.
    - a. Organize this repository by county.
    - b. Create various repositories for each pillar that everyone has access to.
    - c. Create a form with non-open ended questions to complete after contacts with stakeholders for convenience.
  - 2. Permit team leaders to have PHAC email access in order to document their contacts with stakeholders.
    - a. Get access (password) to PHAC email.
    - b. Rotate responsibility among team leads for monitoring the PHAC email inbox.
    - c. Manually forward emails to relevant team leads.
- 4. Develop a Research and Scholarship Agenda
  - a. Background: Public Health AmeriCorp at Appalachian State University is an organization that utilizes both current and recently graduated university students to prepare them to be public health professionals. In order to best prepare these members, it is necessary to conduct and encourage research and scholarship for members.
  - b. Goal: By 2025, PHA at ASU will have a developed agenda for research and scholarships conducted by members and will be funded with a diversified mix of investments and grants to support and enhance practice activities for members, faculty, and stakeholders.**
  - c. Strategy:
    - i. Map papers
    - ii. Map projects
    - iii. Map evaluation
    - iv. Fund organization from a variety of sources.
      - 1. Diversify funding by developing a plan for application and engagement of opportunities.
      - 2. Create a method of communicating funding opportunities among PHA members.
- 5. Reconstruct the Psychological First Aid training utilized by PHA.
  - a. Background: Public Health AmeriCorp at Appalachian State University utilizes Psychological First Aid (PFA) training within Western North Carolina. Feedback about both the benefits and flaws of the training has been received. In order to effectively conduct PFA training and encourage more individuals to receive it, changes based on feedback need to be made.
  - b. Goal: By 2025, Public Health AmeriCorps at Appalachian State University will have altered the PFA training in a way that it can be interpreted as easy to follow, easy to understand, and attention-grabbing.**
  - c. Strategy:
    - i. Develop a timeline for completion.
    - ii. Re-record the lectures with a diverse range of individuals that are representative of the population.
    - iii. Restructure the lectures within PFA to retain attention during the training.
    - iv. Create a way to receive feedback from people who have taken PFA.
    - v. Explore menu options for other ways to implement PFA.
      - 1. Create a crash course of PFA that can be delivered in-person.
- 6. Expand the PHA website to accurately reflect the goals and objectives of the organization.



- a. Background: Public Health AmeriCorp at Appalachian State University is an organization with established goals, projects, and members. In order to accurately display the entirety of the organization, it is necessary to have a hub website that depicts member information, project information, and the mission, values, and goals of the organization.
  - b. Goal: By 2025 PHA at ASU will have a well designed website that depicts all encompassing information about the organization.**
  - c. Strategy:
    - i. Gain access to website administration.
    - ii. Add links to resources and various databases onto the PHA website.
    - iii. Update member headshots and contact information on the PHA website.
    - iv. Update and clearly state the mission statement and objectives of the organization on the PHA website.
    - v. Additional options for having information on a website.
      1. Explore ASU Learn Global as an option.
      2. Explore Google Cite as an option.
7. Network with other Public Health AmeriCorp groups to share information about PFA and to gain information on the projects other organizations are completing.
- a. Background: Each Public Health AmeriCorp group has their own specific goals and projects. Though this is true, communication about group-specific objectives and projects is not formally conducted between each Public Health AmeriCorp group. In order to increase dissemination of information that is helpful, it is important to actively communicate among programs.
  - b. Goal: By 2025, Public Health AmeriCorp at Appalachian State University will have a partnership with other AmeriCorps and Public Health AmeriCorps groups that facilitates communication and dissemination of information. Specifically, PHA will have administered the Psychological First Aid training to other AmeriCorps State and National organizations.**
  - c. Strategy:
    - i. Establish communication with other PHA groups and AmeriCorps State and National leads via email, phone calls, or other methods. This can be achieved through existing networks among members and through utilization of academic, state, and national partnerships.
    - ii. Attend events with other PHA programs and establish a network of communication.
    - iii. Deliver PFA training to other AmeriCorps State and National organizations virtually and in-person.

## PHA Overview

**Description:** Public Health AmeriCorps at AppState is a Public Health AmeriCorps project in rural Appalachia aimed to develop future public health leaders and help meet public health needs in these communities by providing needed capacity and support in order to advance more equitable health outcomes and improve mental health interventions to support public health preparedness, mitigation, response, and recovery.

The program provides Psychological First Aid (PFA) throughout 25 counties in Western North Carolina, with the following objectives set for its first year of service:

- Disseminating and implementing PFA interventions in communities, organizations, and among professionals.
- Recruiting and retaining Medical Reserve Corps Members to carry out and sustain PFA interventions.
- Delivering pre- and post-emergency/trauma RAPID-PFA interventions to local health departments, long-term care facilities, and hospitals.

- Targeting 250 trained professionals.
  - Measuring outcomes through the number of individuals served and increased health knowledge, as measured through pre- and post-analysis.

To achieve these goals, the program is structured into four main pillars: Implementation, Communication, Evaluation, and Medical Reserve Corps. Clear communication plans are essential to ensure the program achieves its objectives, especially since this is a remote/hybrid workspace. Therefore, it's crucial that all members lead with empathy, flexibility, and autonomy. This collaborative team uses positive reinforcement and flexibility to meet the members' needs and complete the program's objectives. Member autonomy has also been a major factor in the program's success.

**Mission:** The mission of Public Health AmeriCorps at Appalachian State University is to foster meaningful relationships, develop public health professionals, and bolster community resilience and preparedness in western North Carolina by addressing local public health inequities through service, volunteerism, and evidence-based interventions.

**Purpose:** To support public health preparedness in the Appalachian Region in Western NC.

### Values

- Showing up and being present
- Community Engagement
- Equity
- Innovation
- Research
- Curriculum
- Leadership
- Defining
- Improving Structure
- Funding
- Resolving administrative challenges
- Measurement
- Evaluation
- Incentivising

### Goals

1. Partner with communities to alleviate poverty and advance racial equity.
2. Enhance the experience for AmeriCorps members and AmeriCorps Seniors volunteers.
3. Unite Americans by bringing them together in service.
4. Effectively steward federal resources.
5. Make AmeriCorps one of the best and most equitable places to work in the federal government.

### Projects

- PFA Implementation
- Community Engagement and Outreach
- Presentations to Communities and Organizations
- One on One Collaboration
- Training: CERT, QPR, Lunch and Learns, CDC PHA Training, and more.
- Communication

- Evaluation
- Monitoring
- Data Collection
- Data Analysis and Aggregation
- Community Coalition Participation
- Knowledge Management: Presenting Posters and Delivering Presentations Nationally, Publishing Articles and Tools
- Research
- Professional Development
- Medical Reserve Corps and Volunteer Management

### **Key Documents**

- [Performance Indicators](#)
- [Project Handbook](#)

# Organizational Chart

## Research and Scholarship Team

- Project Investigator (Jennifer Schroeder Tyson): Leads the project's overarching mission and objectives; manages all members and staff.
- Co-Project Investigator (Martie Thompson): Collaborates on program evaluation as well as on the pre-service orientation and bi-weekly training with Public Health AmeriCorps members.
- GIS Collaborator (Maggie Sugg): Provides expertise in GIS activities that outline the interaction between public health and the environment and spatial patterns of mental illness.
- Evaluation Collaborator (Manan Roy): Provides expertise in on program evaluation and associated research support and data analyses.
- Community Health Collaborator (Adam Hege): Provides expertise in community engagement efforts, mentoring of Public Health AmeriCorp members, and engages with the investigative team in program evaluation and bi-weekly training and meetings.
- Grant Manager (Jessica Donley): Guide grant management
- Program Manager (Nadia Chauhan): Leads all logistical aspects of the project. Provides partnership with all members and makes stuff happen.

## Member Org Chart

- RAPID PFA Implementation Coordinator
  - Psychological First Aid Training Dissemination and Development
    - Leads execution of online PFA training
  - **Position Description:** The Implementation Team Lead leads the dissemination and implementation of Psychological First Aid training to communities, organizations, and professionals. The Implementation Team Lead promotes PFA training, engages with the community partners in all 25 counties in Western NC, and ensures the accessibility and inclusivity of the PFA training.
- App MRC Coordinator
  - MRC Volunteer Recruitment
  - Train Volunteers
  - **Position Description:** The APP MRC coordinator's job is to run the newly funded, fully operational APP MRC unit so that it can become an asset and valuable resource for the community. Responsibilities of the MRC director will include volunteer recruitment and retention, volunteer management and communication, planning various trainings, connecting with stakeholders, etc.
  - MRC Organizational Chart
    - MRC Director
    - Local Satellite Unit Leader
- Evaluation Team Lead
  - PFA Evaluation
  - Overall Project Evaluation & Progress Reports
  - **Position Description:** The Evaluation Team Lead guides members through the evaluation of PFA. This includes the maintenance and collection of data of the step-by-step instructions, pre, post, final completion, and one month follow-up surveys, sending out personalized PFA completion certificates, and one month follow-up instructions. While also guiding members in the collection of internal member data. This includes the Activity Repository, Indicator Matrix, Member



Questionnaire for the Progress Report, Creating first draft of the Progress Report, and tracking the progress of our performance measures from AmeriCorps. The Evaluation Team also creates Infographics from the data collected.

- Health Equity
  - Build coalitions with community partners, represent PHA in public outreach.
  - Facilitate interprofessional trainings, Lunch and Learns, and social activities to enhance member collaboration.
  - Coordinate resources and communications to align with health equity goals and expand member impact.
  - PHA Member Social Programming
  - Lunch and Learns Lead
  - Training Development
  - **Position Description:** The Health Equity Team Lead works collaboratively with the Research and Scholarship team, the members within Public Health AmeriCorps at AppState, as well as professionals and community members outside the organization. The Health Equity Team Lead works to increase communication among members, to promote social collaboration among members, to develop relationships with stakeholders, and assists in planning and implementation of various projects within the organization ensuring alignment across PHA's projects and expanding the program's impact on community well-being.
- Lead Fellow
  - **Position Description:** The Lead fellow acts as a representative for all fellows. It is their responsibility to coordinate fellow-specific activities and communication in collaboration with the team leads. The Lead Fellow is a voice for all fellows.
- Fellows
  - Training
  - Service
  - Joining teams
  - Taking on individual projects of interest
  - Vocational training



## Logic Model ([Original](#)) - New Draft Chart in the works

- Goals:
  - Recruit, train, and develop new generations of public health leaders ready to respond to public health needs through public health service and capacity building in North Carolina’s rural Appalachian communities. Help meet public health needs of the North Carolina rural Appalachian communities by providing needed capacity and support to local public health preparedness settings in collaboration with state and regional partners, to advance more equitable health outcomes for communities who are currently and historically underserved.

- Provide pathways to good quality public health-related careers by providing exposure through onsite experience, training, and more, with a focus on recruiting AmeriCorps members who reflect the communities in which they will serve.
- Objectives: Listed in Strategic Plan.
- Inputs:
  - Grant funding
  - Federal, state, local partnerships for intervention readiness and buy-in
    - Community Coalitions
  - Access to empirically-supported and accredited psychological first aid
    - Virtual
    - In-person
  - (give #) PHA members
  - 5 faculty
  - Partnership with university
    - Office space
    - Administrative support
    - Tangible resources (laptops, iPads, etc.)
  - Expertise
    - Public Health Preparedness
    - GIS
    - Evaluation
  - Locations or sites in which members will provide services: Appalachian State University, in partnership with local public health departments and relevant partners
  - Strategic plan
- Activities:
  - Develop an ASU Learn Website with public access to information about PHA
  - PHA members will be
    - Leading the dissemination and implementation of Psychological First Aid intervention;
    - Recruiting and retaining MRC Members to implement and sustain the RAPID-PFA interventions in Western North Carolina; and
    - Delivering pre and post emergency/trauma RAPID-PFA interventions to organizations including local health departments.
  - Evaluate the RAPID- PFA
    - Recruit local Appalachian Community Members to be trained in RAPID-PFA
    - Plan regional exercise in RAPID-PFA
    - Execute regional exercises in RAPID-PFA
    - Respond to COVID-19 and future public health emergencies with RAPID-PFA training for the community
  - Presentations to preparedness summit- national and state
  - Adapt PFA -menu driven; modernize; incorporate local resource into training; record lectures with diverse and relevant presenters
  - Create a Sustainable System for Continuous Community Engagement, Training, and Response to RAPID-PFA
    - PHAC members will leverage eager students, faculty, staff, and community members by establishing a MRC and recruiting these eager folks who will be engaged in delivering and implementing RAPID-PFA to support preparedness, mitigation, response, and recovery efforts in public health.

- Outputs:
  - # of stakeholders engaged in coalition efforts
  - # RAPID-PFA
  - # of local Appalachian community members trained in RAPID-PFA
  - # of regional exercise in RAPID-PFA completed
  - # of planning meetings to perform exercise in RAPID-PFA
  - # of RAPID-PFA trainings delivered in a response and recovery setting
  - # of MRC members recruited to deliver RAPID-PFA training in response to an emergency
  - Communication with community- ASU learn global website and other social media
- Short Term Outcomes:
  - Perceived self-efficacy in PFA is improved among the trained population
  - Confidence increases among the first responder and access and functional needs populations around PFA and resilience to acute distress
  - 200 people will have increased knowledge of PFA.
  - Establish a satellite MRC in Watauga county
- Mid Term Outcomes:
  - At the end of the second program year, the PHAC members will be responsible for
    - The number of organizations that increased their effectiveness, efficiency, and/or program scale and reach in delivery and implementation of RAPID-PFA (measured through pre-post assessments);
    - The number of individuals with increased RAPID-PFA knowledge (measured through pre-post assessments);
    - The number of individuals reporting a change in behavior or intent to change behavior to improve their health using RAPID-PFA (measured through pre-post assessments OR individual interviews).
- Long Term Outcomes:
  - Increased Community Preparedness and Resiliency among first responders, healthcare providers, people who have access and functional needs, and the general population in rural Appalachia.
  - Reduce acute mental health episodes among the general population in rural Appalachia.
  - Aligning with the CDC PHEP Capabilities for a more resilient community.
  - Stabilize and mitigate acute distress among the general population through training.
  - Reducing the stigma behind mental health and mental health resources in rural counties.