



Step Up Sunrise

Pathways to Service

A Message From The Mayor

On behalf of the City of Sunrise Commission, I am pleased to support the City's Step Up Sunrise Service Plan.

In Sunrise, we take pride in a strong foundation of citizen participation both in terms of services opportunities provided by our City and by agencies that reach within our boundaries.

The City of Sunrise is one of seven municipalities within Broward County which has been awarded a Re-engage for Good: City Challenge grant by the Community Foundation of Broward. The purpose of this grant is to develop a plan to create a connector system to engage the Baby Boomer Generation in service to our community. To demonstrate our commitment to this program, the City has joined the Cities of Service Coalition, sharing a mission of support for efforts to increase service opportunities. The City of Sunrise will be working towards harnessing and focusing the energies of our citizens for the greater good.

Through our Step up Sunrise Plan, we will engage Baby Boomer volunteers in an initiative that will assist our youth to improve their literacy skills and encourage the love of reading. We are confident that we have an amazing reservoir of talented Boomers who believe in the mission of improving literacy. Our community will reap the rewards of an activist generation that refuses to slow down and wants to make a difference in our collective future. This generation represents an extraordinary pool of experience and expertise.

I believe that with the support of the Community Foundation of Broward, the Step Up Sunrise Plan will help build upon the spirit of service already existing in our City to increase the number and impact of volunteers that offer their time and talent to make the City of Sunrise a better place to Live, Learn, Work and Play!

Sincerely,



Michael J. Ryan
Mayor, City of Sunrise



Executive Summary

Step Up Sunrise

The Community Foundation of Broward issued a “**Re-Engage for Good: City Challenge**” inviting cities across the county to create and/or strengthen sustainable systems that connect retired baby boomers with opportunities to provide their services and experience to tackle key city issues. As a result of community surveys targeting baby boomers as well as others that work, live or play in Sunrise, our focus became clear.

Priority Focus Area: Youth Literacy

Goal: We will engage Baby Boomer volunteers in our **Sunrise Reads** initiative that will assist our youth to improve their literacy skills and encourage the love of reading.

Sunrise Reads invites people to join our mission of service as we address youth literacy. Volunteers will visit targeted elementary schools two times per month and participate in reading tutoring, book related activities, assist with our Little Free Library program and/or help with administrative tasks related to the initiative.



Introduction

About the Community Foundation of Broward

Founded in 1984, The Community Foundation of Broward's mission is to provide leadership on community solutions, and foster philanthropy that connects people who care with causes that matter. A public non-profit organization with more than 400 charitable and agency endowment funds representing \$140 million, it has distributed \$60 million to support community solutions over the past 28 years. The Foundation's focus adjusts to the most pressing needs in the community. Current initiatives include the Re-engage for Good campaign to move retiring baby boomers into encore careers for social good, support of arts and cultural programming and education, and the Leadership Institute, which offers on-going educational programs for non-profit CEOs, board members and human resources professionals.

For more information about the Community Foundation of Broward, visit www.cfbroward.org or call 954.761.9503.



"Community Foundation Vice Chair, Wendy Masi; Fort Lauderdale Mayor, Jack Seiler; Sunrise Mayor, Michael Ryan; West Park Mayor, Eric Jones; Coral Springs Vice Mayor, Tom Powers; Pembroke Pines Mayor, Frank Ortis; Hollywood Vice Mayor, Linda Sherwood & Foundation President/CEO Linda Carter"

The Place to be... from Sunrise to Sunset!

The amenities of a growing cosmopolitan city. The heart and soul of a small town.

The City of Sunrise, located in western Broward County, is home to about 85,000 residents and host to several million national and international visitors each year. Situated in the heart of the tri-county region (Miami-Dade, Broward and Palm Beach), we're proud to be the gateway to a vast number of residential, business, entertainment and cultural opportunities - and the stage for spectacular, color-washed sunsets.



A beautiful Sunrise in Markham Park

Sunrise is the 26th largest of Florida's 400+ municipalities, as well as one of its most progressive. Yet it remains a friendly place where natural beauty is valued and lush landscaping is used to enhance neighborhoods, thoroughfares and public places. Sunrise also maintains its long-standing commitment to developing and maintaining itself as a sustainable community that preserves the past while planning for the future. A full-service city with a staff of approximately 1,000 and an annual budget of approximately \$380 million, we pride ourselves on providing an exceptional environment in which to live, work and play. That's why we're South Florida's leader in providing quality-of-life facilities and superior city services.



Dusk at the Sunrise Civic Center

Our City's Tradition Of Service

The City of Sunrise has a long-standing tradition of service and volunteerism which strengthens our community and makes Sunrise a better place to live. We encourage our residents to join in service opportunities that will enrich their lives.

Our Citizen Volunteer Corps program, formed in 2010, is designed to inspire community engagement by encouraging residents to get involved in the nuts and bolts of local government through volunteering their time and talents in various city departments. The Corps creates a consolidated volunteer system for individuals older than age fifteen wishing to offer services to our local government. Once selected to serve, individuals are eligible to enroll in the President's Volunteer Service Awards program.

Our Leisure Services Department has several active volunteer programs; Youth Athletics Coaching, Sunrise Civic Center Theatre Ushers and the Sunrise Senior Center, all of which include training and recognition components.

The City has Police and Fire/Rescue Explorer Posts, Citizen Emergency Response Teams and Citizen Volunteer Patrols. Sunrise enlists the aid of youth groups to assist in special events and social service projects.

This program creates an innovative partnership between the City and the citizens we serve, by providing volunteers the opportunity to directly impact programs and services that our residents count on every day.



The Values of Serving

“Over the past two decades, a growing body of research indicates that volunteering provides not just social benefits, but individual health benefits as well. Those who volunteer have lower mortality rates, greater functional ability and have lower rates of depression in later life than those who do not volunteer.” Older volunteers are most likely to receive greater health benefits from volunteering.¹

People who provide service have discovered that volunteering is a great way to:



- ◆ earn recognition
- ◆ inspire community engagement
- ◆ help expand & improve City services
- ◆ meet new people & make new friends
- ◆ develop marketable job skills
- ◆ gain experience with a
- ◆ explore careers (or new careers) /build a resume
- ◆ make a difference in our community!

FACT: The Boomers are Coming

Every 6 seconds a U.S. citizen turns 60.

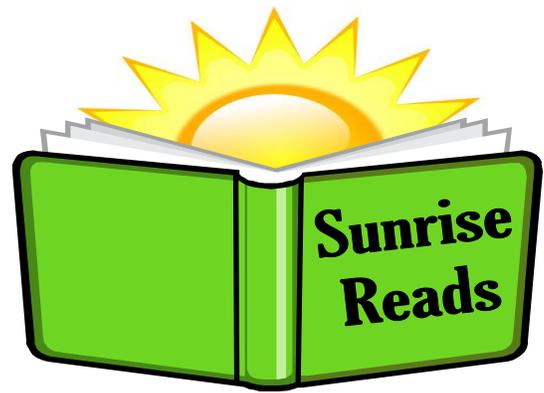
This generation of some 78 million baby boomers is on the verge of retirement.

Florida’s senior growth will be the largest in the nation
in both percentage and volume,
exceeding the growth of California, Texas and every other state.

**As of 2010,
over 1/2 million baby boomers live in Broward County,**

Source U.S. Bureau of Census, Broward County Population Forecasting Model 2002
American Community Studies November 2005 and 2010 Census Demographic Profile

Sunrise Reads Service Initiative



Priority Focus Area: Youth Literacy

Goal: We will engage Baby Boomer volunteers in an initiative that will assist our youth to improve their literacy skills and encourage the love of reading.

Challenge: National assessments of education progress show that a large majority of our nation's children are failing to meet reading proficiency by the beginning of fourth grade. Kindergarten through third grade is a crucial period for children because during these years, students develop reading skills that will become the cornerstone of their academic success. After third grade, students depend on their reading skills to master other subject areas. Students who do not reach reading benchmarks by the end of third grade have a more difficult time keeping up with peers both academically and socially, which has serious implications for graduation rates, employment, and the ability to fully participate in a knowledge-based society.²

According to data from the School Board of Broward County, the percentages of Sunrise public elementary school students that achieved reading proficiency ranged from 55% to 66% in 2012. The definition of proficiency is scoring Achievement Level 3 or higher on FCAT or Level 4 or higher on the Florida Alternate Assessment, a test administered to a small population of students with severe cognitive disabilities.³

Background: In February 2013, the City of Sunrise was proud to bring the Little Free Library program to our community.

The Little Free Library program was started in Wisconsin in 2009. The first library was created when Todd Bol built a shed in his front yard and filled it with books in honor of his deceased mother Mrs. Esther Bol. Mrs. Bol was a teacher who loved books almost as much as she loved children. Todd placed a sign on the Little Free Library that simply stated "Take a Book, Return a Book." One of the missions of the Little Free Library program is to promote literacy and the love of reading by building free book exchanges worldwide.

Sunrise Reads Service Initiative



Background (con't.): The Sunrise Leadership Academy Class of 2013, comprised of highly motivated high school juniors and seniors, collaborated with local elementary schools, groups and corporate sponsors bring Little Free Libraries to Sunrise parks.

Description: The Sunrise Reads initiative will mobilize people, with an emphasis on reaching out to retired Baby Boomers to run reading and book related programs in three Sunrise elementary schools.

Sandpiper, Sawgrass & Village Elementary Schools are currently partnering with our Little Free Library Program. They have agreed to take the next step to bring the Little Free Libraries to life in one 2nd grade classroom in each school.

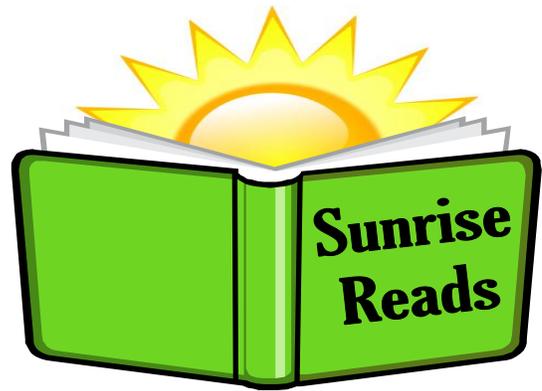
Volunteers will visit each school two times per month, for eight months (September 2013 - April 2014). Reading and fun book related activities will be conducted with assistance from the teacher. We will reach approximately 60 students from the combined classes.

Working with curriculum specialists in the schools, eight age appropriate books will be selected for the program. Full sets of each of the eight books will be purchased for each school. Included in each set will be a copy for each student in the class, volunteers, several for each school library and copies for each of the Little Free Libraries.

The State of Florida along with 44 other states has adopted the Common Core State Standards (CCSS) for English/Language Arts and Math. The City will rely on the classroom teacher's experience to ensure that classroom activities conducted with volunteers will guide students along the path to meet these standards.



Sunrise Reads Service Initiative



To increase the motivation for parents to encourage their child's participation in our reading program, "Sun Points" will be awarded to each student. Each time a student participates in a session of our program, they will have the opportunity to earn Sun Points. Each point will have a dollar value that can be applied towards the registration fee of a City of Sunrise Leisure Service youth program.

As the initiative progresses, the City will endeavor to create other book related programs to encourage the love of books and reading. Children will have the opportunity to see that reading and books touch their entire life.

In an effort to show children that literacy is much more than reading, book writing software will be purchased for each of the three schools. Copies of approved student created books will be put in the Little Free Libraries to be shared with the community.



*"Reading is to the mind what exercise is to the body."
~ Sir Richard Steele*

Our Volunteers - Where Will They Come From?

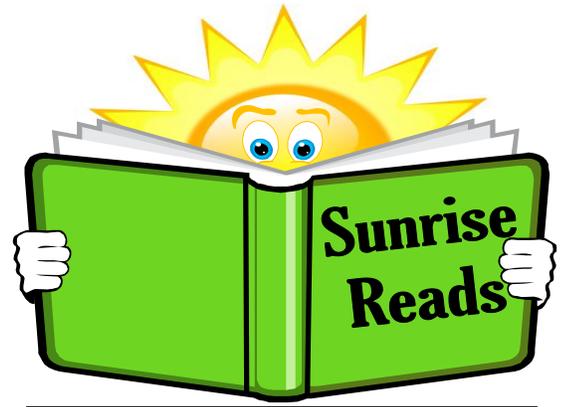
During the Step Up Sunrise planning period, input was sought from the community at large to narrow the focus for our initiative. Surveys were launched on the City website, distributed at City facilities and “Boomer attractive” special events. Email blasts were sent to several lists, a press release was issued and announcements were made at the Sunrise Senior Center. In our Youth Education category, the highest ranked response from our Boomer and non-Boomer populations was Literacy. We hope to have greater success recruiting Boomers by creating an initiative that stays in synch with their highest identified priorities.

As part of this process, potential volunteers as well as individuals with possible networking information were self-identified. Names of potential volunteers were also culled from the Sunrise Citizen Volunteer Corps applications. A database was created and will be used to recruit and vet volunteers for our initiative. If a satisfactory number of interested volunteers is not generated from this information, continued recruiting occur utilizing similar methods. Our request for input and volunteers is currently still in place on our City website. In order to maximize the number of possible volunteers, transportation to the monthly school visits will be offered to any Sunrise residents in need.

Additionally, current Broward County Public School volunteers already serving in the target schools will be asked if they have an interest in joining our efforts. The initiative will be promoted in our City of Sunrise Horizon magazine which is sent to every home in the City.

The City has created a partnership with non-profit agency Impact Broward. Through it's Encore Connect program, they place Baby Boomers into volunteer positions at non-profit agencies within Broward County. The Encore Connect program is another program made possible by a Community Foundation of Broward Re-Engage for Good grant. Impact Broward offers a free workshop called Re-imagine Your Future for Boomers not sure what to do after retirement or how to access service opportunities in the community. The City of Sunrise plans to offer our initiative to Impact Broward as another program for Re-Imagine Your Future (RYF) participants to be placed. Additionally, through this newly formed partnership, the City of Sunrise plans to host an RYF program in Sunrise for our residents.

Our Volunteers - How Can They Serve?



Meet “Sunny” our mascot...
Watch things heat up as
kids take a shine to books!

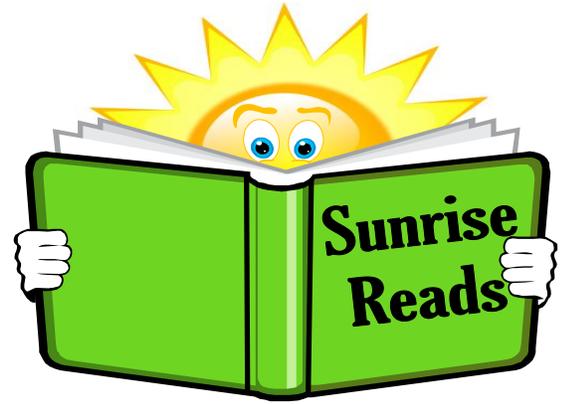
Finding the best fit for each of our volunteers will be part of our mission. Not every volunteer will desire to spend time in the classroom with children. Every program has behind the scene efforts to ensure success. With that in mind, other service positions will be created to address the flexible time schedules, the need for long or short time commitments, varied levels of education or experience. Below are volunteer opportunities that will be available. All volunteers will participate in required training. Any volunteer that will be in contact with children will be required to undergo criminal background checks.

Literacy Coaches in Classrooms - Our goal is to have at least four reading coaches in each 2nd grade classroom. Coaches will be asked to commit to a minimum of two sessions per month, preferably at the same school. This will create continuity and allow students to develop a positive bond with their coach. School visits will be conducted September through April and will last one hour to one and one half hours depending on the curriculum for the day. Coaches will work with a small team of 4-5 students. They will act to enhance self-esteem and confidence in the child through patience and encouragement.



Activity Leaders in Classrooms - This is a specialized position that will require an individual with experience in either recreation, education or other related field that is able to lead a class in a book related fun activity. This person may also serve as a Literacy Coach. The Activity Leader will be asked to commit to a minimum of two sessions per month, preferably at the same school. This will create continuity and allow students to develop a positive bond with the volunteer. School visits will be conducted September through April and will last one hour to one and one half hours depending on the curriculum for the day. Additionally, this position will involve a few planning hours the City staff prior to each month’s sessions. Planning hours will be more flexible than in-school hours.

Our Volunteers - How Can They Serve?



Little Free Library Stewards – These volunteers may visit our Free Little Libraries, check the stock of books in each and re-stock if needed, replace guest sign-in books as needed, assist in the management of our book inventory at our central storage location, insert book plates & assist with book donation drives or requests for our Little Free Libraries. This position will have a flexible time schedule, certain tasks will be on a regular basis and others will be as needed.

Step Up Sunrise Administrative Assistant -

This person will work directly with City Staff in the administration of the Step Up Sunrise Program. This volunteer may begin their service prior to the in-school volunteers. Tasks they may be assisting with include, record keeping volunteer hours, student hours, Sun Point tallies, recruiting volunteers, other clerical related tasks. This position will have a flexible time schedule. Certain tasks will be on a regular basis and others will be as needed.

All volunteers will provide on-going reporting of their service time. Additionally, feedback will be sought by the City with respect to their overall experience. This will be accomplished through informal conversations and formally by means of a mid-year and end of school year questionnaire. Volunteer recognition will occur at the end of the program during a social event hosted by the City.



Metrics

Metrics will be tracked and reported to evaluate the impact of our Sunrise Reads initiative and to show its value to the community.

- ◆ Percentage of students with improved literacy skills. This will be determined through school pre- and post-reading assessments administered by school faculty.
- ◆ Number of children served during the initiative.
- ◆ Number of classroom child service hours.
- ◆ Number of volunteer service hours.



References

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2. Lesnick, J. Goerge, R.M. Smithgall, C., Gwynne, J. (2010). Reading on Grade Level in Third Grade: How is it Related to High School Performance and College Enrollment? A Longitudinal Analysis of Third-Grade Students in Chicago in 1996-1997 and their Educational Outcomes. A Report to the Annie E. Casey Foundation. Retrieved from: <http://bit.ly/vmGCY2>
3. Woods, Maurice L., Memo to School Board of Broward County, Florida dated October 12, 2012. “2011-12 Annual Measurable Objectives” Retrieved from http://www.broward.k12.fl.us/sar/releases/memos/AMOmemo_w-attachment.pdf

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City of Sunrise Education Advisory Board

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The Palm Beach Post
Young at Art Museum
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Elks Lodge #2273
Central Sunrise Residents Association
Greater Sunrise Chamber of Commerce
2013 Student Leadership Academy
Nob Hill Elementary School
Little Free Libraries





"We make a living by what we get, but we make a life by what we give."

~ Winston Churchill