

July 25, 2017 - Regular Meeting
Agenda Item #8

Presented in Open Session 7/25/17,
Manatee County
Board of County Commissioners

Subject

Suncoast Campaign for Grade-Level Reading - All-America City Award, Pacesetter Honor, and Communications Awards

Briefings

None

Contact and/or Presenter Information

Elizabeth Duda, Director of Suncoast Campaign for Grade-Level Reading

Karen Windon, Deputy County Administrator

Action Requested

Presentation of the Suncoast Campaign for Grade-Level Reading All-America City Award, Pacesetter Honor, and Communications Awards.

Enabling/Regulating Authority

N/A

Background Discussion

- The Suncoast Campaign for Grade-Level Reading received a variety of accolades, including the All-America City Award, a Pacesetter Honor, and three Communications Awards, during Grade-Level Reading Week in Denver. The Campaign was recognized for exemplary work to unite the community and engage families in an effort to increase reading proficiency and combat the challenges that can undermine early literacy.
- The Sarasota-Manatee area received the All-America City Award for its civic engagement to help more young children from low-income families achieve grade-level reading proficiency and early school success. The Suncoast was one of just 15 communities nationwide to receive the award from the Campaign for Grade-Level Reading and the National Civic League.
- Winning communities demonstrated they have moved the needle on outcomes for children in at least two of the community solutions areas (school readiness, school attendance, summer learning, and/or grade-level reading), and created a plan for sustainability and for aligning proven programs and strategies.
- The Suncoast Campaign was one of only 48 communities to be honored as a Pacesetter by the national Campaign for Grade-Level Reading for leading by example to eliminate barriers faced by children from low-income families on the path to becoming proficient readers.
- The national Campaign recognized the Suncoast Campaign for its excellence in five of six criteria for

success, scale and sustainability: supporting parent success and addressing health determinants, driving with data, building cross-sector collaboration, prioritizing children and families in public housing, and utilizing technology for impact.

- The communications efforts of the Suncoast Campaign were recognized with three Excellence in Communications Awards including Best Website, Best Media Story and Best Event. The Best Media Story award recognized the communitywide coverage about the rollout of Reach Out and Read, a school readiness program that incorporates books into pediatric care, in the Sarasota-Manatee region. Embracing Dr. Seuss' Differences Day, an event during which the Suncoast Campaign distributed more than 4,000 free books to students throughout Sarasota and Manatee counties, earned the Best Event honor.
- The lead supporters of the Suncoast Campaign include the Community Foundation of Sarasota County, The Patterson Foundation, and United Way of Manatee County. The Suncoast Campaign also maintains strong partnerships with the Manatee Community Foundation, School District of Manatee County, Sarasota County Schools, the Early Learning Coalition of Manatee County, Sarasota Housing Authority, Sarasota County Government, Manatee County Government, and the University of South Florida Sarasota-Manatee.

County Attorney Review

Not Reviewed (No apparent legal issues)

Explanation of Other

Reviewing Attorney

N/A

Instructions to Board Records

None

Cost and Funds Source Account Number and Name

N/A

Amount and Frequency of Recurring Costs

N/A