



SERVE **A**USTIN

A CALL TO ACTION



MAYOR LEE LEFFINGWELL



TABLE OF CONTENTS

Message from the Mayor

Executive Summary

Introduction

About Cities of Service

Responding to Austin’s Needs

Initiatives

Education

Back to School

City of Fitness

Veterans Reintegration

Operation Outreach

Health and Safety

I Heart Austin

Infrastructure Initiative

Serve Austin Website

Acknowledgements

Appendices

A. Initiative Summary

B. Supporting Organizations



MESSAGE FROM THE MAYOR

We live in a great city. Everyone says so.

If you look at the Top Ten lists published regularly, Austin is one of the best places to visit, with the best local music scene and a vibrant economy. Our citizens are considered to be among the smartest, most entrepreneurial, most innovative, most fit and healthy, and least stressed people in the country. Using any measure of success, Austin is generally one of the best places in the United States to live. Heady stuff.

I was born and raised in Austin and I know just what a great city we live in. I also know that we have always had, and still have now, segments of our community who would not recognize their place on these lists. No matter how big our collective head gets over the praises heaped upon us, we must work harder to make sure all citizens of Austin feel included and enjoy the quality of life for which Austin is famous.

When President Obama signed the Edward M. Kennedy Serve America Act into law in 2009, it was a call to all Americans to remember that we, as citizens, can and must take action to address the urgent pressing needs in our communities. Government cannot and should not be solely responsible.

Health and Human Services and Education budgets are being slashed to the bone at a time when most of our safety net organizations and agencies are being pushed beyond their capacity. Everyone is being asked to do more with much less. On top of that, the latest census confirms that the Austin area population has grown more than 26% over the last decade.

We have to acknowledge this and act accordingly. That is what the Cities of Service coalition and this high-impact service plan are all about. We are identifying issues in Austin that we can address through volunteerism; one neighbor helping another.

We have to take full advantage of everything we are known for. We have to work smart, creatively, innovatively, entrepreneurially, and put all our collective energy towards helping one another in impactful ways.

Our goal with this plan is to identify community priorities and make it easy to volunteer in as meaningful ways as possible. But, take a lesson from Angelina Eberly. Sometimes self-directed volunteerism is totally appropriate. If you see a problem, ServeAustin!

~ Lee



ServeAustin & Cities of Service

Mayor Lee Leffingwell has pledged that the City of Austin will help the country achieve the goals of the Edward M. Kennedy Serve America Act by joining New York City Mayor Michael R. Bloomberg and over 100 other mayors in signing the Cities of Service Declaration of Service.

Founded in New York on September 10, 2009, Cities of Service is a bipartisan coalition of mayors who have committed to work together to engage citizens in a multi-year effort to address pressing city needs through impact volunteerism - volunteer strategies that target community needs, use best practices, and set clear outcomes and measures to gauge progress.

In June 2010, the City of Austin was one of ten cities to receive a Cities of Service Leadership Grant. Funded jointly by Bloomberg Philanthropies and the Rockefeller Foundation, the two-year grants enable cities to hire Chief Service Officers responsible for developing and implementing high impact service plans. ServeAustin is this high impact service plan.

Identifying ServeAustin Initiatives

Austin's Chief Service Officer conducted a community wide landscape analysis to identify both the specific challenges the City would address through service and the resources and opportunities available to support the effort. Based on this research, Austin developed a unique set of "Impact Service Initiatives" to address specific challenges in the City's priority need areas and "Infrastructure Initiatives" to address cross-cutting service challenges. To assess the impact of each initiative and gauge progress, key metrics will be collected and tracked throughout implementation.

SERVE AUSTIN

commits to

HELP

Austinites find service opportunities more easily.

SUPPORT

nonprofits and public agencies to use technology more strategically and effectively.

CREATE

or elevate volunteer opportunities that address the City's most urgent needs.

MEASURE

progress against clear goals and create accountability for results.



ServeAustin initiatives fall into five categories:

1. Addressing the need for increased volunteerism in the classroom to improve academic achievement in low income schools and at critical academic transition points.

Education is the great equalizer. Students' early school success is highly correlated with future achievement in other areas such as high school graduation, college attendance, career possibilities, and earnings prospects. ServeAustin, in conjunction with school districts and community partners, seeks to mobilize 500 new classroom volunteers, which will allow educational material to be delivered in a customized manner via small groups of two to three students, serving each student at his/her level, and allowing the student to achieve mastery in accordance with district goals and objectives. Volunteers will be primarily focused on 2nd grade reading in English, 2nd grade reading in Spanish, 6th grade reading, 8th grade math, deep academic interventions for 6th through 8th graders and college readiness activities. These 500 new volunteers will represent a 40% increase over existing efforts.

2. Enhancing physical fitness awareness and programs in schools in support of community health education efforts and school district objectives of reducing obesity in children.

According to the Institute of Medicine, Preventing Childhood Obesity: Health in the Balance (2005), more than nine million 6-18 year old children are obese, and weight trends are worsening. Childhood obesity has tripled in Austin in just one generation with 28% of kindergartners and almost 22% of adults being obese. ServeAustin will increase physical fitness and wellness awareness among Austin's children and their families; this will help build a community less prone to childhood obesity and the associated risks of diabetes and heart disease. The goal is to have a cadre of 250 new fitness and health volunteers in Austin schools for the next school year. These volunteers will work to reduce student obesity by leading sporting events, coaching intramural activities, sponsoring organized sports programs, providing lunchtime activities and health education, assisting with physical education instruction and involving families in health education and activities. This is a new initiative for Austin; it also is expected to be an excellent platform on which to build a national program such as an AmeriCorps partnership.

3. Easing the reintegration of women military veterans into civil society.

It is not easy for women military veterans returning from service to reintegrate into civil society. And while veteran support services are extraordinary in Austin, they are generally delivered in a reactive rather than proactive fashion. The reintegration of women veterans carries the same stresses, issues and concerns as returning male veterans but in addition, there are some startling statistics and challenges: It is estimated that 1 in 3 returning service women have been sexually violated while serving in the military, Department of Defense Fiscal Year 2009 Annual Report on Sexual Assault in the Military (2010); marriages of female troops are failing at almost three times the rate of male service members, Pauline Jelinek, "Divorce rate increases in Marine Corps, Army", (2008); female service members are much more likely to be a single parent than male troops, Department of Defense, "Marital and Child Status of Active Duty Women" (2009); and women veterans are up to four times more likely to be to be homeless than nonveteran women, American Journal of Public Health 93, "Overrepresentation of Women Veterans Among Homeless Women", (2003). ServeAustin, in conjunction with existing veteran support agencies and organizations, including the Military Armed Forces of Texas, will build a new city-wide cadre of 100 volunteers comprised primarily of women veterans, reaching out to their fellow women veterans in a proactive, ongoing and comprehensive way. This is a new approach to veterans support in Austin and it is expected that the program can be expanded with the support and participation of various Corporation for National and Community service organizations such as AmeriCorps in the future.

4. Improving low cardiac arrest survival rates by taking advantage of new CPR protocols.

CPR, when performed promptly and properly and combined with the rapid arrival of paramedical personnel, can save the lives of most cardiac arrest victims. About two-thirds of deaths from heart attack occur before the victim reaches the hospital – many of these deaths could be prevented if the victims received prompt help from someone trained in CPR. ServeAustin will engage volunteers to ensure that the residents of Austin are appropriately trained to respond with Hands Only CPR. Volunteers will be trained and then asked to commit to training five friends and family. ServeAustin expects to train all 11,000 City of Austin employees directly on Hands Only CPR over the next two years and leverage that into roughly 55,000 citizens trained via volunteerism.

5. Leveraging Austin's position as a national leader in technology and innovation to make it an easy city for volunteers to find meaningful service opportunities.

Surveys of the Austin nonprofit and service community clearly indicated that Austin can do a better job of utilizing technology in connecting and managing volunteers and volunteer opportunities. ServeAustin will introduce a new one-stop-shop service website that will work towards making Austin an easy city in which to serve, both for volunteers and for agencies or organizations needing volunteers. This will allow individuals, organizations, corporations, faith-based entities and others to focus their civic engagement in areas that best match their interests and the community's priority needs.



Full Set of ServeAustin Initiatives at a Glance

Impact service initiatives that address urgent community needs

Classroom Education – Back to School

Building on existing relationships with Austin Partners in Education, Austin Independent School District and other community partners, mobilize 500 new classroom volunteers to increase educational outcomes for students in 2nd grade reading in English, 2nd grade reading in Spanish, 6th grade reading, and 8th grade math, as well as provide deep academic interventions for 6th through 8th graders and college readiness activities.

Fitness Education – City of Fitness

Create a new fitness education program and place 250 new volunteers in selected schools to supplement physical and health education to reduce student obesity.

Women Military Veteran Support – Operation Outreach

Create a new community-wide program to facilitate veteran reintegration by helping 100 new female veteran volunteers serve other female veterans in a proactive manner to ease the transition from military to civil society, and provide for better veteran access to benefits, resources and services.

Health – I Heart Austin

Create a program whereby 11,000 City of Austin employees are trained in Hands Only CPR and commit to training five friends and family members for a total of 55,000 people trained. This effort should help improve low cardiac arrest survival rates.

Infrastructure initiatives to help Austinites connect to service opportunities more easily and better use technology in service

ServeAustin Website

This new website will make it easier for Austinites to volunteer through a one-stop shop website that highlights and directs people to initiatives that address local priority needs. It will also make it easier for volunteer-using organizations to reach out to volunteers and collect and disseminate information on volunteer opportunities.



CITIES OF SERVICE

Founded in New York on September 10, 2009 by 17 mayors from cities around the nation, Cities of Service is a bipartisan coalition of mayors who have committed to work together to engage - citizens in a multi-year effort to address pressing city needs through impact volunteerism. The coalition has rapidly grown since its inception and now includes more than 100 mayors, representing more than 49 million Americans across the nation.

American cities face serious challenges, and many mayors want to take advantage of every - resource available to them - including the time and energy of public-spirited residents - to address those challenges. But in cities across America today, citizen service is often an underutilized or inefficiently utilized strategy by municipal governments. Cities of Service supports mayors to leverage citizen service strategies, addressing local needs and making government more effective.

All Cities of Service efforts are characterized by a concept call “impact Volunteering” - volunteer strategies that target community needs, use best practices, and set clear outcomes and measures to gauge progress.

In June 2010, the City of Austin was one of ten cities to receive a Cities of Service Leadership Grant. Funded jointly by Bloomberg Philanthropies and the Rockefeller Foundation, the two-year grants enable cities to hire Chief Service Officers responsible for developing and implementing high impact service plans.

Cities of Service Methodology

In addition to funding, all Cities of Service Leadership Grant recipients receive technical assistance and support from Cities of Service to develop high-impact service plans. Much of this support follows a methodology outlined in the Cities of Service Playbook, which is available for download at www.citiesofservice.org.

Like all Cities of Service Leadership Grant recipients, Austin first conducted a landscape analysis to identify both the specific challenges the City would address through service and the resources and opportunities available to support the effort. This landscape analysis included:

Focus groups with key stakeholders, including representatives from City agencies, non profit organizations, colleges and universities, local businesses and foundations;

Expert interviews with local and national leaders, including Chief Service Officers from cities across the nation; and

Surveys of volunteer-using nonprofit agencies and K-12 schools.

After completing the landscape analysis, Austin developed a unique set of Cities of Service initiatives: “Impact Service Initiatives” to address specific challenges in the City’s priority need areas and “Infrastructure Initiatives” to address cross-cutting service challenges. Next, the City developed metrics to gauge the progress of each initiative and operational plans for implementation.

Responding to Austin's Needs

It is estimated that we have over 6,000 nonprofits operating in Austin. That's a lot of nonprofits and a lot of people working hard to make a difference. How many people do we have volunteering? It is impossible to know. We have so many organizations working independently and so much activity happening on an unreported individual basis that, until now, it has been impossible to capture real numbers. Volunteering in America, published by the Corporation for National & Community Service, estimates a volunteer rate of 20% for Austin as compared to 26% nationally. There is a widely held perception that the Austin rate is higher but unrecorded.

A key strategy of the Cities of Service approach is to use volunteer service to target and address our city's greatest needs. In light of our national and state budget woes, and the two wars we are in the midst of as a nation, it is important for Austin to focus on priority areas now. Yet the setting of the Mayor's priority areas is not a call to abandon other volunteerism. Rather, it is an opportunity to learn what many in our community believe is important right now. It is also a call for organizations currently working in the priority areas to get to know each other and collaborate.

The ServeAustin landscape analysis included surveys to volunteer using organizations, volunteer connecting organizations, business associations, faith based organizations and educational institutions. Over 75 individual interviews were also conducted. These efforts, coupled with research on local and national statistics on service and community issues, were the basis for identifying the Mayor's key priority areas of focus.

Findings from the data collected indicate that education-related issues are foremost on the mind of Austinites who were asked, followed by the provision of basic needs and health-related concerns. In real life, these are all related – a lack of basic needs (food, shelter, and clothing, for example) impacts a child's ability to succeed in school. Lack of education impacts an adult's ability to secure basic needs. Poor health impacts everything. It was also discovered that women military veterans are disproportionately represented in almost all categories of concern.

The following are several of the key facts the Mayor considered in developing his priority areas:

Education

50% of Austin children under 5 are Latino.

17% of Central Texas Latino adults have received a Bachelor's degree.

46% of Central Texas students are classified as low income.

The Texas Education Agency indicates drop out rates are highest for low income students.

40% of ServeAustin survey respondents listed Education as a top priority

Health

28% of Austin's kindergartners are obese.

Austin children get only 90 minutes of physical education per week in school.

25% of Travis County residents have no medical insurance.

Travis County 2-1-1 calls for help increased 49% from 2008 to 2009.

Travis County families need more than twice poverty level income to make ends meet.

Women Military Veterans

Veterans are disproportionately highly represented in all basic needs and health related need categories.

It is estimated that 1 in 3 returning service women have been sexually violated while serving in the military.

Marriages of female troops are failing at almost three times the rate of male service members.

Women veterans are up to four times more likely to be to be homeless than nonveteran women.

Technology in Service

80% of ServeAustin survey respondents indicated Austin could better use technology in service.

80% of ServeAustin survey respondents felt that key segments of our community are not being tapped to serve.

97% of ServeAustin survey respondents indicated the Mayor could be better used to elevate high impact volunteer opportunities.

Pressing Challenge 1:

There is a need to increase volunteerism in the classroom to help improve academic achievement in low income schools and at critical academic transition points.

Education is the great equalizer. Students' early school success is highly correlated with future achievement in other areas such as high school graduation, college attendance, career possibilities, and earnings prospects. According to the U.S. Department of Labor, a post-secondary education will be essential for an estimated 90 percent of jobs in the high-wage, growth areas of employment. The demographic shift that has occurred in Austin during the past ten years – during which the economically disadvantaged student population increased from 48% to 62% – argues compellingly for decisive action to eradicate the existing disparity in student performance and stem a rising tide of dropouts. A well-educated, highly skilled Texas workforce is the key to breaking the cycle of poverty and enhancing the long-term wellbeing of the state and its people.

The ramifications of state budget reductions, coupled with school district growth and changing demographics present unprecedented challenges to our community's schools. These challenges can, in part, be addressed through volunteerism.

Initiative: Back to School

Limitations on education funding make it difficult for public schools to provide specialized attention to every type of student. A critical mass of volunteers can help deliver material in a more customized manner, serving each student at their level and allowing them to achieve mastery. Volunteers are able to deliver services to small groups of 2 to 3 students. The challenge is in volunteer recruitment: Austin Partners in Education (APIE) for example, has the capacity to train, and deploy more volunteers than they have access to.

Working in conjunction with community wide partners and with Austin Independent School District, Austin Partners in Education will construct an integrated marketing and communication plan for campaign awareness and volunteer recruitment (including social media) while exercising care to address the digital divide among area low-income families, especially Hispanic/Latino families where English is the second language. In Austin, school demographics primarily consist of minority groups, with the largest ethnic group being Hispanic/Latino. Conservative estimates of the dropout rate exceed 40% for low-income Latino and African American populations. This city-wide initiative will employ a focused campaign strategy to ensure that successful parents and professionals from these populations are engaged as volunteers – with the ultimate goal of improving the academic performance of all children matched with a new classroom volunteer.

Building upon the City of Austin's history of success in volunteer recruitment and APIE's in management, Austin Partners in Education will take advantage of existing relationships and expertise while adding the key partner of the University of Texas at Austin's LBJ School.

APIE will provide program management and UT Austin will provide program planning, monitoring and evaluation. Additionally, high profile promoters will be utilized to create media attention, provide incentives and generate 'buzz' as part of the integrated communications campaign. Organized through the Mayor's Office by the Chief Service Officer, the team will recruit local businesses, faith-based groups, professional and trade associations and organizations, universities, and service organizations to mobilize volunteers in the city to close the low-income achievement gap for school children and their families.

The specific students and schools to be served and the improvement goals for these students will be identified in conjunction with Austin Independent School District to ensure alignment with district goals and objectives.

To measure impact, metrics will include students' test performance at the beginning, middle and end of the school year. Analysis will also include a comparison of the performance of students served versus those not served. Other indicators of program success will include attendance and overall grade performance. Back to School will also develop attitudinal and satisfaction surveys of students, volunteers and faculty in order to identify any means of program improvement for the future.

The ultimate goal of the initiative is to improve the academic performance of low income students primarily by focusing on 2nd grade reading in English, 2nd grade reading in Spanish, 6th grade reading, 8th grade math, deep academic interventions for 6th through 8th graders and college readiness activities. Back to School aims to do this by recruiting 500 new classroom volunteers to work with students in these subject areas.

Pressing Challenge 2:

Physical fitness awareness and programs in low-income schools need to be enhanced to help reduce childhood obesity.

The Institute of Medicine in “Preventing Childhood Obesity: Health in the Balance” (2005) noted that obesity rates have more than doubled for children aged 2-5 years and adolescents aged 12-19 years, and more than tripled for children aged 6- 11 years within the past 30 years. More than nine million children over age 6 years old are obese, and weight trends are worsening.

According to the Center for Disease Control and Prevention (CDC) Guidelines for School and Community Programs to Promote Lifetime Physical Activity Among Young People, schools and communities should promote physical activity among children and adolescents because many young people already have risk factors for chronic diseases associated with adult morbidity and mortality.

Again, state educational budget reductions, coupled with school district growth and changing demographics make this an opportune time to begin a new impact volunteer initiative in Austin designed to make kids healthier and get families more involved.

Initiative: City of Fitness

The City of Fitness Initiative will increase physical fitness and wellness awareness among Austin’s children and their families, and help build a community less prone to childhood obesity and the associated risks of diabetes and heart disease.

The program will implement a curricula aligned with the city’s schools that is teachable and adaptable to volunteer delivery. The curricula will implement physical fitness and wellness awareness in a way that is fun for students, their families and the community of volunteers. UT Austin will monitor and evaluate the program, reporting on reach and success toward stated goals.

Volunteers will facilitate activities and programs related to the curriculum including: participating with students in lunch time activities and events, assisting with in-school intra-mural games, general fitness training, coaching small teams of students, assisting with physical fitness and wellness instruction, sponsoring or helping coaches and athletic directors lead organized sporting activities, and providing personal training.

The expected outcome is to create a city where school children participate in physical fitness activities more than the prescribed twice-weekly 45 minute sessions that are currently in place in public schools.

Similar to the Back to School Initiative and building upon the City of Austin’s history of success in volunteer recruitment and APIE’s in volunteer management, Austin Partners in Education will take advantage of existing relationships and expertise while adding the key partner of the University of Texas at Austin’s LBJ School. APIE will provide program management and UT Austin will conduct program planning, monitoring and evaluation.

Organized through the Mayor's Office by the Chief Service Officer, the team will recruit local businesses, sports celebrities and advocates, faith-based groups, professional and trade associations and organizations, universities, and service organizations to mobilize the city in volunteerism related to health and fitness in schools. Key high profile sports and fitness promoters will be utilized to create media attention, provide incentives and generate 'buzz' as part of the integrated communications campaign.

This is a new program for Austin and may be a great model for a future AmeriCorps program.

Measurements for the success of this new community initiative will include impact metrics of the attainment or maintenance of appropriate Body Mass Index and weight, comparisons to similarly situated students who have not had the benefit of volunteer interaction, the number of students receiving the benefit of volunteer activity and the number of families involved. In addition, participation metrics will include the number of volunteers recruited and volunteer hours delivered. City of Fitness aims to engage 250 new volunteers to bring this program to approximately 2,000 students.

Veteran Reintegration

Pressing Challenge 3:

It is difficult for women military veterans to reintegrate into civil society and to gain access to community services and resources.

Over 40% of ServeAustin landscape analysis survey respondents identified the provision of “basic needs” as a critical priority need area in Austin today. More people need food, housing, medical care, and general assistance than in the past. Capital Area United Way 2-1-1 calls asking for assistance in these areas are up dramatically from last year.

During the examination of the various Austin populations that are most in need of services, it became obvious that US Military veterans are over represented in basic needs areas such as housing, employment, medical care and family support services. For example, on a national basis, the Veterans Administration reports that while one eighth of the general populations are veterans, one fifth of the homeless populations are veterans.

The reintegration of women veterans carries the same stresses, issues and concerns as returning male veterans but in addition, there are some startling statistics and challenges: It is estimated that 1 in 3 returning service women have been sexually violated while serving in the military, Department of Defense Fiscal Year 2009 Annual Report on Sexual Assault in the Military (2010); marriages of female troops are failing at almost three times the rate of male service members, Pauline Jelinek, “Divorce rate increases in Marine Corps, Army”, (2008); female service members are much more likely to be a single parent than male troops Department of Defense, “Marital and Child Status of Active Duty Women” (2009); and women veterans are up to four times more likely to be to be homeless than nonveteran women, American Journal of Public Health 93, “Overrepresentation of Women Veterans Among Homeless Women”, (2003). The consensus of the various veteran community support groups was that women veterans are in urgent need of community focus and support.

Finally, while basic needs and general support services for veterans in Austin are many and excellent, our services tend to be set in such a way that they are reactive rather than proactive, and the maze of agencies, requirements and challenges are often too daunting for a veteran to negotiate.

Initiative: Operation Outreach

ServeAustin, with Central Texas Red Cross as a primary partner, will build a new program in Austin designed to proactively reach out to women veterans, help direct these women to community resources, and maintain contact with them over time.

70% of veterans returning home from Operation Iraqi Freedom report that no non-military community institutions reached out to them upon their return home. A goal of Operation Outreach is to change that.

Initiatives

Additionally, 98% of veterans returning from service feel they have something to offer their community as volunteers but a majority of those report that no one asks them to. These veterans also report that if they were to volunteer, they would prefer to serve other veterans. Operation Outreach intends to address these issues as well.

Central Texas Red Cross is committed to recruiting and managing a cadre of 100 Operation Outreach volunteers who will primarily be women veterans, or family members of such; women veterans serving women veterans.

Over thirty governmental agencies and private support organizations, along with the Texas Joint Military Forces, have committed to assisting Central Texas Red Cross in developing the volunteer training curriculum and building a central repository of all veteran support services available to women veterans.

Operation Outreach volunteers will actively search out women veterans currently known to be in Austin and make contact where possible. The intent is to attempt to develop a relationship that results in a veteran being directed toward services prior to getting into stress or, in some cases, directing veterans with difficulties to the appropriate resources.

As it is estimated that Austin welcomes home about 250 women veterans from active duty each year, Operation Outreach will have a goal of meeting each one individually at Yellow Ribbon (welcome home) events. The purpose will be to gather contact information for the future and begin building the relationship that results in the veterans understanding and taking advantage of services prior to having difficulties.

Operation Outreach volunteers will endeavor to interact with each female veteran on a regular basis during their first year, after initial contact is made.

Gathering data on veterans in the community can be difficult. Gathering data on women veterans in the community can be particularly difficult, making baseline versus success analysis challenging. Impact measurements for success will include the number of women veterans contacted by volunteers, the number of initial contacts that turn into ongoing contacts and the number of referrals for services. Satisfaction surveys of volunteers, those served and service organizations will be conducted at the end of the first year. Participation metrics will include the number of volunteers recruited, the number of volunteer hours delivered and the number of women veterans identified.

As Operation Outreach grows over time, ServeAustin expects to focus on specific issues affecting veterans such as homelessness, unemployment, suicide rates and other issues. We also anticipate that Operation Outreach will expand with additional volunteers and the introduction of a Corporation for National and Community Service organization such as AmeriCorps. The ultimate goal is to extend Operation Outreach to all veterans in Austin, men and women alike.

Pressing Challenge 4:

Survival rates from cardiac arrest are low and there is a lack of Austin citizens trained in Hands Only CPR delivery protocols

Texas has the highest percentage of people without medical insurance in the country and it has been shown that people who do not have health care insurance, or those with financial concerns about accessing healthcare, are more likely to delay medical care for a heart attack. This, coupled with the fact that obesity rates in Texas are rising dramatically, makes CPR training a community priority.

Today, only one third of people who suffer out-of-hospital sudden cardiac arrest receive bystander CPR. 80% of out-of-hospital sudden cardiac arrest victims collapse at home. This means, the person most likely being saved – or not – is a loved one. Effective bystander CPR, provided immediately after sudden cardiac arrest, can double or triple a victim's chance of survival.

Hands Only CPR offers an effective and simple method for people to administer bystander CPR. Unfortunately, many Austinites are not aware of the Hands Only CPR protocol and very few have actually been trained in delivering Hands Only CPR. This presents Austin with an excellent opportunity to save lives through the power of volunteerism.

Initiative: I Heart Austin

The City of Austin and the American Heart Association (AHA) will launch a community wide effort to train 11,000 City of Austin employees in Hands Only CPR in two years while leveraging the power of community service and volunteerism in Austin.

The American Heart Association, City of Austin, Austin Fire Department, Travis County EMS and other community partners will launch the I Heart Austin campaign by beginning the process of training each of the City's 11,000 employees over a two year period. Each employee trained will be asked to train five friend and family members, using the power of volunteerism and privately funded training kits, to turn these 11,000 into 55,000 Austinites trained. In doing so, it will develop a system of department volunteer coordinators, technology, processes and procedures that is exportable to other willing governmental agencies, employers, and organizations in order for them to do the same.

The City of Austin Public Safety Departments and community partners will host a series of promotional events for the public, schools, organizations of faith and businesses to promote the initiative and solicit participation.

Measurement for success will include the number of citizens trained through direct Hands Only CPR training and the number of citizens trained via the "pass it on" training. Our ultimate goal is to ensure that Austinites are able to respond to cardiac emergencies, helping to increase survival rates across the city.

Infrastructure Initiatives

Challenges:

Austin can do a better job of using technology to make it easy for residents to find meaningful service opportunities.

Several challenges came to light during the ServeAustin landscape analysis related to technology and community service.

We have over 6,000 nonprofits operating in Austin. Our nonprofit community is so large that it is difficult for organizations to know one another, collaborate effectively and avoid offering duplicative services.

As financial resources within the nonprofit community become more scarce, organizations' abilities to identify, recruit and manage volunteers is coming under increasing pressure. Throughout our research, many organizations knew they needed to spend more time on matching volunteer interests and skill with their opportunities. They knew they needed to collect more data related to success. They also knew they needed to better communicate their mission and needs to the community at large. Unfortunately many also knew that dwindling resources were going to negatively impact all of these areas.

Initiative: ServeAustin Website

The ServeAustin website is an effort to make Austin an easy place to volunteer and an easy place to see volunteers put to use effectively

Based with the City of Austin's Chief Service Officer, serveatx.org will seek to accomplish several things:

Identify and highlight the Mayor's community priorities;

Encourage all nonprofits and service organizations in Austin to register, thus identifying themselves and providing for better communications in the future;

Encourage all potential volunteers to register and provide detailed information on their skills, abilities, and preferences for volunteer opportunities; and

Provide a simple and effective way for nonprofits to communicate their missions and needs without incurring any cost or significant administrative burden.

The Mayor's office is working with community partners to design a comprehensive branding and marketing strategy for the website.

Measurement of success will include the number of volunteer-using organizations registered, the number of volunteers registered, the number of unique visitors to the site and the number of successful connections made.

ACKNOWLEDGEMENTS BY THE MAYOR

I would like to thank our primary initiative partners for without their commitment to design and manage them; these efforts would not have been possible. The primary initiative partners include the American Heart Association, Austin Independent School District, Austin Partners in Education, Central Texas Red Cross, Texas Military Forces Command, City of Austin staff and the Central Texas United Way.

We would also like to thank the members of the Mayor’s Advisory Council on Service for their support and leadership. Without your inspiration to “Fix something!” this plan would not have been possible.

- | | |
|---------------------------|---|
| Courtney Clark | Austin Involved |
| Sly Majid | Eastside Community Connection |
| Sarahjane Rehnborg | RGK, University of Texas |
| Debbie Bresset | United Way of Central Texas |
| Mariben Ramsey | Austin Community Foundation |
| Liz Darling | One Star Foundation |
| Beth Atherton | Caritas |
| David Lurie | City of Austin |
| Ashton Cumberbatch | Seton |
| Sandy Alcalá | The Junior League of Austin |
| Mike Rollins | Greater Austin Chamber of Commerce |
| Cookie Ruiz | Ballet Austin |
| Karen Bantuveris | VolunteerSpot |
| Allen Bergeron | City of Austin |

Special thanks go to the members of the Mayor’s Advisory Council on Veteran’s Issues. Thanks for letting us help. You are heroes one and all.

Finally, our most sincere thanks go out to Mayor Michael R. Bloomberg, Bloomberg Philanthropies, the Rockefeller Foundation, the Cities of Service coalition and Deb Jospin and Shirley Sagawa of Sagawa/Jospin for reigniting the fire of service across America in a way that makes a difference.

In Memory of

Senator Edward M. Kennedy

and his call to service



Appendix A – Initiative Summary

PRIORITY NEED AREA	SPECIFIC CHALLENGE	INITIATIVE	DESCRIPTION
Education	Improve academic achievement in low income schools and at critical academic transition points.	Back to School	Building on the existing successful relationships between the City, APIE and AISD, will target improving the academic performance of low income students primarily by focusing on 2nd grade reading in English, 2nd grade reading in Spanish, 6th grade reading, 8th grade math, deep academic interventions for 6th through 8th graders and college readiness activities. Targets are 500 new volunteers serving 6,000 new students.
Education: Physical Fitness	Reduce student obesity in low income schools.	City of Fitness	Create a new community wide program using volunteers to reduce student obesity by leading sporting events, coaching intramural activities, sponsoring organized sports programs, providing lunchtime activities and health education, assisting with physical education instruction and involving families in health education and activities. Targets are 250 new volunteers serving 2,000 new students.
Military Veteran Reintegration	Make it easier for women veterans to reintegrate into civil society and gain access to services and resources	Operation Outreach	Create a new community wide program to facilitate female veteran volunteers serving female veterans in a proactive manner in order to ease the transition from the military to civil society and gain better access to basic services. Targets are 100 new volunteers serving 250 women veterans per year.
Health and Safety	Improve survival rates from cardiac arrest train Austin citizens in Hands Only CPR delivery protocols	I Heart Austin	Create a system where by all City of Austin employees are trained in Hands Only CPR and commit to training five friends and family members. Targets are 11,000 employees trained directly and 55,000 Austinites trained via the "pass it on" training.
CROSS CUTTING	INFRASTRUCTURE INITIATIVE	INITIATIVE	DESCRIPTION
	Make it as easy as possible for volunteers to find meaningful service opportunities.	ServeAustin	Create a new one-stop-shop website that will allow individuals, organizations, corporations, faith-based entities and others to focus their civic engagement in areas that best match their interests and community priority needs.

Appendix A – Initiative Summary

IMPACT METRICS	PARTICIPATION METRICS	BASELINE	INITIATIVE LEAD	START DATE
<p>Students' test performance at the beginning, middle and end of the school year.</p> <p>Comparison of the performance of students served versus those not served.</p> <p>Attendance and overall grade performance.</p> <p>Attitudinal and satisfaction surveys of students, volunteers and faculty.</p>	# volunteers recruited, # of volunteer hours	APIE currently provides 853 coaches with 3,000 students served.	AISD, APIE, City of Austin	Fall 2011
# of students receiving the benefits of the volunteer interaction, # of families involved, # students reaching attainment or maintenance of an appropriate Body Mass Index. Comparisons will be made to similarly situated students who have not had the benefit of the volunteer interaction.	# volunteers recruited, # of volunteer hours	Baseline will be developed on the day the program begins with specific individual student goals and objectives	AISD/APIE	Fall 2011
# of women veterans contacted by volunteers, success rates of initial contacts to conversion to ongoing peer to peer mentoring relationships, the number of referrals for services and satisfaction surveys of volunteers, those served and service organizations at the end of the first year	# volunteers recruited, # of volunteer hours # of women veterans identified	This is a new initiative and baselines for the number of referrals will be determined prior to the launch of the initiative.	Central Texas Red Cross, Military Forces of Texas	Fall 2011
# of Austinites trained via the "pass it on to friends and family" volunteer efforts.	# of Austinites directly trained	New initiative	American Heart Association, City of Austin	Fall 2011
# of volunteer to opportunity matches	# volunteers generated, # registered user profiles, # opportunities posted, # registered nonprofits, # registered corporations		City of Austin	Mar-11

Appendix B – Organizations that provided information and guidance

City of Austin
YWCA
A Community for Education
A Legacy of Giving
African-American Chamber of Commerce
AIDS Services of Austin, Inc.
AISD/Hispanic Quality of Life Committee
AMD
American Heart Association
American Youthworks
Anderson Foundation
Andy White
Any Baby Can Child and Family Resource Center
ARC of the Capital Area
Asian American Chamber of Commerce
Austin Area Interfaith Ministries
Austin Area Interreligious Ministries
Austin Child Guidance Center
Austin Community College
Austin Community Foundation
Austin Disaster Relief Network (ADRN)
Austin Energy
Austin Free-Net
Austin Groups for the Elderly
Austin Habitat for Humanity
Austin Independent Business Alliance
Austin independent School District
Austin Interfaith Ministries
Austin Involved
Austin Music People
Austin Neighborhood Council
Austin Partners in Education
Austin Public Library
Austin Recovery
Austin Travis County Integral Care
AVANCE
Ballet Austin
Bastrop County Emergency Food Pantry Center
Boys and Girls Clubs of the Austin Area
Breakthrough
Brenda Bradford
Brisa Communications
BroadBrush Ventures
Businesses Invest in Growth, Inc.
Capital Investing in Development and Employment
Care Communities
Caritas of Austin
CASA of Travis County
Catholic Charities of Central Texas
Central Texas American Red Cross
Central Texas United Way Young Leaders Association
City Council Member Bill Spellman and staff
City Council Member Chris Riley and staff
City Council Member Laura Morrison and staff
City Council Member Mike Martinez and staff
City Council Member Randi Shade and staff
City Council Member Sheryl Cole and staff
City of Brownsville
Communities in Schools
Corporation for National and Community Service
Cultural Strategies
David Chapel
E3 Alliance
Earthshare
Easter Seals Central Texas
Eastside Community Connection
Ebenezer Child Development Center (CDC)
EcoTexas
Entrepreneurs Association of Central Texas
Eric Harslem
ESGR
Executives in Action
Faith Presbyterian Child Development Center
Family Eldercare
Foundation for the Homeless, Inc.
Glimmer of Hope
Goodwill Industries of Central Texas
Greater Austin Chamber of Commerce
Green Lights Foundation
GriotMedia
Harvest Foundation
Helping the Aging, Needy, and Disabled, Inc.
Hispanic Chamber of Commerce
Hispanic Quality of Life Commission
Huston-Tillotson University
I Live Here I Give Here
IBM
Junior League of Austin
KAZI 88.7FM
Keep Austin Beautiful
LifeWorks
Literacy Coalition of Central Texas

Appendix B – Organizations that provided information and guidance

LIVESTRONG
Mainspring Schools
Manos de Cristo
Marion Martin
Mayor's Community Cabinet
Meals on Wheels and More, Inc.
MEEELJ
Mission Serve
NAACP
Nancy Neavel
National Center on Domestic and Sexual Violence
National Instruments
Emergency Management/Homeland Security
One Voice
OneStar Foundation
Open Door Preschools
Operation Honor Our Heroes
People Fund
Precinct 4 Constable Maria Conchola
Project Transitions, Inc.
Public School
Purple Heart
Ready by 21
SafePlace Center
Samaritan Center
Service Learning Texas
Seton
Seton Brackenridge
Seton Hospitals
St Edwards University
St Louis House
Students of the World
Texas Air National Guard
Texas Army National Guard
Texas Association of Non-profit Organizations
Texas Coalition of Veterans Organizations
Texas Military Forces
Texas Veterans Commission
Texas Workforce Commission
The Austin Academy
The Care Communities
The Junior League of Austin: Con Mi Madre
The Marshall Group
The Salvation Army
The Seton Fund
The Settlement Home for Children
The Trinity Center
Travis County
Trinity Child Development Center
UDT/SEAL Association
United States Army
United Way Capital Area, Hands On Central Texas
University of Texas
US Department of Veterans Affairs
US Vets
University of Texas Volunteer Service Center
Vaughn House
Virginia College of Austin
Volunteer Healthcare Clinic
Volunteer Spot
Waterloo Counseling Center, Inc.
Williamson-Burnet County Opportunities
Women Veterans Health Program, VA
Wonders & Worries
Workforce Solutions Board
Xerox
Youth Launch
Youth Unlimited

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United Way
of Central Texas



American Red Cross
of Central Texas



Learn and Live



CITIES OF
SERVICE
CITIESOFSERVICE.ORG



ANGELINA EBERLY

In 1842, six years after Texas won its independence from Mexico, the capitol of the young republic was an isolated village on the western frontier named Austin. President Sam Houston thought Austin was an inappropriate location for the capitol of Texas, and campaigned to have it moved to a city he found more to his taste; Houston. After facing resistance from the citizens of Austin, President Houston sent Texas Rangers to steal the government archives.

They would have succeeded had it not been for a fiery local "innkeeper" named Angelina Eberly. After hearing the rangers loading their wagons in the middle of the night, she hurried down to the corner of what is now Sixth and Congress and fired off the town canon.

Though she missed the Rangers, she blew a hole in the General Land Office Building which woke the citizens. The locals then chased down the Rangers and recovered the archives.

Had it not been for Angelina's impulsive actions, Houston would now be the capitol of Texas. In a very real sense, Angelina Eberly was one of the first volunteers who served to better the city of Austin.

THIS IS WHAT WE NOW CALL A SELF-DIRECTED SERVICE INITIATIVE AND KEEPING AUSTIN WEIRD!

ANGELINA TODAY:

The Austin History Center Association annually commemorates Angelina Eberly with its wintertime luncheon. Contact them at 974-7499 for more information. <http://www.ahca.net/>

Capital Area Statues, Inc. (CAST) is a non-profit corporation founded in 1992 for the purpose of celebrating the history and culture of Texas through public sculpture. CAST's most recent project, Angelina Eberly, was sculpted by renowned cartoonist Pat Oliphant and may be viewed at 6th and Congress. <http://www.capitalareastatues.com/>

