THE BRIDGE
News from the Rochester Center for Community Leadership
September 2009

IN THIS ISSUE:
1. Featured Programs
2. Community Leadership Opportunities
3. Leadership Tip: Recruiting New Members
4. About the Center for Community Leadership

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Featured Programs

LEADERSHIP DEVELOPMENT PROGRAM
Do you have what it takes to be an effective leader? The Leadership Development Program is a multi-year, co-curricular program designed to hone your existing skills and develop new ones. Come to an information session on Tuesday, September 15, at 5:00 p.m., Gowen Room, Wilson Commons.

UReading PROGRAM TO CONTINUE THE WORK OF JUMPSTART
Since 2004, the College has been proud to host an AmeriCorps “JumpStart” program, which engaged UR undergraduate students to provide literacy tutoring to hundreds of at-risk pre-schoolers in the city of Rochester. Although the UR was unexpectedly terminated as a JumpStart site in late June, the College deans have approved a plan to conduct a similar program, called “UReading,” which will be housed in the Rochester Center for Community Leadership in Wilson Commons 508. Students who had been accepted to work as JumpStart tutors for fall 2009 will be contacted within the next two weeks with further information about UReading.

NEW ROCHESTER YOUTH YEAR FELLOWS BEGIN WORK
Nine recent college graduates recently began work at various youth-serving agencies in Rochester as part of the RCCL's Rochester Youth Year AmeriCorps*VISTA program. The program aims to improve opportunities for Rochester youth and their families. Fellows work in the areas of public safety, education, and healthcare. The VISTA volunteers include four UR alumni, plus 2009 graduates of other Rochester-area colleges, including Nazareth, Roberts Wesleyan, St. John Fisher, SUNY Geneseo, and SUNY Brockport. Recruitment for 2010-2011 fellows (and host sites) will begin later this semester.

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Community Leadership Opportunities

OPERATION BACKPACK
Please consider volunteering to help with Rochester City School District's Operation Backpack. School supplies and backpacks are donated to the campaign, the backpacks are stuffed with all of the supplies and are then distributed to Rochester City School District students in need of the support. Volunteers are needed for shifts from August 31 through September 4 to help unload
donations, stuff backpacks, and to help distribute the stuffed bags. Please contact Cecelia DeFranco at 262-8489.

**WEB DEVELOPMENT INTERNSHIP**
The nonsectarian, faith-based organization, “His Branches,” located on Arnett Blvd. in Rochester's 19th Ward, is seeking individuals with the appropriate skill set and mission to upgrade its website. The organization is concerned with providing for health care needs of uninsured and underinsured citizens, especially in the neighborhoods adjacent to the University. Interested students may contact Mr. Willie Lightfoot, who is a board member of “His Branches.”

**TUTORING OPPORTUNITY**
The Baden Street Settlement, a not-for-profit, community-based organization, is seeking to hire several UR students as tutors to help with their after-school program for local students in grades 1-12. Tutoring sessions will be Monday, Tuesday and Wednesday from 3:30-5:30pm at 152 Baden St.; other locations/days may be available also. Baden Street is paying $15 per hour for tutors. Orientation to be held on Saturday, September 26. Please forward resumes to Carol Robinson or Wendy Fitzhugh at the Baden offices: 152 Baden St. Rochester, NY 14605.

**PHOTO EXHIBITION: CALL FOR SUBMISSIONS**
This fall, in conjunction with the City of Rochester's 175th anniversary, the George Eastman House will present the exhibition *Where We Live*, which will consider the meanings of place, city, civic engagement, family, and home. They are inviting the community to submit photos for a section of the exhibition titled *Picturing Rochester* that will examine the community's strengths and challenges. For more information on how to submit a photo, call 585.271.3361 ext. 298.

**VOLUNTEERS NEEDED: CLOTHESLINE ARTS FESTIVAL**
September 12-13
The University’s Memorial Art Gallery will host its annual Clothesline Arts Festival, one of the area’s premier displays of high-quality arts and crafts. Volunteers are needed to help in the food areas. To sign up, contact MaryAnn Monley at 276-8974.

**VOLUNTEERS NEEDED: TOURS OF THE “HEALTHY HOME”**
The “Healthy Home” is a model residence created to help property owners and residents improve the environmental health of their homes. It was started by the University’s Environmental Health Sciences Center, and is now a community-run project. Volunteers are needed to help transport refugee families to take tours of the home on Wednesdays, Thursdays and Fridays through the end of September. Contact Jennifer Pincus at 546-7220, ext. 4628.

**AL SIGL COMMUNITY WALKABOUT**
Sunday, October 25; Marketplace Mall
The Al Sigl Community of Agencies will sponsor their annual “Walkabout” fundraiser, and is seeking participants and volunteers. Groups may sign up to walk, to volunteer to help run the event, and to raise funds. If your group raises $500 or more, you can build a scarecrow representing your group to be displayed at the mall through the month of October. To find out more, visit the website or contact Dayna Carol at 442-4102, ext. 8972.

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**Leadership Tip of the Month**
RECRUITING NEW MEMBERS

People join organizations for many reasons. They want to get involved, meet people and make new friends, explore interests, develop skills, and have fun. Each new group member brings new ideas and talents, in addition to replacing old members. It is vital that an organization have a well-conceived and executed recruitment and retention plan. Here are some steps to creating that plan:

· First, it is important that both the leadership and membership know and understand your organization.
· Now that you know the types of people you are interested in, your next step is to set some recruitment goals. How many new members can your organization reasonably assimilate into the group?
· Get everyone involved. Have your current members identify people they know who might want to get involved and personally invite them to attend a meeting. Word-of-mouth is the best and least expensive type of publicity you can use.
· Recruitment campaigns need to have a visual element as well. Have those members with "artistic talents" work on your posters, flyers, banners and bulletin boards, etc. Be creative. Your publicity can be effective only if it's noticed.
· Many groups find it beneficial to have a special welcoming meeting or ceremony for their new members. It is important to orient them to your group's goals, objectives, organizational structure, rules and norms.
· Finally, allow your new members time to get involved and feel comfortable with the group.
· **Above all have fun together.** Make time to socialize and celebrate your achievements. If all you do as a group is work, it will become onerous to participate and your members will quickly lose interest. After all, what is an organization without members? What good is a recruitment campaign if no one stays?

About the Rochester Center for Community Leadership

The Rochester Center for Community Leadership is part of the office of the Dean of Students at the University of Rochester. Its mission is to educate students to become engaged citizens and leaders capable of effecting positive social change in their communities.