

ON THE SPOT



KELLY ROWLAND
S.B. IDEA INC. FOUNDER,
NONPROFIT COUNCIL OF THE GREATER
DELRAY BEACH CHAMBER
OF COMMERCE VOLUNTEER
MEMBERSHIP COORDINATOR

What is S.B. Idea? When did you start the organization and why?

S.B. Idea Inc. is simply brilliant ideas for educating families. We incorporated in 2008, and we still feel like newbies on the block. The need for S.B. Idea Inc. is great. We focus on ESOL (English for speakers of other languages) and ELL (English language learners) programs. I was employed as a family literacy coordinator for the Palm Beach County School District. New management took over, and my position was gone. I told my mom that this is the time to start parent power literacy academies.

Who does your program focus on? Where is it located?

The program focuses on the family. Parents basically drop their children off at school and then attend classes Monday through Thursday, 8 a.m. to 1 p.m. We have 75 families in the program. Most of the time, the dad is working, so we send home English reading assignments for the father and learning games for the family. The father who reads the most during the program wins a gift card. The program is located at Freedom Shores Elementary, Forest Hill Elementary and Lakeside Presbyterian Church. We're looking for a Delray Beach location.

What are the four components of the Parent Power Family Literacy Academy, the curriculum of S.B. Idea?

The program consists of four components made up of adult education English classes, GED prep and workforce readiness, preschool classes focused on children ages birth to age 5, parenting workshops based on health and nutrition, and financial literacy, and PACT time consisting of interactive literacy activities focused on parent and child time-together.

How is the program funded?

Though grant writing and donations. S.B. Idea Inc. is designated as a public charity under section 501(c)(3) of the Internal Revenue Code.

For more information on S.B. Idea Inc., call 561-350-0786, email info@sbidea.org or visit www.sbidea.org.