

STATE OF THE ASSOCIATION

THE ANNUAL REPORT OF
THE FLORIDA SCHOOL
BOARDS ASSOCIATION

VOLUME 3

2017-2018



INNOVATING FOR SUCCESS

STATE OF THE ASSOCIATION, VOL. 3

A publication of the Florida School Boards Association. (c) 2018.



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FLORIDA AT A GLANCE

RICK SCOTT

Governor

JOE NEGRON

Senate President

RICHARD CORCORAN

Speaker of the House

PAM STEWART

Commissioner of Education

MARVA JOHNSON

State Board of Education Chair

ANDY TUCK

State Board of Education Vice Chair

GARY CHARTRAND

State Board of Education

BEN GIBSON

State Board of Education

TOM GRADY

State Board of Education

MICHAEL OLENICK

State Board of Education

JOE YORK

State Board of Education



2,800,000+ Students

Being served in Florida public schools

4,200 Public Schools

In Florida's 67 districts

358 School Board Members

Constitutional officers elected by local voters



Major Issues

School Safety

Disaster Relief

Constitution Revision Commission (CRC)

Teacher Shortage

Gubernatorial Election

Term Limits

Required Local Effort (RLE)

Local Control

Teacher Shortage

MISSION & GOALS

The mission of the Florida School Boards Association is to increase student achievement through the development of effective School Board leadership and advocacy for public education. The work of the association staff, leadership, and general membership is driven by the **FSBA 2020 Strategic Plan** which was approved by the Board of Directors in 2015, and amended in 2016.

FSBA has been the collective voice for Florida school districts since 1930 and is closely allied with other educational and community agencies to work toward the improvement of education in Florida.

GOVERNANCE

The association is structured to ensure that all members have the opportunity to let their voices be heard. FSBA strives to attain 100% membership to provide for the most robust and representative voice for Florida's students.

MEMBERSHIP

- Over 330 constitutionally-elected School Board members
- 65 of 67 Florida school districts represented

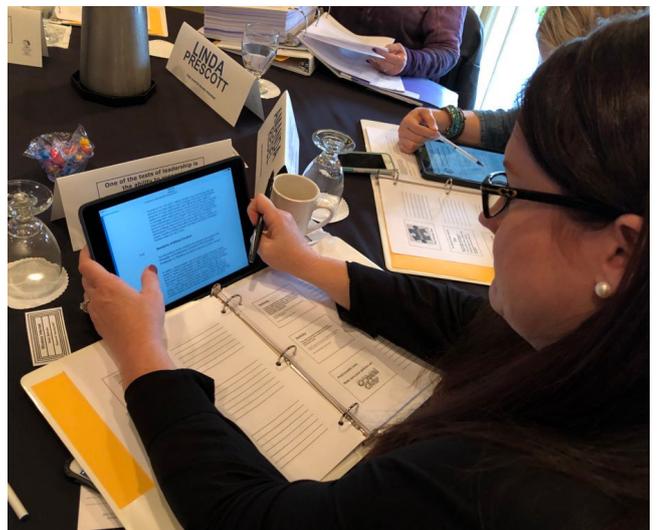


LEADERSHIP

- FSBA General Membership elects 5 Executive Officers and a geographically-balanced Board of 26 Directors, which meets quarterly

COMMITTEE WORK

- 9 Committee Chairs and Vice Chairs are appointed by the President to lead committee work that is ultimately driven by the **FSBA 2020 Strategic Plan**.
- Members are encouraged to volunteer on committees to help shape vision and progress for the Association.



EXECUTIVE SUMMARY

Andrea Messina, Executive Director



As the state, national, and international education landscapes continue to evolve, thinking differently is more than just a challenge. It is a requirement. It is a necessity, without which, we will lose our influence as public education advocates.

FSBA's 2017-2018 President, April Griffin (Alachua), challenged our Executive Officers, Board of Directors, members and staff to "think differently" in all that we do. We took that to heart as we continued to hone our focus on our strategic goal areas—leadership, advocacy, and sustainability—resulting in increased value of membership.

Changes to make our leadership development programs more personalized and dynamic catalyzed higher member and district participation. Timely and relevant themes for our conferences and trainings resulted in greater attendance and depth of knowledge for our members. Weekly strategy sessions and developing our advocacy "pinch hitters" increased engagement and led us to wins during this year's legislative session.

A new annual sponsorship program was launched to ensure deeper and long-term relationships with fellow public education partners. Led by Constitutionally-elected school board members, FSBA is the force to redefine education in our state, helping to meet the needs of future generations of Floridians.

IN 2018-19 FSBA WILL:

PROVIDE MEMBERS WITH ROBUST RESOURCES TO BEST SERVE THEIR STUDENTS.

BUILD AND LEVERAGE NETWORK OF EFFECTIVE LOCAL ADVOCATES.

SUPPORT THE TRANSITION AND EFFECTIVENESS OF NEWLY ELECTED BOARD MEMBERS AND NEW GOVERNANCE TEAMS.

REAFFIRM THE ASSOCIATION'S STRATEGIC FOCUS TO ENSURE ORGANIZATIONAL HEALTH.



PRESIDENT'S ADDRESS

April M. Griffin, Alachua

From hurricanes to snow days, and the tragic Marjory Stoneman Douglas shooting, the past year has been one of unprecedented stress on Florida's public schools. These events and many others, in addition to the influx of students and families from Puerto Rico and Texas, took quite a toll on Florida communities. Nevertheless, our schools were welcome beacons showing resilience, compassion, and safety serving as shelters during these physical and emotional storms.

Never did I predict that my vision to encourage all members to "think outside the box" would become a theme across the state, both inside and outside the public education arena. The tragedy at Marjory Stoneman Douglas caught everyone off guard and caused us to take a long, hard look at our schools' security and the mental health of our students and all who enter our schools.

The actions of the Constitution Revision Commission and our state Legislators also took their toll on our schools and students. Again, public educators remained resilient despite all of these forces.

Our organization has been a steady source of information, advice and comfort to school board members and member districts throughout this challenging year.

I am proud that the Florida School Boards Association has been a champion for public schools through all of the turmoil. While we would never want to go through the hardships and tragedies that occurred during my year as President, I do believe that we can learn much from this year and strive to improve our schools, boards and organization. Looking forward while learning from where we came will help FSBA continue to thrive!

Sincerely,



BOARD OF DIRECTORS

PRESIDENT April M. Griffin, Alachua
PRESIDENT-ELECT Jerry Taylor, Suwannee
VICE PRESIDENT Ida Wright, Volusia
TREASURER Milton Brown, Washington
IMMEDIATE PAST PRESIDENT Harris, Polk

- 1 Jenny Granse, Santa Rosa
- 2 Becki Couch, Duval
- 3 Dr. Lawrence "Larry" Feldman, Miami-Dade
- 4 Shirley Owens, Holmes
- 5 Beverly Slough, St. Johns
- 6 Mike Pressley, Glades
- 7 Hazel Sellers, Polk
- 8 Janice Kerekes, Clay
- 9 Stacy Kirvin, Franklin
- 10 Susan Valdes, Hillsborough
- 11 Linda Kobert, Orange
- 12 Carol Cook, Pinellas
- 13 Ed daSilva, Suwannee
- 14 Christopher Cowart, Levy
- 15 Dave "Watchdog" Miner, Manatee
- 16 David Williams, Sumter
- 17 Ann Murray, Broward
- 18 Charles "Chuck" Shaw, Palm Beach
- 19 Andy Ziegler, Brevard
- 20 Maggie Lewis-Butler, Leon
- 21 Debbie Hawley, St. Lucie
- 22 Tim Weisheyer, Osceola
- 23 Virginia "Ginger" Bryant, Citrus
- 24 Lee Swift, Charlotte
- 26 Pam LaRiviere, Lee
- 27 Linda Cuthbert, Volusia



COMMITTEE CHAIRS

ADVOCACY

Chair: Rene Flowers, Pinellas
 Vice Chair: Pam LaRiviere, Lee

FEDERAL RELATIONS

Chair: Beverly Slough, St. Johns
 Vice Chair: Betsy Condon, Clay

FINANCE

Chair: Milton Brown, Washington
 Vice Chair: Nora Rupert, Broward

LEADERSHIP DEVELOPMENT

Chair: Shirley Owens, Holmes
 Vice Chair: Wendy Atkinson, Charlotte

LEGISLATIVE

Chair: Jane Goodwin, Sarasota
 Vice Chair: Mike Pressley, Glades

LONG RANGE PLANNING

Chair: Jerry Taylor, Suwannee

MULTICULTURAL & DIVERSITY

Chair: Paula Wright, Duval
 Vice Chair: Angie Boynton, Marion

NOMINATING

Chair: Tim Harris, Polk

PAST PRESIDENTS

Chair: Caroline Zucker, Sarasota

POLICY

Chair: Ida Wright, Volusia
 Vice Chair: Jason Catalano, Walton



FLORIDA SCHOOL BOARDS ASSOCIATION
PAST PRESIDENTS

2016 TIM HARRIS, POLK
2015 CAROLINE ZUCKER - SARASOTA
2014 PATTY HIGHTOWER * - ESCAMBIA
2014 KAREN DISNEY-BROMBACH - INDIAN RIVER*
2013 PATTY HIGHTOWER - ESCAMBIA
2012 JOIE CADLE - ORANGE
2011 LEE SWIFT - CHARLOTTE
2010 CANDACE LANKFORD - VOLUSIA
2009 GEORGIA "JOY" BOWEN - LEON
2008 BEVERLY SLOUGH - ST. JOHNS
2007 JEANNE DOZIER - LEE
2006 SUE HERSHEY - MARTIN
2005 DR. JACK LAMB - HILLSBOROUGH
2004 TOM GREER - OSCEOLA
2003 ANDY GRIFFITHS - MONROE
2002 JUDY CONTE - VOLUSIA
2001 BARBARA SHARPE - ALACHUA
2000 JANE GALLUCCI - PINELLAS
1999 PATRICIA RILEY - LEE
1998 BILL GRAHAM - PALM BEACH
1997 ANDREA WHITELEY - POLK
1996 LINDA SOUTHERLAND - ORANGE
1995 MARGARET SIRIANNI - LEE
1994 JOYCE HOBSON - MARTIN
1993 SHARON HARTSELL - ST. JOHNS
1992 JANICE MEE - SARASOTA
1991 BARBARA WALLACE - LEE
1990 DR. BILL GENE SMITH - HIGHLANDS
1989 JAN CUMMINGS - BROWARD
1988 JUDY CROSS - HENDRY
1987 CHARLES CHESTNUT, III - ALACHUA
1986 BARBARA MOORE - OKALOOSA
1985 HOLMES BRADDOCK - DADE
1984 CAROL HYDE - GILCHRIST
1983 SUSAN PELL - PALM BEACH*
1983 JAMES WESTBERRY, JR. - DESOTO*
1982 BILLIE JEAN REYNOLDS - OKEECHOBEE*
1982 SUSAN PELL - PALM BEACH*
1981 BOB HOWE - ALACHUA
1980 ETHEL KENNEDY LYONS - ORANGE
1979 JOE IDLETTE - INDIAN RIVER
1978 DEANE BOZEMAN - BAY
1977 DR. PETE EVERETT - LEON
1976 ETHEL BECKHAM - DADE
1975 ALLAN KEETH - SEMINOLE
1974 RAYMA PAGE - LEE
1973 PETE GINDL - ESCAMBIA
1972 GEORGE MILLER, JR. - PUTNAM
1971 BROWARD DAVIS - LEON

*DENOTES HALF-TERM SERVED

FINANCE & ADMINISTRATION

Leslie Dunlap, CPA, Director

WAYS TO CONNECT

The Florida School Boards Association's Annual Sponsorship Program
Your opportunity to build relationships and deep roots
with Florida's education leaders.

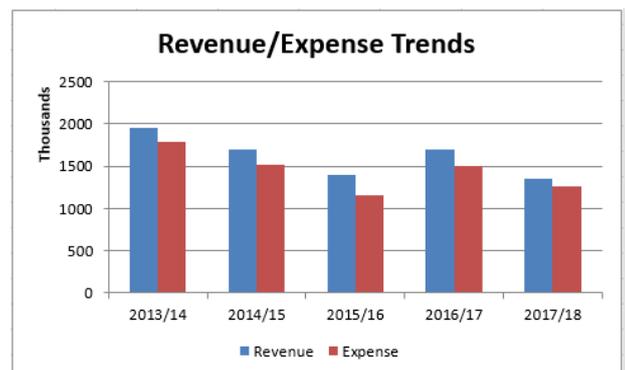
INVEST IN EDUCATION TODAY

The Finance & Administration department set forth with a vision to expand our network of shared-goal alliances, and bolster the association's financial and organizational health. This deliberate focus led to many successes in the 2017-18 year.

One major accomplishment was the cumulative work of the Ad Hoc Committee on Membership Dues. With discussions on dues structure, components included, and concerns about equity and sustainability beginning many years ago, the association maintained the former dues structure until this year's shift. This meant no dues changes for school boards for ten years in a row.

While the consistency proved to be convenient for districts and welcome during times of financial sparsity, association leadership and longtime members understood there needed to be a change. The Ad Hoc Committee on Membership Dues began its work at the call of the President in 2015-16. Many models were considered and conscientiously shared and discussed among members, district staff, and even the National Champion Mu Alpha Theta team from Gainesville Bucholz High School. The final product, adopted by the Board of Directors in October and General Membership in December, factors in growth, student enrollment from year to year, as well as a mechanism to maintain balance of power among districts of all sizes to ensure a collective voice.

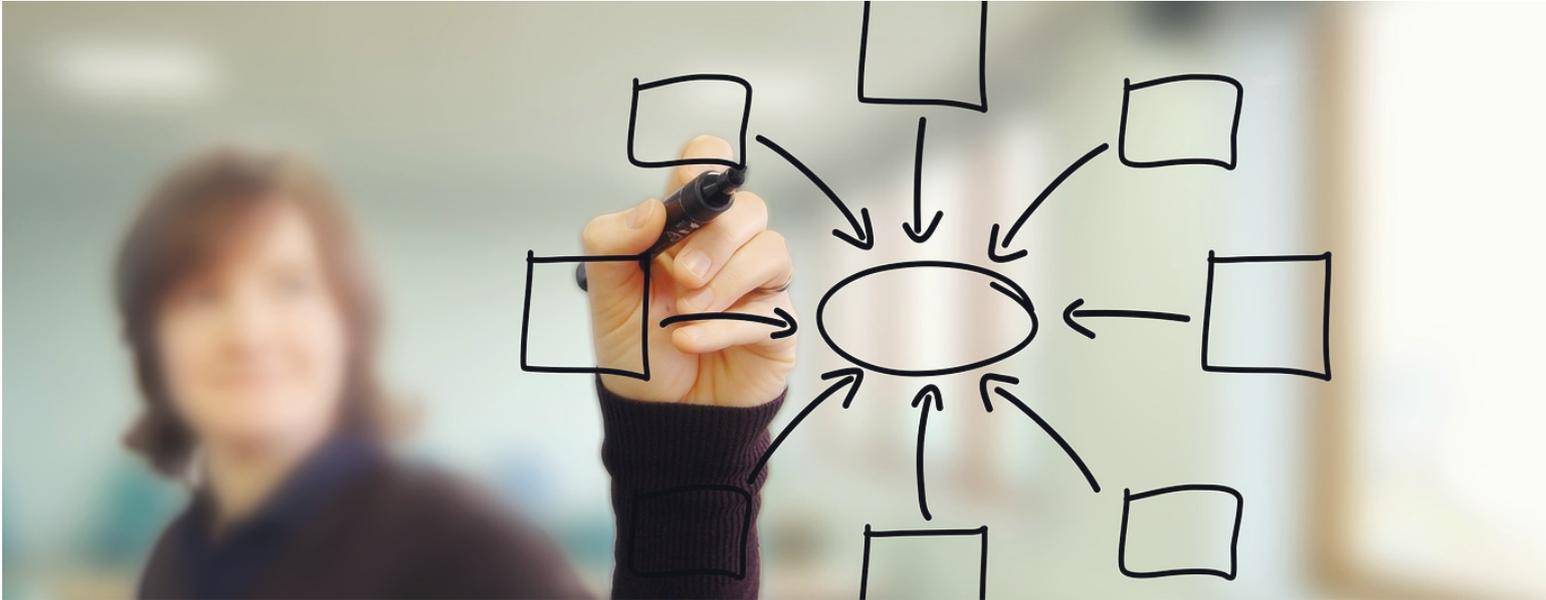
The Association continued the positive trend of revenue vs. expenditures as well as in aligning staff and human resource operations to best meet the needs of the Strategic Plan 2020.



In an effort to increase non-dues revenue and build meaningful partnerships, the Finance & Administration staff worked diligently with the Communications department to develop and implement a new sponsorship program. The new program not only provides more options and customization for sponsors, but also increased digital marketing presence for sponsors. In addition, the program shifted from individual sponsorships to an annual program providing ample benefits for both sponsors and members.

PARTNERS & SERVICES

Maximizing Value for Our Members



FSBA also continued to grow longtime partnerships and develop new partnerships to provide the most robust membership value and cost-saving resources to districts.

Partners include BoardDocs (paperless agenda services), Neola (policy), Snazzy Travler (wholesale travel pricing), EdCredible (Instructional Material Review Platform), and Amplifon. This new partnership with Amplifon will provide school boards an avenue to provide hearing health services and devices at a fraction of the cost to students, employees, and their families. FSBA is proud to offer this hearing health opportunity to school districts, employees, students, and families, particularly given the known impacts of hearing health on early learning.

In addition to annual sponsors and partners, FSBA continued to serve districts through the Florida School Boards Insurance Trust (FSBIT) under the leadership of Executive Director Dave Stephens, the Florida School Labor Relations Service (FSLRS) directed by Bill Graham, and through other key relationships with the Florida Emergency Risk Management Association (FERMA), Florida School Board Attorneys Association (FSBAA), Florida Education Legislative Liaisons (FELL), Florida Education Investment Trust Fund (FEITF), Florida Association of District School Superintendents (FADSS), and Florida Association of School Administrators (FASA).



LEADERSHIP SERVICES

Tina Pinkoson, Director



The MISSION of the Florida School Boards Association is to increase student achievement through the development of effective school board leadership and advocacy for public education. A new cycle of school board training began in 2017 offering high quality training to maximize the leadership and governance of district boards while maintaining a focus on student achievement.

The FSBA Leadership Services program continued to grow this year under the guidance of Director Tina Pinkoson and her team of consultants, Carol Cook (Pinellas), Kelly Owens (Okeechobee), and Stacy Kirvin (Franklin). All having served or currently serving on Florida School Boards brings a unique perspective and experience to training.

In conjunction with the Leadership Services Committee, led by Chair Shirley Owens (Holmes) and Vice Chair Wendy Atkinson (Charlotte), the department completed the streamlining of the Certified Board Member (CBM) points system and electronic tracking process to assist members in their pursuit of distinction. The ability for the department to conveniently and efficiently serve all regions of Florida provided members with additional trainings, the opportunity to be honored with their distinction in district, as well as increased availability for one-on-one consultation, as needed.

2017-18 HIGHLIGHTS

29 DISTRICTS EARNING MASTER BOARD CERTIFICATION TO BETTER THEIR GOVERNANCE TEAMS

90+ MEMBERS EARNING OR RENEWING CBM DISTINCTION

FULL LAUNCH OF ONLINE CBM POINTS TRACKING SYSTEM THROUGH MEMBER PROFILES

OVER 25,000 MILES TRAVELED ACROSS THE STATE BY LEADERSHIP SERVICES TEAM

RELEVANT TRAINING

MEMBER SERVICES SPECIALIST PATRICIA PETERSON

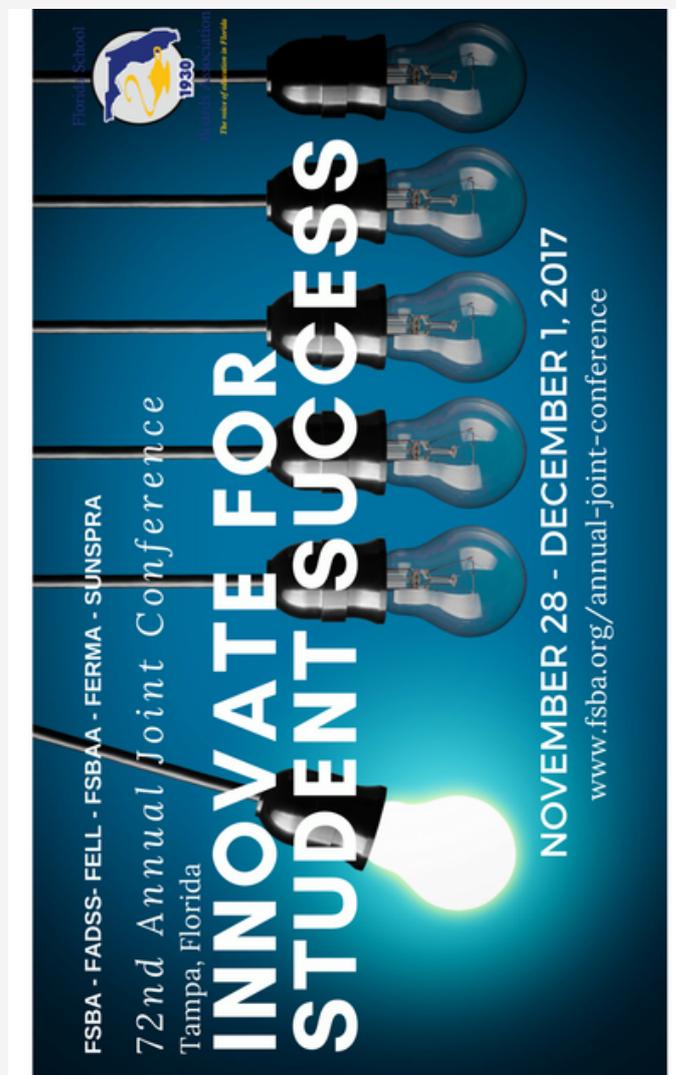
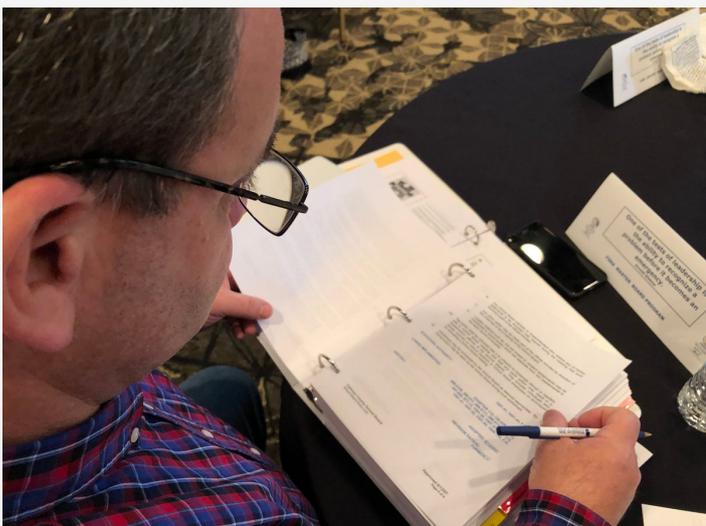
MEMBER SERVICES ASSOCIATE CAROLYN SANDERS

The FSBA support staff works diligently to ensure all major events are coordinated appropriately to give members and attendees the best experience. Year in and year out, association members provide feedback indicating that they find great value in these major professional learning and networking events.

Networking with peers provides a way for school board members from across the state to work together and problem solve relevant issues. This value of membership was even greater this year given the urgency needed to address school safety and mental health. FSBA was honored to host two viewings of *LISTEN*, a movie documenting the importance of listening in a child's life, alongside producer Erahm Christopher.



Another timely training came by way of the addition of certain CBM Forum offerings. The opportunity to brush up on the topics of School Finance, Board Governance, and Personnel issues was important given the Legislature's continued focus on local government accountability and oversight.



RECIPE FOR SUCCESS

FSBA's Leadership Services department offers programming to all experience levels. Beginning in 2016, the association launched the Emerging Leaders program which is geared specifically for newly elected school board members.

The Certified Board Member distinction is for all board members and provides an expectation of renewal credits to ensure school board members are honing their craft. Per member feedback, more options for virtual coursework were made available, as well as the ability for members to focus on areas of training (Advocacy, Knowledge, Leadership) that would most benefit their needs.

In addition to the individual distinctions, FSBA proudly facilitated 29 governance teams in their completion of the Master Board Program. Districts completing these trainings understand that innovating for student success starts first with functional and efficient governance.

ADVOCACY SERVICES

Ruth Melton, Director



At the close of 2017, the association set goals to strengthen relationships with Florida legislators and expand local advocacy networks, as well as to continue advocating for public education and local control.

The Advocacy Services department not only serves as the connection to state and federal government relations for members, but also provides robust resources to assist membership in advancing FSBA's mission by advocating for public education on the state, national, and local stages.

The Advocacy Services team works directly with the Legislative Committee, as well as with the Advocacy and Federal Relations Subcommittees. This department drives the Federal and State legislative platform development process, tracks legislation and key education issues for members, and works alongside committees to provide resources and calls to action as directed. As a continuation of last year's progress, additional feedback mechanisms and streamlined communications were implemented. Social media also played a role in the reach and engagement of more members throughout Legislative session, the CRC, informing members in real time.

Over 150 attended the Annual Day in the Legislature in Tallahassee, and the advocacy did not stop there. Members of the Legislative and Advocacy committee coordinated efforts to have an increased, consistent presence in the capital city.

2017-18 HIGHLIGHTS

FIRST EVER LEGISLATIVE ISSUES PROGRESS REPORT RELEASED

FIRST DELEGATION REACH CHALLENGE DURING DAY IN THE LEGISLATURE

PROCEDURAL CHANGES MADE TO PLATFORM PROCESS TO ENSURE RELEVANCE AND ADAPTABILITY

DEVELOPMENT OF A MASTER ADVOCACY CALENDAR TO SUPPORT COMMUNITY ENGAGEMENT & THE PROMOTION OF FLORIDA'S PUBLIC SCHOOLS

PROGRESS REPORT



The Florida School Boards Association

2018 LEGISLATIVE PRIORITIES

PRIORITIES	PROGRESS & DETAILS
KEEPING STUDENTS & COMMUNITIES SAFE	<ul style="list-style-type: none">• More stringent accountability provisions for private schools that participate in state scholarship programs• Expanded authority for Early Learning Coalitions to deny or revoke eligibility of program providers• Authorization for school districts to use specified local funds for capital outlay purposes without a survey recommendation• SREF flexibility for school boards for certain building provisions as long as there is sufficient shelter capacity within the district• Grant funding available for the capital outlay costs associated with improving the physical security of school buildings (HB 7055, SB 7026)
MEASURING STUDENT PERFORMANCE	<ul style="list-style-type: none">• End of course exams no longer required for students who earn passing score on the corresponding AP, IB, or AICE exam• Students can use credit earned in apprenticeship or pre-apprenticeship programs to satisfy certain graduation requirements• Observation-based child assessments will be used by school readiness programs• Published statewide assessments must be in a format that facilitates the sharing of assessment items• ELA assessments no longer required to be administered online (HB 495, HB 577, HB 1091, HB 7055)
HIRING QUALIFIED AND EXPERIENCED EDUCATORS	<ul style="list-style-type: none">• Instructional & administrative personnel may extend DROP participation through the end of the school year• School and student safety are enhanced through stricter educator certification requirements• More stringent reporting & penalties are established for misconduct by authority figures against students• School districts are authorized to reemploy a retired law enforcement officer as a school resource officer (HB 495, SB 7026)
SUPPORTING SCHOOL CHOICE	<ul style="list-style-type: none">• Principal Autonomy Program Initiative expanded from pilot to a statewide available at the discretion of eligible school districts• School boards may create District Innovation Academies in which certain highly effective principals are authorized to manage multiple schools within a zone• District sharing of discretionary millage revenue with charter schools only required if the amount of state funds appropriated is less than the average charter school capital outlay funds per unweighted full-time equivalent student for the 2018-2019 fiscal year, as adjusted by the Consumer Price Index from the prior year (HB 7055)
LEVERAGING FEDERAL FUNDS	<ul style="list-style-type: none">• School districts authorized to include high schools above the 50% poverty threshold in the distribution of Title I funds• Cap on district withholding of Title I funds for administration increased from 8% to 10%• Districts authorized to withhold up to 1% of Title I funds to provide educational services in accordance with approved plan• The cap on withholding of Title I funds excludes any funds provided by an eligible school to participate in discretionary educational services provided by the school district and any funds carried forward by the school district (HB 7055)

LEGISLATIVE ADVOCACY HONOR ROLL

President April M. Griffin (Alachua) - President-Elect Jerry Taylor (Suwannee) - Vice President Ida Wright (Volusia)

Treasurer Milton Brown (Washington) - Immediate Past President Tim Harris (Polk)

Jane Goodwin (Sarasota), Legislative Chair - Rene Flowers (Pinellas), Advocacy Chair - Bev Slough (St. Johns), Federal Relations Chair

Mike Pressley (Glades), Legislative Vice Chair - Pam LaRiviere (Lee), Advocacy Vice Chair - Betsy Condon (Clay), Federal Relations Vice Chair

FSBA Legislative Committee - FSBA Advocacy Subcommittee - FSBA Federal Relations Subcommittee - FSBA Volunteer Representatives

LEARN MORE & JOIN THE EFFORT

Visit www.fsba.org/membership-fsba-committees to learn how you can become an active local, statewide, and national advocate for Florida public education.

COMMUNICATIONS

BillieAnne Gay, DPL, Manager



What is a story if there is no one there to tell it? The Communications Department dabbles in all areas of work for the association and membership, whether it is streamlining internal operations to best utilize the limited resources and staff, or telling the story of Florida's public school districts.

Sharing public school success stories and honoring the achievements of students and educators across the state is one of the association's passions; however, those stories sometimes develop from conquering difficult times. Hurricane season devastated many areas, displacing families across the state, Texas and Puerto Rico. When communities and outside residents needed somewhere to turn, Florida's public school districts were prepared and offered shelters to thousands of storm victims and their pets. Several locations were also set up to address the needs of Floridians with disabilities during power outages, flooding, and destruction. School district officials, principals, teachers, and staff all banded together to serve community first, often times leaving their own families at home. In the months following, FSBA recognized those nominated by their district as **Florida Public School Heroes**. A statewide honoree page was created and awards were distributed to districts and recipients.

2017-18 HIGHLIGHTS

HONORED HUNDREDS OF PUBLIC SCHOOL STUDENTS & EMPLOYEES AS FLORIDA PUBLIC SCHOOL HEROES

INCREASED SOCIAL MEDIA PRESENCE, AVERAGING 1.48% ENGAGEMENT RATING ON TWITTER

EXPANDED RELATIONSHIPS WITH KEY LEGISLATORS AND EDUCATION STAKEHOLDERS

CONTINUED TO IMPLEMENT FEEDBACK LOOPS & UTILIZE AVAILABLE DATA TO PROVIDE MOST EFFECTIVE COMMUNICATIONS

"COMMUNICATION IS THE ART OF LEADERSHIP."

ENSURING A COLLECTIVE VOICE & AN AUDIENCE TO RECEIVE THE MESSAGE

Last year, the Association set goals to: provide consistent, meaningful, and increased value to membership; articulate our priorities and messages, both internally and externally; and to expand our network of shared-goal alliances. While political climate and hot button issues continued to create some obstacles, progress was made.

While members and staff continue to set goals for messaging, communicating, and advocating for Florida students, many steps were taken to meet current goals set forth by Strategic Plan 2020. Much association work and focus is driven by the work of committees. This year, under the leadership of President April M. Griffin, new processes were put in place to increase the effectiveness and to assist future committees in building upon this work.

Protocols are in early implementation phases for rapid response, critical feedback loops, and to ensure the association maintains its voice as an authority in all things public education. These processes, even in development, were key during the 2018 Legislative Session and meetings of the Constitution Revision Commission. Members were both engaged and informed, showing an overall increase in confidence to share key updates, concerns, and calls to action with their governance teams, delegations, and constituencies.

Much of that progress is attributed to the method of scaffolding new communications platforms and tools with increased advocacy and communications training for members. What is a story if no one is listening? Knowing that key factors such as political climate and history of an issue can adversely affect communication and advocacy goals, members dove into this concept and problem-solved together.

The Florida School Boards Association

THE IMPORTANCE OF LEADERSHIP

JOIN A COMMITTEE TODAY!

Did you know that FSBA's governance structure is in place to ensure members lead the way? Joining a committee is a great way to let your voice be heard.

STRATEGIC IMPACT Positively impact our mission to increase student achievement. We need committed volunteers who are passionate about carrying out our mission by driving a strategic plan.

QUALITY OF SERVICES Be the voice that provides and collects the insight needed to steer how the association best serves public education in Florida and our statewide membership.

SHARE YOUR SKILL SET Use your skills and experience to serve. With several standing committees driving the daily operations and future work of the association, we need your expertise.

STANDING COMMITTEES Choose your path to service: Advocacy, Federal Relations, Finance, Leadership Services, Long Range Planning, Multicultural & Diversity, Policy

MORE INFO
850.414.2578
www.fsba.org/membership/fsba-committees

YOU'VE GOT A STORY. NOW TELL IT.

MEMBERS CONTINUE TO EMBRACE SOCIAL MEDIA PLATFORMS TO SHARE, LEARN, AND INFORM

Social media presence for the association continued to soar in the 2017-18 year, ensuring continued increases for member and network engagement. This year, Facebook followers climbed to 516 from 393 in 2016-17, a 32% increase. Twitter showed growth as well with an increase of 46% in followers, approaching 1400 total. Many of the new followers included major stakeholders such as districts, foundations, and government agencies or officials. Since the 2015-16 year, FSBA's Facebook and Twitter followers have increased by 87% and 190%, respectively. Another industry standard is engagement rate. Over the course of the year, FSBA averaged 1.48 engagement rate, crushing what would be considered an industry high (.33-.9).





**Andrea
Messina**

FSBA EXECUTIVE DIRECTOR



**Leslie
Dunlap, CPA**

DIRECTOR OF FINANCE & ADMINISTRATION



**BillieAnne
Gay, DPL**

MEMBER COMMUNICATIONS MANAGER



**Bill
Graham**

FSLRS EXECUTIVE DIRECTOR



**Ruth
Melton**

DIRECTOR OF ADVOCACY SERVICES



**Patricia
Peterson**

MEMBER SERVICES SPECIALIST



**Tina
Pinkoson**

DIRECTOR OF LEADERSHIP SERVICES



**Carolyn
Sanders**

MEMBER SERVICES ASSOCIATE



**Dave
Stephens**

FSBIT EXECUTIVE DIRECTOR

STATE OF THE ASSOCIATION



THE ANNUAL REPORT OF
THE FLORIDA SCHOOL
BOARDS ASSOCIATION

203 SOUTH MONROE
TALLAHASSEE, FL 32301

WWW.FSBA.ORG

TWITTER: @FLSCHOOLBOARDS

FACEBOOK: /FLSCHOOLBOARDSASSOCIATION

INNOVATING FOR SUCCESS