

**Annual Report of the Advocacy Subcommittee
Annual Summer Conference ~ June 2014**

As required by FSBA Procedures, we provide additional advocacy and informational training for our Committee members to assist them in their work. At our December conference, Committee members received a training presentation on *Understanding the Florida Legislative Process* – this training was also posted on the FSBA website as a self-guided training for all school board members. In addition, several other advocacy training and background materials were posted on the FSBA website in the spring on a variety of topics, including *Advocating for Public Education*, *Understanding the State Budget Process*, *Education Fast Facts*, *School Board Fast Facts*, and some “How To” guides for working with the media.

During NSBA's Advocacy Institute in February, we were given an overview of NSBA's new *Stand Up 4 Public Schools* advocacy campaign. This national campaign seeks to highlight nationally recognized and respected leaders and “celebrities” who are grateful to their public schools for putting them on the road to their success. At our Board of Directors' Meeting in March, we unveiled our 2-year plan to tailor this national campaign to support our own efforts in Florida. We are currently in the process of collecting a roster of prominent Floridians willing to serve as spokespersons for our Florida campaign.

Respectfully Submitted,

Carol Cook
Advocacy Subcommittee Chair
Pinellas County School Board