

YOUR LEADERSHIP MATTERS



2021 - 2022
STATE OF THE ASSOCIATION



2021 - 2022

STATE OF THE ASSOCIATION

The Annual Report of the Florida School Boards Association
Vol. 7

A publication of the Florida School Boards Association (c) 2022
www.fsba.org

FLORIDA AT A GLANCE

FLORIDA STATISTICS

Students 2,833,179

Teachers 176,342

Public Schools 4,429

School Board Members 358



STATE BOARD OF EDUCATION

Chair – Tom Grady

Vice Chair – Ben Gibson

Monesia Brown

Esther Byrd

Grazie P. Christie

Ryan Petty

Joe York

STATE LEADERS

Governor Ron DeSantis

Lieutenant Governor Jeanette Nunez

Senate President Wilton Simpson

Pro Tempore Aaron Bean

Education Chair Joe Gruters

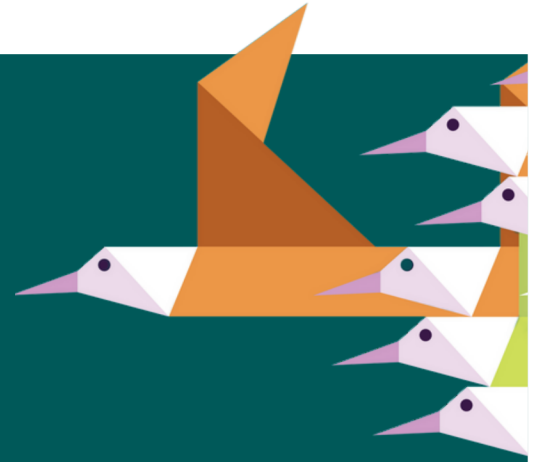
House Speaker Chris Sprowls

Pro Tempore Bryan Avila

Education Chair Chris Latvala



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EXECUTIVE SUMMARY

2021-2022 presented Florida School Board Members with difficulty after difficulty, challenge after challenge in emerging from a world pandemic. Over and over again, our School Boards demonstrated their unwavering commitment to students, families, and communities by responding to their ever-changing needs, evidence that Your Leadership Matters.

The worldwide pandemic that began with Covid-19 and continued with multiple variants invited the need for consistent flexibility in school districts with staff, students, and the community. School Boards were confronted daily during the year with the questions, "What, if anything, does it mean to return to normal? What is normal? Is there a new normal? Do we even want to go back to normal?" At the dais, School Boards discussed, debated, and analyzed these questions.

The outcome? School Boards led their districts in creating and supporting the structural changes necessary to meet the needs of their students.

For some families, the hybrid or more personalized instruction their children received during the height of Covid was the answer. Other parents wanted to "go back" as if nothing happened to the classrooms that were in place before March 2021. And still others found homeschooling to be the solution that best fit their family's needs. Boards across the state found ways to meet all these families' needs.

This was a year of extraordinary transition for public school districts across Florida and the nation, during which it became clear that the increased voice of families and their participation in decision-making at the local level was paramount to the success of students, schools, and school districts. School districts have always viewed parents and families as partners in student education; this increased voice was codified by the Florida legislature multiple times over the past two years in various versions of Parental Rights in Education laws and amendments and other legislatively-driven directives.

Providing guidance that School Board members across the state could and would rely on became FSBA's driving motive. While education issues polarized the nation, state, communities and even local school boards, the goal of FSBA remained clear: equip all School Board Members with the supports they need to make local decisions that are best for their communities.

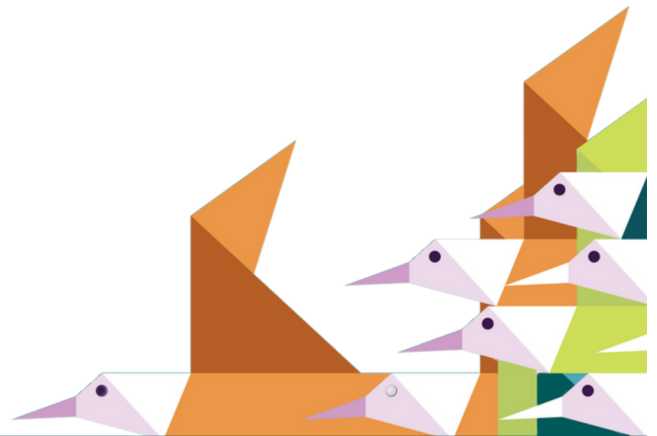
Local decision-making and nonpartisanship in Florida's public school districts was further affirmed by our Board of Directors' action to join with 22 other states to become a founding state in the Consortium of State School Boards Associations (COSSBA) at its official founding meeting in April. We are excited to be a part of molding a new national voice for public education working in consort with multiple states on national education issues.

FSBA's Board of Directors has laid a solid foundation for continued Association success by approving the **FSBA Strategic Plan 2021-2026**. In this plan, FSBA efforts will continue to focus on your leadership, advocacy, and the Association's sustainability. The many strategies contained in the plan will ensure that we will build upon the successes of 2021-2022 to continue to ensure that ALL Florida's students can, should, and will have a high-quality education.

That will happen. Because Your Leadership Matters.



Andrea Messina
FSBA Chief Executive Officer



Throughout this challenging year, the goal of FSBA remained clear: equip all school board members with the supports they need to make local decisions that are best for their communities.

Andrea Messina, FSBA CEO

PRESIDENT'S ADDRESS

As my year as FSBA President concludes, I reflect on my 6 years of membership in this amazing Association. During my first Joint Conference in December 2016, I remember feeling overwhelmed by the amount of information provided to me in trainings and breakout sessions. I remember my first FSBA Board of Directors' Leadership Development Meeting and being so impressed – by both the leadership on the Board and by the amazing staff that works so hard for our members. I remember wanting to be a part of that leadership so that I could support the work of our staff and serve all our members.

The training provided by FSBA is an invaluable resource to all members. Beyond the training, the Peer 2 Peer program provides mentors so that all members can benefit from the knowledge and wisdom of long serving school board members across the state. The networking opportunities allow us to learn best practices being implemented in districts across the state so that we can bring those best practices back to our own districts to benefit all students. FSBA's advocacy efforts have improved significantly, allowing school boards to effectuate positive legislative change in support of all students and staff. Our FSBA strategic plan has us poised to improve upon this excellent work so that there is no limit to what can be accomplished.

As we begin a new year together, it is important to remain focused on issues that actually impact public education and not be distracted by issues that can divide us. I encourage everyone in our Association to commit to and find the value in the following fundamental precepts:

- We are stronger together when we focus on issues of common importance and when we do not divide our membership by focusing on issues for which consensus cannot be reached.
- We are best served by positive advocacy rather than aggressive activism.
- Relationships built with each other are invaluable to the work we do. Positive support of each other is necessary to overcome politically charged working environments.
- A solution focused approach will allow us to proactively prosper and grow.
- A deep understanding of the trust placed in us by our communities will propel us to being good public servants.

It has truly been a privilege to serve as your president for the past year. As we move forward together, I invite you to remain focused on the families and communities we serve in all that we do.

All the best!



Chris Patricca, FSBA President 2021-2022



President Patricca welcomes attendees of the 2021 Annual Joint Conference.



President Patricca and Cathleen Morgan in the Senate gallery.



President Patricca is sworn in by Immediate Past President Jane Goodwin.



Relationships built with each other are invaluable to the work we do. Positive support of each other is necessary to overcome politically charged working environments.

Chris Patricca, Lee, FSBA President



FSBA MISSION



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 2021-2026 Strategic Plan, approved by the Board of Directors on June 9, 2021. The goals' strategies were approved by the Board of Directors on October 8, 2021.

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

MEMBERSHIP AND GOVERNANCE

The membership of the Florida School Boards Association is made up of Florida school board members, constitutional officers elected locally to four year terms. Membership is optional and representative governance within the Association is structured around membership. The 2021-2022 membership represented 65 of Florida's 67 school districts.

FSBA By-Laws and Policy govern day to day operations and procedural matters. An Executive Office of 5 members, elected by their peers, a board of 27 regionally elected directors, and the general membership drive policy changes, association positions, and vision with guidance and recommendations of 9 standing committees and ad hoc committees as needed.

BELIEF STATEMENTS OF THE ASSOCIATION

Members of the Florida School Boards Association share the following beliefs to guide the Association in its work with members, FSBA staff, and stakeholders.

The work of Florida School Boards Association will be representative, professional, collaborative, innovative, and impactful.

Representative

We will reinforce local decision-making and reflect diverse points of view.

Professional

We will model ethical leadership and exemplary stewardship.

Innovative

We will focus on forward-thinking, innovative solutions, opportunities and possibilities.

Collaborative

We will act with cohesion, transparency, and intentional engagement.

Impactful

We will strategically leverage initiatives, alliances and resources to produce measurable results.

*Policy 2015 approved by the Board of Directors, March 2021



Executive Officers join FSBA CEO, Andrea Messina in welcoming attendees to the 2022 Annual Summer Conference.

EXECUTIVE OFFICERS



Chris Patricca
Lee
President



Thomas Kennedy
Citrus
President-Elect



Wendy Atkinson
Charlotte
Vice President



Tina Certain
Alachua
Treasurer



Jane Goodwin
Sarasota
Immediate Past
President

ASSOCIATION STAFF

Full-time staff dedicated to your success!



Andrea Messina
Chief Executive Officer
Messina@fsba.org



Leslie Dunlap
Director of Finance &
Administration
Dunlap@fsba.org



Dr. Danielle Thomas
Director of Advocacy &
Legislative Services
Thomas@fsba.org



Tina Pinkoson
Director of Leadership
Services
Pinkoson@fsba.org



Patricia Peterson
Executive
Administrator
Peterson@fsba.org



Amie Williamson
Communications &
Conference Planning
Manager
Williamson@fsba.org



Carolyn Sanders
Member Services
Associate
Sanders@fsba.org



David Stephens
FSBIT
Executive Director
Dstephens@fsbit.net

FSBA LEADERSHIP



EXECUTIVE OFFICERS

PRESIDENT	Christine "Chris" Patricca, Lee
PRESIDENT-ELECT	Thomas Kennedy, Citrus
VICE PRESIDENT	Wendy Atkinson, Charlotte
TREASURER	Tina Certain, Alachua
IMMEDIATE PAST PRESIDENT	Jane Goodwin, Sarasota



BOARD OF DIRECTORS

DISTRICT 1 Dr. Steve Gallon, III, Miami-Dade
DISTRICT 2 Melissa Snively, Hillsborough
DISTRICT 3 Nora Rupert, Broward
DISTRICT 4 Marcia Andrews, Palm Beach
DISTRICT 5 Angie Gallo, Orange
DISTRICT 6 Lori Hershey, Duval
DISTRICT 7 Sarah Fortney, Polk
DISTRICT 8 Carol Cook, Pinellas
DISTRICT 9 Teresa "Terry" Castillo, Osceola
DISTRICT 10 Megan Harding, Pasco
DISTRICT 11 Katye Campbell, Brevard
DISTRICT 12 Debbie Jordan, Lee
DISTRICT 13 Jamie Haynes, Volusia
DISTRICT 14 Alan Justice, Holmes
DISTRICT 15 Elizabeth Hewey, Santa Rosa

DISTRICT 16 Dr. Jory Westberry, Collier
DISTRICT 17 Kelly Barrera, St. Johns
DISTRICT 18 Janice Kerekes, Clay
DISTRICT 19 Melonie Inzetta, Franklin
DISTRICT 20 Christie McElroy, Gilchrist
DISTRICT 21 Saul Speights, Hamilton
DISTRICT 22 Eric Cummings, Marion
DISTRICT 23 Claire Cornell, Hardee
DISTRICT 24 Steve Scott, Gadsden
DISTRICT 25 Debbie Hawley, St. Lucie
DISTRICT 26 Kim Amontree, Charlotte
DISTRICT 27 Virginia "Ginger" Bryant, Citrus

NATIONAL ORG REP Beverly Slough, St. Johns
NATIONAL ORG URBAN BOARDS REP Dr. Steve Gallon, III, Miami-Dade



COMMITTEE LEADERSHIP

FSBA's governance structure is in place to ensure FSBA MEMBERS lead the way.

ADVOCACY

Chair: Matt Susin, Brevard
Vice Chair: Tim Bryant, Okaloosa

FEDERAL RELATIONS

Chair: Bev Slough, St. Johns
Vice Chair: Kevin Adams, Escambia

FINANCE

Chair: Tina Certain, Alachua
Vice Chair: Li Roberts, Martin

LEADERSHIP SERVICES

Chair: Elizabeth Andersen, Duval
Vice Chair: Wei Uberschaer, Santa Rosa

LEGISLATIVE

Chair: Kim Amontree, Charlotte
Vice Chair: Terry Castillo, Osceola

EQUITY

Chair: Sarah Fortney, Polk
Vice Chair: Rev. James T. Golden,
Manatee

POLICY

Chair: Wendy Atkinson, Charlotte
Vice Chair: Linda Cuthbert, Volusia

LONG-RANGE PLANNING

Chair: Thomas Kennedy, Citrus

NOMINATING

Chair: Jane Goodwin, Sarasota

PAST PRESIDENTS

Chair: Jerry Taylor, Suwannee

2021-2022 EDUCATION FAST FACTS

- The statewide average teacher salary for all degree levels in 2020-2021 was \$51,266. This represents an increase of \$1,897 over the average teacher salary for 2019-2020. The average benefits package is valued at about 25% of salary.
- The Florida Constitution, as amended in 2002, sets class size limits on core curriculum classrooms with a limit of 18 students in Pre K-3 classrooms, a limit of 22 students in grade 4-8 classrooms, and a limit of 25 students in grade 9-12 classrooms. Florida's student-to-teacher ratio is lower than the national average, Florida still ranks 29th among the 50 states in average student-to-teacher ratio.
Based on 2021-2022 appropriations, this year Florida will spend an average of more than \$118,000,000 each school day to operate its public schools. Most of these dollars flow into the local economy and support local economic development.
- Florida has about 339,830 full-time public-school employees – including 204,449 full-time instructional staff and 121,198 support staff – making Florida's public school system one of the largest employers in the state and, often, the largest employer in each county. District and school administrators make up about 4.2% of all public-school employees.
- The 2021-2022 basic operating budget for K-12 public education – as provided through the Florida Education Finance Program – is more than \$22 billion. This provides an average of about \$7,795 per student. Florida ranks 44th among the 50 states in per pupil operating expenditures and is \$3,266 below the national average for per pupil expenditures.
- In 2021-2022, the Lottery provided nearly \$752,000,000 for K-12 public schools with \$582 million allocated for operating purposes and \$170 million allocated for capital purposes. The \$582 million allocated for operating purposes would be sufficient to operate public schools for about 5 days. Since 1990, the K-12 public schools share of total Lottery appropriations has declined from 75% to 36%.
- According to 2019 assessment results, 1,181 schools received an A (compared to 1,044 in 2018), 909 schools received a B (862 in 2018), 1,065 received a C (1,182 in 2018), 159 received a D (195 in 2018), and 14 received an F (34 in 2018). Of the 3,328 schools receiving a grade, 94% received a grade of A, B, or C. 2020 assessments were not given due to the COVID-19 pandemic. 2021 grades were optional for schools.
- There are more than 4,300 public schools in Florida, including elementary schools, middle schools, high schools, ESE centers, alternative schools, vocational/technical, and adult centers. Among the 50 states, Florida has the 2nd largest number of students assigned to each elementary school and exceeds the national average by nearly 200 students per school. Florida has the largest number of students assigned to each secondary school and exceeds the national average by 750 students per school.
- Florida has the 3rd largest public school system in the country, serving more than 2,912,887 students in the 2021-2022 school year.
The average cost (not including land purchase) to build a regular elementary school is about \$18 million, a regular middle school costs about \$27 million, and a regular high school costs about \$65 million.

Florida has the 3rd largest public school system in the country, serving more than 2,912,887 students in the 2021-2022 school year.



2022 Florida Teacher of the Year, Sarah Painter was a keynote speaker at the 2021 Annual Joint Conference.



Student panelists from the Florida Association of Student Councils shared what school board members should know during the student panel discussion at the 2021 Annual Joint Conference.

FINANCE

The **FSBA Strategic Plan 2021-26** Sustainability goal 3.3 tasks the Finance Department, in conjunction with the Finance Committee to: **“Examine, identify and implement the most appropriate revenue streams that support the Association's mission”**. The Finance Committee set out to accomplish this goal by first developing and approving a set of tactics which identified four areas of concentration. Those areas include: dues revenue structure, non-dues revenue structure, finance related policies, and current operations.

The committee began with a complete review of the current dues revenue structure which included the dues history back through 1980 as well as the completion of a revised dues structure that was put in place in 2017-2018. The approved dues structure 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 committee review of the current dues structure resulted in no recommendations for change.

The second tactic is a review of the non-dues revenue structure which includes association partners, sponsors, and other sources. The Finance Committee began this work in 2021-22 with a comprehensive review of the partner program including the current partners and will continue in the coming year with a review of the sponsor program and other sources.

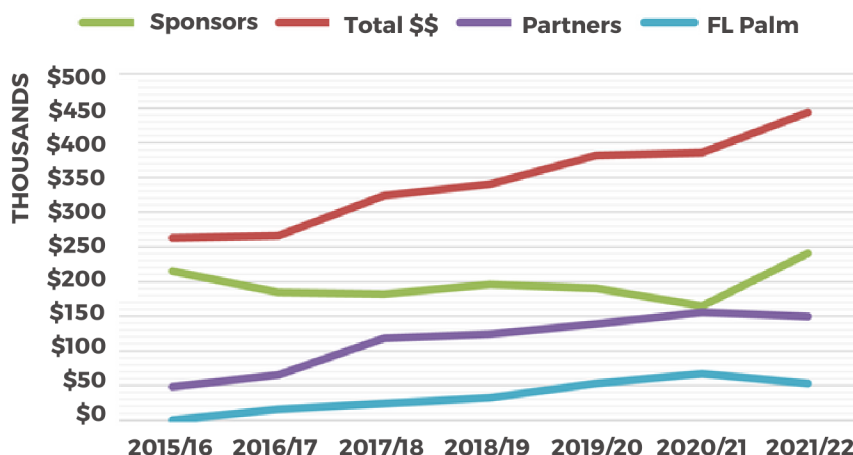
A comprehensive review of finance related policies is expected in the next year. However, as part of the dues revenue structure review, it was determined that **Article X - Dues** was in need of a nonrefundable clause. The Finance Committee drafted the proposed language, submitted to the Policy Committee and then on to the Board of Directors and General Membership for approval. The policy change was approved in 2021-2022 by the Board of Directors and will be on the General Membership agenda for approval in December 2022.

To highlight the valuable contributions of our partners and sponsors, it must be noted that non-dues revenue offsets our various meeting costs throughout the year. This offset allows the Association to keep registration fees at a minimum while continuing to bring members valuable content, exciting national level speakers, and networking opportunities.

With the exception of the severe pandemic years (2019-2020 and 2020-2021) we have managed to steadily increase the Association non-dues revenue (see Non-Dues Revenue graph to the right).

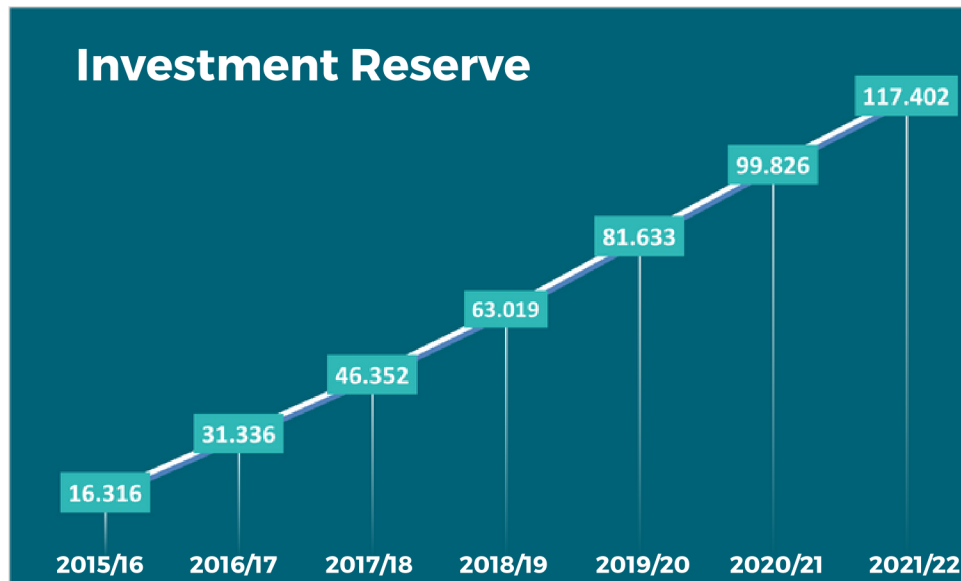
Of particular note in the current year is the increase in the sponsor component (green line in graph) of non-dues revenue. We have had an outpouring of support from various industries, particularly in the areas of safety, healthcare and remediation instructional programs.

Non-Dues Revenue

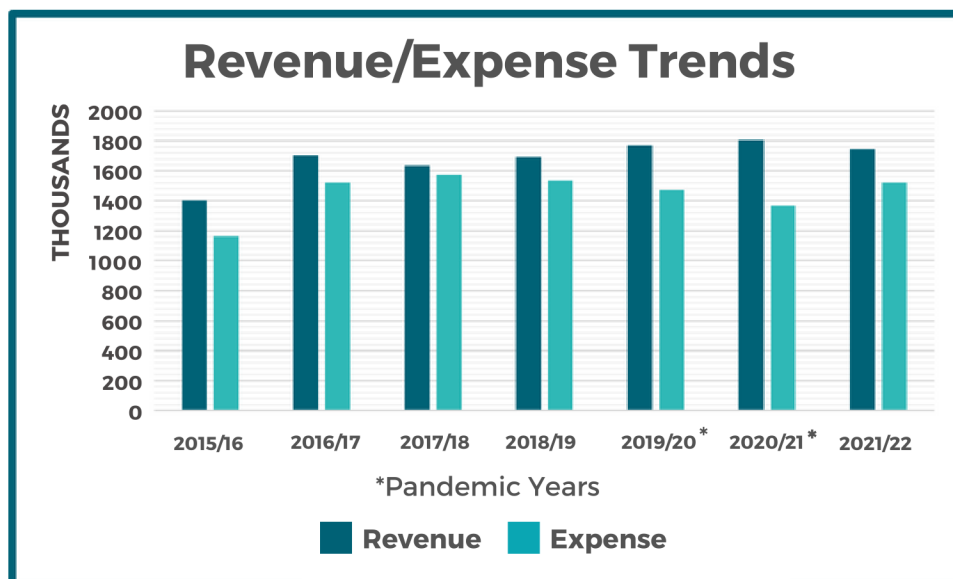


FSBA's valued sponsors and partners interact with FSBA members and district staff at the Annual Conferences.

In accordance with FSBA Policy 5012, **Reserves**, which was approved in 2015, the Association's reserves continue to increase, ensuring the Association's health and stability, without which we could not serve our members.



In examining revenues and expenditures, the Association has returned to pre-pandemic expense levels with all in-person conferences and events. The revenue vs. expenditure ratio continues on a positive trend, with only a minimal decrease in revenues and expected expense levels.



To begin to address Strategic Plan Goal 3.1 **Leverage current networking, education, information, and advocacy efforts through expansion of technology and other platforms to maximize service delivery**, the Finance department led the Association in its transition to use of Office 365 and other cloud-based platforms. During this fiscal year, staff transitioned to cloud-based email and the early phases of cloud-based document storage and sharing, which will be fully completed in the late summer of 2022.

Under goal 3.2 **Be the primary source of relevant information and services for school board members**, tactics include **Monitor and evaluate programs and services to drive future programming and engagement efforts**. Through a review and subsequent revision of three job descriptions, now, your Executive Administrator, Communications and Conference Planning Manager, and Director of Finance and Administration all have updated job descriptions and responsibilities, resulting in a streamlined workflow and more effective use of human capital.

SUPERINTENDENT SEARCH SERVICES

With this year's searches, FSBA has experience in leading over ninety-two (92) successful Superintendent Searches. We protect the best interests of the School Board while supporting and protecting the integrity of candidates. We have experience recruiting and working with in-state, out-of-state, minority, and non-traditional candidates.

Most importantly, we know your School Board members, your community, and Florida's education and legislative landscape. This is the secret sauce that helps us tailor the needs of each individual school district to help you find the right chief executive.

We personalize every executive search that we conduct. We have conducted searches that exceed a year in scope (elected to appointed, early retirement announcement) as well as searches that have been concluded in a matter of three months. We work with your School Board to identify your priorities, timeline, and goals.



THIS YEAR, WE HELPED TWO OF OUR LARGEST SCHOOL DISTRICTS FIND THEIR NEW INSTRUCTIONAL LEADERS



Kevin K. Hendrick, Superintendent,
Pinellas County Schools.

Kevin Hendrick thanked the Pinellas County School Board after their unanimous support of him to be the next Superintendent in Pinellas County.



Dr. Maria Vazquez, Superintendent,
Orange County Schools.

Dr. Maria Vazquez, on the morning after being unanimously chosen, strolled through the Orange County district office lobby-lined with cheering staff members.



I want to thank FSBA! This process has been seamless. I would recommend them to any other districts looking to hire a new Superintendent. It's been a smooth process!

Angie Gallo, Orange County School Board Member





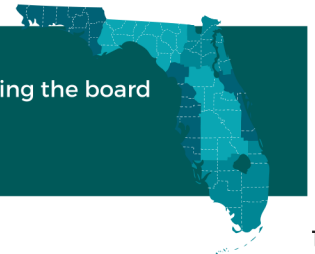
FSBA-LED FLORIDA SUPERINTENDENT SEARCHES FOR THE PAST 3 YEARS

District & Student Count	Applicants	States Represented	Dr. Degrees	Current Supt's	Community Panel Members	Search Timeframe
Volusia 61,602	37	14	22	7	25	July 2019 – Dec. 2019
Flagler 13,184	35	18	20	12	20	Sept. 2019 – March 2020
Sarasota 44,000+	34	14	18	10	25	Feb. – July 2020
Martin 18,495	45	21 + DC	33	5/12 former	27	October 2019 - October 2020
Escambia 40,500	27	15 + DC + Kuwait	20	2/6 former	22	April 2019 - Oct. 2020
Polk 101,120	51	24 + Canada	36 +1 Honorary	7/13 former	36	Aug. 2020 – July 2021
Pinellas 96,623	19	10 + Great Britain	15	6/4 former	N/A	Jan. – June 2022
Orange 206,246	15	7	9	5	15	March 2022 – June 2022



This process was phenomenal! It was very transparent and engaged all stakeholders. The amount of knowledge and organization that FSBA provided us was crucial in helping the board make decisions for our top applicants.

Eileen Long, Pinellas County School Board Member



ADVOCACY



YOUR LEADERSHIP LED TO LEGISLATIVE SUCCESS

STATE ADVOCACY

This year more than ever, our focus on advocacy was needed as we navigated several significant topics within education. We were able to provide information and expertise on a variety of topics while playing defense on some others. This legislative session saw the elimination of the FSA and a move to progress monitoring which will occur three times per year. While the current accountability system was unchanged, it will be paused for the 2022-23 school year as the new progress monitoring is implemented statewide.

As the legislation moved through the process, your leadership allowed us to collect data from many of our school districts including current progress monitoring practices, critical data needs, and implementation recommendations. This critical information was compiled and summarized into a white paper which was shared with the Department of Education and many legislators in meetings throughout the legislative session. This allowed us to keep students, teachers, and parents at the forefront of the decision-making process.

Another area that continues to be one of focus is teacher recruitment and retention. Through our advocacy efforts, we saw an increase in the Teacher Salary Increase Allocation (TSIA) of \$250 million. This will help to continue to raise teacher salaries across the state as Florida sees unprecedented teacher shortages. While we focused our advocacy on our platform items, we also defended challenges to partisan school board races and school board salaries.

Our members advocated against 12-year term limits, which unfortunately did pass, but successfully discussed with legislators the importance of keeping the focus of school board races on the education of our students and how salaries provide greater opportunities to have board members of diverse backgrounds and experiences.



FSBA Members met in Tallahassee for the Annual Day in the Legislature 2022.



Legislative Committee Chair, Kim Amontree led the Legislative Platform Meeting in September 2021.

FEDERAL ADVOCACY

Our Federal advocacy efforts aligned with the top priorities of the Office of Elementary and Secondary Education (OESE) including IDEA funding, mental health and safety programs and early learning. This was reiterated during our call in January with Deputy Assistant Secretary Ruth Ryder as well as other members of the USDOE OESE team. While Federal advocacy continued to look different than it has in years past, our members responded to the alerts to reach out to our representatives as legislation moved through the process. Our strength continues to be our voice to advocate for all students at both the state and federal levels. Your leadership helped move the needle in critical areas this year.



FSBA members met virtually with US Secretary of Education, Miguel Cardona in August 2021.

MEASURING OUR SUCCESS: ADVOCACY GOALS FOR 2022



LEGISLATIVE SESSION REPORT CARD

In 2022 FSBA saw significant financial gains in ALL our legislative platform priority areas: Mental Health, Accountability and Assessments, Funding, Workforce Education, and Teacher Retention.

- ✓ **1. Mental Health:** FSBA supports legislative efforts to increase funding to the mental health allocation to address the shortage of mental health staff and services provided in school districts. **+\$20 million has been allocated.**
- ✓ **2. Accountability and Assessments:** FSBA had significant conversations with key legislators and DOE staff to shape how progress monitoring will be implemented. Through these conversations, **our advocacy team impacted amendments to improve the final legislation.**
- ✓ **3. Funding:** FSBA supports legislative efforts to increase the BSA by at least 3%. The BSA was **increased by 4.9%. This results in a \$214.49 per student increase to the Base Student Allocation (BSA).**
- ✓ **4. Workforce education:** Technical colleges will receive an additional **\$18 million** for workforce education programs.
- ✓ **5. Recruit and retain qualified and talented staff:** **+\$250 million allocated** for the Teacher Salary Increase Allocation. A minimum **\$15/hr wage** for all school staff.

Legislative Session Review and Legislator Q&A:

One of our Advocacy goals in 2022 was to create more face-to-face opportunities so FSBA members could interact with state legislators. During the Annual Summer Conference, we hosted a legislative session review and legislator Q&A to discuss the new student assessment bill that passed in the 2022 legislative session. The panelists discussed the intent behind the legislation and how the addition of progress monitoring will benefit our students while ensuring districts continue to meet students' needs.



From left to right: Rep Chris Latvala, Dr. Danielle Thomas, Rep Rene Plasencia, Rep Fentrice Driskell, and Andrea Messina

FSBA ANNUAL DAY IN THE LEGISLATURE



Rep Christine Hunschofsky addressed attendees.



Citrus County School Board Members, Thomas Kennedy and Doug Dodd flank Rep Ralph Massulo.



Jacob Oliva, Senior Chancellor, Florida Department of Education answered questions of FSBA Members.



Rep Kristen Arrington and Osceola School Board Member Terry Castillo met to discuss legislative priorities.



ANNUAL DAY IN THE LEGISLATURE



FSBA Member Tweets



FLSchoolBoardsAssoc
@FLSchoolBoards

School Board Members Crystal Drake, Gloria Reese and Jean Prowant from Glades County School District are working hard in Tallahassee today! Great meeting with Representative Kaylee Tuck!



Barenborg4schools.com
@Barenborg4scho1

Great day in Tallahassee in meetings and at the FSBA 35th Annual Day in the Legislature! Thanks to @DanaTrabulsy for listening attentively today about education issues! @FLSchoolBoards



Tim Bryant
@bagboy801

Thank you @RAlexAndradeFL for taking time to meet with us today. We appreciate all you do! @OCSD1 @mdchambers25 @FLSchoolBoards @LindaEMc @DianeKelley2020 @KevinAdamsECSD1 @PattyHightower2



Deidra Dunnell
@DDunnell

Another valuable FSBA Annual Day In The Legislature complete and special thanks to Senator @LoranneAusley for a great visit !! Myself and fellow TCSB members have spent the past two days advocating for our students and district needs! #TCSD #TCSB #CBM #FSBA #FLLegislature



Elizabeth Andersen
@andersen4dcps

Thanks to our local Legislators that took the time to meet with us yesterday!

While there are issues that we may disagree on, I believe it's important to keep lines of communication open & the needs of our children & schools at the forefront of discussion.

@FLSchoolBoards



Caprice Edmond @CapriceEd... · 2/3/22
Thank you Florida School Boards Association for coordinating a very informative Day in the Legislature. I appreciate the opportunity to meet with other school board members and legislators.



LEADERSHIP SERVICES

The Leadership Services team, led by Director Tina Pinkoson, continues to work hard to support our school board members because **Your Leadership Matters!** The Consultant team consisting of Carol Cook, April Griffin, and Stacy Kirvin were joined by Paula Wright-Coles from Duval County in late 2021.

We are pleased to report we achieved many of the strategic goals, outlined in our strategic plan. We worked hard to intentionally develop leadership paths within FSBA. We increased networking and training, and expanded the discussion of important education issues. We added more online learning opportunities and provided training on effective advocacy. We also developed and promoted recognition and awards to encourage positive board action and to increase board influence beyond the boardroom.

Our team is comprised of seasoned contracted consultants, each having served on a Florida School Board and represent small, medium and large districts. In total, our team has the combined board service experience of 54 years. All members are either current Certified Board Members (CBMs) or have earned the Certified Board Member (CBM) designation in the past. Our consultants have served as chair of their board, have served in FSBA leadership positions and one is a Past-President of FSBA. Their experience and devotion to public education are critical to the development of effective school board members. This year they logged over 17,200 miles to provide support for our members.



The FSBA Leadership Services team: Paula Wright-Coles, April Griffin, Stacy Kirvin, Tina Pinkoson & Carol Cook



Kim Kirby, Tina Pinkoson, Russell Hughes, April Griffin & Jeri Michie at the Summer Conference.

Certified Board Member Program (CBM)

The Certified Board Member program continues to grow. 101 total School Board Members currently hold the Certified Board Member distinction. Through sharing the CBM logo with interested Certified Board Members, the Leadership Services team hopes members will add it to their email signature to increase awareness of the distinction. Individual training opportunities are abundant with our wide selection of webinars, Friday Live calls, Forums, and conferences.



Members who have earned their CBM distinction are permitted to add the FSBA CBM logo to their email signature. Email info@fsba.org if you would like the logo to be sent to you.



Stacy Kirvin facilitated **Meaningful Conversations with Small Districts** at the Annual Summer Conference.

To meet the needs and requests of board members at the Annual Summer Conference, advocacy training and special breakout sessions were created, so like-size districts could discuss topics of interest. These sessions catered to the unique needs of each district size and were facilitated by FSBA's Leadership Services Team.

Additionally, we offered a session at the Annual Joint Conference called **FSBA - We Want You**. In this session, we shared the different pathways to leadership within our association and showed members how to get involved.



This year we created special breakout sessions and customized trainings to meet the needs and requests of school board members.

Tina Pinkoson, FSBA Director of Leadership Services



Governance Team Training

Governance team training continues to be important to both board members and superintendents. To enhance the collective leadership skills of the governance team, the Leadership Services Team focused on meeting the specific needs of each district participating in Master Board. Recognizing how critical team training is and wanting to give the governance teams the recognition they deserved for completing this challenging training, Tina and her consultants made the decision to present each team their plaque in person. There are a total of 31 Master Boards.

In addition to the Master Board governance training, FSBA consultants provided team training for seven boards including extensive work with Lake Wales Charter schools.

Finance 2.0, Policy Governance and Bargaining 101 Forums were held during 2021-2022. The Forums continue to be a great way for new School Board Members to become familiar with the various aspects of their new role and experienced members use the Forums to brush up on their skills. Policy Governance and Bargaining 101 Forums were held in Kissimmee in September and attendance was at capacity. Finance 2.0, led by Gretchen Saunders and her team, was held in April at Mission Inn. The opportunity for board members to learn and network is a true benefit of the Forums.



“ The FSBA Finance 2.0 Forum has been one of the most helpful trainings I have received since being elected! The trainers are experts in their fields and present the topics in an incredibly engaging and interactive manner. As a bonus, the networking, mentoring and guidance I received from others in attendance and the FSBA team has already proven beneficial in other aspects of my role as a school board member!

Kelly Coker, Duval County School Board Member



Scott Ward, Assistant Superintendent of Business Services, Lake County School District helped attendees understand School Finance.



Gretchen Saunders, Chief Financial Officer, St. Johns County School District answers questions at Finance 2.0.



April Griffin presents Putnam County School District with their Master Board plaque.

“ Each session, there is something new to learn. This year's Finance 2.0 Forum gave me two new ideas that can bring in extra dollars to our district!

Asena Mott, DeSoto County School Board Member



PEER 2 PEER

The Leadership Services team is constantly evolving to bring members the best and most up-to-date training possible. To better meet the need of newly elected school board members, the mentor program was rebranded.

We were proud to introduce FSBA's **Peer 2 Peer program**. An added component to this program is the opportunity for new school board members from like-size districts and their peer advisors to participate in online webinars to discuss current issues they may face.



FSBA - AT YOUR SERVICE

Supporting School Board Support Staff

To further enhance the Association's value to school districts and understanding that knowledgeable district support staff are integral to the success of the school board, Carolyn Sanders and Tina Pinkoson developed a webinar series entitled, **At Your Service - Supporting School Board Support Staff**. Monthly webinars were held on various topics to ensure staff is well-informed, up to date, and comfortable with their role. Carolyn has also started a valuable Resource Center in BoardDocs to help guide district support staff.

COMMUNICATIONS & MEMBER ENGAGEMENT

Our communications team worked hard last year to provide consistent, meaningful, and increased value to our membership. While we continued to improve the effectiveness of our messaging, many steps were taken to meet the current goals set forth by our Strategic Plan. Here are some goals we met. We...

- Expanded online learning opportunities for new and seasoned School Board members
- Gathered and shared best practices via various communications channels
- Conducted needs assessment to identify helpful resources to provide FSBA members
- Increased outreach efforts to engage/re-engage members and member districts to connect them with FSBA staff, programs, and services
- Expanded and utilized networking opportunities for School Board support staff as a direct link to improve communication with School Board members

FSBA staff curated and shared School Board member best practices in our weekly newsletter, during our Friday Live Webinar Series and in person through a new conference session series. We created this session series in direct response to a need FSBA members shared in our event feedback surveys. Members wanted to spend more time with School Board members from around the state to network, share ideas and discuss common issues they faced throughout the year. We created spaces to allow for this desired collaboration and scheduled time in the agenda for networking and more informal discussion. We also responded when members from smaller districts requested more breakout sessions that address the unique needs of rural districts. **The majority of FSBA programming is planned according to the post-event member survey feedback we receive.**

Other goals we met include:

- Sharing stories and good news about Florida's schools and School Board members
- Utilizing multiple channels to offer valuable, easily digestible content to drive member engagement
- Identifying and maximizing strategic partnerships
- Assisting board members in navigating the complex media landscape

In addressing the last two points above, we were pleased to introduce a new strategic partner to assist members in navigating the complex media landscape and share valuable tools needed to strategically and successfully communicate the district's message.

NEW FSBA PARTNER: HENNES COMMUNICATIONS

Last year we introduced a new business partnership with Hennes Communications to provide issues management and strategic communications consulting services to public school districts throughout Florida facing sudden challenges to their reputations and operations.

Whether you are a small, rural district or a large district with a full communications department, Hennes Communications has an extensive track record of working closely with School Board Members, Superintendents, School PR professionals, and legal counsel in a cooperative framework with one goal in mind: **Helping you honestly communicate your story effectively to protect your district's reputation in the face of today's media and stakeholder demands for speed and transparency.**



SUPERINTENDENT INVESTIGATING:
Parents Complain About R-rated Movie Shown At School

'CHAOS' | Parents Opposed To Mask Mandates Shut Down School Board Meeting

PARENTS PROTEST OUTSIDE SCHOOL OVER BULLYING INVESTIGATION

Critical Race Theory Battles Are Driving Frustrated, Exhausted Educators Out Of Their Jobs

COUNTY RESIDENTS CLASH OVER EQUITY LESSON IN SECONDARY SCHOOLS

ALUM PETITIONS TO FIRE TEACHER OVER CONTROVERSIAL QUIZ QUESTION

SCHOOL SYSTEM PULLS 2 BOOKS WITH GRAPHIC SEX FROM LIBRARIES

HENNES COMMUNICATIONS
www.crisiscommunications.com

“Hennes Communications offers smart strategic communication counsel to help our districts deal with a breaking crisis situation quickly and effectively.”
Andrea Messina, FSBA CEO

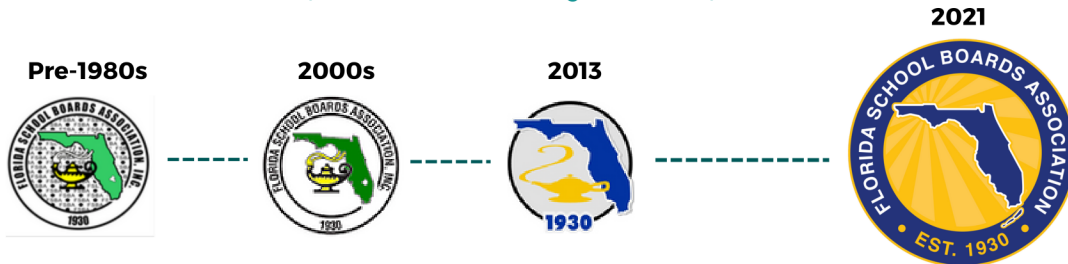
REBRANDING FSBA

Perhaps the most visible change we saw from the communications team was the new branding of our association. We upgraded and refreshed our logo, redesigned our newsletter, all social media channels, letterhead, all printed collateral, signage, business cards and presentations.

Our team worked hard to improve the look and feel of our brand to **better highlight and honor the rich tradition and heritage of our 92-year old association.**

FSBA THROUGH THE YEARS

(The dates below are rough estimates.)



ANNUAL CONFERENCES & NETWORKING

2021 BOARD OF DIRECTORS' LEADERSHIP DEVELOPMENT TRAINING AND MEETING



FSBA/FADSS ANNUAL JOINT CONFERENCE 2021



FSBA/FADSS ANNUAL SUMMER CONFERENCE 2022



A NATIONAL IMPACT

On April 10, 2022, FSBA, along with 21 other founding school boards associations, signed a resolution to officially form the Consortium of State School Boards Associations (COSSBA). Representing FSBA at the Founding Meeting was Beverly Slough (St. Johns) who was appointed by the FSBA Board of Directors to serve in this role, and your CEO, Andrea Messina.

COSSBA is a voluntary, non-partisan, national alliance of state school boards associations. COSSBA believes that the governance of public schools by highly effective locally accountable public school boards is critical for the advancement and success of public education throughout the United States. COSSBA strives to provide member-focused information that is powered by collaboration and driven by shared commitment, shared resources, and shared responsibility.

It is a consortium, founded by state school boards associations, to support, promote, and strengthen each other as we serve our local school districts and board members, so they can provide excellence in local school board governance resulting in access to high quality educational opportunities for ALL students across the nation.

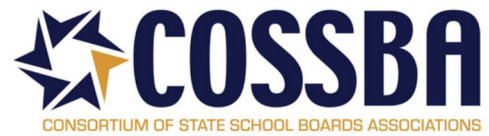
The signing of the resolution was an important step in formalizing the organization and allows the transitional governing body to move forward with full development of relevant programming and events through shared resources, federal advocacy, and alliance groups.

Planning is underway for a full complement of training and networking opportunities which will enhance the effectiveness of COSSBA's work through training, peer-to-peer information sharing, and interactively engaging around the issues that directly impact boards' ability to govern, set policy, and improve educational outcomes.

There is still much work underway that will require the collaboration and talents of each member association. The willingness of members to share resources and work together to build and fortify this Consortium has been refreshing as we strive to find common ground and to build effective coalitions.

The 22 founding state school boards associations recognize that what lies ahead must be met with the understanding that the challenges faced by today's students are not bound by geography, race, class, or socioeconomic status. Overcoming these challenges and empowering students to excel in any environment requires moving forward in a way that is focused and responsive, transparent, and efficient, reflective and relevant, representative and accountable, and unified. This is the path that COSSBA has chosen and the one that COSSBA believes will lead to the advancement and success of public school education for all students in the United States.

As the Consortium continues to evolve, updates and information about conferences, professional development events, advocacy, services, and resources, will be added to the website at www.cossba.org and shared in weekly FSBA newsletters.



Bev Slough (St. Johns) and Andrea Messina sign COSSBA's Founding Proclamation.



Andrea Messina facilitated the first COSSBA business meeting held in Raleigh, NC.



Founding Members of the 22-state consortium gathered for a Founders' photo.



Bev Slough (St. Johns) speaks for FSBA at the signing ceremony.



We are excited to embark on this collaboration and are confident that our members will benefit from this affiliation.

Andrea Messina, FSBA CEO

RECOGNITION

2022 LEGISLATORS OF THE YEAR



“ We are proud to recognize Senator Broxson and Representative Hunschofsky for their steadfast efforts to ensure that every student in Florida receives a high-quality education. It is especially important to recognize their commitment to increased funding for public education to historic levels. This increased funding comes at a critical time as public schools work to accelerate student achievement following the education disruption caused by the pandemic.

Kim Amontree, Charlotte County School Board Member and FSBA Legislative Subcommittee Chair

**Senator Doug Broxson (R-1)
Representative Christine Hunschofsky (D-96)**

2022 FSBA PRESIDENT'S AWARD



“ This year's recipient of the FSBA President's Award showed incredible selflessness in giving up an opportunity to shine on a national stage. When FSBA made the difficult decision to discontinue membership in the National School Boards Association, Dr. Steve Gallon III was the President of CUBE, NSBA's Council of Urban Boards of Education. Although he knew the decision would affect him personally, Dr. Gallon led the discussion and the action that resulted in the decision to discontinue FSBA's membership in NSBA. Even knowing that he would give up a position of prominence nationally, Steve put integrity first by helping the FSBA membership understand we could not be part of an organization that did not live up to the highest standards.

Chris Patricca, FSBA President

Dr. Steve Gallon III, Miami-Dade School Board Member

2022 FRIEND OF EDUCATION AWARD



“ As a former high school social studies teacher and track coach, Representative Rene “Coach P” Plasencia has always been an advocate for public schools and the students who attend them. He served on multiple education committees and worked diligently on HB 1193 (SB 1048) which will bring changes to student assessments by eliminating the FSA and instead implements progress monitoring statewide. In addition, Representative Plasencia brought attention to the struggles of students who are speakers of other languages by filing Native Language Assessments in Public Schools, advocating for students for whom English isn't their first language to be able to take assessments in their native languages.

Dr. Danielle Thomas, FSBA Director of Advocacy & Legislative Services

Representative Rene “Coach P” Plasencia

PAST PRESIDENTS



A LEGACY OF LEADERSHIP



2021	Chris Patricca, Lee	1994	Joyce Hobson, Martin
2020	Jane Goodwin, Sarasota	1993	Sharon Hartsell, St. Johns
2019	Tim Weisheyer, Osceola	1992	Janice Mee, Sarasota
2018	Jerry Taylor, Suwannee	1991	Barbara Wallace, Lee
2017	April M. Griffin, Alachua	1990	Dr. Bill Gene Smith, Highlands
2016	Tim Harris, Polk	1989	Jan Cummings, Broward
2015	Caroline Zucker, Sarasota	1988	Judy Cross, Hendry
2014	Patty Hightower, Escambia*	1987	Charles Chestnut, III, Alachua
2014	Karen Disney-Brombach, Indian River*	1986	Barbara Moore, Okaloosa
2013	Patty Hightower, Escambia	1985	Holmes Braddock, Miami-Dade
2012	Joie Cadle, Orange	1984	Carol Hyde, Gilchrist
2011	Lee Swift, Charlotte	1983	Susan Pell, Palm Beach*
2010	Candace Lankford, Volusia	1983	James Westberry, Jr., DeSoto*
2009	Georgia "Joy" Bowen, Leon	1982	Billie Jean Reynolds, Okeechobee*
2008	Beverly Slough, St. Johns	1982	Susan Pell, Palm Beach*
2007	Jeanne Dozier, Lee	1981	Bob Howe, Alachua
2006	Sue Hershey, Martin	1980	Ethel Kennedy Lyons, Orange
2005	Dr. Jack Lamb, Hillsborough	1979	Joe Idlette, Indian River
2004	Tom Greer, Osceola	1978	Deane Bozeman, Bay
2003	Andy Griffiths, Monroe	1977	Dr. Pete Everett, Leon
2002	Judy Conte, Volusia	1976	Ethel Beckham, Miami-Dade
2001	Barbara Sharpe, Alachua	1975	Allan Keeth, Seminole
2000	Jane Gallucci, Pinellas	1974	Rayma Page, Lee
1999	Patricia Riley, Lee	1973	Pete Gindl, Escambia
1998	Bill Graham, Palm Beach	1972	George Miller, Jr., Putnam
1997	Andrea Whiteley, Polk	1971	Broward Davis, Leon
1996	Linda Sutherland, Orange		
1995	Margaret Sirianni, Lee		

*Denotes half-term served



Florida School Boards Association

203 S. Monroe Street Tallahassee, FL 32301 | 850.414.2578 | www.fsba.org

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