

Florida School



Boards Association

STATE OF THE ASSOCIATION

MAKING STRIDES FOR PUBLIC EDUCATION

2016-17
ANNUAL REPORT
VOL. 2

ABOUT FSBA

THE FLORIDA SCHOOL BOARDS ASSOCIATION



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
- 64 of 67 Florida school districts represented

LEADERSHIP

- FSBA General Membership elects **5 Executive Officers** and a geographically-balanced **Board of 27 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 Officers during the Joint Association meeting with Florida League of Cities & Association of Counties



FSBA Board of Directors' Leadership Development Training at LegoLand Florida

PRESIDENT'S ADDRESS

2016-17 PRESIDENT TIM HARRIS



I am proud to say that the past year continued the growth and adaptation of our association. Florida's public schools served over 2,807,900 students in the 2016-17 school year, an increase of over 36,000. Although many battles continued over equitable funding, local control, and the expansion of vouchers and educational options outside of traditional public schools, our members and districts continued to remain focused on what matters most: Florida's students, communities, and ensuring high quality public education opportunities.

I know that the training, services, and network of peers provided to me by FSBA were extremely helpful in navigating this year's challenges. It is these resources and more that will allow us to continue to fight for Florida's students as one voice. Please take the time to share in our successes highlighted within this report, and I hope that together, we can continue to make strides for public education in Florida. It has been an honor to serve as your President.

Sincerely,

Tim Harris
Polk County

2016-17 EXECUTIVE OFFICERS

- **President** - Tim Harris, Polk
- **President-Elect** - April M. Griffin, Alachua
- **Vice President** - Jerry Taylor, Suwannee
- **Treasurer** - Nora Rupert, Broward
- **Immediate Past President** - Caroline Zucker, Sarasota



FSBA Board of Directors' Meeting in Tallahassee

2016-17 COMMITTEE CHAIRS

- **Advocacy** - Jane Goodwin, Sarasota
- **Federal Relations** - Beverly Slough, St. Johns
- **Finance** - Nora Rupert, Broward
- **Legislative** - Carol Cook, Pinellas
- **Long Range Planning** - April M. Griffin, Alachua
- **Multicultural & Diversity** - Paula Wright, Duval
- **Nominating** - Caroline Zucker, Sarasota
- **Past Presidents' Council** - Patty Hightower, Escambia
- **Professional Development** - Chris Cowart, Levy
- **Policy** - Jerry Taylor, Suwannee



FSBA President Harris and President-Elect Griffin, representing Florida at NSBA

2015-16 VISION

SETTING MEASURABLE GOALS TO KEEP MOMENTUM



VISION SET FOR THE YEAR

At the close of 2015-16, Executive Director Andrea Messina set forth a vision for progress in the coming year. That vision was directly aligned to the **FSBA 2020 Strategic Plan** and the continued goal of providing the best services and resources for our membership.

NOTABLE ACHIEVEMENTS

Based on the Association's progress toward the vision set forth below, this report will highlight the many achievements over the past year.

2016-17 GOALS

- **Welcome** & support approximately 50 new school board members
- **Begin** a new cycle of school board member training and recognition
- **Strengthen** our relationships with Florida legislators and expand our local advocacy network and support programs
- **Continue** to advocate for public education and the local control of Florida's school districts
- **Enhance** networking and communication efforts to actively and intentionally engage all members
- **Grow** the association's financial health and stability



Newly-elected members prepared for New School Board Member Academy in Tallahassee



Members gather during the Annual Day in the Legislature

EXECUTIVE SUMMARY

EXECUTIVE DIRECTOR ANDREA MESSINA



As we continue to make progress toward our **FSBA 2020 Strategic Plan**, its three guiding planks: leadership, advocacy, and organizational sustainability, have served us well.

This year, we welcomed a diverse, energetic, and excited group of 66 newly elected School Board members. This launched a full cycle of training and recognition activities with attendance and participation at historic highs.

With an eye on actively and intentionally engaging all members, we continued our relationship-honing efforts with our legislative and executive branch officials, expanded our advocacy efforts and partners, built stronger and deeper partner alliances, and enhanced both internal and external networking and communication activities. As a result, the health and stability of the Association was strengthened.

As 2017-2018 President April M. Griffin (Alachua) will be challenging all members and staff to look at things differently, staff will be challenged to continue to provide membership value to Florida's Constitutionally-elected school board members.

IN 2017-18, FSBA WILL

- **Provide** consistent, meaningful, and increased value to membership
- **Train** School Board members elected in 2016 to make an immediate and significant impact on their board
- **Leverage** our political capital to impact legislation that supports more local control and flexibility in governance
- **Articulate** our priorities and messages, both internally and externally
- **Expand** our network of shared-goal alliances
- **Bolster** the Association's financial and organizational health.

As Florida's public education system continues to evolve and transform, FSBA's members will be at the forefront, continuing to offer solutions to the most challenging problems and protecting a high-quality education for all students.



NSBA Advocacy Institute-- meetings on the Washington D.C. Hill



Carol Cook (Pinellas) leads the Legislative Committee meeting during the Annual Summer Conference

FINANCE & BUDGET

GROWING THE ASSOCIATION'S FINANCIAL
HEALTH & STABILITY



LESLIE DUNLAP
DIRECTOR FINANCE & ADMINISTRATION

As in all sectors of FSBA services, the Finance Department's goals and vision are dictated by the **FSBA 2020 Strategic Plan** and the guidance of the Executive Officers and Finance Committee membership.

A key element of that vision was to continue exploring and expanding non-dues revenue. In addition to continuously auditing office practice and procedure for efficiency and cost-savings, FSBA has indeed begun to meet not only that element, but many others within the Association financial goals.

REVENUE & EXPENDITURE

FSBA has a strong history of maintaining responsible financial management, as evidenced by the ratio of revenue to expenditures (see **Figure 1**).

For the tenth straight year, the Association honored district's financial obstacles inherent through state funding and recommended no increase to member dues. This recommendation was voted on favorably by both the Board of Directors and General Membership. That same dues structure was called on to have an Ad Hoc Committee focus to determine the most equitable distribution of costs for all districts. The committee involved past presidents, member volunteers, and some outside assistance from the National Champion Bucholz High School Mu Alpha Theta team. The committee will continue working to develop the best solution for a new dues structure.

FSBA continued to restructure staff to reflect the goals and vision of the strategic plan. This involved the reallocation of duties and responsibilities, minimizing outside contract obligations, as well as several other strategies.

SUPERINTENDENT SEARCHES

This year, FSBA continued to support School Boards in their goal to best serve their students and communities by offering consultation and guidance upon Superintendent vacancies. In addition to completing the searches for St. Johns and Sarasota counties (the number 1 and 3 ranked districts in the state, respectively) the FSBA Superintendent Search Team also led searches in Alachua and Flagler. This service brings districts a framework and experienced sounding board that encourages community engagement and helps to recruit the nation's top candidates to lead Florida school districts. FSBA is proud to have consulted with these 4 districts to identify and cement their top education leader in place.* Combined data for searches completed in 2016 & 2017 is provided above (see **Figure 2**).

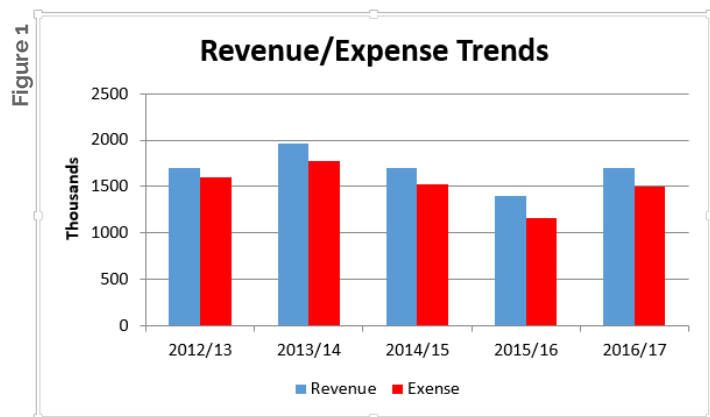


Figure 2

SUPERINTENDENT SEARCHES*



PARTNERSHIPS

FSBIT CONTINUES TO GROW

The Florida School Boards Insurance Trust (FSBIT) grew once again in 2016-17 expanding the property value insured by over \$64 million for their pooled insurance program that was established by FSBA in 1981. By continuing to grow membership, this ensures that FSBIT carry out its purpose: to self-insure the property casualty exposures of Florida School Districts.



DAVE STEPHENS
FSBIT EXECUTIVE DIRECTOR

LONG-TERM PARTNERS

In 2016-17 FSBA continued to expand non-dues revenue sources and connect members and districts with top-quality, reliable products and cost-saving opportunities. In addition to exclusive member and district benefits, partnerships such as the long-term relationships with Neola and BoardDocs enable FSBA to provide the best services and networking events to members, year in and year out..

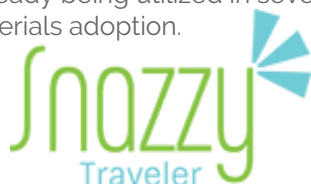
Whether it is through providing free webinars to maximize services, or policy assistance to meet new mandates, FSBA's trusted relationships with Neola and BoardDocs benefit member districts statewide.



NEW PARTNERS - NEW BENEFITS

Two partnerships that began their roots in 2015-16 continued to blossom this past year. More and more districts began to realize the benefits of **Snazzy Traveler**, FSBA's free member benefit for travel savings. After experiencing average savings of 25% or more on rental cars, hotel stays, and destination activities, School Boards began signing on to offer this benefit to all district employees for free.

Another partnership that expanded in 2016-17 was **EdCredible K12, or "EdCred."** EdCred began their partnership with FSBA by providing K12 product rating and review venues by Florida educators for Florida educators, with a goal of bringing transparency to district purchasing. After observing Florida's education landscape and understanding current issues, EdCred announced the launch of their newest product: EdValuate. This tool could not have come at a more appropriate time to address concerns and new legislation related to the instructional materials adoption process. Offering an electronic platform for feedback and review, EdValuate is already being utilized in several Florida districts to encourage community involvement and accuracy in materials adoption.



LEADERSHIP SERVICES

INCREASING STUDENT ACHIEVEMENT THROUGH BOARD DEVELOPMENT



TINA PINKOSON
DIRECTOR
LEADERSHIP SERVICES

Formerly known as the Professional Development department, FSBA Leadership Services made great strides in 2016-17. The association welcomed over 60 new School Board members, launched a new cycle of **Master Board**, and **Certified Board Member Programs**, and inducted the first class of its new distinction, **Emerging Leaders**.

The **2017-2018 Master Board "A Recipe for Success"** Governance Team Training launched this spring. Over 30 districts elected to participate, taking FSBA's Leadership Services team on the road all across the state to work with School Boards and Superintendents.

BY THE NUMBERS

Leadership Services provides a network for School Board members to learn from and with their peers. In the ever-changing education climate, this is essential to continuous improvement for Florida's students and school districts. Director Tina Pinkoson, along with FSBA consultants Kelly Owens and Carol Cook, make those opportunities possible and available to all members throughout the year. The department also added Stacy Kirvin (Franklin) to the team as a Facilitator-trainee.

PARTICIPATION

- **245** Ethics Training participants
- **65%** of Florida's newly elected School Board members attended New School Board Member Academy
- **34** veteran members volunteered to mentor new School board members

HONING THEIR CRAFT

Many members make the effort to maintain training and continuously hone the craft of leadership. 2016-17 saw record highs for the attainment of distinctions.

- **22** Emerging Leaders (new distinction for members elected 2016 and beyond) awarded
- **17** Certified Board Members (CBM) recognized
- **30+** Governance teams working towards the Master Board distinction



Members working hard at the CBM School Finance Forum



Escambia Board members and Superintendent receiving Master Board distinction.

LEADERSHIP SERVICES

"Participation is voluntary, so completion of programs and recognition through earning a distinction is evidence of a board member's commitment to their community." -Executive Director Andrea Messina



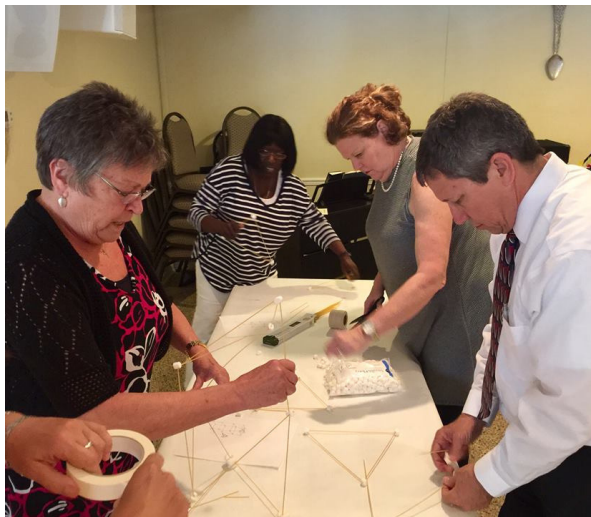
GOVERNANCE MODEL

FSBA Leadership Development training is designed to strengthen the leadership team's ability to work effectively, efficiently, and collectively while maintaining a student focus on student achievement through these five components: **vision, policy, accountability, community leadership, and relationships.**

Understanding the importance of giving School Board members exposure to these pillars of leadership while considering the demands and responsibilities of being a public servant, the Professional Development committee made strides to simplify the FSBA training model. With no effects to the rigor of FSBA's training, the committee was able to condense the once 12 categories of points into 3: **Advocacy, Knowledge, and Leadership.** Tina Pinkoson and her team were honored to present the FSBA Leadership Development programs to their peers at the national conference, and have begun assisting other statewide associations in developing similar programs.

In addition, for the first time, members are now provided with on-demand access to view certification points and training history through their eMbr profile.

Leadership Services team also worked diligently to provide training, not only regionally, but in several additional locations to ensure the utmost flexibility and convenience to meet member needs.



Putnam County governance team during Master Board exercises

Member Services Associate Carolyn Sanders has many roles, including assisting members in navigating FSBA leadership development programs. FSBA support staff plays a major role in continuously gauging feedback to provide beneficial services to members. Staff and leadership will continue to leverage that feedback to offer the most robust, individualized, targeted, and enjoyable training opportunities to all members and member districts.



CAROLYN SANDERS
MEMBER SERVICES ASSOCIATE
LEADERSHIP SUPPORT

ADVOCACY SERVICES

FOR PUBLIC EDUCATION & LOCAL CONTROL OF
FLORIDA'S SCHOOL DISTRICTS



RUTH MELTON
DIRECTOR
ADVOCACY SERVICES

With distinct goals to expand advocacy networks, strengthen relationships with Florida legislators, and shape advocacy services to meet member needs, **the association experienced measurable growth and success this past year.**

Perhaps the biggest achievement of FSBA and partners' advocacy efforts was Governor Rick Scott's veto of the Florida Education Finance Program (FEFP) which resulted in Special Session 2017A and an ultimate increase of \$100 per student.

FSBA had a presence both statewide and federally through increased lobbying efforts, advocating on Capitol Hill, leading a statewide ESSA Task-force, launching the Session Spotlight Blog, and in collaborating with the Florida League of Cities and Florida Association of Counties.

AT THE CAPITOL

The Advocacy Services team worked tirelessly to provide timely and frequent communications and resources to members during Legislative Committee Weeks, Regular and Special Sessions. FSBA staff, Legislative Committee members, and Executive Officers spent many days at the Capitol attending committee meetings, live-tweeting updates to membership and followers, and meeting with legislators, staff, and stakeholders to discuss major issues.

FSBA also offered several new resources to assist members in advocating for their communities.

NEW RESOURCES

FSBA Session Spotlight Blog

- Offered daily with updated schedules, committee progress, summaries, and more. Archived on the FSBA website for ease of access and sharing capability.

FSBA Capitol Tour Video

- Produced in-house by FSBA Communications, this video takes members on a virtual tour of some of the most important parts of Florida's Capitol building to help them prepare for trips to Tallahassee.

Weekly Conference Calls

- The Legislative and Advocacy committees convened weekly during Session to discuss major issues and suggested action.



FSBA members stand with Florida leaders to announce assessment reform bills



FSBA members in the Senate Gallery just before being recognized from the floor

ADVOCACY SERVICES

"Our lives begin to end the day we become silent about things that matter."

-Martin Luther King, Jr.

ADVOCACY IN ACTION

As a long time force in advocacy for public education, FSBA's staff worked to continue rebuilding relationships with Florida legislators and expanding our advocacy network. FSBA continued to work closely with the network of **Florida Education Legislative Liaisons** to assist in crafting policy language and in articulating legislative priorities with members of the **Legislative and Executive branches**.

Over 130 School Board members attended this year's Day in the Legislature and 13 Florida legislators and State Board of Education member Andy Tuck attended the member breakfast to address attendees.

The Association also led the charge in the continued work of the **Florida ESSA Taskforce** to convene and submit feedback for state implementation of the federal Every Student Succeeds Act.

Advocating for Florida's students did not end in Tallahassee. FSBA's Executive Officers and other members attended the NSBA Advocacy Institute in Washington, D.C. There, members met with Florida delegations to discuss Florida's public school districts' many offerings of school choice.



PATRICIA PETERSON
MEMBER SERVICES SPECIALIST
ADVOCACY SUPPORT



FSBA leaders meet with Congressman Yoho in D.C.



Sarasota Board Members with Rep. Alex Miller

As in all departments, staff support is a key element to the success of Advocacy Services. In addition to her many roles, Member Services Specialist Patricia Peterson assists with the coordination of the FSBA Annual Day in the Legislature.

SESSION STATISTICS

85+ page Session Summary

50+ Daily Summaries

9 Weekly Videos

6 Session Summary Workshops



850+ Tweets
during Session



8 Legislative Alerts



6 Calls to Action



4 Letters of Concern/ Veto Requests

MEMBER COMMUNICATIONS

ENHANCING COMMUNICATION TO ACTIVELY ENGAGE ALL MEMBERS



BILLIEANNE GAY
MANAGER
MEMBER COMMUNICATIONS

In year two of having a full-time Communications Manager, FSBA continued to make progress toward many strategic goals. Based on the concept that communication must be both timely and relevant, FSBA Communications continued to build processes and procedures to solidify branding and to improve the quality of member communications.

In addition, the Association has continued to expand their network with the Legislature, Press Corps, Lobby Corps, and through social media, thus increasing exposure and continuing to be an authority on education issues in Florida.

ENGAGING MEMBERS

Building on progress from 2015-16, FSBA continued to produce and provide new resources and targeted marketing materials to engage members and encourage involvement. In addition to engaging members through marketing and resources, the Association increased reach on social media by posting engaging content such as custom graphics and videos.

Members and the education community also made an effort to rate FSBA on Facebook, increasing rating metrics that were damaged from a targeted opposition campaign in 2014 and 2015.

LIVE & TIMELY UPDATES

A major effort was devoted to providing timely, relevant resources to members. This was accomplished by interdepartmental support systems and collaboration, and by offering live Tweeting during Legislative Committees, State Board Meetings and Session. Members also, for the first time, were able to log in to view and edit their member profiles, view professional development points, and access an electronic (and printable) version of the FSBA Member Directory.

These additions were met with an outpour of positive feedback and member and community engagement, thus spreading the news of many great accomplishments of Florida's public schools and efforts of FSBA members.



Board of Directors' Training "Know Before You Go" marketing materials



Beverly Slough (St. Johns) retweets committee updates during the Board of Directors meeting at the June 2017 Annual Conference

STATISTICS



+117 Page Likes
+42%



+475 Followers
+99%



1250+ Views

MEMBER SERVICES

"The art of communication is the language of leadership."
-James Humes



December 2016 Joint Conference marketing materials



FSBA's Florida Capitol Building virtual tour

ENGAGEMENT EFFORTS

- **Monthly eNewsletters** to promote district successes, announce upcoming meetings and cost-saving opportunities for districts, and to provide updates on issues affecting School Board Members
- **Branded Marketing Materials** to provide the most information about upcoming events while generating excitement and engagement.
- **Member Feedback Loops & Surveys** used to fulfill the promise to best identify and serve all member needs.
- **New Video Resources** to engage and assist members through tutorials, virtual tours, and to provide a face-to-face feel for legislative updates, brought right to members' offices.

Listed above are some of many member engagement efforts utilized in 2016-17. One of the many benefits of being a member of FSBA is the affiliation with the National School Boards Association (NSBA). FSBA members, leaders, and staff often participated in NSBA training and networking events. The NSBA COSBAC group for state communicators provided a rich resource of communications professionals around the country who continuously develop member engagement methods and share ideas.

By specializing communications efforts and making data driven decisions to utilize the most effective methods and distribution times, more members were able to receive and engage with more information. This resulted in more feedback, interaction, and participation in events, offerings, and committee membership. The outreach of FSBA Communications also established and solidified a stronger media presence. FSBA stories were featured in political blogs such as the **SunBurn** and **Take-a-ways from Tallahassee**, Executive Director Andrea Messina appeared on the **Tampa Bay Times Gradebook podcast**, and the Association had several events covered by statewide news outlets.

BOARD OF DIRECTORS

2016 - 17

- **District 1** - Bill Slayton, Escambia
- **District 2** - Becki Couch, Duval
- **District 3** - Dr. Lawrence "Larry" Feldman, Miami-Dade
- **District 4** - Shirley Owens, Holmes
- **District 5** - Beverly Slough, St. Johns
- **District 6** - Mike Pressley, Glades
- **District 7** - Hazel Sellers, Polk
- **District 8** - Janice Kerekes, Clay
- **District 9** - Billy Quinn, Jr., Gulf
- **District 10** - Susan Valdes, Hillsborough
- **District 11** - Christine Moore, Orange
- **District 12** - Carol Cook, Pinellas
- **District 13** - Ed daSilva, Suwannee
- **District 14** - Christopher Cowart, Levy
- **District 15** - Dave "Watchdog" Miner, Manatee
- **District 16** - David Williams, Sumter
- **District 17** - Ann Murray, Broward
- **District 18** - Charles "Chuck" Shaw, Palm Beach
- **District 19** - Andy Ziegler, Brevard
- **District 20** - Maggie Lewis-Butler, Leon
- **District 21** - Jan Shoop, Highlands
- **District 22** - Tim Weisheyer, Osceola
- **District 23** - Angie Boynton, Marion
- **District 24** - Lee Swift, Charlotte
- **District 25** - vacant
- **District 26** - Pam LaRiviere, Lee
- **District 27** - Ida Wright, Volusia

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This is a production of the Florida School Boards Association.
The FSBA Annual Report is available electronically and by request.

Florida School



Boards Association

The voice of education in Florida

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