

## **FSBA Advocacy Subcommittee Report 2017-2018 Mid-Year Report**

**Chair:** Rene Flowers  
**Vice Chair:** Pam LaRiviere

**Members:**

Kelly Barrera	Linda Kobert
Joy Bowen	Jeannie Mathis
Angie Boynton	Tina McSoley
Tim Bryant	Cathleen Morgan
Deidra Dunnell	Linda Powers
Patty Hightower	Nora Rupert
Rob Hyatt	

### **Dates of meetings and activities:**

September 1, 2017 – Discussion of Plan of Work (via GoToMeeting)

October 26, 2017 – FSBA 2018 Legislative and Federal Platform Adoption Meeting

### **Main actions taken/accomplishments to date:**

Seven members of the Advocacy Subcommittee met in September to review the work accomplished in 2016-2017 and to discuss how FSBA can enhance member engagement in networking, professional development, advocacy, and sharing information. The Subcommittee first reviewed the list of items that were listed as unfinished business and recommendations from the prior year, including:

- Pursue production of informational and training videos to support local advocacy efforts.
- Develop and publish a year-round recommended advocacy calendar of events that each district may use as a guide in working with their communities and legislative delegation.
- Consider scheduling the October FSBA Platform Adoption meeting in Tallahassee during the same week as an Interim Legislative Committee Meeting

There has been some progress on each of these items, but work remains. It was mentioned that better collaboration among Subcommittee members is needed to get projects off the ground.

The subcommittee also reviewed several of the strategies included in the FSBA Strategic Plan, including the strategies listed under Advocacy Goal 1: Impact education policy by advocating the benefits of a high quality system of public education and Advocacy Goal 2: Restore public confidence in public education. Among other suggestions, the Subcommittee discussed the development of informational and training webinars, videos, and/or podcasts to be produced with the assistance of FSBA staff. It was suggested that FSBA create templates and project lists to help members in creating local videos and related materials.

The Subcommittee suggested focusing attention on strategies for sharing ideas, best practices, and advocacy tools to promote teacher recruitment and retention that may include, among other things, press/media materials. Members also discussed the need for members of the committee signing up for topics of interest and then shepherding the project through development and production.

In October, Subcommittee members participated in the FSBA 2018 Legislative and Federal Platform Adoption Meeting. Subcommittee members volunteered to assist in the development of background materials and talking points for each Platform item.

Respectfully submitted,  
Rene Flowers, Chair, Advocacy Subcommittee  
Pam LaRiviere, Vice Chair, Advocacy Subcommittee