

FSBA Advocacy Subcommittee Report 2017-2018 Annual Report

Chair: Rene Flowers
Vice Chair: Pam LaRiviere

Members: Kelly Barrera
Joy Bowen
Angie Boynton
Tim Bryant
Deidra Dunnell
Patty Hightower
Rob Hyatt

Linda Kobert
Jeannie Mathis
Tina McSoley
Cathleen Morgan
Linda Powers
Nora Rupert

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
January 19, 2018 – Business Meeting (via GoToMeeting)

Main actions taken/accomplishments this year:

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 the development of a year-round recommended advocacy calendar of events that each district may use as a guide in working with their communities and legislative delegation.

The Subcommittee also 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.

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.

Following the annual Winter Conference, and in response to a request from FSBA President April Griffin, Subcommittee Chair Flowers sought input from subcommittee members and others on Best Practices for legislative advocacy. Several Subcommittee members provided information that was compiled into a report that was submitted to President Griffin and circulated to the members of the Advocacy Subcommittee (*a copy of this report is posted with this report*).

In January, the Subcommittee discussed an idea entitled “A Day In The Life of a Board Member” to provide a first-hand glimpse into the extent of the job. In addition, the Subcommittee began active development of a comprehensive Advocacy Activity Calendar that includes dates of events, information, and suggested activities throughout the year as a means of encouraging school board members to engage with community members, civic groups, legislators, parents, and other individuals and entities and to promote public education. The development of the Calendar and related material was in progress throughout the spring. On June 1, the first Advocacy Activity – recognizing the start of the hurricane season – was launched with information, graphics, resources, activities, and social media links. This was posted on the FSBA website and distributed to members of the subcommittee with easy-to-follow instructions to promote this advocacy campaign (*a working draft of the 2018-2019 Advocacy Activities Calendar is posted with this report*).

Unfinished Business and Recommendations:

- We recommend that the Subcommittee continue to actively pursue action from the Advocacy Activities Calendar.
- We recommend that the Subcommittee take the lead on the advocacy efforts relating to the proposed education related constitutional amendments.
- We recommend that the Subcommittee assist in the development of video library of informational and training webinars, videos, and/or podcasts on various best practices, advocacy tools and strategies, and/or hot topics.
- We recommend that the members of the Subcommittee members undergo specific training during the summer to better understand advocacy strategies and best practices and the expectations for their involvement in the Subcommittee.
- We recommend that the subcommittee members hold teleconference meetings at least once a month or at the call of the chair.

Respectfully submitted,

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