



FSBA Advocacy Subcommittee Report 2018-2019 Mid-Year Report

Chair: Thomas Kennedy

Vice Chair: Beth McCall

Members:	Kelly Barrera	Rene Flowers
	Misty Belford	Patty Hightower
	Joy Bowen	Rob Hyatt
	Tim Bryant	Linda Kobert
	Colleen Conklin	Jeannie Mathis
	Carol Cook	Chris Patricca
	Deidra Dunnell	Linda Powers

Dates of meetings and activities:

September 2018 – Developed a Work Action Plan for 2018-2019

October 18, 2018 – Email to Subcommittee Members

November 8, 2018 – FSBA Advocacy Subcommittee Meeting (via GoToMeeting)

November 21, 2018 – Completed Work on Initial Promotional Video

Main actions taken/accomplishments to date:

In September, the Subcommittee leadership devoted time and attention to recruiting members to serve on the Subcommittee, surveying the Subcommittee members to gauge their use of social media, and developing a DRAFT Work Action Plan. The Plan that focuses on extolling the virtues of public education, heralding student, program, and school board success stories, promoting the work of FSBA, and developing positive and productive relationships with local, state, and federal policy makers. The Work Action Plan relies upon more extensive advocacy training and use of videos, social media, news media, and other venues for public discourse. *(NOTE: The DRAFT Work Action Plan is posted with this Mid-Year Report.)*

In October, the Subcommittee members received a welcoming email with several attachments including the Work Action Plan, Advocacy Activities Calendar, and Subcommittee member contact information. In addition, Subcommittee members were asked to help improve the rating of the FSBA facebook page by “liking” the page and inviting others to do so.

On November 8, 2018, the Subcommittee met via GoToMeeting. Members discussed the recent election results and new leadership in the Florida Legislature and ways to improve messaging on the local level so citizens are aware of successes and challenges facing public schools. It was agreed that the Subcommittee would work on producing short videos to highlight key issues and concerns, beginning with a video that illustrates the work of FSBA. Other videos may include information about choice options to illustrate that public schools are the best choice. The members had a lengthy discussion of the use and value of social media. The Subcommittee also discussed options for regular Subcommittee meetings schedule and related opportunities for the FSBA committees and subcommittees to meet.

On November 21, 2018, the Subcommittee completed work on the first video that addresses the value of the work of FSBA. The video will be shown at the annual joint conference. In addition to these activities and meetings specific to the Subcommittee, Subcommittee members were actively engaged in the development and adoption of the FSBA 2019 Legislative and Federal Platforms and closely monitored the races, referenda, and proposed constitutional amendments throughout the 2018 election cycle,

Upcoming Business:

- The Subcommittee intends to provide specific training to the members of Subcommittee on the use of social media, working with the news media, drafting op-eds and letters to the editor, and supporting board members in their local advocacy.
- The Subcommittee intends to expand the Subcommittee's membership to include a statewide representation and to increase the involvement of Subcommittee members in all advocacy activities.
- The Subcommittee intends to develop additional videos to promote public education and to address issues as they arise.
- The Subcommittee recommends that consideration be given to offering a breakout session that provides a toolkit for building a statewide campaign on "Public Education - the BEST CHOICE" at the 2019 Summer Conference.

Respectfully submitted,

Thomas Kennedy, Chair, Advocacy Subcommittee
Beth McCall, Vice Chair, Advocacy Subcommittee