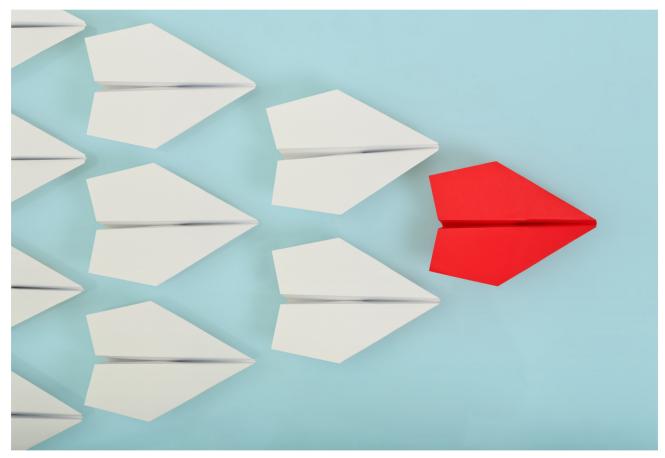
The Annual Report of The Florida School Boards Association

STATE OF THE ASSOCIATION

Volume 4 I 2018-2019







STATE OF THE ASSOCIATION



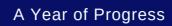
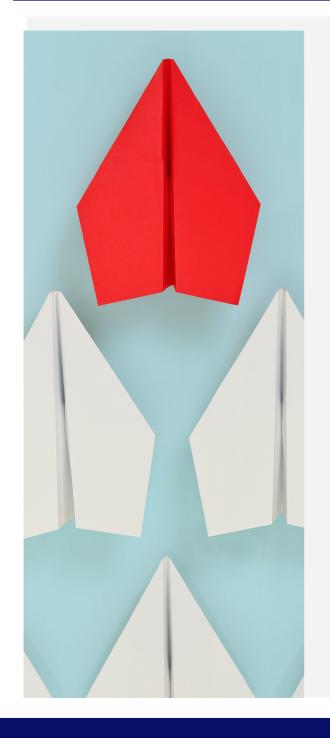




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GOVERNOR Ron DeSantis LT. GOVERNOR Jeanette Nunez

SENATE PRESIDENT Bill Galvano

HOUSE SPEAKER Jose Oliva

EDUCATION COMMISSIONER

Richard Corcoran

STATE BOARD

Marva Johnson, Chair Andy Tuck, Vice Chair Ben Gibson, Tom Grady, Michael Olenick, Joe York









2.83+ MILLION PUBLIC SCHOOL STUDENTS





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 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 boards since 1930 and is closely allied with other educational and community agencies to work toward the improvement of education in Florida.

MEMBERSHIP & 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 2018-2019 membership represented 66 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.

EXECUTIVE SUMMARY

Looking back, setting vision

BY FSBA EXECUTIVE DIRECTOR ANDREA MESSINA



Andrea Messina leads session during Board of Directors' meeting

Under the stalwart leadership of President Jerry Taylor (Suwannee), FSBA members were challenged this year to go back to the basics of school board service. Specifically, President Taylor reminded the Board Directors and FSBA members throughout his tenure that being elected to their local school board is an honor and a privilege which carries with it heavy responsibility. consistently inspired his peers with his message that each board member's time on the precious effectuate opportunity to positive changes in one's



President Jerry Taylor (Suwannee), Andrea Messina, President-Elect Tim Weisheyer

community. Among many initiatives, he engaged his committee chairs monthly to ensure the work of the membership was purposeful and outcome-driven, and he expanded FSBA's network by meeting with stakeholders across the state to reach a common purpose.

Much of FSBA's efforts were committed to adapting to the many changes that the election of November, 2018 brought. Statewide leadership changed in many positions, from the Governor and Cabinet, to legislative chambers as well as at the



Chris Cowart (Levy) and Tamara Shamburger (Hillsborough) discussing leadership roles

Department of Education. On local school boards, 77 new school board members were elected, ushering in the beginning of FSBA's 2-year leadership development and training cycle. These new school board members infused energy into our purpose and perspective as they have challenged us to on-boarding expand our process to meet their thirst for knowledge.

Safety and mental health continued to be an area of focus throughout the year as each district found creative ways to meet new and continued on next page

Looking back, setting vision

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increased expectations for heightened security on school These efforts campuses. provided the Association and district school boards with a opportunity recurring to collaborate with superintendents, police chiefs, county commissions. commissions, and sheriffs.

Our annual sponsorship program completed its first full year of operation, during which we maximized value for education businesses providers. service our members. and the organization. Additionally, our program partnership expanded when we offered districts the opportunity to streamline their purchasing process and save direct costs well through our BUYBOARD member benefit.

As I reflect on this past year as your Executive Director, I am reminded how blessed I am to serve with and beside each of you, our members.

In 2019-2020, FSBA will:

1. Leverage FSBA 90th birthday occasion to celebrate association milestones, strategically position for the future

- 2. Update strategic goals to direct the work of our members and staff to ensure evolution of school board leadership
 - 3. Streamline advocacy and legislative efforts to ensure they are more nimble, targeted, and impactful
- 4. Assist members with resources to help them ensure their students are ready for the workplace of the future
- Strengthen Florida's position as a national leader in education through active participation in NSBA governance review and redesign to meet the needs of all nation's school board members

Andrea Messina is a former Charlotte County School Board member, FSBA Professional Development Director, and has served as FSBA Executive Director since 2015.



PRESIDENT'S ADDRESS

Building coalitions to serve Florida's students

BY 2018-2019 FSBA PRESIDENT JERRY TAYLOR. SUWANNEE



Joint Officers Meeting, Tallahassee. (L-R) Jerry Taylor (Suwannee), Nora Rpert (Broward), Milton Brown (Washington), Tim Weisheyer (Osceola), Doug Dodd (Citrus), Caroline Zucker (Sarasota)

Reflection is a powerful tool. When we think about it, it's amazing what we've been through already in our lives, no matter our age. Think of the things we've seen, the people we've met, our relationships, experiences, and accomplishments. As I reflect on this past year as your FSBA President I am reminded of all these things. Being a member of the FSBA team has afforded me the opportunity to meet many great people, and to build relationships that will last a lifetime. I am also reminded of how quickly time passes. A great friend and mentor of mine shared with me how quickly my year as FSBA President would pass. He was correct.

Over the past year, we have experienced and accomplished much for public education. Our legislative priorities and progress toward them is something worth celebrating together: increased funding for safe schools and to enhance mental health services; increases in the Base Student Allocation and partial rollback

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Building coalitions to serve Florida's students

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of the Required Local Effort; providing students with high quality teachers; prioritizing workforce education.

Goals were also set by the Executive Leadership team. One priority was to remind School Boards of the honor and privilege it is to serve, and that our children/students must always be at the center of our efforts. The daily decisions we make and goals that we set affect the lives of 2.8 million students. We must always remember and never forget that we are their advocates and THE VOICE OF PUBLIC EDUCATION in the state of Florida.

My second priority was to revive a sense of family within our association so that all members felt valued and appreciated. Whether we are from a small rural district or a large urban district, we are all a part of the FSBA family.

The final priority was to strengthen our alliances with other educational and community agencies to work toward improvement of education in Florida. We met with the Police Chief and Sheriff's Associations seeking to procure their support for school safety legislation and implementation.

As a result of the Joint Officers Meeting with the Florida League of Cities and the Florida Association of Counties, our coalition issued a joint communique affirming a mutual commitment to school safety and for the protection of local government control.

In closing, I must say that it was indeed an honor to serve as your President. My encouragement to each of us is to be a reflection of what we wish to see in others. If we want love, give love. If we want honesty, give honesty. If we

want respect, give respect. We get in return what we give!

Reflection is looking back, so that the view looking forward is even clearer. I firmly believe that as we look forward, while not forgetting our past, our FSBA view looks even clearer.

Sincerely,

2018-19 FSBA President Suwannee County





Implementing Association Vision

COMMITTEE LEADERSHIP

ADVOCACY

Thomas Kennedy, Citrus, Chair Beth McCall, Marion, Vice

FEDERAL RELATIONS

Beverly Slough, St. Johns, Chair Chris Patricca, Lee, Vice

FINANCE

Nora Rupert, Broward, Chair Linda Kobert, Orange, Vice



LEADERSHIP SERVICES

Wendy Atkinson, Charlotte, Chair Kim Kirby, Walton, Vice

LEGISLATIVE

Jane Goodwin, Sarasota, Chair Chris Cowart, Levy, Vice

MULTI-CULTURAL & DIVERSITY

Tamara Shamburger, Hillsborough, Chair Georgia "Joy" Bowen, Leon, Vice

POLICY

Milton Brown, Washington, Chair Ida Wright, Volusia, Vice

LONG-RANGE PLANNING

Tim Weisheyer, Osceola, Chair

NOMINATING

Caroline Zucker, Sarasota, Chair

PAST PRESIDENTS

Caroline Zucker, Sarasota, Chair



District 9

A Collective Voice for Public Education

BOARD OF DIRECTORS

President Jerry Taylor, Suwannee
President-Elect Tim Weisheyer, Osceola
Vice President Milton Brown, Washington
Treasurer Nora Rupert, Broward
Immediate Past President Caroline Zucker, Sarasota

District 1 Jenny Granse, Santa Rosa

District 2 Lori Hershey, Duval

District 3

Dr. Steve Gallon, III, Miami-Dade

District 4

Marsha Winegarner, Walton

Beverly Slough, St. Johns

District 6

Andy Griffiths, Monroe

Lori Cunningham, Polk

District 8

Janice Kerekes, Clay

Stacy Kirvin, Franklin

District 10 Cindy Stuart, Hillsborough
District 11 Linda Kobert, Orange
District 12 Carol Cook, Pinellas
District 13 Ed daSilva, Suwannee
District 14 Chris Cowart, Levy

District 15 Dave "Watchdog" Miner, Manatee

District 16 Cynthia Armstrong, Pasco **District 17** Ann Murray, Broward

District 18 Charles "Chuck" Shaw, Palm Beach

District 19 Matt Susin, Brevard

District 20 Shirley Washington, Jefferson
District 21 Debbie Hawley, St. Lucie
Clarence Thacker, Osceola
District 23 Virginia "Ginger" Bryant, Citrus

District 24 Jane Goodwin, Sarastoa

District 25 *vacant*

District 26 Christine "Chris" Patricca, Lee

District 27 Linda Cuthbert, Volusia

FINANCE & ADMINISTRATION

Strategically planning for measurable results

To provide the breadth and depth of services for members to meet the Association mission, financial sustainability is essential. With the development and adoption of the FSBA Strategic Plan 2020 in December of 2015, targets were set to drive policy, procedure, and focus of the Finance and Administration Director Leslie Dunlap, CPA. One such target was to be financially sound and operationally efficient (FSBA 2020 Strategic Plan, S-1.1-3). To help meet this target, the FSBA Finance and Policy Committees developed an Investment Reserve Policy (FSBA Policy 5012.B). The policy states that the association will set aside 1% of each year's budgeted revenue with an ultimate goal of attaining a reserve balance equal to 25% of the average annual operating expenses. As of the end of the fiscal year, FSBA now has an investment reserve of \$63,000.

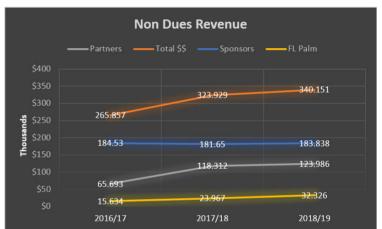
In addition, the revenue versus expenditure ratio continued in a positive trend with a slight increase in revenue corresponding slight decrease in expenses (see Graph A). One strategy contributing to this trend is the continued effort to grow non-Non-dues revenue revenue experienced fairly significant growth in recent years (see Graph B) with partners such as FL PALM (formerly FEITF) exceeding 100% since inception, and BoardDocs revenue growing with the addition of 3 new districts and two upgrades. New partner BuyBoard National Purchasing Cooperative joined in July of 2018 and generated nearly \$8000 simultaneously saving districts, municipalities, and post-secondary institutions an average of 20% on major purchases.

The Annual Sponsor Program continued to thrive in year two by sustaining 24 annual sponsorships from 2018 to 2019 and by continued on next page

Revenue/Expense Trends



Graph A: Revenue versus expenditures



Graph B: Non-dues revenue streams.







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adding 11 new sponsors investing in FSBA's mission (2020 FSBA Strategic Plan 2020, S-1.4.5). The yearlong commitment and vetting process (2020 FSBA Strategic Plan S-1.4.2) proved to provide credibility for sponsors and allows members to have consistent exposure to sustainable, reputable products and services that may serve their communities.

In addition to the Annual Sponsor program, there was also a challenge to highlight free services to school districts and students. This need led to the first Non-profit Showcase at the 2018 FSBA/FADSS Annual Joint Conference. Eight non-profits were given exhibitor tables and access to showcase their mission, services, and free offerings.



LEADERSHIP SERVICES & PROFESSIONAL GROWTH OPPORTUNITIES

Expanding perspectives, inspiring innovative leadership

The Leadership Services department continued cooking through 2018-2019 with its recipe for success with a goal to be the hub for school board networking (FSBA 2020 Strategic Plan, L-2), Following the 2018 elections cycle, the team was

presented with a tall order of 77 new school board members. FSBA staff was given a tight timeline for welcoming and engaging these new constitutional officers, but the hard work paid off. At the 73rd Annual Joint Conference, less than one month after many school board members were elected, 70 of the 77 new school board members attended New School Board Member Academy, Part One. 48 new school board members attended the second installment during the Annual Day in the Legislature.

Another aim of the leadership services team is to increase participation in and expand opportunities for networking between school board members (FSBA 2020 Strategic Plan, L-1.1). To provide updates, resources, and sounding board, a weekly blog was sent to all new school board members called "Tour Guide" (FSBA 2020 Strategic Plan, L-2.1.3). This electronic resource provided a foundation for members to connect with peers, ask questions, and provide feedback. Keeping with the travel theme, new school board members were given a scavenger hunt style "passport" to familiarize themselves with FSBA services, training, distinctions and key locations. One "stamp" was attained at the New School Board Member Academy, Part Two reception which took place at the FSBA office. This gave members the opportunity to meet staff and locate resources available to them while visiting their Tallahassee office. Given the high participation in year one events, a record-setting amount of Emerging Leader distinctions, attainable only by newly elected school board members in the first two years of service, is anticipated in 2019-2020.

In addition to onboarding new members, the leadership services team also continued Master Board training for governance teams. This unique opportunity to bring both superintendents and

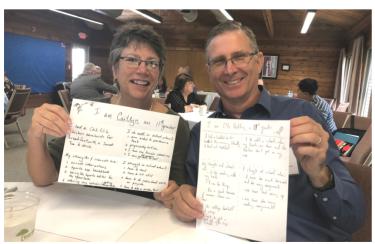
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STATE OF THE ASSOCIATION

New School Board Member Aacdemy, Part 2, Tallahassee





Linda Cuthbuert (Volusia) and Ed daSilva (Suwannee) during a breakout exercise at leadership development training

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boards together for optimum communication and efficiency was utilized by 21 school districts in 2018-19, rapidly approaching the strategic goal of 25 (2020 FSBA Strategic Plan, L-1.3). Many veteran members also engaged in professional development by participating in the Certified Board Member (CBM) Forums, as well as outside training. There was also an increase in member-utilization of the eMbr personal profile which now allows members to view real-time data to help them reach professional development goals.

Outside of individual and team distinctions. members have many opportunities, both face to face and virtual, to grow professionally throughout the year. The Annual Joint and Summer Conferences once again provided an for members to maximize opportunity professional learning and networking with peers. Experts presented on topics ranging from school safety to technology, to the 2020 Census and vision for Florida's future. Keynote speakers such as United States Assistant Secretary of Education Frank Brogan, motivational speaker and Professor Jim Van Department of Economic Opportunity Director Ken Lawson expanded perspective and inspired leadership for attendees. Networking within membership provides school board members opportunity to problem-solve, brainstorm, and learn from one another. Large and small districts alike understand and capitalize on the wealth of knowledge within the FSBA family. Districts recognize their many differences, but networking with peers highlights common goals, obstacles, and students and upholding commitment to serve their communities.

COMMUNICATIONS

Using our voice to build bridges for common purpose

To be the voice, one must speak cohesively. This can be a challenge when representing such a diverse and vast membership. It can be achieved when that membership has common purpose and the will to convey and share that common purpose. For FSBA, that purpose is simple: Florida's students and Florida's future. The urgency and importance of this purpose is continued on the next page

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what drives members to find common ground and serve their communities through public service. Harnessing, engaging, and inspiring this statewide network for public policy and advocacy progress are the specific tasks of member committees, Advocacy Services and Communications Departments, and support staff. Two strategies implemented over time to provide a variety of member engagement pipelines were adding an advocacv requirement for FSBA distinctions (FSBA 2020 Strategic Plan, A-1.3.2), and expanding virtual options for committee meetings and training (FSBA 2020 Strategic Plan, L-2.1.7).

By incentivizing advocacy training and unlocking web-based avenues to connect and engage, many members who never had an opportunity to participate in state or federal advocacy efforts were able to access this vital part of membership.

Increasing social media usage (FSBA 2020 Strategic Plan A-2.3.3) continued to be a focus of FSBA staff and leadership. Members stretched their comfort zones and began to join the conversation on social media platforms and education stakeholders, policy makers, and thought leaders joined the FSBA audience. Over the past year, Twitter and Facebook followers increased by 25% and 20%, respectively. When measured against the FY 1516, they have increased by 264% and 125%, respectively. With the participation of Florida schools and the leadership of school boards, digital advocacy content was circulated to promote and highlight the great work of public schools. Some examples of such content were Citrus and Sarasota School's School Choice Week videos, and Suwannee County's video to celebrate School Counselor's Week.

Building community relationships identifying local, state, and national partners for public school and public service advocacy was also a goal for FSBA (FSBA 2020 Strategic Plan, A-1.2.2). Following Hurricane Michael's devastation of the Panhandle, FSBA joined statewide associations. leaders. businesses to support the Rebuild850 Project. This project brought stakeholders together to bring awareness to, visit, volunteer, donate, and invest in affected communities. FSBA members also contributed to Books for the Panhandle, collecting hundreds of books for students and schools that lost everything in the storm.

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I'm new to Twitter and I encourage you to follow me and to see what's happening at Hamilton County Florida School district. @FSBAAndrea @FLSchoolBoards @billieanneg @jerrytaylor921 @KevinAdamsECSD1 @BevSlough

Saul Speights (Hamilton) shared his first Tweet with members during the Annual Summer Conference







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One last effort to help provide resources to the Panhandle was Suits for Session, an effort led by Volunteer Florida and Uber. This year's donations were sent to professionals in northwest Florida. This was FSBA's third year participating in the event, but the first time expanding donations to members. In conjunction with the Annual Day in the Legislature, members brought lightly used professional wear to help our neighbors in need.

ADVOCACY & GOVERNMENT AFFAIRS

Building bridges to promote student safety and success

Participating in statewide, bipartisan efforts alongside policy makers and stakeholders from all sectors provides perspective and relationships needed for collective progress. Between natural disasters and crises like the tragedy at Marjory Stoneman Douglas High School, many opportunities have presented themselves for leaders to emerge, unite, and make a difference.

In this year's Joint Officers' Meeting of FSBA, Florida Association of Counties (FAC), and Florida League of Cities (FLC), similar issues arose. All entities of local government have experienced budget cuts, increased responsibility to their communities, and obstacles preventing or delaying solutions. As a result of these key leaders connecting, communicating, and sharing perspective, this coalition was able to construct a joint statement on public safety. In that statement, FAC and FLC acknowledged the urgency and importance of supporting local flexibility and funding to school districts in their pursuit of keeping students safe (2019 FSBA Legislative Platform Priorities 1, 2, see next page for full Progress Report).

To keep members informed throughout Session, the FSBA Legislative Committee met weekly via GoToMeeting for updates, questions, and strategic planning. Alongside priority successes there were also challenges. The Family Empowerment Scholarship was established to serve families who meet specific income criteria and wish to remove their students from public schools, the ongoing discussion of bonuses versus salary increase continued, and sectors outside of education such as healthcare, environment, and gaming affected policy packages and appropriations.

In addition, Governor Ron DeSantis released several Executive Orders related to public schools. One

authorized a full review of standards by the Department of Education, and another prioritized workforce education. In February, on the one-year anniversary of the tragic mass shooting in Parkland, Governor DeSantis filed petition with the Florida Supreme Court to impanel a statewide grand jury to ensure that statutory obligations related to school safety were being met by Florida's school districts and constitutional officers.

In the midst of many changes following the 2018 election cycle, including a vast and bold vision for changes set forth by the new administration, and fast-paced process of policy making, the FSBA Board of Directors approved a new job description: Legislative Affairs & Communications Manager. This role expanded from Member Communications to help alleviate responsibilities associated with advocating the Legislative and Executive Branches and engaging members in the process.

At the conclusion of the 2019 Legislative Session. while much work is still needed in the realm of school safety and mental health, there were significant funds and attention devoted to hardening and increased services. The Legislature also provided local flexibility with certain safety requirements in an attempt to meet community standards and district needs. FSBA also worked toward and saw progress on an additional three top 2019 Legislative Platform priorities: public school funding, high quality educators, and workforce education (2019 Legislative Platform Priorities 3-5). The Legislature funded a 1.8% increase in the Base Student Allocation, restructured cumbersome teacher certification requirements and fees, and prioritized workforce development by establishing an 18-credit CTE pathway to graduation, providing funds for apprenticeship programs, and establishing College and Career Day.



Thomas Kennedy (Citrus) with Representatives and Chairmen Massulo (R-34) and Donalds (R-80) both of whom worked on career technical ducation and high-quality educator priorities.

2019 LEGISLATIVE PROGRESS

PLATFORM PRIORITIES PROGRESS TOWARD PRIORITIES +\$18M for Safe Schools Allocation **KEEPING STUDENTS SAFE** +\$50M for ongoing school hardening initiatives SB: 2500, 7030, 7070, 248 HB: 441 Communication improved between law enforcement agencies and the public Local decision-making provided over school safety officer and guardian programs Flexibility in the use of local funds for construction granted School Safety Officers added to false impersonation statute +\$6M for Mental Health Assistance Allocation **ENHANCING MENTAL HEALTH** Authorization to use allocation to hire new school **SERVICES** counselors and mental health professionals SB: 2500, 7030, 7070, 1418, 318 Models enhanced for mental health referrals, intervention training, suicide prevention, and wrap-around services +\$1.8% (\$75) to the Base Student Allocation (BSA) **INVESTING IN STUDENTS &** +\$14M for districts to assist with Hurricane Michael Recovery **SCHOOLS** Partial rollback of Required Local Effort (RLE) SB: 2500, 7070 +7.4M for programs such as family engagement and job training Revisions to General Knowledge Test, arbitrary fees, and PROVIDING STUDENTS WITH eligibility timelines HIGH QUALITY TEACHERS Authorizes adjunct educator certification for both full-time and part-time instruction SB: 402, 2500, 7070 Bills filed (did not pass this year) to expedite the re-hiring of HB:137, 7071 high quality retirees +\$10M for grant program to create apprenticeship programs PRIORITIZING WORKFORCE College & Career Decision Day established **EDUCATION** Middle school students required to take career and Executive Order 19-31 education planning course

Career & Technical Education Graduation Pathway 18-credit option for standard diploma created

SB: 2500

HB: 7071



Association Legacy

PAST PRESIDENTS

| 2017 | April M. Griffin, Alachua |
|------|-------------------------------------|
| 2016 | Tim Harris, Polk |
| 2015 | Caroline Zucker, Sarasota |
| 2014 | Patty Hightower, Escambia* |
| 2014 | Karen Disney-Brombach, Indian River |
| 2013 | Patty Hightower, Escambia |
| 2012 | Joie Cadle, Orange |
| 2011 | Lee Swift, Charlotte |
| 2010 | Candace Lankford, Volusia |
| 2009 | Georgia "Joy" Bowen, Leon |
| 2008 | Beverly Slough, St. Johns |
| 2007 | Jeanne Dozier, Lee |
| 2006 | Sue Hershey, Martin |
| 2005 | Dr. Jack Lamb, Hillsborough |
| 2004 | Tom Greer, Osceola |
| 2003 | Andy Griffiths, Monroe |
| 2002 | Judy Conte, Volusia |
| 2001 | Barbara Sharpe, Alachua |
| 2000 | Jane Gallucci, Pinellas |

1999 Patricia Riley, Lee

1998 Bill Graham, Palm Beach
1997 Andrea Whiteley, Polk
1996 Linda Southerland, Orange
1995 Margaret Sirianni, Lee
1994 Joyce Hobson, Martin
1993 Sharon Hartsell, St. Johns
1992 Janice Mee, Sarasota
1991 Barbara Wallace, Lee

1986 Barbara Moore, Okaloosa 1985 Holmes Braddock, Miami-Dade 1984 Carol Hyde, Gilchrist 1983 Susan Pell, Palm Beach* 1983 James Westberry, Jr., Desoto* 1982 Billie Jean Reynoles, Okeechobee* 1982 Susan Pell, Palm Beach* 1981 Bob Howe, Alachua 1980 Ethel Kennedy Lyons, Orange **1979** Joe Idlette, Indian River 1978 Deane Bozeman, Bay 1977 Dr. Pete Everett, Leon 1976 Ethel Beckham, Miami-Dade **1975** Allan Keeth, Seminole 1974 Rayma Page, Lee **1973** Pete Gindl, Escambia 1972 George Miller, Jr., Putnam 1971 Broward Davis, Leon

*Denotes half-term served

1990 Dr. Bill Gene Smith, Highlands

1987 Charles Chestnutt, III, Alachua

1989 Jan Cummings, Broward1988 Judy Cross, Hendry

FLORIDA SCHOOL BOARDS ASSOCIATION STAFF

Providing member services to support our mission.



Andrea Messina Executive Director



Leslie Dunlap, CPA
Director of Finance
& Administration



BillieAnne Gay, DPL Legislative Affairs & Communications Manager



Ruth Haseman Melton Director of Advocacy Services



Patricia Peterson Member Services Specialist



Tina Pinkoson
Director of
Leadership Services



Carolyn Sanders Member Services Associate

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