

2019-2020

VOL. 5

STATE OF THE ASSOCIATION

THE ANNUAL REPORT OF THE
FLORIDA SCHOOL BOARDS ASSOCIATION



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VOL. 5

A publication of the Florida School Boards Association (c) 2020

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EXECUTIVE SUMMARY

In a year when so much was uncertain—which included cancellations of both our Annual Board of Directors’ Leadership Development meeting and our Annual Summer Conference due to natural disaster and worldwide pandemic—one thing was certain: FSBA’s Executive Leadership showed their ability to pivot, lead despite obstacles, and work with staff to deliver services, information, and support.

If the last several months of this school and fiscal year have taught us anything, it’s this: nothing is the same as it once was. Descriptors like unprecedented, atypical, novel, record-setting, and unpredictable have become commonplace, and far too many events began with these adjectives.

COVID-19, the state’s, nation’s, and world’s health crisis, has been an extraordinary event which forced our schools to, almost immediately, shift to complete remote/distance learning. Most districts, on Spring Break, simply never returned back to brick and mortar campuses. Without hesitation, Florida’s school districts transitioned, doing everything they could in spite of overwhelming obstacles.

It wasn’t without its challenges, but being put in a position to deliver a future-forward-faster education inspired school boards across the state and demonstrated extraordinary talent and passion for public education.

Led by President Tim Weisheyer (Osceola), FSBA’s Executive Committee rose to the occasion as they spoke out on behalf of Florida School Boards directly to the Governor and Commissioner of Education. The Executive Committee and staff delivered timely and



relevant conversations to our members weekly and ensured members had deep understanding of the issues as they began to plan for the very trying opening of next school year. FSBA leaders demonstrated what local leaders do best—they adjust to current realities and ensure goals continue to be met and exceeded. I am proud of the collective leadership exhibited by FSBA members and staff; I know that with sustained commitment and collaboration, we will continue to ensure that Florida’s public education will flourish.

As we look to next year, it is important to note that 2020 is an election year. The Association will find itself losing many long-term members whose presence will be sorely missed. However, we will also be looking to welcome some 50-70 new school board members who will invigorate us and bring new and dynamic perspectives. The leadership development department is preparing to deliver training to new members and new teams on any format that may be available or requested.

Additionally, with policy changes approved this year, next year’s advocacy and legislative committees’ efforts will take on a slightly different look. Though we may experience some growing pains, you can be sure the voice of school board members will be amplified and that our efforts on behalf of public education continue to be impactful.

To ensure that FSBA continues to meet the needs of our members into the future, our Strategic Plan will be updated in 2020. Please make plans to participate fully in our engagement efforts so that you can have influence on the future of YOUR professional membership organization. We are profoundly appreciative of the opportunity to work with you everyday on behalf of Florida’s students and are reminded that we exist solely because of you, our members.

Andrea Messina

FSBA Executive Director



PRESIDENT'S ADDRESS

*2019-2020 FSBA PRESIDENT
Tim Weisheyer, Osceola*

As I conclude my time as President of the Florida School Boards Association, I want to take a moment to reflect on the last year and offer my encouragement to our members, leaders, and staff as we embark on what is certain to be another year that will require objective, optimistic, focused and visionary leadership.

Although we can spend time talking about the impact of hurricanes, pandemics, and other outside influences on the work we do, I believe it is best we focus our time and energy on the positive impact we can have in the lives of children, families and our communities. When we, as School Board Members, remain laser focused on leading by example, creating a positive and collaborative environment in our communities and state, and remember the privilege we have been provided with to benefit our communities as servant leaders - everyone wins.

For me, serving on the Osceola School Board has been a tremendous blessing and having the honor

to serve a President of our Association has been a rich and rewarding experience. Further, the relationships we have built and the work we have undertaken together at the FSBA is something I reflect upon with incredible gratitude.

As we prepare for the start of a new year together, it is my hope we will always remain mindful of some important principles that will safeguard and propel our work together:

- We are better and stronger together and the future of our Association will be determined by our willingness to be smart, strategic, and steadfast.
- Our voice as education leaders is always the most effective when we build positive working relationships with key stakeholders.
- Our communities depend on us to lead by example, model the disciplines of good governance and ensure we always remain focused on our core mission.
- True leadership is always about finding solutions, creating positive change and seeing beyond the circumstance before us at any given point in time.
- Life is richer, more impactful and more rewarding when we seek to lift each other up and build meaningful connections with one another.



Again, I thank you for the trust you placed in me to lead our Association during a year that was full of unique challenges, unprecedented opportunities and has the ability to launch our Association into a meaningful and prosperous future for the benefit of the millions of students and families that depend on us.

With hope, gratitude and optimism,

Tim Weisheyer
2019/2020 President

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 2019-2020 membership represented 65 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 Officers

Tim Weisheyer

PRESIDENT
OSCEOLA



Chris Patricca

VICE PRESIDENT
LEE



Jane Goodwin

PRESIDENT-ELECT
SARASOTA



Cindy Stuart

VICE PRESIDENT
HILLSBOROUGH



Andrea Messina

FSBA EXECUTIVE
DIRECTOR



Jerry Taylor

IMMEDIATE PAST
PRESIDENT
SUWANNEE



2019-2020 LEADERSHIP TEAM

BOARD OF DIRECTORS

A collective voice for public education.

PRESIDENT	Tim Weisheyer, Osceola
PRESIDENT-ELECT	Jane Goodwin, Sarasota
VICE PRESIDENT	Christine "Chris" Patricca, Lee
TREASURER	Cindy Stuart, Hillsborough
IMMEDIATE PAST PRESIDENT	Jerry Taylor, Suwannee
DISTRICT 1	Kevin Adams, Escambia
DISTRICT 2	Lori Hershey, Duval
DISTRICT 3	Dr. Steve Gallon, III, Miami-Dade
DISTRICT 4	Marsha Winegarner, Walton
DISTRICT 5	Beverly Slough, St. Johns
DISTRICT 6	Andy Griffiths, Monroe
DISTRICT 7	Sara Beth Reynolds, Polk
DISTRICT 8	Janice Kerekes, Clay
DISTRICT 9	Cindy Belin, Gulf
DISTRICT 10	Tamara Shamburger, Hillsborough
DISTRICT 11	Linda Kobert, Orange
DISTRICT 12	Carol Cook, Pinellas
DISTRICT 13	Saul Speights, Hamilton
DISTRICT 14	Christopher "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	Christia Li Roberts, Martin
DISTRICT 22	Clarence Thacker, Osceola
DISTRICT 23	Virginia "Ginger" Bryant, Citrus
DISTRICT 24	Caroline Zucker, Sarastoa
DISTRICT 25	<i>vacant</i>
DISTRICT 26	Melisa Giovannelli, Lee
DISTRICT 27	Jamie Haynes, Volusia

COMMITTEE LEADERSHIP

Implementing vision.

ADVOCACY Beth McCall, Marion, Chair
Tim Bryant, Okaloosa, Vice

FEDERAL RELATIONS Beverly Slough, St. Johns, Chair
Kevin Adams, Escambia, Vice

FINANCE Cindy Stuart, Hillsborough, Chair
Linda Cuthbert, Volusia, Vice

LEADERSHIP SERVICES Thomas Kennedy, Citrus, Chair
Mary Bolla, Clay, Vice

LEGISLATIVE Clarence Thacker, Osceola, Chair
Linda Kobert, Orange, Vice

EQUITY Tamara Shamburger, Hillsborough, Chair
Sue Woltanski, Monroe, Vice

POLICY Chris Patricca, Lee, Chair
Wendy Atkinson, Charlotte, Vice

LONG-RANGE PLANNING Jane Goodwin, Sarasota, Chair

NOMINATING Jerry Taylor, Suwannee, Chair

PAST PRESIDENTS Caroline Zucker, Sarasota, Chair

FSBA STAFF

Serving Members Every Day

Andrea Messina

EXECUTIVE
DIRECTOR



BillieAnne Gay, DPL

LEGISLATIVE
AFFAIRS &
COMMUNICATIONS
MANAGER



Leslie Dunlap, CPA

DIRECTOR OF
FINANCE &
ADMINISTRATION



Ruth Melton

DIRECTOR OF
ADVOCACY
SERVICES



Tina Pinkoson

DIRECTOR OF
LEADERSHIP
SERVICES



Patricia Peterson

MEMBER SERVICES
SPECIALIST



Carolyn Sanders

MEMBER SERVICES
ASSOCIATE



FLORIDA AT A GLANCE

FLORIDA STATISTICS

STUDENTS	2,856,876
TEACHERS	179,004
PUBLIC SCHOOLS	approx. 4000
SCHOOL BOARD MEMBERS	358



STATE BOARD OF EDUCATION

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

Commissioner Richard Corcoran
K-12 Chancellor Jacob Oliva



STATE LEADERS

Governor Ron DeSantis
Lieutenant Governor Jeanette Nunez

Senate President Bill Galvano
Pro Tempore David Simmons
Education Chair Manny Diaz

House Speaker Jose Oliva
Pro Tempore Marylynn Magar
Education Chair Jennifer Sullivan



Above

Former FSBA member, Andy Tuck
appointed State Board Chair

COVID TIMES

TIMELINE*

- 2/26** FSBA sends first Covid-19 Alert Memo
- 3/1** First Floridians with confirmed cases - both travel-related
- 3/9** Governor DeSantis issues EO 20-52 declaring a State of Emergency in Florida due to Covid-19
- 3/10** Florida schools begin cancelling air-travel field trips
- 3/11** State University System of Florida announces closure
- 3/13** Florida schools ordered to take additional week of spring break with return by March 30
- 3/15** Disney and Universal Studios close, FSBA launches Covid-19 Resource page
- 3/17** Governor DeSantis announces back to school date of mid-April
- 3/20** EO 20-69 issued, allowing local governments to meet virtually Some cities/counties begin setting curfews
- 3/22** Florida State Parks announce closure
- 3/23** Governor requests major disaster declaration from President Trump
- 3/27** CARES Act passes Congress, FSBA hosts first FSBA Friday Live call
- 3/30** Governor DeSantis announces students will not return until May 1
FSBA hosts Covid-19 Virtual Spirit Week for School Board members to encourage students and honor staff

In March of 2020, the Coronavirus officially reached Florida, changing the landscape of public education, the economy and daily life for Floridians.

MASKS ON

PREVENTING THE SPREAD OF THE VIRUS

Requirements for sanitation and wearing masks were implemented in some Florida businesses, cities, and counties



TECHNOLOGY

FLORIDA EXPANDS VIRTUAL LEARNING CAPACITY

The Department of Education purchased servers, trained teachers in anticipation of more students taking advantage of virtual learning



SCHOOLS OUT

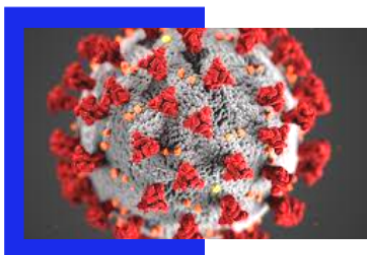
AFTER MANY EFFORTS, K-20 CAMPUSES CLOSE

Public school campuses shifted to remote learning in March

FUNDING RELIEF

US CONGRESS PASSES CARES ACT

Congress passes Coronavirus Aid, Relief, and Economic Security Act



COVID-19

UPDATES FOR SCHOOL BOARDS



*Timeline thru June 30, 2020 to align with FSBA fiscal year of reporting

pandemic noun

pan·dem·ic | \ pan-'de-mik

: an outbreak of a disease that occurs over a wide geographic area and affects an exceptionally high proportion of the population : a pandemic outbreak of a disease



SAFER AT HOME

DESANTIS ISSUES STAY AT HOME ORDER

Nonessential businesses close, Floridians asked to stay home to the extent possible to stop spread of Coronavirus



WHAT'S NEXT?

MESSINA REPRESENTS SCHOOL BOARD VOICE

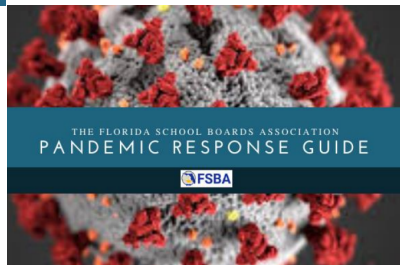
Andrea Messina sits on virtual panel of state leaders, including Senator Manny Diaz and FLVS leadership to discuss the pandemic's effects in Florida public schools



PHASED PLAN

SAFE. SMART. STEP BY STEP.

Governor releases phased plan for Florida's economic recovery.



FSBA RESPONDS

AD HOC COMMITTEE WORK

FSBA calls for Ad Hoc Committee to address concerns and publish Pandemic Response Guide for members

EO 20-91 issued by Governor DeSantis, safer at home order **4/1**

Governor announces schools will remain closed for remainder of the year **4/18**

FSBA holds first virtual Nominating Committee Meeting **4/20**

Governor DeSantis unveils *Safe. Smart. Step by Step. Plan*, lifting stay at home order for almost all counties, slowly reopening the state **5/4**

FSBA sends letter to Governor DeSantis with recommendations for the reopening of schools **5/5**

Majority of Florida enters Phase 1 of *Safe. Smart. Step by Step. Plan* **5/18**

Andrea Messina represents School Board voice on statewide pandemic panel **5/20**

Majority of Florida enters Phase 2 of *Safe. Smart. Step by Step. Plan* **6/5**

FSBA holds first virtual Board of Directors' Meeting **6/10**

Governor DeSantis holds press conference in Melbourne, FL: "Roadmap to Reopening Schools" **6/11**

FSBA holds virtual General Membership Meeting **6/18**

FSBA Ad Hoc Committee releases the *FSBA Pandemic Response Guide* **6/30**

NATIONAL GAS PRICE COMPARISON | 2017-2020

04/27/20



Note: Prices are per gallon for regular unleaded gasoline.

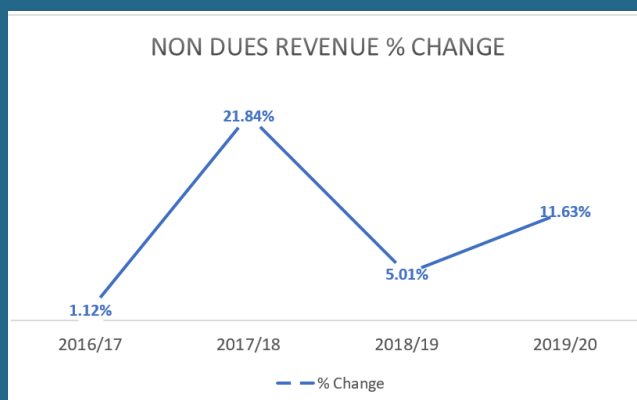
Source: AAA (GasPrices.AAA.com)

"STRATEGY IS NOT THE CONSEQUENCE OF PLANNING, BUT THE OPPOSITE: ITS STARTING POINT."

Under the leadership of FSBA Executive Director Andrea Messina and President Caroline Zucker (Sarasota), the FSBA Strategic Plan 2020 was developed and adopted in 2015. This five year vision came to a close on June 30, 2020 with the Association accomplishing the majority of its strategic initiatives.

FINANCE & ADMINISTRATION

Financial stability and operational efficiency were key elements in the FSBA Strategic Plan 2020, developed and adopted by membership in 2015. As the 2020 fiscal year came to a close, FSBA continued upon the work in previous years to reach goals set forth in the Plan. One such goal was to increase non-dues revenue by 5% per year (FSBA Strategic Plan, S.1.3). Non-dues revenue enables the Association to focus on maintaining dues to the extent possible



ensuring the participation of all Florida School Board members. In the final year of the Plan, FSBA achieved 11.63% growth in non-dues revenue and 44% total growth over the five year period (see graph 1). Playing a vital role in this growth were partners BuyBoard Purchasing Cooperative and BoardDocs a Diligent brand. BuyBoard continued to establish relationships with districts across the state to provide the most cost-effective, broad selection of products and services while also saving processing time. BoardDocs added three new districts and upgraded to more in-depth paperless agendas to several current users.

FSBA Platinum Sponsors No Kid Hungry and Vocabulary.com also gave back to Florida schools. When the pandemic hit, No Kid Hungry, a national powerhouse for ensuring food scarcity is addressed for all students, rapidly responded. The organization provided over a million dollars in grants to Florida schools and teamed up with the Florida Department



SHARE OUR
STRENGTH®
NO KID HUNGRY

SUPERINTENDENT SEARCHES

Expert management. Logistical assistance. Trusted advice.



FOURTH FLOOR>FILES

ADVOCATE FOR FLORIDA'S SCHOOLKIDS

In 25 words or less, explain what you do. I help school boards advocate for Florida's students and 4th-ranked K-12 school system.

Without using the words Democrat, Independent or Republican, conservative or liberal, describe your political persuasion. Compartmentalized.

If you have one, what is your motto? "It's amazing what you can get if you quietly, clearly and authoritatively demand it."
— Meryl Streep

During your career, have you had a favorite pro bono client? I haven't had a pro bono client to date, but with my recent appointment to the Florida Association for the Education of Young Children (FLAEYC) board of directors, I'm hoping to get involved with their public policy efforts.

Three favorite charities. Tree House of Tallahassee, Grace Mission, Tallahassee-Leon Babe Ruth Alumni Foundation

Any last-day-of-session traditions? Typically, it's spent lobbying education trains. Outside of that, you can find me at the Governor's Club with my tribe.

What are you most looking forward to during the 2020 Legislative Session? Continuing work on student safety and mental health, seeing friends I've missed, and having the streets of Tallahassee busy again.

If you could have another lobbyist's client list, it would be ... Florida's students are such a

Lobbyists are often accused of wearing Gucci loafers; do you own a pair of Gucci loafers? If not, why not? No. They don't really go with my pencil skirts.

Who is your favorite Florida Capitol Press Corps reporter and why? It's tough to pick just one.

Other than Florida Politics.com, your reading list includes ... Lobby Tools, non-fiction and short stories.

What swear word do you use most often? Dagummit

What is your most treasured possession? My dad's wedding ring that my mom gave me after he passed away in 2017.

The best hotel in Florida is ... JW Marriott Marco Island

You've just learned that you will be hosting a morning talk show about Florida politics. Who are the first four guests you'd invite to appear? President Bill Galvano, Speaker Jose Oliva, Education Commissioner Richard Corcoran, and State Board of Education Chair Andy Tuck.

Favorite movie. "The NeverEnding Story"

When you pig out, what do you eat? It's hard to beat a Cypress Burger and pimento cheese fritters OR truffle mac and kobe/foie gras sliders at Clusters & Hops.



of Agriculture to help districts adapt to remote learning, while meeting the needs of students that rely on school meals (FSBA Strategic Plan 2020, A.1.2.2). Vocabulary.com also found a way to show members how fun learning can be while adding a competitive edge with their live Vocabulary.com jam during the Annual Conferences. The winning school board member was able to bring back a scholarship for a high school senior.

Increased non-dues revenue was also generated by leveraging FSBA's longtime relationship with the Florida Public Assets for Liquidity Management (FL PALM) that offers a short-term investment program for Florida Public agency investors. This partnership resulted in \$52,000 for the 2019-2020 year. Another strategic initiative was to develop an investment reserve. The goal was to set aside annually 1% of current years budgeted revenue with the goal to reach a minimum investment reserve balance equal to 25% of the average annual operating expenses (FSBA Policy 5012, Investment Reserves).

STATEWIDE & NATIONAL PRESENCE

While FSBA's membership consists of locally elected officials, a statewide and national presence is paramount to the association's success. As several districts passed referenda to transition from elected superintendents to appointed superintendents, many boards turned to FSBA to direct their searches. Executive Director Andrea Messina, alongside consultants and experts in the field John Reichert and Dr. Bill Vogel, led three Florida superintendent searches this year: Volusia, Flagler, and Sarasota. Continuously striving for the most competitive, thorough, and transparent processes, this year's efforts resulted in 106 total applicants with 60 doctorate degrees, and 70 community panel members. The team also started two additional searches, Martin and Escambia, both set to be completed in Fall 2020.

Andrea Messina was also tapped by Governor DeSantis to serve on the Florida Complete Count Census Committee. This committee, designated to ensure all Floridians are counted in the 2020 Census was led by Lieutenant Governor Jeanette Nunez. Other FSBA representation on statewide committees included Doug Dodd (Citrus) and Chris Patricca (Lee) serving on the FHSAA Board of Directors. In addition, FSBA's Legislative Affairs & Communications Manager BillieAnne Gay was featured as an "advocate for Florida's schoolkids" in Influence Magazine's Winter 2019 Edition.



Above
Dr. Steve Gallon, III (Dade) accepts
an award at CUBE event

FSBA also took on additional roles at the National level with NSBA. Executive leadership joined in the charge of the Governance Review and Policies and Resolutions Committees to help steer the direction of the national association. FSBA members were also elected to serve on the national stage: Bev Slough (St. Johns) on the NSBA Board of Directors, Dr. Steve Gallon (Dade) and Cindy Stuart (Hillsborough) as Council of Urban Boards of Education Vice Chair and Steering Committee, respectively (FSBA Strategic Plan 2020, L.2.1).

ADVOCACY FOR PUBLIC EDUCATION

During the 2020 Legislative Session policy discussions ranged from teacher pay to the expansion of voucher and charter options. Teacher pay was set as a priority early on when Governor DeSantis

revealed his initial budget in the Fall. Speaking with one voice in support of our Legislative Platform, FSBA and FADSS leadership, led by Presidents Tim Weisheyer (Osceola) and Superintendent Kurt Browning (Pasco) spoke in support of a salary increase plan for teachers. FSBA was involved in conversations that continued throughout Session as state leaders explored which policy solutions could best fill the longtime gap of teacher salaries in Florida compared to educators nationally. Ultimately, the Legislature committed \$500,000,000 to the new categorical in the Florida Education Finance Program (FEFP) called the Teacher Salary Increase Allocation—an effort to bring the average minimum starting teacher salary to \$47,500. The proviso language specifically earmarked 80% of the funding to bring up the minimum average beginning salaries, and

"We applaud the governor for making education a top priority and see his teacher salary proposal as a step in the right direction towards attracting the best talent to the state of Florida."

-FSBA President Tim Weisheyer, statement on Governor DeSantis' teacher pay proposal



Above FSBA members gather in Tallahassee to advocate during the Annual Day in the Legislature

**"Don't raise
your voice,
improve your
argument."**

-Desmond Tutu

incorporated stakeholder feedback by assigning 20% of the allocation to be applied to raises benefiting veteran teachers. Many feared this allocation may be vetoed as Governor DeSantis had difficult decisions in front of him due to revenue losses in the state. Coronavirus-related vetoes totaled \$1 billion, but in the long run the Teacher Salary Increase Allocation was free of the Governor's veto pen.

As the voice of education in Florida, FSBA works diligently to build community relationships and to identify local, state, and national partners for public school and public service advocacy. Building and identifying the relationships is one facet of FSBA's advocacy strategy, while leveraging the relationships for the betterment of public education and to protect the government closest to the people is the

ultimate goal. This sometimes means building coalitions of like-minded stakeholders, while at other times this translates into building coalitions to learn from one another, negotiate, and compromise.

FSBA led a coalition of member districts, FADSS, and lobbyists to express concerns about policy proposals that would bring sweeping changes to the school turnaround program. Urging state leaders to consider unforeseen consequences due to changing turnaround timelines while also introducing new standards, FSBA was able to work with the bill sponsors and Department of Education leadership to determine more palatable changes, should the bill pass. Although the policy had strong support in the House, an agreement could not be made and the bill died, allowing school



districts time to reassess downfalls in their school turnaround programs to avoid future legislation. FSBA also played a major role in the fourth defeat of legislation to impose term limits on school board members. This year's version reflected prior years' compromises (prospective language, mirroring state term limits), but it did not pass smoothly. FSBA's Advocacy team leveraged relationships to block the legislation from the Senate floor, making this the third time the bill has died in the Florida Legislature (the fourth appearance of this language was during the Constitution Revision Commission).

The 2019-2020 year also brought on proposed changes to the Florida Standards. Per Executive Order 19-32, the Florida Department of Education was tasked with assessing K-12 standards, collecting feedback from content experts and constituents, and eliminating any elements of Common Core in Florida's Standards. Several School Board members spoke during the listening tour to express concerns and suggest solutions. In February of 2020, the new Florida B.E.S.T Standards for Math and English Language Arts were adopted by the State Board. Professional development and implementation will continue to phase in updates and assessments over the next three years.



FSBA's Federal Relations Subcommittee also continued work in the nation's capital on behalf of Florida's students. In conjunction with NSBA's federal advocacy initiatives, Florida had a seat at the table on major issues like e-rate infrastructure, IDEA, the 2020 Census, and continuity of school lunch programs throughout the pandemic.

LEADERSHIP DEVELOPMENT NEVER STOPS

The FSBA Leadership Services team, like all facets of the association, met adversity when the global pandemic halted face to face events. FSBA has come to be the hub for school board networking and is always working to increase participation in and expand opportunities for networking (FSBA Strategic Plan 2020, L.1; L.2.1) to create high functioning school boards. Despite inherent challenges such as the Safer at Home order and cancellation of onsite training, FSBA forged on to provide timely and relevant professional development opportunities. As set forth in the Strategic Plan, the Leadership Services team was charged with reaching a goal of 50% membership earning FSBA leadership distinctions (FSBA Strategic Plan 2020, L.1.1).



Above Johnny Bullard (Hamilton) speaks at DOE listening tour; FSBA members gather in Washington, D.C.; Pasco board and superintendent celebrate their Master Board completion

These distinctions include the Emerging Leader, Certified Board Member, and Master Board programs serving new school board members, general membership, and governance teams, respectively. During the 2019-2020 year

“Leadership is not a position or a title, it is action and example.”

-Donald McGannon

and close of the two-year training cycle, 51% of FSBA’s membership had earned one of these three distinctions.

In addition, FSBA members care so deeply about developing as leaders that 28 governance teams earned the Master Board distinction, leadership training for school boards and their superintendent. This level of participation surpassed the Strategic Plan goal of 25 districts earning their Master Board (FSBA Strategic Plan 2020, L.1.3). The program is designed to strengthen the leadership team’s ability to work effectively, efficiently, and collectively as a governance body while maintaining a focus on student achievement and factors contributing to the success of schools.

Outside of well-established leadership development programs, FSBA is constantly striving to provide high quality training opportunities for school board members, even during times of crisis. When Covid-19 made its way into Florida, it affected all Floridians and industries. Public education was no different. In the early days of spread, FSBA was in daily contact with Education Commissioner Richard Corcoran and state leaders. As the need to close school campuses increased, FSBA continued to communicate with education stakeholders and policy makers. FSBA swiftly created a Covid-19 Resource page to provide members with a consistent hub of information from the local, state, and federal levels, as well as from healthcare and legal experts. These resources provided current updates and reference knowledge for school boards to best serve their students and communities (FSBA Strategic Plan 2020, A.1.1; S.2.3). Executive Director Andrea Messina sent daily member memos addressing Covid-19 research, resources, and updates. Association leadership also



Above Okeechobee and Duval, both earned Master Board distinctions this year

hosted FSBA Friday Live Webinars with state leaders, experts in the field, and advocates. At the close of the 2019-2020 year, FSBA had hosted 13 calls available to members (FSBA Strategic Plan 2020, A.1.2.; A.3.2).

THE PIVOT TO VIRTUAL MEETINGS

Covid-19 and the prohibition of face to face networking led FSBA, like many organizations, to innovate. When school campuses closed in March, School Boards and Superintendents became inundated with decisions to accommodate this sudden switch to remote learning. When Governor DeSantis issued the Safer at Home order, requiring Floridians to stay home to the extent possible to prevent community spread of Covid-19, this resulted in the



Above FSBA Nominating Committee meets virtually in April 2020

cancellation of FSBA events, including the Annual Summer Conference. Typically, over 300 school board members and superintendents would travel to Tampa for professional development and networking to grow as community leaders. With decisions looming over the possible return to campuses, how to celebrate graduation with students and families, and how to plan for summer recovery programs, FSBA made the difficult decision to cancel the event.

Understanding the need to provide a virtual venue for members to communicate and conduct association business, FSBA's Member Services team, led by Patricia Peterson, organized the first ever virtual Nominating, Board of Directors' and General Membership Meetings.

WORK FROM HOME CREATES OPPORTUNITIES TO CONNECT

Communication via social media

became even more important than before as the work-from-home culture began to expand, landing many members in front of their screens in makeshift home offices. FSBA's audience continued to grow in the 2019-2020 with an additional 413 Twitter followers (+23%) and 412 Facebook followers (+63%), reaching over 2000 followers on Twitter, and over 1000 on Facebook (FSBA Strategic Plan 2020, A.2.3.3).

To keep members engaged and support their community leadership, FSBA created a Virtual Spirit Week for School Boards to encourage teachers and students. Association members from across the state also teamed up to create a positive video "We're All in this Together." This video set out to honor the class of 2020, faculty, staff, and all things public education amidst the global pandemic and stay at home orders. The video was widely shared and had over 3000 impressions on Twitter.

The Florida School Boards Association

VIRTUAL GENERAL MEMBERSHIP MEETING

JUNE 18, 2020
10:30 AM - 12 PM (EST)

AGENDA PUBLISHED ON BOARDDOCS BY JUNE 11, MEMBERS WILL RECEIVE EMAIL NOTICE

VOTING PLATFORM: SURVEY GIZMO

VOTING WINDOW: JUNE 11-JUNE 18

VOTING RESULTS: ANNOUNCED DURING VIRTUAL MEETING

QUESTIONS? CONTACT PATRICIA PETERSON (PETERSON@FSBA.ORG)

www.fsba.org

PAST PRESIDENTS

A legacy of leadership.

2018	Jerry Taylor, Suwannee	1993	Sharon Hartsell, St. Johns
2017	April M. Griffin, Alachua	1992	Janice Mee, Sarasota
2016	Tim Harris, Polk	1991	Barbara Wallace, Lee
2015	Caroline Zucker, Sarasota	1990	Dr. Bill Gene Smith, Highlands
2014	Patty Hightower, Escambia*	1989	Jan Cummings, Broward
2014	Karen Disney-Brombach, Indian River*	1988	Judy Cross, Hendry
2013	Patty Hightower, Escambia	1987	Charles Chestnutt, III, Alachua
2012	Joie Cadle, Orange	1986	Barbara Moore, Okaloosa
2011	Lee Swift, Charlotte	1985	Holmes Braddock, Miami-Dade
2010	Candace Lankford, Volusia	1984	Carol Hyde, Gilchrist
2009	Georgia "Joy" Bowen, Leon	1983	Susan Pell, Palm Beach*
2008	Beverly Slough, St. Johns	1983	James Westberry, Jr., Desoto*
2007	Jeanne Dozier, Lee	1982	Billie Jean Reynoles, Okeechobee*
2006	Sue Hershey, Martin	1982	Susan Pell, Palm Beach*
2005	Dr. Jack Lamb, Hillsborough	1981	Bob Howe, Alachua
2004	Tom Greer, Osceola	1980	Ethel Kennedy Lyons, Orange
2003	Andy Griffiths, Monroe	1979	Joe Idlette, Indian River
2002	Judy Conte, Volusia	1978	Deane Bozeman, Bay
2001	Barbara Sharpe, Alachua	1977	Dr. Pete Everett, Leon
2000	Jane Gallucci, Pinellas	1976	Ethel Beckham, Miami-Dade
1999	Patricia Riley, Lee	1975	Allan Keeth, Seminole
1998	Bill Graham, Palm Beach	1974	Rayma Page, Lee
1997	Andrea Whiteley, Polk	1973	Pete Gindl, Escambia
1996	Linda Southerland, Orange	1972	George Miller, Jr., Putnam
1995	Margaret Sirianni, Lee	1971	Broward Davis, Leon
1994	Joyce Hobson, Martin		

**Denotes half-term served*

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