

# ANNUAL JOINT CONFERENCE

FSBA FADSS FELL FERMA FSBA SUNSPRA

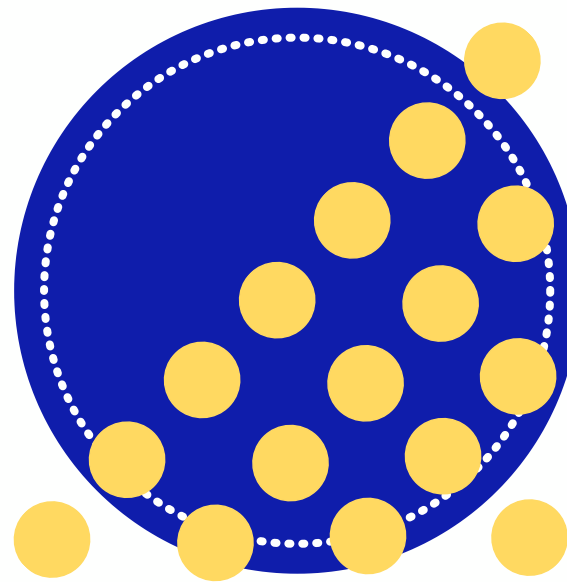
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**DECEMBER 2-3, 2020**

VIRTUAL DELIVERY. ON-DEMAND CONTENT





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## FSBA PRESIDENT JANE GOODWIN & FADSS PRESIDENT DR. MIKE GREGO WELCOME YOU





# THE FIGU RES

\$2.5K

IN STUDENT  
SCHOLARSHIPS

30

DAYS TO ACCESS  
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NETWORKING  
MEETUPS

# SCHEDULE AT A GLANCE

FSBA FADSS FELL FERMA FSBA SUNSPRA

WEDNESDAY, DECEMBER 2

## WEDNESDAY, DECEMBER 2, 2020

8:30 - 10:30 a.m. Opening General Session: Trust Edge (learn more on page 19)

10:00 a.m. - 5:00 p.m. Exhibit Hall

10:30 - 10:45 a.m. Intermission

10:45 a.m. - 3:30 p.m. FADSS Leadership Development Training (Superintendents Only)

10:45 - 11:45 a.m. Breakout Session I: Choose one of 5 Options (descriptions on pages 9-14)

11:45 a.m. - 12:00 p.m. FSBA and CFEF Award Presentations

12:00- 1:15 p.m. Lunch Break - No Scheduled Events

1:15 - 2:15 p.m. Breakout Session II: Choose one of 5 Options (descriptions on pages 9-14)

2:15 - 2:30 p.m. Intermission

2:30 - 3:30 p.m. Breakout Session III: Choose one of 5 Options (descriptions on pages 9-14)

3:30 - 3:45 p.m. Intermission

3:45 - 4:45 p.m. Breakout Session IV: Choose one of 5 Options (descriptions on pages 9-14)

4:45 - 5:00 p.m. Break – grab your favorite snack or beverage and get ready for Meetups at 5:10 (recipes on page 18)

5:00 - 5:10 p.m. Introduction to Networking

5:10 - 6:00 p.m. Networking Meetups



# SCHEDULE AT A GLANCE

FSBA FADSS FELL FERMA FSBA SUNSPRA

THURSDAY, DECEMBER 3

## THURSDAY, DECEMBER 3, 2020

8:45 - 10:15 a.m. General Session II: Collaborative Governance & Engagement: District leaders working together, with all stakeholders, to ensure a culture of optimal learning. #forthebabies (learn more on page 20)

10:00 a.m. - 5:00 p.m. Exhibit Hall

10:15 - 10:30 a.m. Intermission

10:30 a.m. - 3:30 p.m. FADSS Leadership Development Training (Superintendents Only)

10:30 - 11:45 a.m. Breakout Session I: Choose one of 4 Options (descriptions on pages 15-17)

11:45 a.m. - 12:00 p.m. SUNSPRA Award Presentations

12:15 - 1:00 p.m. Lunch Break - No Scheduled Events

1:00 - 2:15 p.m. Breakout Session II: Choose one of 4 Options (descriptions on pages 15-17)

2:15 - 2:30 p.m. Intermission

2:30 - 5:00 p.m. General Session III: My Inbox is Full and I Can't Get Out! (learn more on page 21)

5:00 - 5:15 p.m. Break – grab your favorite snack or beverage and get ready for Meetups at 5:30 (recipes on page 18)

5:15 - 5:30 p.m. Closing Remarks and "Meet Up" Invite

5:30 - 6:15 p.m. Networking Meetups

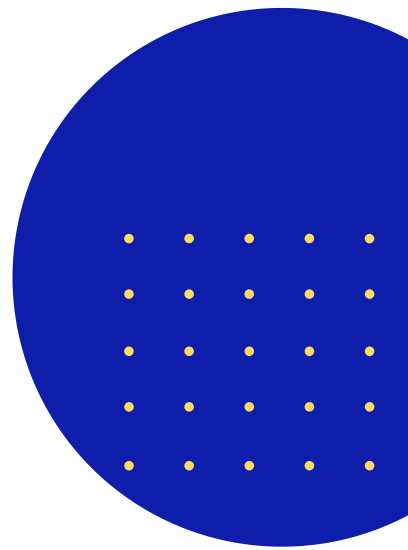




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# WELCOME NEW SCHOOL BOARD MEMBERS & SUPERINTENDENTS!



We know you will do great work for Florida's  
students and families!





# FSBA/FADSS OFFICERS

## Florida School Boards Association Officers

Jane Goodwin, Sarasota, President  
Chris Patricca, Lee, President-Elect  
Thomas Kennedy, Citrus, Vice President  
Wendy Atkinson, Charlotte, Treasurer  
Jerry Taylor, Suwannee, Immediate Past President  
Andrea Messina, Executive Director

[www.fsba.org](http://www.fsba.org)

## Florida Association of School District Superintendents

Dr. Mike Grego, Pinellas, President  
Sam Himmel, Citrus, President-Elect  
William "Bill" Husfelt, Bay, Vice President  
Sherrie Raulerson, Baker, Secretary  
Tim Forson, St. Johns, Treasurer  
Senator William J. Montford, III, CEO

[www.fadss.org](http://www.fadss.org)

Florida Education Legislative Liaisons (FELL)

[www.fell.ws](http://www.fell.ws)

Florida Education Risk Managers Association (FERMA)

[www.my-ferma.org](http://www.my-ferma.org)

Florida School Board Attorney Association (FSBAA)

[www.fsbaa.com](http://www.fsbaa.com)

Sunshine State Public Relations Association (SUNSPRA)

[www.sunspra.org](http://www.sunspra.org)

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**You are about to log in and you may be a little nervous about this new way of learning...don't be!** While we know you look forward to interacting in person each year, this guide will prepare you for an engaging experience with multiple opportunities to network and connect.

**About the Virtual Platform Accelevents & Logging In** You can access the virtual platform [here](#). To log in, use the email address that you are registered under. You will be prompted to create a password. This password will be your password for the remainder of the event.

**Minimal Tech Requirements** Join the event using a laptop, desktop computer, or tablet. Make sure you are using a compatible browser. Accelevents works best in Chrome. You will also want to make sure your browser is up-to-date and your internet or mobile hot spot is reliable. You will need headphones or built-in/external speakers to listen to all presentations. Please be sure your district's IT department allows Accelevents, Zoom, and Vimeo through the firewalls.

**On Wednesday December 2 at 8:00a.m, you will be able to freely navigate between four areas of the platform.**

- **Lobby:** Use as your "home base." View the full schedule of events, check out event sponsors, participate in live chat (visible to all attendees), see who has the most points from interacting in the Exhibit Hall, visit the Info Desk to view a list of FAQs
- **Main Stage:** Watch general sessions, panel discussions, student performances, intermissions, and award presentations.
- **People:** Connect with other attendees and staff and set up one-on-one meetings and chats.
- **Exhibit Hall:** Click through our different booths in the expo hall and earn points. You can chat with a rep, see service demos, and visit with sponsors and exhibitors.

**Shoot, I Missed a Live Session!** Don't worry! All sessions except for the last General Session will be recorded and available to view on demand through January 3 at 5p.m.

**Session Handouts** If provided by presenters, handouts can be found in the description of their session, as well as on the FSBA BoardDocs site.

- **IMPORTANT:** Click [HERE](#) to download and print this booklet BEFORE Thursday for the best experience during the General Session Keynote: "My Inbox is Full and I Can't Get Out!"



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**Scholarship Opportunities for Your Students** Engage in Gamification throughout the event to climb the Leader Board. The top three standouts will be rewarded with a scholarship for a student in their district (1st Place - \$1000, 2nd Place - \$750, 3rd Place - \$500). Attendees earn points by visiting exhibitor booths and networking with annual sponsors.

**DREAM BIG FLORIDA!** Have you ever imagined life in space? Join Florida students and Dream Big by participating in the Postcards to Space Project with partners Blue Origins and Stem2Hub. Visit the Resource Desk during the event to access your postcard and instructions.

**#ShareGratitude2020** Even in this most difficult year, we all have many reasons to be thankful for family, faith, friends, and so much more. As part of the **Gratitude 2020 Project**, please reflect on what you're grateful for and share it with the world! [www.sharegratitude2020.com/form/](http://www.sharegratitude2020.com/form/)

**CBM Points** Earn your CBM points by completing the CBM survey provided at the end of the event.

**Get Social!** Join us on Twitter by following @flschoolboards and use the hashtag #fsbaajc. We would love to see your virtual conference pictures, takeaways, and work-from-home distractions, too.

There are lots of ways to make social connections throughout the conference. As the event kicks off, be sure to click the down arrow next to your name in the event platform to personalize your profile to make it easier to connect with other attendees.

**Need help before and/or during the event?** We look forward to engaging with and supporting our members! Contact the FSBA office with any questions leading up the event (850.414.2578). Online chat support will be accessible during the conference.

## THANK YOU FSBA PARTNERS & ANNUAL SPONSORS



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## DON'T FORGET: PRINT "MY INBOX IS FULL..." RESOURCE PACKET BEFORE GENERAL SESSION III



For the best learning experience, visit the  
Resource Desk and print this packet before  
"My Inbox is Full and I Can't Get out!"

# BREAKOUT SESSIONS

60 minute sessions

## Wednesday, December 2

### **10:45 & 2:30 New School Board Member Academy – Part 1**

This session will focus on important facts that newly elected school board members will need to help them through their first 100 days in office. The Administrative Procedures Act, Sunshine Law and Social Media will be addressed.

**Presenters:** Carol Cook, Pinellas County School Board, FSBA Consultant  
April Griffin, FSBA Consultant and Past President  
Cheval Breggins, FSBA Consultant  
Stacy Kirvin, Franklin County School Board, FSBA Consultant

**Moderator:** Tina Pinkoson, FSBA Director of Leadership Services

### **10:45 & 3:45 Taking Care of Business: Internal Audits, Bonds, Underwriting**

This session will discuss Florida Statutes and School Board internal auditor functions, how to use an internal auditor for the benefit of the Board and the District, present options for organizational design of internal audit, areas selected for an audit, and how to avoid and manage conflict between internal audit and the superintendent and administration. Then, experienced bond counsel will discuss hot topics relating to bonding money (why? how? under what circumstances is this used?) and concerns of the under-writers and investors in the current capital markets.

**Presenters:** Dr. Scott Hopes, Manatee County School Board  
George Smith, Jr., Attorney, Bryant Miller Olive P.A.

### **10:45 & 1:15 Closing the Opportunity Gap**

How did Florida become the national leader in Advanced Placement? This session will focus on Florida's unrivaled success in expanding access to AP courses and emphasize how districts can leverage Florida Partnership professional development opportunities and free College Board resources to ensure that traditionally marginalized students are prepared for college and career success.

**Presenters:** Brian Barnes, Senior Director, Florida Partnership for Minority and Underrepresented Student Achievement  
Dr. Mirynne Iqualada, Director Florida Partnership for Minority and Underrepresented Students

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## FSBA UPCOMING MEETINGS:

DECEMBER 4: BOARD OF DIRECTORS

DECEMBER 11 - GENERAL MEMBERSHIP



Meetings to be held 9am-12pm via  
GoToMeeting. Contact Patricia Peterson  
([peterson@fsba.org](mailto:peterson@fsba.org)) with questions.

# BREAKOUT SESSIONS

60 minute sessions

## Wednesday, December 2

### **10:45 & 3:45 Investing in Students & Building Future Ready Workforce Pipelines**

How can today's students stand out from their peers when it comes to preparing for their futures? How can students plan especially with all the uncertainty surrounding COVID-19? The most popular answers that come to mind are getting good grades, taking AP or dual-enrollment courses, and participating in clubs or volunteering after school. But there is another aspect to preparation that provides a leg up in the real world; it is ensuring that high school students participate in robust work-based learning and paid internships so they can meet the challenges of the future.

**Presenters:** Tiffany Barfield, Senior Director, Policy and Advocacy, NAF  
Tracy Young, NAF Consultant

### **10:45 Lessons Learned from COVID; the Impact of the Pandemic on Behavioral Health Issues in the Workplace**

The pandemic has had significant impacts on Americans' mental health and substance use issues, and these are likely to significantly impact the workplace in turn. Employers must prepare for returning workers with new or exacerbated mental health and/or addiction issues, including by proactively training people managers, communicating resources, addressing stigma, and offering reasonable accommodations for impacted employees. Employer action items and tips will be shared to help employers during this difficult time.

**Presenter:** Dan Jolivet, National Practice Leader, Workplace Possibilities, The Standard

### **1:15 & 3:45 Chairmanship - Effective Meeting Management**

Chairing a school board requires strong leadership, diplomacy and the ability to pull together a team. FSBA's training will help prepare the board chair for this important role. Participants will receive tips and techniques to build effective governance teams, conduct effective meetings and manage the agenda, while focusing efforts on improved student learning and achievement.

**Presenter:** April Griffin, FSBA Consultant and Past President

# BREAKOUT SESSIONS

60 minute sessions

## Wednesday, December 2

### **1:15 & 2:30 Communicating with your Community: A Board's Responsibility**

As districts navigate changing circumstances this school year, board members play an important role in establishing culture. As both a representative of the district in the community, and of the community to the district, Boards have a unique opportunity and responsibility to react calmly in order to help guide constituents in following suit. Strategy, skill and intention help in creating and maintaining a productive dialogue. Learn communication tips for both times of crisis and calm, including strategies for leveraging technology tools to ensure timely & equitable access to information.

**Presenter:** Diana Baker Freeman, Governance Specialist, Diligent

### **1:15 & 2:30 Cultural Awareness Through Communication**

Culture is more than race and ethnicity. It may not be visible or identifiable to others; however, it encompasses characteristics essential to one's identity. School systems are tasked with the awesome responsibility of effectively communicating to various communities. Learn how to create a positive working and learning environment through culturally-responsive communication practices.

**Presenter:** Shayla Cannady, Senior Manager of Public Relations, Orange County Public Schools

### **1:15 After COVID – What Does the Financial Future Look Like for Self-Insurance – Health Plans and Workers' Comp; What Can We Do Now to Plan for It?**

We will discuss the impact the pandemic has had on both health insurance and workers compensation claims and what future trends may look like. Employers need to prepare financially for the projected increase in trends and costs; especially when budgets may be lean in the coming year.

**Presenters:** Alice Wells, CWCL, AIC, Director of TPA Operations, Johns Eastern  
Amanda Brooke Kross, Actuary, Assistant Vice President, Aon

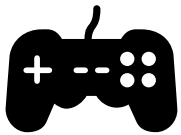


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## LEADERBOARD: YOUR CHANCE TO WIN SCHOLARSHIP DOLLARS FOR STUDENTS



Visit a Booth (5 points), Visit Booth again (1 point), download booth attachments (5 points), chat with an exhibitor (20 points)

# BREAKOUT SESSIONS

60 minute sessions

## Wednesday, December 2

### **2:30 & 3:45 What to Expect in 2021 - Florida's Political Landscape and Elections Fallout**

Hear from members of the Florida Education Legislative Liaisons and FSBA Advocacy team about the 2020 election and what to expect in the 2021 Legislative Session.

**Presenters:** BillieAnne Gay, FSBA Director of Advocacy & Legislative Services  
Jessica Janasiewicz, Government Affairs Consultant, Rutledge Ecenia, PA  
Wendy Dodge, Director of Legislative Affairs and Policy, Polk County Public Schools

### **2:30 Risk Management Data: What you should know and where to find it**

When making decisions, having useful data, or any data, helps to make an informed decision. Informed decisions are the easiest to defend. This session will discuss the many places and resources available to find your District's RM data and how to use that data.

**Presenter:** Scott Blaser, Director of Insurance Services, Florida School Board Insurance Trust (FSBIT)

### **3:45 Driving Down Workers' Comp Claims through Behavioral Science**

The stick or the carrot? We have all heard this. Should we use punishment or reward to get the desired outcome? We will discuss which can work to reduce accidents and show both have a place in a program.

**Presenter:** Scott Blaser, Director of Insurance Services, Florida School Boards Insurance Trust (FSBIT)

# BREAKOUT SESSIONS

75 minute sessions

## Thursday, December 3

### **10:30 New School Board Member Academy – Part II**

Part II of this training will focus on the governance role of school board members. Understanding the governance role is key to becoming an effective school board member. Join the Leadership Services Facilitator Team as they discuss what good governance looks like and tips on how to govern effectively.

**Presenters:** Carol Cook, Pinellas County School Board, FSBA Consultant  
April Griffin, FSBA Consultant and Past President  
Cheval Breggins, FSBA Consultant  
Stacy Kirvin, Franklin County School Board, FSBA Consultant

### **10:30 Legal Hot Topic – Implications/Considerations of Transgender, LGBTQ+ Public School Students and Employees**

We will review the current legal issues and case law evolving around LGBTQ+ students and employees impacting school districts throughout Florida and the nation. In addition, we will address legal implications and considerations for the protection and inclusion of LGBTQ+ students and employees. The areas of law include federal and state laws, rules, and regulations as well as current district policies and practices. Issues include bullying/harassment; name/gender changes, FERPA/Privacy, bathroom use, athletic participation, overnight field trips, dress codes, extracurricular activities & access, and employment.

**Presenters:** Mindy McNichols, Assistant School Board Attorney, Miami-Dade County Public Schools  
Denise Sagerholm, Assistant General Counsel, Palm Beach Schools  
Brian Williams, Chief Legal Counsel, Lee County Schools  
Sara Koren, Staff Attorney, Orange County Schools

# BREAKOUT SESSIONS

75 minute sessions

## Thursday, December 3

### **10:30 & 1:00 Learning From Each Other: How Sharing your Best Builds the State**

Learn about Impact Florida and its learning cadre model, which has brought together districts from across the state to learn from each other's best practices and problem solve around how to improve instruction for all of Florida's students. Session will feature a panel discussion with leaders from large, mid-size and small districts who have participated in a learning cadre, who will share about their experiences and why they feel cross-district collaboration is vital to Florida's overall educational success.

**Presenter:** Trey Csar, Co-Founder and Chief Operating Officer, Impact Florida

### **10:30 & 1:00 Using Data Analytics for Benchmarking and Communicating Your District Story**

Districts across the state compile and submit a lot of data for various purposes. Come hear how district leaders use Enrollment, Salary, Staffing, Finance, and Student Performance data to benchmark against relevant peers, optimize resources, and communicate their district story.

Whether you are looking for unique ways to analyze your district's situation, use benchmarking to build "smarter" forecasts, or to communicate your story in an understandable format to all stakeholders...this session will focus on how district leadership teams across the state can use data analytics.

**Presenter:** Theresa Boston-Ellis, Chief Financial Officer, Marion County Public Schools

### **1:00 Parliamentary Procedures**

Session Description: If you need an update on Parliamentary Procedures, this session is for you. Chairs, vice chairs and new school board members are invited to attend.

**Presenter:** Carol Cook, Pinellas County School Board, FSBA Consultant

# BREAKOUT SESSIONS

75 minute sessions

## Thursday, December 3

### **1:00 Navigating the Novel Legal Issues Presented by COVID-19**

This session will address the novel legal issues COVID-19 has created for school districts. This presentation will discuss the issues related to masks, negligence considerations, public record requests and navigating the CARES ACT reimbursements.

**Presenters:** Kristy Gavin, School Board Attorney, Flagler County School District  
Kathy Dupuy-Bruno, School Board Attorney, Lee County School District

**BREAKOUT SESSIONS AND  
MOST CONFERENCE  
RECORDINGS ARE AVAILABLE  
THROUGH JANUARY 3, 2021.**

# MEETUP SNACKS

Wednesday 5:10, Thursday 5:30

May we suggest a snack or beverage? Try one of these simple, festive recipes as you network with your peers during Networking Meetups (recipes linked below when viewing electronic version).



## Snacks & Bites

Mixed Spiced Nuts ([RECIPE](#))

10-minute Smoked Salmon Pinwheels ([RECIPE](#))

Cranberry Brie Bites ([RECIPE](#))

Ham and Cheese Pinwheels ([RECIPE](#))

Garlic Herb Roasted Shrimp + Cocktail Sauce ([RECIPE](#))



## Mocktails (or not!)

[11 Winter Mocktail Recipes](#)

[Florida Craft Brews](#)



# KEYNOTE SPEAKERS

Wednesday, December 2



David Horsager, CEO Trust  
Edge Leadership Institute

**8:30-10:30 am The Trust Edge: How Top Leaders and Organizations Drive Results Through Trust**

Trust is a fundamental, bottom line issue. Without it, leaders lose teams and respect and schools lose reputation, retention of good people, and relationships. But with trust, individuals, schools and organizations enjoy greater creativity, productivity, freedom and results. Through David's industry leading research, The Trust Outlook™ and firsthand experience working with the world's highest performing organizations, David reveals how top leaders, schools and organizations drive results to become the most trusted in their industry.

**Presenter:** David Horsager, MA, CSP, CPAE is the CEO of Trust Edge Leadership Institute, national bestselling author of The Trust Edge, inventor of the Enterprise Trust Index™, and director of one of the nation's foremost trust studies: The Trust Outlook™. His work has been featured in prominent publications such as Fast Company, Forbes, and The Wall Street Journal. David has advised leaders and delivered life-changing presentations on six continents, with audiences ranging everywhere from FedEx, Toyota and global governments to the New York Yankees and the Department of Homeland Security.

# KEYNOTE SPEAKERS

Thursday, December 3



Dr. Desmond Blackburn  
CEO New Teacher Center

**8:45 - 10:15 a.m. Collaborative Governance & Engagement: District leaders working together, with all stakeholders, to ensure a culture of optimal learning. #forthebabies**

In the face of growing uncertainties, exacerbated challenges, and the consequences of poor decisions, school board members, superintendents, and executive leaders will need to get one thing very right... Effective community engagement as the vehicle towards ensuring maximized teaching and learning. In this session, Dr. Blackburn will provide practical, ready to implement, strategies that you can use to establish and/or maintain a trusting culture of high expectations and even higher accomplishments.

**Presenter:** Desmond Blackburn, Ph.D, is Chief Executive Officer (CEO) of New Teacher Center (NTC). NTC is a national non-profit organization that works to disrupt the predictability of educational inequities for systemically underserved students by accelerating educator effectiveness. Desmond began his career in education in 1996 as a High School Math Teacher for Broward County Public Schools (BCPS) where until 2015 he additionally served as an Assistant Principal, Principal, Director of School Improvement, Area Superintendent, and the Chief of School Performance & Accountability. In 2015, he became the Superintendent of Schools for Brevard Public Schools (BPS). He has served in leadership roles in state and national organizations, and was appointed to the Marjory Stoneman Douglas Safety Commission by Governor Rick Scott. He was born in Mt. Vernon, New York to parents, Desmond and Diana. He and his wife, Kelli, have been married for 23 years. They have two sons, Dean and Grant.



# KEYNOTE SPEAKERS

Thursday, December 3



## David Weber

As an internationally recognized speaker, author, and trainer, Dave Weber is one of the country's most sought after speakers. Presenting an average of 165 times a year, his high energy and entertaining style, combined with great content, have made him a crowd favorite. He has spoken to tens of thousands of educators from literally all 50 states and his list of business clients reads like a "Who's Who of Corporate America" including AT&T, FedEx, IBM, Chick-fil-A The Weather Channel, Bank of America, Delta Airlines, and Nike just to name a few.



## Logan Weber

Passionate about servant-leadership and positively impacting the world, and as the co-creator of the renowned "My Inbox is Full and I Can't Get Out" advanced time management and personal productivity program, the demand for Logan Weber's expertise is at an all-time high. Available in-person, virtually, or on demand, the diversity of industries accessing his content is staggering. From education to automotive, to service, to healthcare and from students to CEOs, Weber is changing lives across the country and around the world.

### **2:30-5:00pm My Inbox is Full and I can't Get Out!**

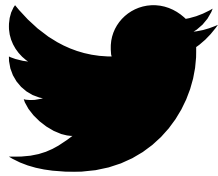
Most people know how to use a hammer, a saw and a tape measure - they are simple, straight forward tools. But the challenge is how to get out of the tools what you really want, which is a house. That's how it is with Outlook. Many know how to use a few tools of Outlook but 90% of people don't know the skills that are critical to the PROCESS of building the house they want, which is: to manage every detail of your life; to never have anything fall through the cracks; to be able to instantly find information you know you put "somewhere." As an FSBA member, you know the job requires tons of organization, communication, and keeping up with people, projects and activities. This high-energy, interactive keynote promises to be Advanced Productivity for Some - and A Lifesaver for Others!

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