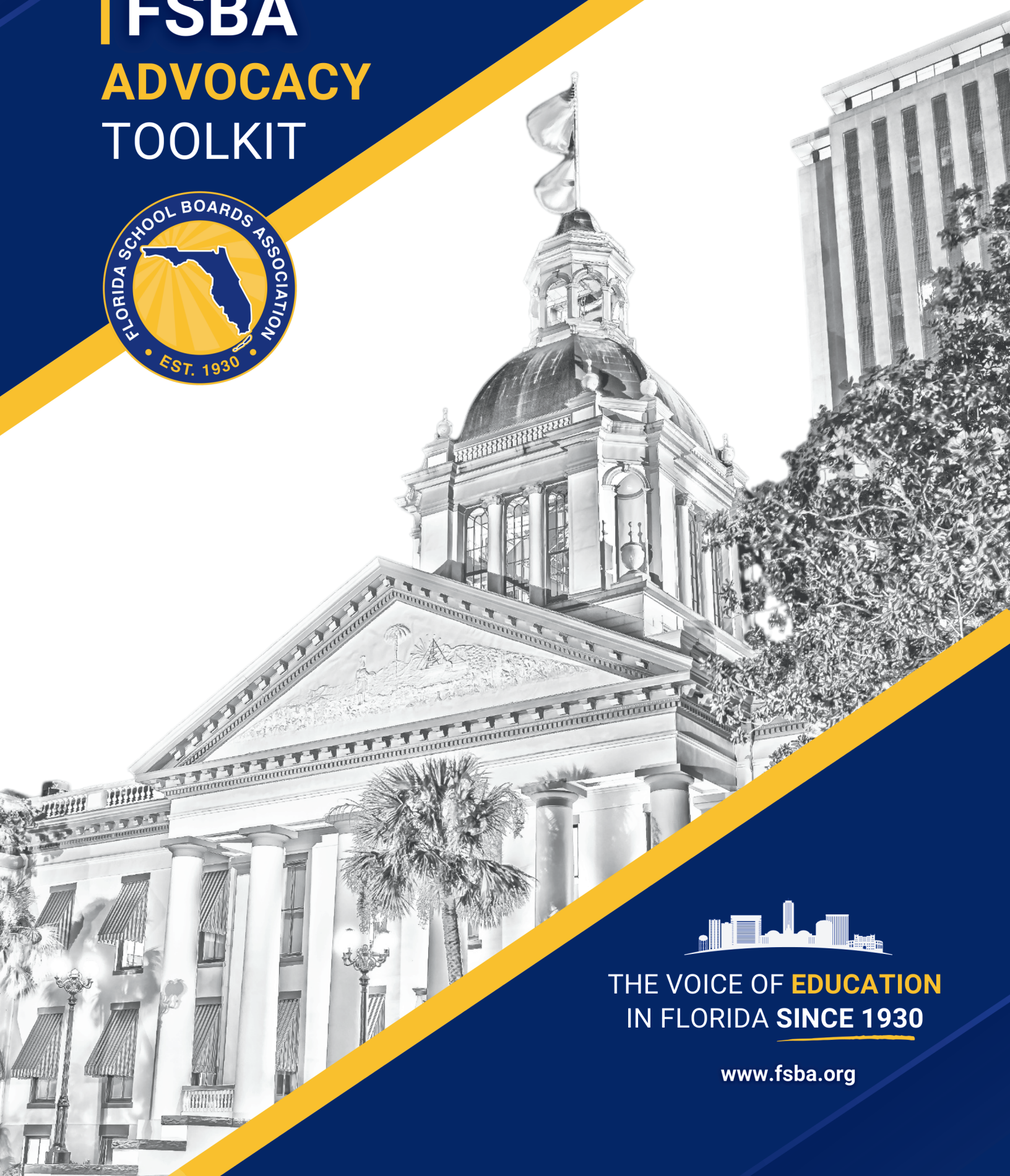


FSBA ADVOCACY TOOLKIT



THE VOICE OF **EDUCATION**
IN FLORIDA **SINCE 1930**

www.fsba.org

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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.

FSBA Advocacy

FSBA's advocacy efforts are directed to the general public and policy makers on the local, state, and national level and focus on imparting a better understanding and appreciation of the successes and challenges of our public education system.

FSBA provides a variety of tools and information to guide and support FSBA members in their efforts to advocate for their school districts and for public education.

FSBA has earned recognition as a firm and credible authority on education policy and takes pride in keeping members well informed about education related news and events throughout the year.

Why FSBA?

FSBA works to promote and protect the uniform, efficient, safe, secure, and high-quality system of free public schools that is guaranteed by the Florida Constitution. Our efforts include tracking high profile education related cases and keeping our members informed of education related legal news and events around the country.

We are a nonpartisan, non-profit organization who represent the collective voices of our membership. Our mission and vision along with our strategic plan are adopted by our membership at large. We represent diverse members with unique needs and by focusing on the students we are able to speak as one voice.

FSBA believes that student achievement should be the focus of all decisions school boards make in their communities. These decisions impact the district culture which in turn impact student achievement. FSBA offers a plethora of programming to help educate and train school board members so that they are able to function as a high-quality board and focus on policies that increase student outcomes.

FSBA Membership

Members of the Florida School Boards Association share the following beliefs to guide the Association in its work with members, FSBA staff, and stakeholders. Our work will be representative, professional, collaborative, innovative, and impactful.

- Representative – we will reinforce local decision-making and reflect diverse points of view.
- Professional – we will model ethical leadership and exemplary stewardship.
- Collaborative – we will act with cohesion, transparency, and intentional engagement.
- Innovative – we will focus on forward-thinking, innovative solutions, opportunities and possibilities.
- Impactful – we will strategically leverage initiatives, alliances and resources to produce measurable results.

Programs and Training

Programs and training provide board members with a toolkit of skills and knowledge that equip them to better serve and lead their school districts. They allow members opportunities to network and to exchange Best Practices to take back to their districts.

Mentorship- Every new school board member, if requested, is provided with a mentor to help with the transition of being a newly elected school board member

Master Board- FSBA offers board training to all members to help them become a high functioning board.

Certified Board Member (CBM) - We build leaders by offering the CBM program. By attending and participating in training, school board members can become Certified Board members.

New School Board Member Academy- Helps to train newly elected members on various topics from the budget to Robert Rules so they are better able to confidently serve their districts.

Professional Development- FSBA provides multiple training opportunities on a variety of subjects, sharing best practices to ensure every school board member has the knowledge to effectively carry out their duties. The Chairmanship Academy is offered for incoming Board Chairs to

Collaboration- School board members are able to collaborate with each other and other stakeholders during the summer and winter conference. Various other opportunities including attending Regional gatherings and serving on one of the standing committees that guide the membership through positions of leadership, policy, and legislation are also available for members to take part in.

Founding Member of COSSBA- Allows members to collaborate with school board members across the country

Advocating for Schools/Community

School Board Members are duly elected by the constituents in their respective communities. The constituents entrust school board members with making the best decisions possible to ensure the students attending public schools receive an exemplary education. It is incumbent on school board members to raise awareness of the needs of public schools and public school students on the local, state, and national scene.

Advocate with the parents and community, sharing the positive news happening in your school district. Using your personal social media account to promote the positive news of your school district is an excellent tool to reach people who want and need to know about the work of the school district. Examples of appropriate social media posts are included in Fillable Resources at the end of this section.

Meet with your local County, City, college, and business (Chamber) leaders to discuss the school district plans and how you can cross promote (broadband, workforce development, interns, etc.)

Advocate for your School District within the faith-based community (volunteering, partnerships, etc.)

Build a relationship with your local elected representatives

- o Get to know your fellow local elected officials in the community
- o Invite local leaders to events
- o Share with local officials what the school district is doing

Always be truthful, and never mislead. Your credibility and that of the school district are at stake. If you do not have the answer to a question, do not improvise. Promise to get back to the questioner with the necessary information, and do so promptly.

It is important to remember that you are an individual who is part of a Team that is highly visible in your community. Diplomacy is the key - there are 4 to 8 additional people that have also been elected and are part of the School Board Team. There will be times when individual Board Members disagree on a topic, but once a vote is taken, it becomes the decision of the School Board and the decision is to be presented with a unified voice. School Board members are elected to make decisions that serve the betterment of the entire school district and not their own individual needs.

Be an active participant at all FSBA meetings and conferences. Be a constant learner - the education landscape is changing rapidly and school board members must stay up to date

with all the issues surrounding best practices for the students who attend public schools. Talk with fellow school board members within Florida and share ideas about what has worked and what has not worked - learning from one another is a form of advocacy.

The [Advocacy for Public Education](#) page on the FSBA website provides additional resources.

Fillable Resources:

Teacher Appreciation Week Social Media Posts:

- Happy Teacher Appreciation Week! Our educators work tirelessly to make a difference in the lives of our students. Let's take this week to show them how much we appreciate everything they do.
- To all of our amazing teachers, thank you for your unwavering dedication to our students. You make a difference in their lives every day, and we are grateful for all that you do. #TeacherAppreciationWeek
- It's Teacher Appreciation Week, and we're sending a big shoutout to all of the teachers in our district! Your hard work and commitment to our students never goes unnoticed. #ThankATeacher

Going back to school after holiday breaks posts:

- It's time to head back to school! We hope everyone had a restful and enjoyable holiday break, and we're looking forward to a successful second half of the school year.
- The holiday break may be over, but the learning never stops! We're excited to welcome our students back to school and continue our journey of education together.
- Ready or not, it's back to school time! We're excited to see all of our students and staff back in the classrooms, ready to learn and grow.

Going back to school after summer break posts:

- Summer break may be over, but the excitement of a new school year is just beginning! We can't wait to welcome back our students and staff for another year of learning and growth.

- The start of a new school year is a time for new beginnings and endless possibilities. We're looking forward to seeing all of our students back in the classrooms, ready to make the most of the year ahead.
- It's time to dust off those backpacks and head back to school! We're excited to see all of our students and staff back on campus, ready to learn, grow, and make new memories.

Other types of events celebrated by public schools:

- Today, we're celebrating [insert event]. It's a special day for our students, staff, and community, and we're thrilled to be a part of it.
- [Insert event] is just around the corner, and we couldn't be more excited! It's a time to come together as a community and celebrate all that our schools have to offer.
- We're counting down the days to [insert event]! It's an opportunity to showcase the talents and achievements of our students and staff, and we're proud to be a part of it.

· [Name of School District], [Number of Graduates] students have graduated from our schools this year, equipped with the skills and knowledge to succeed in their future endeavors. As a school board member, I'm proud of the hard work and dedication our educators have shown in preparing our students for success. #PublicEducation #ProudBoardMember #GraduationSuccess

· [Name of School District] is committed to providing a safe learning environment for all students. As a school board member, I'm proud of the efforts our district has made to create a safe and welcoming environment where all students can thrive. #SafeSchools #ProudBoardMember

· [Name of School District] has implemented new technology in the classroom to enhance learning opportunities for our students. Our district recognizes the importance of keeping up with the latest technology trends, and we're proud to provide our students with the tools they need to succeed in today's digital world. As a school board member, I'm excited to see our district's continued commitment to innovation in education. #EdTech #InnovationInEducation #ProudBoardMember

· [Name of School District] has seen an increase in the number of students participating in extracurricular activities, including sports, music, and clubs. Our district values the importance of a well-rounded education, and we're proud to offer a variety of opportunities for our students to explore their interests outside of the classroom. As

a school board member, I'm thrilled to see our students taking advantage of these opportunities and developing new skills. #Extracurriculars #WellRoundedEducation #ProudBoardMember

· [Name of School District] is committed to providing our students with access to high-quality resources and materials. Our district has invested in new textbooks, equipment, and technology to support our students' learning. As a school board member, I'm proud of the district's commitment to providing our students with the best possible education. #QualityEducation #StudentResources #ProudBoardMember

Talking Points for Florida School Board Members:

When speaking with constituents:

Thank you for your interest in [Name of School District]. As a school board member, I'm proud of the work that we're doing to provide a high-quality education to all our students.

We're committed to ensuring that every student in our district has access to the resources and support they need to succeed.

Our district has made significant progress in recent years, and we're proud of the hard work and dedication of our educators and students.

We value your feedback and input, and we welcome your suggestions and ideas for improving our schools.

When speaking with educators:

Thank you for your hard work and dedication to our students. We know that you play a critical role in shaping the future of our community.

We recognize the challenges that you face every day, and we're committed to supporting you in your efforts to provide a high-quality education to our students.

We value your expertise and your input, and we want to work collaboratively with you to improve our schools.

We believe that our educators are the key to the success of our schools, and we're committed to providing you with the resources and support you need to excel in your profession.