



SUNSPRA

Sunshine State School
Public Relations Association



“Thursday Thoughts” – 5.4.17

Kevin Christian, APR, CPRC, SUNSPRA President

DEADLINE EXTENDED

Remember, entries are submitted entirely online in an easy-to-use process. **[CLICK HERE](#)**

for more information. SUNSPRA members can check out our “members only” section of www.sunspira.org for award-winning entries from last year. Having just submitted my first entry, rest assured – this is NO EASY TASK!!! Limiting your “Standard of Excellence” to 1,000 words can be challenging! Then all those supporting materials! If you understand what APR is all about, you know the importance of RACE... if you’re new to the Medallion Awards, its competitive and can be complex. It is DEFINITELY worth the effort, though, when you’re recognized in front of SUNSPRA colleagues, school administrators, state leaders, and others at the FASA summer conference. Remember, you have until 11:59PM Sunday to enter. Good luck!

Here’s a look at what you can expect from SUNSPRA at the FASA conference:

Wed., June 14, 11am—12:15pm – “Managing Media with Class” with Kevin Christian, APR, CPRC, Marion County Public Schools

Wed., June 14, 11am-12:15pm - “You Went Viral! Now... What Do You Do?” with Ben Tobias, Public Information Officer, Gainesville (FL) Police Department (moved up from Thursday)

Wed., June 14, 1:30pm-2:45pm – “Social Media: Handling Hateful Posts” with Greg Turchetta, Collier County Public Schools

Wed., June 14, 3:15pm general session – MEDALLION AWARDS

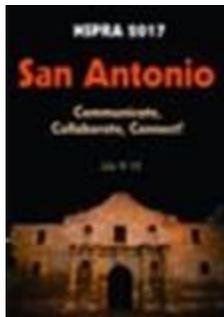
OPTIONAL: Thurs., June 15 – 11am-12:15pm – Medallion Award Workshop (if enough RSVPs)

For more information on the FASA conference, [click here](#).

WELCOME NEW MEMBER - Indira Jadoonandan, Curriculum Support Specialist, Adult Education Division, Miami-Dade County Public Schools



Come July, NSPRA’s annual conference heads west to San Antonio, TX. Conference hotels are already sold out but NSPRA offers a great concierge service that will find you another room AND put you on the conference hotel room waiting list for free! Here are details on this year’s NSPRA Conference in San Antonio (click the graphic):



Communicate, Collaborate, Connect!

Join us for the [64th Annual Seminar](#) in San Antonio, July 9-12, 2017
[Hyatt Regency San Antonio Riverwalk](#)

LEGISLATIVE & ISSUES UPDATE THIS WEEK

Scott hints at vetoing entire \$83B budget, criticizes lack of 'sunshine'

Gov. Rick Scott is starting to use the V-word. For almost two months, Scott refused to say if he would veto the entire Florida budget for next year if state legislators gutted spending for tourism marketing and financial incentives for businesses to relocate to the Sunshine State. ([more](#))

Lawmakers steer \$500 million to schools for construction

Florida lawmakers on Wednesday approved a \$500 million list of school construction and maintenance projects, including \$207 million for state universities and \$115 million for state colleges. The Public Education Capital Outlay (PECO) program, which is part of the \$83 billion budget agreement, is smaller than this year's \$625 million education construction program and does not use any bonding. ([more](#))

Despite Some Bipartisan Opposition, School Bus Safety Bill Heads To Gov. Scott

A school bus safety bill is now heading to Governor Rick Scott, after passing the Senate this week. But, it not only received bipartisan support, but some bipartisan opposition as well. Cameron Mayhew, 16, was walking to his stopped school bus. The bus stop sign was out and its lights were flashing. ([more](#))

Volusia principal Tager is Flagler' pick for schools chief

The Flagler County School Board unanimously selected Jim Tager, a Volusia County high school principal, as its new superintendent in a special meeting Tuesday that capped a speedy search for its new top administrator. [Read Full Story](#)

School Board tells Superintendent Vitti to keep reading teachers despite classroom shortage

The Duval School Board Tuesday took the district's reading coaches off the chopping block, telling Superintendent Nikolai Vitti to find other ways to balance the district's \$1.7 billion budget for next year. [Read Full Story](#)

Lee school system to buy 58 more buses with \$5.9M deal

A \$5.9 million deal will bring 58 new school buses to the Lee County school fleet. [Read Full Story](#)

Pasco School Board approves employee contract agreement

Without comment, the Pasco County School Board gave unanimous approval Tuesday to an employee contract agreement for the school year that's about to end. [Read Full Story](#)

North Dade woman buys school bus and turns it into kids' traveling fitness center

Staying fit can be difficult when you're on the go. But one company has made it that easier for South Florida children to maintain a healthy lifestyle with a gym that's also on the go - a full-size school bus re-purposed as a fitness center. Read more here: <http://www.miamiherald.com/news/politics-government/article148023154.html#storylink=cpy>

Florida Senate advances controversial Title I school funding bill, worrying district leaders

Proposed dramatic changes to the way Florida schools get and use federal Title I funding gained

support in the state Senate Appropriations Committee on Monday, paving the way for their likely adoption into law. [Read Full Story](#)

Florida Legislature won't finish its work on time

The Republican-controlled Florida Legislature, bogged down in a dispute over millions of dollars tied to hospitals and nursing homes, won't be able to wrap up its work on time for the second time in three years. Up against a Tuesday deadline, legislative leaders were unable to reach an agreement on the fine print of a new \$83 billion state budget. Florida law requires that the budget be completely finished 72 hours before a final vote can be taken. ([more](#))

Hmmm... does budget proposal boost – or cut – student funding?

Much has been made about the increase in K-12 funding, but a deeper dive into the numbers shows an actual cut in base student allocations. Overall, the increase in total funds for K-12 FEFP funding in FY 2017-2018 budget is \$241,293,414 or 1.2%. These dollars fund an additional 23,919 students who will be entering Florida's public school system in the upcoming school year. ([more](#))

Florida voters in 2018 will decide new property tax break

Florida voters are going to vote next year on a new property tax break.

The Florida House on Tuesday voted 83-35 to put a constitutional amendment on the 2018 ballot that would allow homeowners to shield an additional \$25,000 of the value of their home from most property taxes. The additional exemption would not apply to taxes charged by school districts ([more](#))

Key senator says money will be in budget for land conservation

State Sen. Rob Bradley said Tuesday he's confident that a 2017-18 state budget will include money for the Florida Forever conservation lands program. Senate President Joe Negron said Tuesday he doesn't expect budget work to be completed before the end of the legislative session on Friday. Environmental spending has been the focus of contention between the two chambers. ([more](#))

Until next time, keep shining the light on school PR in Florida!

Kevin

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