



SUNSPRA

Sunshine State School
Public Relations Association



“Thursday Thoughts” – 5.25.17

Kevin Christian, APR, CPRC, SUNSPRA President

As we wrap up this school year, I encourage you to look at your calendar for this summer and set aside time to professionally develop yourself! What are you doing to learn more skills? How are you improving your value and worth to your district? What new skills can you share with your colleagues and support staff? We know Florida’s certified teachers are required to earn “PD” points, so why not invest in yourself? Two great opportunities are the FASA conference in June with a much-needed SUNSPRA track you can follow and the NSPRA national conference in July. For the Orlando conference, FASA just announced a new session that will benefit any of us using iPads:

Enhancing School Leadership with iPad – Tuesday, June 13 at 10:45 AM EST.

This session helps participants learn how to **maximize their use of the iPad**. If you are into using this tool to surf the web and check email; this session is for you!

- **Discover** apps, books, iTunes U content and valuable resources to support Principal leadership.
- **Learn** how to use apps to organize, create, and easily share information with your staff and community on the go with iPad.
- **Explore** real-world strategies for creating and implementing a successful learning environment for today's students.

Don't miss this hands-on opportunity to learn how the Apple ecosystem can help you model new learning experiences for staff, students and yourself!

Meanwhile, judges continue their reviews, scores, and comments on this year’s 17 SUNSPRA Medallion Award entries. Remember, we present the awards on Wednesday, June 14, at the Orlando FASA conference. PLUS, School Messenger & Peachjar are sponsoring a dinner that evening for SUNSPRA members and others. I hope to see you at these conference presentations:

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

Wed., June 14, 12:15pm-1:30pm - SUNSPRA Awards Luncheon – Two people from each district who entered may attend compliments of SUNSPRA. Additional guests are \$50 and can be paid at the door.

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

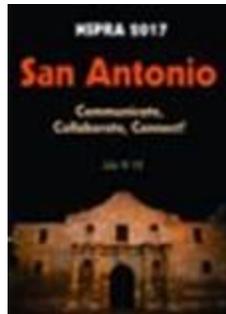


Wed., June 14, 5PM - Dinner sponsored by School Messenger and Peachjar @ The Capital Grill on I-Drive. This dinner is for superintendents, CIOs and PIOs/PR officers. Additional guests may attend at their own expense. Thanks to Nancy Gallardo and Quintin Graves, respectively with School

Messenger and Peachjar, for sponsoring this great opportunity for high-level networking, great food and conversation, connections, and relationship building.

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

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 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](#)

FLORIDA LEGISLATIVE & ISSUES UPDATE THIS WEEK

Gov. Rick Scott to 'act in taxpayers' best interest' with state budget

Prior to stopping in Manatee County, Gov. Rick Scott said he spent three hours Wednesday morning reviewing the budget. While the governor has yet to formally receive the \$82.4 billion state budget, Scott said his office has been reviewing the budget. "This year the budget was done sort of behind closed doors in secret," Scott said at Honeycomb Company of America, Inc., 1950 Limbus Ave., Sarasota. "My options are I can veto the whole budget, I can veto any section of the budget or I can veto any line in the budget, so I am going to act in the taxpayers' best interest in the state by reviewing every line." ([more](#))

What are Floridians telling Rick Scott now about the schools bill? It's mixed.

Floridians continue to inundate Republican Gov. Rick Scott with input on whether he should sign or veto a controversial K-12 schools bill known as House Bill 7069. And the overall message is no longer decisive as it was less than a week ago — now that school choice groups have stepped up to more aggressively defend and lobby for the legislation, which heavily benefits charter schools through additional funding and less regulation. ([more](#))

Battle over sweeping education bill heats up

The battle over the Legislature's sweeping education bill is heating up with new political ads. Those in support of the bill and those against the bill are trying to use the ads to win public support. House Bill 7069 grew from 12 pages to 278 pages over the weekend, with negotiations happening behind closed doors. ([more](#))

Half of Jefferson County teachers lose jobs

Half of Jefferson County Schools' teachers will not return next year as a charter school company takes over the struggling district. Superintendent Marianne Arbulu confirmed the teacher turnover numbers late Tuesday and told the Tallahassee Democrat about half of the current support staff members also have been notified they won't return next school year. ([more](#))

Florida prekindergarten access among nation's best, but funding among worst

When Florida began its voluntary prekindergarten program, the criticisms began that it aimed to serve many youngsters but with little quality. It's been 15 years since voters put the system in place,

and the reviews have yet to change. In a report released Wednesday, the National Institute for Early Education Research found Florida second of 44 pre-k programs nationally when it comes to service, but 40th in terms of per-student funding, and meeting just three of 10 quality measures. ([more](#))

Orange schools don't accommodate Spanish speakers, students, parents say

Reyna Chavez's teachers turned to her daily during the past year, asking her to help relay basic instructions to her classmates because she's fluent in English and Spanish.

[Read Full Story](#)

Research differs on whether charters welcome special ed kids

Five-year-old Nico Rosenblatt cannot speak and struggles to learn because of a rare genetic condition, yet thrives when surrounded by other children in a regular classroom, according to his parents. However, they say neither the public school system nor a charter school in the nation's capital could provide an inclusive environment for him.

[Read Full Story](#)

Homeschooling Makes Learning Personal For Some Special Education Students

...Today, Dorothy is homeschooling her son and daughter with the help of a novel item on the school choice menu: the Gardiner Scholarship. This voucher program, created in 2014, can be used by students with specific disabilities, including autism spectrum disorder, cerebral palsy and Down syndrome. It has grown rapidly and is now used by 7,000 Florida students. [Read Full Story](#)

Former Volusia teacher donates art collection to schools

Don Kennedy's works of art are almost like postcards, with colorful strokes that connect lines to form scenes of seaside escapes, rolling farmlands and lighthouses hugging the coast - all places he's been in his 83 years. [Read Full Story](#)

With many parents 'on pins and needles,' state releases third-grade reading results

Florida's third graders got the long-awaited word Friday on state test results that affect whether they move into fourth grade. [Read Full Story](#)

For Gov. Rick Scott, 'fighting' could mean vetoing entire state budget

Every day, Gov. Rick Scott is getting a lot of advice. School superintendents from Miami to Pensacola want him to trash the entire \$23.7 billion public school budget that would increase spending \$24 per pupil next year. That would force Scott and the Legislature to start over in a special session, with the new fiscal year only six weeks away. ([more](#))

If Gov. Rick Scott vetoes K-12 budget, here's what will happen

Every day brings Gov. Rick Scott and the Florida Legislature closer to an inevitable clash over the budget. County school superintendents from Miami to Pensacola want Scott to trash the K-12 education chunk of the budget that increases spending by \$24 per pupil next year. A similar education-only veto of that size hasn't happened since 1983 when Gov. Bob Graham blasted his fellow Democrats' "willing acceptance of mediocrity" in public education. ([more](#))

Broward teachers to Gov. Scott: veto the education bill

Broward teachers added their voices to those calling on Gov. Rick Scott to veto an education bill they say favors charter schools. Several teachers in the Broward Teachers Union criticized the bill during a job fair Monday designed to attract people to work at Broward schools. The district needs to hire about 1,100 to 1,200 teachers for the next academic year, said Susan Rockelman, director of Broward County schools talent acquisition. ([more](#))

Religious Liberties Bill Faces Opposition While Awaiting Approval

A bill aimed at codifying students' religious expression is awaiting a signature from Florida Governor Rick Scott. The Florida Student and School Personnel Religious Liberties Act mandates that schools not "discriminate" against students, teachers, or employees "on the basis of a religious viewpoint or religious expression." Senate Bill 436 and its House companion 303 would also clarify rules regarding religious expression in school. ([more](#))

NATIONAL ISSUES THIS WEEK

Vermont Community Divided Over School Nickname Change

A move to change a high school team name to be more inclusive has divided a Vermont community. The South Burlington School Board's unanimous vote in February to [drop the "Rebel" name](#) has led to death threats, a stalking charge and likely contributed twice to the defeat of the district budget. Some alumni and parents asked the board to put the issue to a public vote, but trustees refused. The impetus for the name change resulted from a gradual shift in the largely white school, whose population is now nearly 20 percent non-white. The South Burlington High School interim principal said the nickname has created discomfort for some students. An opposition group, which says the Rebel term has nothing to do with the Confederacy, is considering legal action.

North Carolina Education Supporters Conduct School Walk-ins

Public education supporters in North Carolina recently used a different than usual advocacy approach to get their message across. Asked to "Wear Red for Ed," parents, teachers and other advocates [staged walk-ins at schools](#) across the state. The unique tactic kicked off a weeklong effort to convince state and local lawmakers to fully fund schools. In addition, they pressed political leaders to eliminate A through F school report cards based on test scores and to increase per-student spending to the national average. The walk-in concept was a revitalized version of a similar action taken by school advocates in the state four years ago.

Resource — Six Ways to Use Infographic Icons Like a Pro

The web resource VENNAGE offers practical and motivating [design advice on making presentations calling for graphic elements](#). Their folks directly give you good and bad examples to demonstrate what works and what doesn't. Infographics are quite popular and like many new ventures in communication, NSPRA has seen both good and bad examples being produced in school communication efforts. Remember that infographics are designed to tell a story and add clarity to your messages. Avoid the "clutter approach" which adds little clarity to your message.



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

Kevin

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