



SUNSPRA

Sunshine State School
Public Relations Association



“Thursday Thoughts” – 6.01.17

Kevin Christian, APR, CPRC, SUNSPRA President

Less than two weeks from now, I hope to see many of you in Orlando for our SUNSPRA-led sessions at FASA’s Summer Conference. As well, June 14 is the big day when I have the pleasure of handing out our Medallion Awards. If you entered this year’s competition, watch your inbox for a message on whether your entry captured an award or fell short of the Standards of Excellence. Winners, remember you and your guest (superintendent, hopefully) may join us for lunch on Wednesday compliments of SUNSPRA. Additional guests are \$50 and may pay at the door. Please RSVP to Marianne Lorentzen regarding the number in your party. As well, School Messenger & Peachjar are sponsoring a dinner Wednesday evening for SUNSPRA members and their superintendents. Thanks, Nancy and Quintin, for your generosity!

Meantime, here’s what SUNSPRA looks like at this year’s 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

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

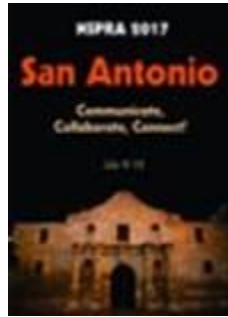
Wed., June 14, 3:15pm general session – MEDALLION AWARDS

Wed., June 14, 5pm – Dinner @ The Capital Grill on I-Drive. Hosted by School Messenger & Peachjar. This dinner is for superintendents, CIOs and PIOs/PR officers. Additional guests may attend at their own expense. Enjoy 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 conference hotel 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

The clock is ticking: \$82.4 billion budget sent to Rick Scott's desk

The clock starts today for Gov. Rick Scott who has 15 days to decide whether to sign an \$82.4 billion state budget -- and just how much of it he wants to veto. [Read Full Story](#)

It's hard to overstate how much critics hate Florida's 'scam' education bill. Will the governor veto it?

It's being called legislation by "scam" — and that's not the worst critique of the new education bill that the Republican-dominated Florida legislature has now approved. Will Republican Gov. Rick Scott veto it, as school superintendents, school boards, public school advocates and even some Republicans are advocating? The legislation, known as House Bill 7069, was passed by both the Florida House and Senate at the end of their legislative sessions without time for serious consideration or debate, but rather this way, as a piece in the Orlando Sentinel explains: ([more](#))

Gov. Scott now has Florida budget; has 15 days to veto or deal

With a narrowing deadline and an uncertain outcome, Florida legislative leaders on Wednesday sent the new \$82.4 billion state budget to Gov. Rick Scott, as education leaders urged a veto of all or major parts of the spending plan. Scott has not tipped his hand. But the Republican governor remains angered over the Legislature's decision to slash spending for economic development and tourism incentives, as well as rejecting his call for \$200 million to repair the Herbert Hoover Dike around Lake Okeechobee. ([more](#))

Group sues Collier County schools over textbook selection

Three parents sued the Collier County School Board on Wednesday over new textbooks slated for public classrooms next fall. Along with factual errors, flaws and omissions, the parents said in the court filing, the board selects books and reviews the materials "behind closed doors to the exclusion of the public." ([more](#))

Rick Scott still mum on 2017-18 budget veto plans

Gov. Rick Scott hammered state lawmakers over reduced funding for two of his top priorities, but once again declined to say whether he'll veto the budget when it gets to his desk in the coming days. "I've been in business all my life and I love to see people succeed, to take risks, and when they do that they hire more people," said Scott during a stop in Fort Myers on Tuesday. "So the most important thing for me to do is create an economy where everybody can get a job." ([more](#))

Gov. Rick Scott could soon be the all-time king of line-item veto

Former Gov. Jeb Bush earned the nickname "Veto Corleone," with the intentional misspelling of "Vito," for his aggressive use of the line-item veto. It was even used as a TV ad in Bush's ill-fated run for president last year. But Bush's record is in jeopardy, thanks to Gov. Rick Scott. Yearly totals compiled by the LobbyTools legislative research service show that Scott vetoed \$1.9 billion in spending in his first six years in office. If he wipes out more than \$250 million from the budget that's headed to his desk -- which is highly likely -- Scott will have surpassed Bush's \$2.1 billion over eight years, making him the rightful "Godfather" at the state Capitol in Tallahassee. And Scott still has a year to go. ([more](#))

HB 7069 'Education Activists' Inundating Gov. Scott's Office

Gov. Rick Scott can't veto a bill he doesn't have, and he still hasn't been given the controversial education bill, House Bill 7069. But, with the exception of a holiday-weekend letter writing campaign, the public comment flooding the Governor's Office is beginning to even out. In the end, however, the governor gets to weigh what he sees and feels and cast the deciding vote. By the numbers, the majority of the public, school superintendents, parent organizations and teachers unions are not happy with the rest of the education portion of the budget -- \$23.7 billion in base K-12 public school spending. Those folks like none of it. ([more](#))

First Amendment Foundation joins chorus calling for education bill veto

The First Amendment Foundation wrote Gov. Rick Scott on Tuesday asking that House Bill 7069 be vetoed because of a lack of transparency. Polk County School District officials and community members have been calling for the same action since hours after the Legislature approved the education bill that was introduced on the last day of the regular session. ([more](#))

Palm Beach County school district takes charter challenge to state Supreme Court

The Palm Beach County school board is taking its battle over charter school approval to the Florida Supreme Court. Board members have taken a hard line against charter schools they feel are not innovative — but the state intervened and overturned the board's rejection of a school that did not meet those standards. ([more](#))

House releases document listing state budget line items by county

The House released a county-by-county list of budget line items Tuesday, ranging from a \$26.8 million loan for a highway project in Alachua County to \$64,820 in adult education money in Washington County. Speaker Richard Corcoran's office dropped the list without comment, but it followed by four days Florida TaxWatch's annual list of budgetary "turkeys" — line items included without sufficient public scrutiny or ranking low on the state's priority lists. ([more](#))

NATIONAL ISSUES THIS WEEK

N.H. Schools Moving Away From Grade Levels and Graded Assessments

Grades are becoming a thing of the past in seven New Hampshire elementary schools involved in a program known as [NG2 — short for "no grades, no grades."](#) That means no grade levels — each student is assigned an individualized learning schedule based on skill level that involves group work or one-on-one interventions with a teacher. A student could be working with older peers in math but younger students in English and language arts. And the schools have done away with A, B, Cs, assigning students number scores on individual standards and competencies instead of letter grades on overall subjects. [Preliminary data from the program's first year](#) show a higher number of students who are meeting their projected growth, some even more so.

Minnesota Lawmaker Hopes to Limit Vaccination Opting Out

A Minnesota lawmaker is trying to make it [harder for parents to opt out of vaccinating](#) their children, as nearly 70 confirmed cases of measles have been reported in the state so far this year — more than in the past 20 years combined. Rep. Mike Freiberg hopes the measles outbreak will convince colleagues to make changes in the law which only requires a notarized parental statement to avoid vaccination. He has repeatedly introduced a bill that would require parents to go over vaccine safety information with a doctor before opting out, but it has failed to gain support in the Legislature. Opponents say requiring vaccination restricts parental rights.

Texas Students Illustrate Servant Leadership via Custodian Salute

Some Texas high school students recently carried out a lesson in service leadership by [spending a day in their custodial staff's shoes](#). The student leaders from Eastland High School paired off with custodians and worked side-by-side to make sure the school was extra clean. They took a break to treat the staff to lunch. In addition to showing appreciation for the district's custodial staff, the student effort set an example for others. "Servant leadership is like the big thing in this group, so we like to come up with a few ideas on how we can serve," one student said. The cleaning staff members said they were thankful for the gesture, but not surprised as students often offer a helping hand.

Graduation spending expected to reach \$5.4B in 2017

Graduation season means big business for Florida businesses. The National Retail Federation estimates total spending is expected to reach \$5.6 billion this graduation season, a nearly 4 percent increase over last year when consumers spent \$5.4 billion buying gifts for graduates. The 2017 estimate is expected to be the highest amount spent in the 11 years the National Retail Federation and Prosper Insight & Analytics have surveyed consumers about their spending habits for graduates. ([more](#))

And in the spirit of "Throwback Thursday" circa 1974:



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

Kevin

Kevin Christian, [APR](#), [CPRC](#)

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