

Dr. Marta Perez, Member

SUBJECT: REQUEST THAT THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA ENDORSE THE FOLLOWING FLORIDA SCHOOL BOARD ASSOCIATION INITIATIVES: PRINCIPAL FOR THE DAY, TAKE YOUR LEGISLATOR TO SCHOOL DAY AND RALLY IN TALLY

COMMITTEE: BUSINESS AND FINANCIAL SERVICES

One voice is often drowned out in a crowd, but many voices joined together to deliver the same message are impossible to ignore. For that reason, Florida School Board Association (FSBA) is mounting an extensive communications crusade to deliver their unified message throughout the year. This crusade has been developed to support two primary objectives:

- Improve funding for Florida public schools
- Establish the credibility of public education

In order to assist with these initiatives, FSBA has contracted with Herrle Communications Group to coordinate the following events:

- Principal for a Day – November 20, 2003
- Take Your Legislator to School Day – January 26-30, 2004 (tentative)
- Rally in Tally – April 14, 2004

Participation from every school district is vital to the success of these initiatives. While FSBA and Herrle Communications Group will provide planning guides, template materials and a great deal of support, events will clearly require a commitment of time and effort at the local level. FSBA urges this School Board to:

- Endorse these events at our October 22 School Board Meeting
- Designate a primary contact person from staff for these initiatives and forward their name and contact information to the FSBA office
- Share information with FSBA about our experiences from having staged similar events in our district

This agenda item requests that the School Board of Miami-Dade County, Florida endorse the events mentioned above so that our School Board along with others in Florida can voice our unified and irrefutable message to improve funding for our schools and demonstrate the wisdom of investing in them.

**ACTION PROPOSED BY
DR. MARTA PÉREZ:**

That The School Board of Miami-Dade County, Florida

- 1) share the district's experiences with FSBA on Principal for a Day;
- 2) endorse the following events: Take Your Legislature to School Day (January 26-30, 2004) and Rally in Tally (April 14, 2004); and
- 3) request the Superintendent to designate a primary contact person for these initiatives and forward their name and contact information to the FSBA office