

Dr. Marta Pérez, Member

**SUBJECT: TOURISM AND HOTELIER TASK FORCE FOR  
EDUCATOR DISCOUNT AND INCENTIVES**

**COMMITTEE: SCHOOL SUPPORT AND ACCOUNTABILITY**

The 2006 Education Week's Quality Counts Report gave Florida a grade of C in Efforts to Improve Teacher Quality. In an effort to attract quality educators, Governor Bush has recently unveiled a \$239 million proposal to fund incentives to attract teachers to Florida and draw students to the teaching profession. Under this proposal, funds may be used for a variety of incentives, including signing bonuses, housing assistance, a down payment on a home, training and professional development, or payment of student loans.

In conversation with Dr. Winston Whyte, of H.D. McMillan Middle, he proposed that an additional incentive to attract quality teachers to the District was to reach out to hotel chains, airlines, & the tourism industry, in an effort to create a partnership and provide educators with special rates and/or free vacations packages. "Every teacher needs a vacation," stated Dr. Whyte, "After speaking to teachers in my school; they all agreed that this was definitely an idea worth exploring."

A task force comprised of key individuals in the Department of Tourism, hotel and airline industry, Beacon Council, Chambers of Commerce and any additional parties that can be of assistance, can be utilized to come up with a variety of ways to provide educators with special rates for much needed vacations and weekend getaways.

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

That The School Board of Miami-Dade County, Florida, direct the Superintendent to, in an effort to attract quality educators to our district, establish a task force comprised of key individuals in the Department of Tourism, hotel and airline industry, Beacon Council, Chambers of Commerce and any additional parties that can be of assistance to provide educators with special rates and/or free vacation incentives