

OFFICE OF THE SUPERINTENDENT OF SCHOOLS
JAMES F. NOTTER
SUPERINTENDENT

Telephone (754) 321-2600

Facsimile: (754) 321-2701

School Board Workshop
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Marketing Task Force Education Campaign for Amendments 5-7-9

Proposed Florida Constitutional Amendments 5-7- 9 separately and together would potentially divert billions of dollars from public education in Florida and deprive millions of students of the quality education they deserve.

Public education in Florida is already funded at 50th in the nation – dead last. Hundreds of millions of dollars are being slashed from school district budgets in Florida as a result of the current economic downturn. Proposed Amendment 5-7-9 worsens an already dismal economic picture for public education with permanent measures that potentially drain billions of more dollars away from public education.

The Superintendent formed a Marketing Task Force to initiate an education campaign opposing Amendment 5-7-9. The Superintendent updated the Board Members on this campaign. A calendar of community events will be completed by the end of the month. The calendar will also show when absentee ballots are due and early voting time.

Once the calendar is completed it will be sent to the Board Members so they can choose which meetings they would like to speak at with appropriate staff in attendance. There will be one message given to the community, one voice from all the Board Members, to inform and educate the community on amendments 5-7-9 and the potential monetary damage to public education.

The Superintendent would like Board Members to let him know of all groups that they are involved with such as: Hispanic, African American, elderly and retired groups. Any list or groups that have been missed to contact. Also staff will look at calendars in the newspapers of different meetings being held on Saturday and Sunday, which will also be included to contact to get the message out. A matrix will be updated on the different groups and how they plan to vote on each amendment.

Board Members are encouraged to bring family members to these meetings showing who will be affected if the amendments pass. This would put a face with the message. A wide variety of communication vehicles are being considered for this campaign such as: letters to newspaper editors, pod casts, Broward Schools website, DVDs for school open house, BECON, blogs, CAB pop-ups, newsletters, and parent links to name a few. These venues are already in place and will help keep costs down.

The Education Campaign on Amendments 5-7-9 will be rolled out at the beginning of the school year.

JFN:jd