

## FADIMA EXECUTIVE BOARD MEETING

### *Meeting Minutes*

November 12, 2009

#### **I. Call to order**

**President Cookie Grafton** called to order the regular meeting of the **FADIMA Executive Board** at 10:00 a.m. on **November 12** in **Daytona Beach, Florida**.

#### **II. Attendance**

The following persons were present: Peggy Finch (Marion), Cookie Grafton (Volusia), Bill Purtell (Palm Beach), Wendy Spriggs (Pasco), Lou Greco (St. Johns), Michele Rivera (Broward), Georgina Grimm (Collier ), Jimmy Greene (Sumter), and Kathy Green (Seminole). Vicki Cornman, (Palm Beach)

#### **III. Committee Reports**

##### **a) Nominating Committee**

- Mark Henriques, Martha Winnegar, Pat Evans
- Slate of officers (orange folder)
- Kathy Greene, collector of ballots

##### **b) Membership Committee**

- Brenda Toole, Julia Hilton, Gary Klesius, Mark Klaunder

##### **c) Legislative Committee (Pg. 5 Directory)**

- Juhan Mixon, FADIMA lobbyist, met with different groups
- Copies of Cost Analysis were taken on Sept. 29<sup>th</sup>
- Met with individuals who wanted to know more about it.
- Don Griesheimer- provided tips on what needed to be emphasized on Cost analysis
- Mary Jane Tappan-spoke about technology and FADIMA's place within the process;
  - Realized that technology doesn't work for everyone.
  - FADIMA represents our districts (not publishers)
  - FADIMA is the vehicle for ensuring students have the appropriate instructional materials
  - Appreciated the explanation behind the cost analysis
  - Very positive experience
- John Newman – Senior Advisor/legislative policy & Budget, DOE
  - Very knowledgeable about cost analysis
  - Relies on this document to inform decisions
- Link Jarrett, Executive Staff Director, DOE
  - Very familiar with Cost analysis
  - Different groups were encouraging to FADIMA. There did not appear to be a push to make IM funds non categorical. Does not appear to be any movement to embrace 'flexibility' -Not going to go away, however. As of March 1<sup>st</sup>,

'flexibility' remains part of the language. All groups seemed to be on the same page.

- Kurt Hamon, Mark Armstrong, Elizabeth Carrouth
- Senator Wise suggests the Kindle might be the way of digital textbooks.
- Kurt was most interested in 'how could FADIMA' come up with a secondary cost analysis for everything to be digital;
- Perception: If publishers provide everything in a digital format, that it would be less expensive
  
- Further discussion by the board on eBooks included:
  - Discussion included what might be the projected cost if Netbooks were provided for every student.
  - Bill Purtell shared the fact that Palm Beach County – adopted READ 180; 90% is online and cost 2.5 million dollars initially. This initiative cost District 8 million dollars to employ READ 180.
  - Peggy Finch also shared a project in her district that supported the use of instructional materials - all of books had been loaded on netbooks.
  - Several factors can impact use of digital content. Lou Greco shared that, for the first time online books through Amazon has been reduced to \$9.99.
  - Previously addressed - Pat Evans had worked with a company where intellectual rights were an issue.
  - Staff Development is a major consideration.
  - Work with the state seeking competitive grant money to support pilot programs. Possibility to draw from "Race to the Top." However, criteria for qualifications are very restricted and must support lower 5%, socioeconomically.
  - Michele Rivera shared the response to the Board on cost, security, and kinds of devices available to support delivery of digital content. A matrix was created to identify information along with the pros/cons of using each device, along with how schools across the district were using them.
    - This could be a starting point for FADIMA as the committee continues its research on the use of various devices across the state.
    - Digital Committee will assume responsibility for further research.
  
- The committee also met with Diane Vaccari
- Orange Grove Text Plus, joint initiative of the University Press of Florida, was mentioned. Initiative directed at colleges/universities
  - Serves as a repository of free, open access instructional resources, including multimedia files.
- Cookie shared two articles: *Digital Classrooms Take Flight* and *Will the Kindle Change Education?*

**d) Budget Committee**

- Review of books
- Vicki Corman has copies if anyone wants to view documents
- Annual Budget can be referenced in Orange folder

**e) Awards Committee**

- Kathy Green, Burt Jordan and Cookie to determine who would be retiring and can be recognized
- Pat Evans and Meezie Pearce will be retiring and will be recognized at the Cost Analysis

- No other awards with the exception of Senator Siplin-award to thank him for being a guest speaker at FADIMA Conference
  - \$55 – cost of awards
- f) **Digital Committee**
- Presenting 21<sup>st</sup> century teaching/learning during conference
  - Recommendation: once a month phone conference
  - Will explore cost estimates (addendum to Cost Analysis) showing reflecting cost estimates to bring all districts up to speed to utilize online/web-based digital learning.
- **Other**
- g) Houghton Mifflin Harcourt will be conducting an optional session on Green Virtual Sampling and use of Social Media Technology
- h) Reception tonight – sponsored by CollegiateServices, Inc. – freight savings (from non-FSBD) ... guarantees a 4% freight rate
- Asset management company who has worked with Colleges, Hillsborough County
  - Will warehouse/inventory textbooks if District does not have a warehouse
- i) Luncheon – Senator Siplin, Vice Chair, Appropriations Committee (*Cookie will email message from Senator Wise*)
- j) Cookie expressed thanks to Michele & Burt for coordinating the newsletter
- k) **Consortium for School Networking** – (CoSN) starting a Florida Chapter.
- Bill and Lou will serve
  - Attempting to establish identity, goals, etc...
  - Lou conveyed the fact that he is NOT sure of what their goals are
  - Bill and Lou are not quite ready to report on any information
  - President of National (Keith Craiger) runs the meeting
  - DOE paid district dues
- l) Mike Henriques is no longer serving as Director, Wendy will remain Director for 2008-2011 term
- m) Martha Winegar will remain Director for 2007-2010 term
- **Adjournment**  
**President Cookie Grafton** adjourned the meeting at 11:20 a.m.