

FADIMA Board Meeting November 17, 2010

Bill Called meeting to order – 10:30 a.m.

I. In attendance:

- Burt Jordan, Duval
- Georgina Grimm, Collier
- Lou Greco, St. Johns
- Vicki Cornman, Palm Beach
- Peggy Finch, Marion
- Kathy Green, Seminole
- Michele Rivera, Broward
- Bill Purtell, Palm Beach
- Nan Palermo, Orange (*arrived later*)

II. Conference Agenda/Discussion:

- √ Senator Anitere Flores, Keynote Speaker, will arrive at 12:30 but will have to be in Washington D.C.
 - She will speak for approximately 15 min. (may be able to speak longer depending on her schedule)
 - Senator Flores will be recipient of one of our rewards.
- √ DOE will present via Skype.
 - Patti Ceci, Social Studies and David Sykes, new IM director will also introduce himself.
 - Mary Jane Tappen expected to speak with reference to Race to the Top and how funds will be used. Not certain if she will entertain questions with reference to the Science Adoption.
 - Call for Earth Science and Middle School questions will hopefully be addressed with DOE.
- √ Friday-9:00-9:45 (more likely will last longer)
 - Staffers from House/Senate K-12 Appropriations Committee have requested FADIMA come up with a timeline for moving to 100% Digital
 - Bill is not advocating that we put a stamp of approval; but, perhaps, FADIMA's recommendation is that we phase in with a high school course.
 - This is our opportunity to share what we feel comfortable with, or this is what can be feasibly accomplished and this is why ...
 - Our task is to ultimately come up with a recommendation and/or not having a recommendation.
- √ Thanks to:
 - Paul and Beverly Haskins, Lake County, for printing the Cost Analysis
 - Diane Cornman Jones, Diagraphics, for design on the bags.
 - Abdul Ziea – Southeastern United States regional manager, McDonalds for supplying the bags.

- Vicki Corman, Barbie, Betty and Diane for all their hard work in making the conference successful

III. Officer Ballots

- Members should complete and given to Kathy Green
- Vicki will remain as treasurer.
- Bill will provide opportunity for 'write ins'
- Bill reminded everyone that there we are all here to provide support

IV. Award Winners

- 2 Recommendations were submitted/approved by FADIMA members
- Paul Bent was nominated – he has done an outstanding job in taking over from Herb Stanley

V. New legislative appointments:

- Senator Wise, moved to Education Committee
- Senator David Simmons, Chair of K-12 Appropriations Committee
 - During Lou's presidency, Senator Simmons prohibited vendor sponsored events
- Daniel Deeter no longer on Appropriations Committee
- Frederica Wilson Is a major proponent of Instructional Materials

VI. Digital Curriculum Position Paper

- Intent of document is to generate conversation
- Stimulated lots of conversation. Bill received a call from Terri Golden, Governor's Budget Committee, who expressed some concern on wording
- Several publishing companies and lobbyists have also made contact with regard to a couple of the points made.
- Bill has had conversations with Gary and Jeanine
- Will continue discussions to put together a joint committee ... join forces when coming up with a timeline.
- **FADIMA and FCITL**
FCITL has read the document and now feels 'left behind.'
 - Bill has spoken with Jeanine Gendron (President elect) and Gary Weidenhamer (Vice President elect)
 - Bill wanted to get Board approval that we continue joint conversations
 - Bill feels this is so important because he is unprepared to speak to Educational Technology and digital capability of his district.
 - Technology Leaders reflect critical components of infrastructure, cloud computing, etc.
 - Peggy made note of the fact efforts were made way back when to coordinate the collaboration between the two organizations.
 - Engine that will deliver content must be addressed if our state will move forward with digital instructional content.
 - Kurt Hammon's group recommended that we move with Science, 100% digital

- \$\$\$ is driving force behind Hammon's and Armstrong's position
- They believe digital content is cheaper!
- Must underscore the issue of equity
- √ Kindle project, Clearwater HS
 - Pinellas County students had to pay for Kindles – Students had to pay \$177 or had to put down a deposit (*against Statute*)
 - Students also had to buy insurance.
 - They had to go to their Board to request funding for print Instructional Materials.
 - George Klesius will provide additional information during the Conference.
- We have to educate our legislators.
- People hear about content in California. What they don't know is that there is one course posted only in California.
- "Virtual Marketplace" has been awarded-how this will impact delivery of digital curriculum is unknown at this point
- FASA needs to be educated as to what the obstacles are.
 - We need to consider working with FAEDS to address obstacles (Equity and infrastructure, safety/security, predominantly)
- Burt made a motion to authorize bringing together FADIMA Digital Task Force, FCITL, and FAEDS (or any other organization whom we deem appropriate) to jointly present to FASA regarding the delivery of digital curriculum.
 - Peggy 2nd motion
 - Motion approved.
 - Wendy Spriggs and Martha Winegar were not present to vote.

VII. Treasurer's Report

- Vicki Cornman-Treasurer
- Comparison to show how much more we are spending due to legislative travel and differences in spending for FADIMA's conferences over the years.
- \$1200- Peggy's conference vs. \$2900 – Cookie's conference
 - Publisher was misinformed and FADIMA had to pick up the slack
- Increase \$\$\$ to pay for Lobbyist
- Increase in Legislative travel
- While membership dropped slightly, FADIMA picked up \$950 due to "associate members"
- Bill shared travel expenses (5 or 6 people) in Sept./Jan.
 - Beneficial that we have the representation even though result is spending twice as much.
 - Peggy shared that now we have a lobbyist who is able to coordinate the appointments
 - Vicky had to move \$6,000 from savings to checking to pay for lobbyist and travel
- Spending more money than we are bringing in

- Bill will have “Heart to heart” discussion with Juhan Mixon – is he willing to take a cut
- Now \$850 monthly/ \$1700 year-Mixon
 - Bill will ask if he is willing to serve our organization for \$700 per month
- FADIMA feels confident in his service and his political relationships
- Other cost saving recommendations:
 - We want to cap how many people to send to Tallahassee in the future?
 - Agreed, though, that Bill must continue to play a role
 - Discussion reflected the need for diversity of perspectives/strengths/state representation
 - Suggestion to cut costs-pair up and/or contribute if you want your own room.

VIII. Additional topics:

- ✓ FADIMA Survey – results are provided to everyone
 - Last cost analysis had mentioned several pieces of information that could assist DOE. Unfortunately, the individuals who were there are not longer at DOE.
- ✓ Blue folder – purple document includes agenda for breakout session – items to address with “like size” districts (including topic of digital readiness, dual enrollment, etc...)
- ✓ Treasurer’s Report that will be shared.
- ✓ Peggy raised issue regarding the slate since Nan was not present during initial conversation and wanted to provide her the opportunity to share any reservations she might have.

- ✓ Nan expressed concerns about meeting expectations due to very limited staff. However, she felt her role would include benefits to Orange County with bringing Conference to their County.
 - This year will be a critical year for Instructional Materials.
 - Communication will be key. FADIMA Board will work together to accomplish the tasks.
 - First centralized purchase in Orange County took place – engaging conversations with districts across the State will be an advantage.
 - Committees – Conference, Vicki, Bill and members of the staff
 - Legislative Committee

- ✓ Membership/Nomination Committee was very involved.

- ✓ Website – Thanks to Burt for oversight
- ✓ Newsletters - Bill has graciously accepted to continue working on the newsletters.

- √ Before we walk away on Friday, Bill emphasized need to come up with a 'final' version for Digital Position Paper and some type of recommendation. FCITL will create their timeline.
 - Bill will coordinate all parties so that we will be able to submit before the end of December.
 - FADIMA must underscore the "conditions" and criteria that must be in place for us to move 100% Digital.
 - State is counting on Race to the Top (Virtual Marketplace) along with District financial responsibility will support the infrastructure and hardware needs of the District/State.
 - Much of that money will likely go into Performance Pay and developing End of Course exams.

Formal adjournment at 11:45 a.m.