2020-2021 Florida PTA Annual Report

A Family of Advocates for ALL Children!
Our Mission

TO MAKE EVERY CHILD’S POTENTIAL A REALITY BY ENGAGING AND EMPOWERING FAMILIES AND COMMUNITIES TO ADVOCATE FOR ALL CHILDREN
Our Purposes

• To promote the welfare of children and youth in home, school, places of worship, and throughout the community;
• To raise the standards of home life;
• To advocate for laws that further the education, physical and mental health, welfare, and safety of children and youth;
• To promote the collaboration and engagement of families and educators in the education of children and youth;
• To engage the public in united efforts to secure the physical, mental, emotional, spiritual, and social well-being of all children and youth; and
• To advocate for fiscal responsibility regarding public tax dollars in public education funding.
Our Values

- Collaboration: We will work in partnership with a wide array of individuals and organizations to broaden and enhance our ability to serve and advocate for all children and families;

- Commitment: We are dedicated to children’s educational success, health, and well-being through strong family and community engagement, while remaining accountable to the principles upon which our association was founded;

- Diversity: We acknowledge the potential of everyone without regard, including but not limited to: age, culture, economic status, educational background, ethnicity, gender, geographic location, legal status, marital status, mental ability, national origin, organizational position, parental status, physical ability, political philosophy, race, religion, sexual orientation, and work experience;

- Respect: We value the individual contributions of members, employees, volunteers, and partners as we work collaboratively to achieve our association’s goals; and

- Accountability: All members, employees, volunteers, and partners have a shared responsibility to align their efforts toward the achievement of our association’s strategic initiatives.
2020-2021 Florida PTA Board of Directors

**Officers:**
- Jen Martinez, President (Palm Beach)
- Carolyn Nelson-Goedert, President-Elect (Miami-Dade)
- Maxine Lewers, Vice President for Leadership Development (Broward)
- Alvin Gainey, Vice President for Regions and Councils (Alabama)
- Naomi Frierson, Vice President for Membership Development (Hillsborough)
- Dr. Danielle Thomas, Vice President for Educational Development (Leon)
- Khanh-Lien Banko, Treasurer (Alachua)
- Robin DeVault, Secretary (Hillsborough)

**Advocacy:**
- Karen Mazzola, Legislation (Seminole)
- Tracy Strecker, Resolutions (Orange)
- Rosa Canon, Diversity, Equity & Inclusion (Orange)

**Leadership Development:**
- Janet Lamoureux, Leadership Convention Management (Polk)
- Jessica Kociara, Sponsor Engagement (Pasco)

**Membership Development:**
- Sylvia Baer, Awards (Orange)
- Lisa Hoyland, Family & Community (Pinellas)
- Faith DeVault, Student Engagement (Hillsborough)
- Joe Piecora, Scholarships (Hernando)
- Angie Gallo, Education Pathways (Orange)
- Pam Korithoski, Exceptional Childhood (Alachua)
- Dr. Alix Desulme, International & Multi-Lingual Students (Miami-Dade)

**Educational Development:**
- Eric Stern, Healthy Child (Palm Beach)
- Mady Plumey-Cruz, NPTA (Orange)
- Linda Kearschner, Immediate Past President (Pinellas)
- Rose Acerra, Parliamentarian (New Jersey)
- Cindy Gerhardt, Consultant

**Non-Commissioned Members:**
- Cedela Fredericks, Youth Member (Broward)
- Jude Bruno, NPTA (Miami-Dade)
- Linda Nestor, Media & Marketing (Broward)
- Mady Plumey-Cruz, NPTA (Orange)
- Lawrence Clermont, West Region
- Dr. Teena White, East Region
- Charman Postel, South Region
- Jessica Summers, Membership (Pinellas)
- Katrena McMahan, Reflections (Indian River)

**Regions and Councils:**
- Mary Benedict (Alachua)
- Burt Miller (Broward)
- Theresa Rogers (Duval)
- Samarys Kervin (Escambia)
- Frank Reyes (Hillsborough)
- Julia White (Indian River)
- Andi McAvoy (Martin)
- Sandra West (Miami-Dade)
- Melanie Williams (Orange)
- Laura Fellman (Palm Beach)
- Alicia Willis (Pasco)
- Kristina Garcia (Pinellas)
- Shelley Pedraza (Seminole)
- Linda Withervax (Volusia)
- Felita Tutt, North Region
- Erica DeFord, Central Region
- Lawrence Clermont, West Region
- Charman Postel, South Region
- Jessica Summers, Membership (Pinellas)
- Katrena McMahan, Reflections (Indian River)
To say this past year has been challenging would be an understatement. When our schools closed March 13, 2020, many of us did not realize it would be nearly 18 months before we as PTA could get back in them. We did not realize then how long our children would be out of the buildings, learning in new ways. However, we pivoted, we came together, and we thought boldly and out of the box to come up with new ways to engage our members and communities, and advocate for our children, BRAVO! Despite everything going on, we still have much to celebrate, thanks to all of our amazing volunteers. From the numerous challenges, both natural and man-made, that our state has and continues to face we have leaned in, learned, taken action, and continue to grow stronger in our resolve to achieve our mission to make every child’s potential a reality by engaging and empowering families and communities to advocate for all children. Thank you, for digging in and continuing to do the work for All Children.

Advocacy is the heartbeat of our association's work and now more than ever we must remain steadfast in our advocacy efforts. While we may not agree on every issue, we must always agree on doing what is best for our children. We might have children and families struggling, let’s be there for them as best we can. Social Emotional Learning will play a major impact as students continue to adjust. Their resiliency is admirable. Membership is our lifeline and gives us our united one voice. Our voice comes from our Resolutions and Position Statements.

As we begin the second year of our term, remember that you are appreciated and you are making a difference in the lives of children. You might not see the ripples you make today, but know that the impact can last a lifetime. Let this feed your WHY and guide you on your PTA path. Together we will work to ensure that all children regardless of life circumstances are able to achieve their dreams.

Jennifer “Jen” Martinez
Florida PTA President
Successes & Highlights At-a-Glance

Adapting to Virtual & Hybrid Meetings and Events
Get Engaged Wednesdays (50 Sessions – over 3,000 Engaged)
Virtual Leadership Summits (3 Sessions - 1,680 Engaged)
PTA University Regional Training
Virtual Legislative Convention
PhRMA STEM Grant - $110,000 granted to 20 local units
Hybrid Leadership Convention
Papa John’s Grant- $42,000

National PTA School of Excellence (69 designees for the 2020-2021 cycle)
Office Depot Start Proud! School Resource Grants
National PTA iStem + Families Grants
National PTA Connected – Digital Families Grants
National PTA Healthy Lifestyles Grants
National PTA Family Reading Experience Grants
President’s Highlights

Participated in multiple meetings, trainings and events to include:
National PTA Legislative Conference
National PTA Convention
PTA’s National Constituent Association Advisory Council (NCAAC)
State Presidents/PE Trainings
National PTA Task Force
Florida PTA Legislative Conference & Children’s Week
Florida PTA Leadership Convention
Florida PTA, EC, BOD, Commission and Committee Trainings
Consortium of Florida Education Foundations
All Together Now Conference Keynote Speaker
Appointed by the FDLE Commissioner to the Missing & Endangered Persons Information Clearing House Advisory Board – Karen Mazzola serving as designee
Other coalition trainings and webinars

Supporting collaborations with:
Florida Department of Education
Florida Department of Health
Florida Department of Agriculture
Florida Department of Law Enforcement
Southern Education Foundation
Florida Coalition to Prevent Gun Violence
Brady Campaign and Center to Prevent Gun Violence
Team ENOUGH (Youth arm of the Brady Campaign)
Ban Assault Weapons Now (BAWN)
No Place For a Child
Florida After School Network
Future of Privacy Forum
Equality Florida
Florida Education Association (FEA)
FACSS (Florida Attendance Campaign for Student Success)
Marketing & Media Committee

The Media and Marketing Committee has done some extraordinary work this year. For the first time the committee has worked with a green screen, recording various videos advocating for children and taking Board of Director photographs using the President’s logo as a background. We have recorded monthly messages from the President, in addition to various videos promoting PTA events and functions. A multitude of graphics have been made by our super talented members. Although the year of Covid has been challenging, a video was made on each in-person/virtual event that was held. The committee worked side-by-side with the Legislative Committee creating various videos and graphics to promote the Florida PTA advocating agenda and then documenting the LegCon Event in person. Leadership Convention is a time for the committee to shine, with both videos and graphics the committee has been hard at work promoting and encouraging members to attend safely, in person. The committee has some very active and talented members and they have made a great contribution to promoting Florida PTA.

Committee Members:
Renee Huggins
Heidi Poteralski
Moises Martinez
Heather Brooks

Linda Nestor, Chair
Carolyn Nelson-Goedert
Florida PTA President-Elect
2020-2021
To say that this year has flown by would be an understatement! Looking back to the challenges that we faced and the victories that we achieved makes me feel incredibly positive about the future of Florida PTA. None of this could have been done without the dedication of our volunteers who embraced different ways of connecting with our members even in the face of adversity. It has been a year of change for many of our leaders: changes in how our children learn, our work locations, and in how we PTA. The challenges of the pandemic have proven how resilient our local units, county councils, state committees and commissions and our members truly are.

The Advocacy Commission is comprised of members with a wide-ranging reach across the state that has allowed us to make new connections with like-minded organizations and coalitions who in turn helped us further the PTA mission. These connections allowed us to simultaneously enlighten more people on the impactful role that PTA plays on behalf of all children, while broadening our reach and footprint in the nonprofit community. This commission embraced who we are as an advocacy association and stretched beyond the norm to provide a framework for all our members on how to advocate for all children with the collective voice that our mission dictates.

I have had the pleasure of working with our Diversity, Equity, and Inclusion Committee Chair Rosa Lopez-Cañon, the Legislation Chair Karen Mazzola, the Resolutions Chair Tracy Strecker, and the Chair of our Centennial Celebration subcommittee Christa Dotson Dean. I am inspired and humbled by each of these women who have given selflessly of themselves.

My fellow Executive Committee (EC) members are a phenomenal group of people who have dedicated themselves to improving and curating Florida PTA systems and programs which fuel the delivery of services and opportunities to our members. Our President Jen Martinez continuously demonstrates her investment in the continuity of our association by sharing not only her knowledge, but also opportunities for personal growth and development with me and the other members of the EC. Each of us is dedicated to embracing all our members, as we strive to meet them wherever they are on their individual leadership journeys.

Please take the time to review the Annual Report in its entirety. It will provide you with a clearer picture of the work that takes place on your behalf. The Board of Directors and the Florida PTA office staff are committed to you, our members, and we wish you nothing but success.

Thank you for advocating for all children with one voice.

#FLPTACultivatingLeaders
The Advocacy Commission, comprised of the Diversity, Equity & Inclusion, Legislation, Resolutions, and Bylaws committees, along with the Centennial Celebration subcommittee, has leaned in and done a phenomenal job this year.

Each of the committee chairs and members brings a wealth of knowledge and lived experiences which they willingly shared not only with their committees, but also on behalf of all the members of Florida PTA and their respective communities.

The Diversity, Equity & Inclusion committee, under the direction of Rosa Lopez-Cañon, made great strides in sharing information on the true meaning of diversity, how to be inclusive in our work and with our outreach and on the positive outcomes that education equity provides to our members. The committee completed a revision of the Florida PTA Diversity, Equity, and Inclusion Plan which is embedded in the plan of work of each of our committees.

Florida PTA’s Legislation committee, led by Chair Karen Mazzola, spent the entirety of the 2021 Florida Legislative session committee weeks and the session in Tallahassee despite the limitations on office visits and attendance at committee meetings. Each week found a minimum of two committee members advocating on issues facing the children of Florida by testifying remotely and taking legislative meetings wherever and whenever they were available. The Legislative committee worked diligently to track bills ranging from the Baker Act and financial aid to students with disabilities in public schools. Throughout the legislative session our member advocates were kept informed via email, social media and by VoterVoice calls to action. The team also successfully hosted our first hybrid legislation conference, bringing together new and seasoned advocates from across the state in a new way, but with the traditional mixture of training and presentations by legislators and their aides. The committee ended the year by updating the legislative priorities in anticipation of the legislative session which will begin in January 2022.

The Resolutions committee, chaired by Tracy Strecker, put in overtime completing extensive research and discussions on two new resolutions, Eradicating the School-to-Prison Pipeline and Infant and Maternal Mortality and the Connection to Racism along with updating a prior resolution, Learning Loss, all of which speak to the needs of our diverse member base and current issues in our communities. These resolutions will be undertaken at the 2021 Leadership Convention. Another task undertaken by the Resolutions committee was the revision of the Resolutions Procedure Guide which will be used by local units, county councils and state leaders to participate in our annual resolutions’ submission and approval process. During the 2021 National PTA virtual convention, three resolutions were sent forward by Florida PTA.

Our Bylaws, the primary governing document for Florida PTA, underwent a complete revision which will be undertaken by the voting delegates at the 2021 Leadership Convention. The committee invested countless work hours towards the sustainability of our association by undertaking a process which will bring our association more in line with non-profit industry standards, remove outdated policies and language, and better align our state and national associations.

The Centennial Celebration subcommittee, led by Christa Dotson Dean, has begun to plan for the recognition of our 100th year celebration. Save the date of April 15, 2023, for a statewide birthday extravaganza.

Collectively, the Advocacy Commission hosted ten Get Engaged Wednesday training sessions with a variety of presentations which honored veterans, covered the school to prison pipeline, resolutions, advocacy, the 2021 legislative conference, cultural competency, financial aid, and information on how to help homeless students entering college.

The diligent efforts by all committee members resulted in great strides on behalf of Florida PTA and the students and families that we represent.
The Florida PTA Legislative Committee reached objectives this year to enhance advocacy education and engagement by updating the Legislative Priorities Brochure, updating the advocacy portion of the Florida PTA website, and developing statewide training through the Get Engaged Wednesdays and Leadership Summits. In addition, the committee submitted monthly newsletter articles. The first ever virtual Legislative Conference was held.

Committee members advocated during both Legislative committee weeks and session with individual legislators as well as testified before committees. Legislative updates were made available through the FLPTA Advocacy Group Facebook page posts and videos. Action alerts were sent to our members via VoterVoice or Constant Contact. Committee members were also active with coalition partners: Child Advocacy, No Place for a Child, We are Florida Policy, and the Gun Safety Coalition.

Our biggest successes were the passage of SB 590 School Safety/Involuntary Examination of Minors [committee members having spent years on passage]; HB 7011 Student Literacy; HB419 Early Learning and HB 149 Students with Disabilities. We are also proud of the failure of SB 86 regarding Bright Futures.

*Legislative Committee & Session Weeks: Your FLPTA committee members covered:*

152 Committee meetings: these were meetings where we testified, supported, or opposed proposed bills or amendments based on PTA Resolution/Position Statements.
52 Representative/staff meetings: this was where we had one on one meetings.
42 Coalition/coalition partner meetings: these were meetings where we were involved with like-minded organizations such as No place for a Child, Gun Safety Coalition, Child Advocacy, We are Florida Policy.
7 Sessions attended
3 State Agency meetings
2 Press Conferences

**2021 SESSION BILL STATISTICS**

- 3,140 filed Bills and PCBills
- 2,632 filed Amendments
- 3,788 Votes Taken
- 39 Floor Sessions
- 275 Bills passed, both chambers
Chair: Karen Mazzola, Seminole County
Vice Chair: Lawrence Clermont, Pinellas County
Khan-Lien Banko Roberts, Alachua County
Damaris Bridges, Hillsborough County
Emmit Allen, Hillsborough County
Brita Wilkins Lincoln, Hillsborough County
Dr. Danielle Thomas, Leon County
Dannie McMillon, Miami-Dade County
Dr. Nancy Lawther, Miami-Dade County:
Tracy Strecker, Orange County
Eric Stern, Palm Beach County
Edeline Joseph-Theophile, Pinellas County
The Resolutions Committee started the year with the call for resolutions. We received four resolutions, after reviewing and vetting the submissions, the committee moved two of the resolutions, Eradicating the School-to-Prison Pipeline and Infant and Maternal Mortality and the Connection to Racism, forward. The committee worked for several months prior to the winter/springboard Florida PTA Board of Directors (BOD) meeting to ensure the resolutions were refined and that the supporting documentation was vetted for presentation. With the support of the Education Commission, the committee also amended the previously submitted Summer Learning Loss resolution, renamed Learning Loss, which addresses extended periods away from school. The three resolutions were presented to the BOD who voted to move them forward to the membership at Leadership Convention in July.

The committee continues to update the Resolutions webpage which when completed will include all of the active Florida PTA resolutions. Recent changes include the removal of language which refers to resolutions as Position Statements which Florida PTA does not use.

The Resolutions committee worked very quickly and hard to update the Resolutions Procedure Guide. This will be a great resource for any member wishing to write and propose a resolution for consideration.

Thanks to the work of the 2018-2020 Resolutions committee, three resolutions, Culturally Insensitive School Team Names and Mascots, Career and Technical Education and Harmful Sexual Orientation and Gender Identity Change Efforts, which passed during previous Leadership Conventions, will be presented to the voting delegates for consideration at the National PTA convention this year.
This talented & diverse group of individuals that make-up the Diversity, Equity & Inclusion Committee of Florida PTA took their responsibility seriously. Some of the major intentions of the committee were to educate all levels of PTA as to what diversity, equity & inclusion (DEI) really mean as well as encourage individuals to think of these at a deeper level. DEI goes above and beyond just acknowledging cultural & religious holidays or using trendy hashtags.

With this in mind, the committee had several accomplishments this year as we tackled an ambitious Plan of Work. We facilitated two Get Engaged Wednesdays events that focused on celebrating veterans and their families as well as delving into the world of diversity, racial injustice, and inequality. Another presentation was given at PTA University for Regions and Councils focusing on Implicit Bias. We look forward to presenting this important topic again at Leadership Convention. Our informative newsletter articles were thought-provoking & gave interesting and practical ideas on a variety of topics. We also completed a demographic survey for our membership that we hope to send out in the fall. Collaboration with other committees involved helping provide a Spanish workshop on Resolutions. Finally, our proudest moment was working diligently on the DEI Plan which culminated in its approval by the Board of Directors.

The work of this committee is important and there is much more work to do. This enthusiastic team is getting ready for what’s ahead. Stay tuned!
Maxine Lewers
Florida PTA Vice-President for Leadership Development 2020-2022
Leadership Development Commission

The **Florida PTA Leadership Development Commission** is a group of professional PTA volunteers who strive to inspire and empower PTA members to be effective leaders and advocates through training, development, and engagement.

This term’s commission consisted of the Leadership Convention Committee and the Sponsorship Engagement Committee.

The Leadership Convention Committee worked regularly over the last year, usually in person but due to this past year’s pandemic, all their meetings have been virtual. During the meetings, committee members discussed and planned the development and logistics of Florida PTA's Leadership Convention to ensure an enriching experience for this year’s convention attendees. The committee shares information through monthly newsletters and social media posts.

The Sponsorship Engagement Committee met virtually working to identify and line up sponsors and partners for various events throughout the year. Additionally, the committee disseminated a monthly newsletter and social media posts to share valuable information with local and county PTA/PTSAs.
Leadership Convention
Management Committee

Months of preparations for the 2021 Florida PTA Leadership Convention are complete. Planning, which began just after the event committee was formed last summer, culminated in Florida PTA's signature event, July 15 through July 18, at the Innisbrook Resort & Golf Club in Palm Harbor, Florida.

Delegates from across the state gathered to represent their local units, councils, and regions in conducting the business of our association, including consideration of especially important bylaws and resolution proposals, which will set the legislative policy direction for our Association.

83 different workshops, four General Meetings, as well as a great selection of hands-on training opportunities, engaged, inspired, and empowered PTA members to be more effective leaders and advocates.

The Leadership Convention Management Committee worked extremely hard preparing for our annual Leadership Convention. 2021 is our first year for offering:

- Hybrid convention, so attendees could select the method that best fits their attendance needs, whether in person or virtual attendance.
- A brand-new Convention platform/app, Socio, to engage, inform and connect attendees to one another, both for in-person and virtual attendees, using fun, competitive games, interactive maps, more detail to exhibitor pages, and much more.
- Virtual Exhibitor Connection event scheduled on the Wednesday before convention, specifically for our virtual attendees to feel connected.
- Pre-convention workshops: we offered six on Thursday for our attendees who arrived early and wanted to take advantage of the additional learning opportunities.

  • Recognition of unit loyalty, for those units that have sent at least 1 member six of the last eight years (2014-2021) and for units that have sent six or more representatives in 2020 or 2021; and
  • QR codes on name badges connecting exhibitors with attendees to share information rather than filling out forms or exchanging business cards.

We expanded the Florida PTA Advocacy and History wall and as done in the previous year, continued using catchy and fun memes to promote Leadership Convention on FB. Also, for the first time, information was added about Leadership Convention to the Kit of Materials for our local unit leaders, including the importance of attending and who should attend, what is offered at convention, and budgeting. We feel with all these innovative and forward-thinking changes, attendees will learn more and find our Leadership Convention the event to get to in the following years!
Sponsor Engagement Committee

- Two Leadership Summit Sponsors: Emile Learning & Florida KidCare $1000 each
- One LegCon Sponsor: Florida KidCare $2000
- Macaroni Grill donated food for the BOD Meeting and Leadership Summit lunch
- 99 Pledges $3000 sponsor
- Leadership Convention Sponsors: EdFed $5000, FCAN $3000, Boosterthon donated $3500 in T-Shirts, K12 Clothing donated 450 tote bags, YouShield donated $4500 in product for opening doors, Florida KidCare $3000
- PYRA is a sponsor that will be donating a percentage to us as they sell through a link for their yard signs. We will determine sponsor level as we get money.
Alvin Gainey
Florida PTA
Vice-President for Regions & Councils
2020-2022
Regions & Councils Commission

Providing direct services & support to the 1,355 local units, and 120,270 members across the state is left to the Regions and Councils Commission, the largest commission within the Florida PTA Governance Structure. The commission is made up of the fourteen (14) Council Presidents, six (6) Region Representatives, the Membership Committee Chair, and the Reflections Committee Chair, led by a coordinating vice president.

The members of this commission represent the interests of children across the state in numerous advisory roles, within their respective county/region, and statewide. The commission worked with school districts, superintendents, school administrators, volunteer leaders and community members to further the impact of PTA through new charters across the state, particularly in areas that did not have a PTA presence, and those that were chartered to support communities versus one school site.

As if it needs to be said again, this past year has been one for the record books, yet, the Regions and Councils Commission stood up to the challenge and lived out the mission of PTA. Food drives and distributions were held across the state, councils presented programs that supported members in a totally new way and faced challenges head on; all the while furthering the reach, living out the mission and growing PTA wherever and wherever possible. Having to operate in ‘a new normal’ was no small feat, however, the commission was able to pivot and adapt how direct services and support was offered to PTAs throughout Florida. Individual councils and regions were recipients of numerous grants and implemented programs that addressed literacy needs, internet safety, and virtual engagement. In June 2021 various counties and a local unit received a shared total of $42,000 in grant funds from the Papa John’s Foundation. As we move into a new school year, the commission is dedicated to continuing the work undertaken this past year as well as expanding the reach and impact in order to make every child’s potential a reality.

In support of the arts, the Reflections Committee facilitated a statewide contest that solicited student artwork from across the state. The committee involved judges from across the state that are accomplished artists in their own regard. Florida PTA forwarded pieces to National PTA and recognized all artists during a virtual Reflections Ceremony in May.

Membership is the lifeblood of PTA, and this year’s Membership Committee remained committed to the goal of membership growth. The committee launched a campaign that supported local units across the state and helped to provide stability in a year that was less-than-normal. The committee is excited about future outreach and a campaign that is designed to encourage membership growth for the 2021 – 2022 membership year.

This year the commission recognized local units that were doing extraordinary things in less-than-ordinary times with ‘Spotlight Awards’. Members of the commission, along with emerging leaders from the respective regions and councils, participated in the Annual Regions and Councils Retreat which featured a myriad of guest presenters, volunteer professional development, sponsor engagement, and networking opportunities. Truly, this group of volunteer leaders embrace the idea of being a family of advocates for all children.
## 2020-2021 County Councils

<table>
<thead>
<tr>
<th>Council</th>
<th>President</th>
<th>Total Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alachua</td>
<td>Mary Benedict</td>
<td>2,296</td>
</tr>
<tr>
<td>Broward</td>
<td>Burton Miller</td>
<td>9,921</td>
</tr>
<tr>
<td>Duval</td>
<td>Theresa Rogers</td>
<td>10,550</td>
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<td>Escambia</td>
<td>Samarys Kervin</td>
<td>2,039</td>
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<tr>
<td>Hillsborough</td>
<td>Frank Reyes</td>
<td>22,244</td>
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<tr>
<td>Indian River</td>
<td>Julia White</td>
<td>1,810</td>
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<tr>
<td>Martin</td>
<td>Andi McAvoy</td>
<td>1,393</td>
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<tr>
<td>Miami-Dade</td>
<td>Sandra West</td>
<td>21,741</td>
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<tr>
<td>Orange</td>
<td>Melanie Williams</td>
<td>11,128</td>
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<tr>
<td>Palm Beach</td>
<td>Laura Fellman</td>
<td>6,890</td>
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<tr>
<td>Pasco</td>
<td>Alicia Willis</td>
<td>3,201</td>
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<tr>
<td>Pinellas</td>
<td>Kristina Garcia</td>
<td>8,640</td>
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<tr>
<td>Seminole</td>
<td>Shelly Pedraza</td>
<td>11,298</td>
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<tr>
<td>Volusia</td>
<td>Linda Witherwax</td>
<td>2,729</td>
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## 2020-2021 Region Representatives

<table>
<thead>
<tr>
<th>Region</th>
<th>Representative</th>
<th>Counties Served</th>
<th>Total Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northwest</td>
<td>Vacant</td>
<td>Bay, Calhoun, Escambia, Franklin, Gadsden, Gulf, Holmes, Jackson, Liberty, Okaloosa, Santa Rosa, Walton, and Washington.</td>
<td>383</td>
</tr>
<tr>
<td>Central</td>
<td>Erica DeFord</td>
<td>Alachua, Bradford, Citrus, Dixie, Flagler, Gilchrist, Hernando, Lake, Marion, Orange, Putnam, Seminole, St. Johns, Sumter, and Volusia.</td>
<td>659</td>
</tr>
<tr>
<td>East</td>
<td>Teena White</td>
<td>Brevard, Indian River, Martin, Okeechobee, Osceola, and St. Lucie.</td>
<td>596</td>
</tr>
<tr>
<td>West</td>
<td>Lawrence Clermont</td>
<td>DeSoto, Hardee, Highlands, Hillsborough, Manatee, Pasco, Pinellas, Polk, and Sarasota.</td>
<td>817</td>
</tr>
<tr>
<td>South</td>
<td>Charman Postel</td>
<td>Broward, Collier, Hendry, Lee, Miami-Dade, Monroe, and Palm Beach.</td>
<td>1251</td>
</tr>
</tbody>
</table>
## Statewide PTA Units

<table>
<thead>
<tr>
<th>PTA</th>
<th>President</th>
<th>Total Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEPTA of Florida (Special Education)</td>
<td>Toni Nielson</td>
<td>61</td>
</tr>
<tr>
<td>Sunshine State PTSA</td>
<td>Linda Kearschner</td>
<td>297</td>
</tr>
</tbody>
</table>
2021 Regions & Councils Boot Camp
Membership Committee

Membership is year-round – schedule a membership drive in the Fall, Winter, Spring and Summer! Remember the reason we joined the PTA and WHY we are still here. 120 years ago seeds of an oak tree were planted by three amazing women, and today the roots and branches are stronger and the leaves are greener than ever!

The committee continues its dedication to collecting and understanding data and assisting our local units in working during a pandemic. This year has been a challenge in many ways but with MemberHub as an asset, we worked to help keep our units informed and working in a virtual environment. Our office staff made it a priority to reach out to every local unit in Florida to assist in any way that would help maintain a PTA presence in our schools.

Although COVID-19 impacted the work of this committee, the committee’s dedication to engagement and empowerment was evident during the Florida PTA Get Engaged Wednesdays. The sessions focused on providing resources for engagement and membership planning during the quarantine.

Committee Members:
Jessica Summers, Chair
Valerie Licata
Polly DeLucia
Terrill Richardson
Linda Witherwax
Pamela Korithoski
Reflections Committee

The Reflections Committee worked tirelessly throughout the year to facilitate the state’s Reflections Program. The committee, along with the dedicated members of the office staff, collected entries, oversaw independent judging, and coordinated entries that were entered and competed at the national level. The FL PTA Reflections Ceremony was held virtually in May 2021.

Committee Members:
Katrena McMahan, Chair
Wendy Corso-Ruud
Tori Woods
Andria Roscart
Caryn Liss

Award of Excellence:
Intermediate Level Dance Choreography:
Zoe Gay, Gator Run Elementary PTA, “Fighting Loneliness”

Middle School Level Dance Choreography:
Izzabella Wilson, LaVilla School of the Arts PTSA, “The Impact”

High School Level Dance Choreography:
Katherine Enoch, Douglas Anderson School of the Arts PTSA, “Hourglass”

Intermediate Level Visual Arts:
Salvik Mentada, Del Prado PTA, “I Matter Because…”

Special Artist for Dance Choreography:
Susan Lorge, NB Cook Elementary PTA, “I Matter Because… I Am A Gymnast”

Outstanding Interpretation for Photography:
Maeryn Elizabeth Jacob, Lawton Chiles Middle School PTSA, “Youthful Guardian”

Award of Merit:
Primary Level Dance Choreography:
Myaraa Gupta, Wilson Elementary PTA, “Dream Big”

Intermediate Level Photography:
Grace Gonzalez, Pine Forest Elementary PTA, “I Matter to Animals That Need Me Most”

High School Level Photography:
Mackenzie Young, George M. Steinbrenner PTSA, “My Fight”

Primary Level Literature:
Liam Johnston, Palmetto Elementary PTA, “Do You See Me”

Middle School Level Literature:
Aaliyah Surujmohan, Randall Middle School, “Who Am I?”

Middle School Level Music Composition:
Bradleigh Wilcox, Teague Middle PTSA, “outside your head”

Special Artist for Visual Arts:
Ever McClain Folwell, Wolfson High School PTSA, “Dooming Task”
Naomi Frierson
Florida PTA
Vice-President for Membership Development
2020-2022
The Membership Development Commission is composed of four committees: Awards, Scholarship, Family & Community Engagement, and Student Engagement. The commission focuses on its efforts on fostering growth and engagement throughout Florida’s PTAs. The team met and set bold goals to kick off the term, and throughout the year looked for new and innovative ways to connect with our members and leaders, engaging them with the work happening at Florida PTA.

It was important to us to find ways to reinvigorate PTAs during the pandemic, but also to reassure them that where they were was ok. The committee chairs have done exceptional work, meeting and exceeding many of its goals for this first year. As we move into the second year of our term, we look forward to getting to know more of our members and empowering them to DREAM BIG!

Committee Chairs:
Sylvia Baer, Awards Chair
Faith DeVault, Student Engagement Chair
Lisa Hoyland, Family & Community Engagement Chair
Joe Piecora, Scholarship Chair
The Awards Committee started the year off strong with an eye on revising our award menu to ensure we continue to celebrate PTAs in a forward-looking way. Unfortunately, we had to say goodbye to our amazing Chair, Debbie SS. We are so grateful to have the equally awesome Vice Chair Sylvia Baer step up and finish the year strong. The committee hosted a Get Engaged Wednesday and shared a variety of marketing pieces to encourage all of our units to apply for recognition. We are so excited to welcome our members back to the Awards Luncheon this year along with some new awards to share! As we look forward to next year, we will continue to look for new ways to recognize the amazing accomplishments of our local units and councils across the state.
The Student Engagement Committee is proud to share just a few of the things we have accomplished this year! We recently participated in the Get Engaged Wednesday student panel. We have planned many fun student activities and classes for the annual Leadership Convention. We will soon be launching a statewide student survey to find out what is important to our youth members and how we can create more engagement with our young people.

As we enter the coming year our theme will be “Seatbelts Everyone, Buckle Up For Student Engagement!” We are ready to take the coming year by storm. Be on the lookout for our monthly student-centered chats and other initiatives to ensure that students are connected and feel heard!

Faith DeVault-Chair
Dawn Balliet-Vice Chair
Paul Banko
Eliana Frierson
Kayleigh Linsinbigler
Rebecca Lewers
Jennifer Fredericks
Emmit Allen
Cedela Fredericks
Family & Community Engagement Committee

The Family & Community Engagement Committee kicked off the year ensuring that contenders for last year’s School of Excellence program were ready to finish strong. We also worked to promote the program for the new year. We knew we wanted to be creative in finding ways to promote this National PTA program to other units in Florida, so we presented the School of Excellence steps in a Brady Bunch virtual format. We gave presentations throughout the year and across the state on topics that really matter to our members. Throughout the year, we shared relevant tips and tools via social media including the real story of one of our committee members that contracted Covid and the way his PTA community rallied to support him and his family. Most recently, we participated in Virtual Children’s Week at the capitol. We are looking forward to building on the work of this past year by engaging more families and communities as we navigate the new normal.

Lisa Hoyland-Chair
Normy Azcuy-Vice Chair
Jennifer Southerland
Cassie Lottman
Scott Clark
Scholarship Committee

The Scholarship Committee was hard at work right from the get-go. As a team, we decided to start fundraising on day 1 and haven't stopped. We were fortunate to hand out six scholarships this year and can't wait to hand out more next year! The committee worked closely with other committees such as Awards, Membership, Student Engagement, and Exceptional Child including a fun run with proceeds benefiting the scholarship program. Smash the Cat/Save the Cat is still going strong, so keep those donations coming! We look forward to being back LIVE at PTA’s Got Talent and the Scholarship basket table. The Scholarship Committee has been working tirelessly and I am fortunate to be their chair! Thank you.

Joe Piecora-Chair
Julia White-Vice Chair
Moises Martinez
Pam Bradford
Suhailly Morales Nieves
Ami Granger-Welch
Terri Lyn George
Mindy Haas
Dr. Danielle Thomas
Florida PTA Vice-President for Educational Development 2020-2022
Educational Development Commission

The Educational Development Commission is comprised of four committees: Education Pathways, Exceptional Child, Healthy Child, and Multi-Lingual & International Students.

The commission educated and equipped local PTA/PTSA unit members and board members with facts, issues and standards relative to the welfare and development of children and youth in the areas of diversity, exceptionalities (to include gifted), health/wellness and educational development from cradle to school to college and/or careers. Educational development information and issues will include but not be limited to items relative to curriculum, testing, state/national standards, regardless of school type (charter, home, private, virtual, etc.).

Committee Chairs:
Angie Gallo, Education Pathways
Pam Korithoski, Exceptional Child
Eric Stern, Health Child
Dr. Alix Desulme, Multilingual & International Students
Education Pathways

Our committee participated in Get Engaged Wednesdays where we promoted College Ready Florida initiatives, by sharing student/parent resources on the college-going process and encouraged local PTAs to register their schools for the initiatives to ensure students in their high schools have the support they need to prepare for education beyond high school and career. We shared resources on the Florida PTA website on the importance of FASA. We worked with the Legislative Committee on the Bright Futures bill and the Purple Heart bill. We created an action alert for our members on Bright Futures and gave talking points to the committee on the Purple Heart bill. We also worked closely with the Florida Department of Education on a variety of subject areas including early learning, CTE, College and Career, B.E.S.T standards, importance of attendance. We held monthly meetings with the statewide Early Learning Coalition and are in the process of breaking down the early learning bills that passed this past session and what it means for our members. We also hosted a webinar with FDOE last August to discuss what the school year would look like during a pandemic. We also worked closely with the FDOE so that students, teachers, schools and districts would be held harmless from the effects of this year’s statewide testing.

Committee Members:
Jennifer Southerland
Kathy McDonald
Dannie McMillion
Stephanie Kolb

Angie Gallo-Chair
Healthy Child Committee

- Website review and updates - for the Healthy Child Committee of Health and Wellness resources available to its members. The committee thoroughly reviewed the Florida PTA website in its current format, reviewed the National PTA website and many other state websites. The committee is still compiling tabs, resources and tools to revamp what is currently on the Florida PTA's website under the Healthy Child committee Tab. These recommendations will be coming forward in September 2021.

- The Healthy Child Committee is still working to compile a master spreadsheet of state and local agencies that offer free tools, professional development and resources to all Florida Counties. The draft list has been shared with some Florida PTA staff to invite guests to the July 2021 Leadership Convention. The complete list should be ready to present by September 2021.

- Leadership convention - the two schedule presentations are being finalized and the PowerPoints have been submitted. Three Healthy Child Committee members will be attending the July Leadership convention in person. The STEM grant selection and process is underway and committee members have been assigned to five schools each for support.

Eric Stern, Chair

Committee Members:
Theresa Rogers
Dr. Teena White
Aja Cengic
Exceptional Child Committee

Hosted three Get Engaged Wednesdays:
1. Survival Skills for Virtual Learning
2. Virtual IEP Binder
3. S.M.A.R.T. IEP Goals

Survey was created and sent out; we received about 15 replies. Need to do more work around ESE Tool Kit - make it more organized, need to create a Google Drive folder. We have been collaborating with FND (Florida Network for Disabilities) for resources and zoom presentations. FND Created a web link with resources for PTA Members

Created new links for specific disabilities such as Down Syndrome and Dyslexia with resources on ESE Webpage. Social Media Campaign have highlighted different disabilities each month raised awareness around ESE Survey for DOE. Have a relationship with Amy Parent, Specialist at DOE. Committee will be selling ribbons at convention.

Hosted a virtual run to raise money for ESE Scholarships
Currently making a how to start an ESE committee at your school.

Pam Korithoski, Chair
Committee Members:
Antoinette (Toni) Neilson
Maria Norton
Rachel Haverinen
International & Multi-Lingual Committee

The Multilingual and International Students Committee is newly created and appointed by the direction of the Florida PTA Board of Directors in August 2020. Our goal is to engage our English Language Learners (ELLs), families, and communities throughout Florida.

Our goal is to ensure that all multilingual learners have equal access to high-quality educational opportunities; they work towards becoming bilingual, successful in school, and productive members of our society.

We have worked on several key legislations that address Home Language Access and Equal Access to Appropriate Programming for our ELL Students.

We hosted our first Facebook live event during COVID-19 to inform ELL parents how to better engage with their school system.

Committee Members:
Mady Plumey-Cruz
Rosa Castor-Feinburg
Asia Clermont
Wendy King

Dr. Alix Desulme, Chair
Treasurer’s Report

✔ Conducted monthly review of FL PTA Financial Documents;
✔ Participated in quarterly National PTA State Treasurers Conference Calls;
✔ Reviewed pertinent FL PTA Kit of Materials information; and
✔ Conducted training presentation for Regions and Councils Commission.
✔ Serves as a Chair of the Budget Committee
✔ Serves as a member of the Personnel Committee
✔ Serves as a member of the Legislative Commission
✔ Serves as a member of the Data to Results Committee
✔ Serves as a member of the Chronic Absenteeism Coalition

✔ Serves on FDOE Attendance Coalition developing criteria for attendance policies
✔ Serves on Advisory Council for the Consortium of Education Foundations
Robin DeVault
Florida PTA Secretary
2020-2022
Secretary’s Report

• All 2020 - 2021 Board of Directors Meeting Minutes audited and properly archived
• All 2020 - 2021 Executive Committee Meeting Minutes audited and properly archived; and Commission Reports compiled
• Reviewed pertinent FL PTA Kit of Materials information and offered updates
• Compiled 2020 – 2021 Annual Report
• Served as a member of the Budget Committee
• Attended various conferences and trainings on behalf of Florida PTA
  • National PTA Convention – July 2020
  • PTA University – October 2020
  • Women’s Conference – December 2020
  • Participated in Florida PTA Legislative Conference and Legislator Visits
  • Participated in National PTA Legislative Conference
  • Presented in three (3) Leadership Summits and learning opportunities on behalf of FL PTA
Florida PTA Office

The Florida PTA State Office staff works with the Florida PTA Board to empower PTA members to be effective leaders and advocates.

Daily Operations

- Maintain records for all local/county PTAs in the State.
- Daily communication with 1400+ active local units
- Assistance with audit/990 requirements
- Assistance with bylaws, financial questions
- E-newsletters
- Social media updates
- Preparation for Leadership Conference, and Legislative Conference, State Summit, Reflections Celebration
- The Florida PTA office staff supports our members and local units.

State Office Building – Your state office building is in Orlando and open Monday through Friday. The office staff is available to assist local units. Our office has thousands of historical artifacts as well as maintains a paper file on each local unit, currently serving 1400+ active local units.
The Home Team

Jean Hovey, Executive Director
Susan Kocarek, Communications Coordinator
Tiffany Oden, Finance Manager
Kimberly Adamski, Compliance Coordinator
Heather Tysco, Membership Coordinator

Not Photographed:
Robynn Demar, Office Manager
Sandra Brown, Resource Development Associate
Florida PTA 2020-2021 Sponsors & Business Partners
For additional information, Contact:

Florida PTA
407-855-7604, x 301
Robynn Demar, Office Manager