FADIMA 45ᵗʰ Annual Conference
Paving the Digital Pathway
Sheraton Tampa Riverwalk Hotel
Tampa, FL 33602
November 20-22, 2013

Executive Board Meeting
November 20, 2013

Meeting called to order at 9:00 am by Wendy Spriggs, FADIMA President

Members present:
Lisa Jones, Clay County
Georgina Grimm, Collier County
Valentina Pasarón, Miami Dade County
Bill Purtell, Palm Beach County
Vicki Cornman, Palm Beach County
Wendy Spriggs, Pasco County
Kathy Green, Seminole County
Jimmy Greene, Sumter County

Invitees:
Katrina Figgett – Florida Department of Education
Melanie Tahan, St. John's County

Welcome by Wendy Spriggs, FADIMA President
Supervisor, Office for Teaching and Learning
District School Board of Pasco County

Nomination of Officers
The following nominations for officers were announced and approved by the board:
- President: Bill Purtell, *Palm Beach County*
- Vice President: Valentina Pasarón, *Miami-Dade County*
- Secretary: Sandra Spicer, *Hillsborough County*
- Treasurer: Vicki Cornman, *Palm Beach County*
- Directors:
  - Peggy Finch, *Marion County*
  - Burt Jordan, *Duval County*
  - Melanie Tahan, *St. John's County*

Treasurer's Report by Ms. Vicki Corman, Palm Beach County
- Ending balance on savings account as of the end of October 2013, was $18,696.23
- Outstanding bills for the conference may amount $3,700.00
- This results in a remaining balance of $14,971.00 in our savings account
- This figure may change because the company that handles our conference registration receives checks on the 15ᵗʰ and on the 31st of every month. Ms. Corman anticipates we may be receiving as much as $6,000.00, once these checks are received and deposited
- The check from *learning.com* was received. This company agreed to sponsor the audio-visual for the conference, so that check will go towards paying for that expense

- Expenditures of $14,346.00 for this year include expenses for the following: lobbyists, supplies, and travel for the legislative committee
- Currently we have the following totals:
    - $7,362.00 in checking account
    - $6,000 anticipated funds for the conference plus expenses
    - $14,971.00 in savings account
    - $17,000.00 anticipated revenues for next year (based on pre-registration for the conference)
    - Total of $31,971.00 in funds
- Based on expenditures we will probably close at $20,000.00 next year
- We could be at $13,321.00 (including reserves)
- These amounts may present a problem as we have to budget the cost of a lobbyist which will result in a further deduction of $11,000.00
- Our contract with Mixon & Associates is for two years, so we still have a year left on the contract. Ms. Wendy Spriggs, our current President, will send the contract to Mr. Bill Purtell, our incoming President.
- Discussion ensued regarding raising membership and conference fees as FADIMA has kept their current fees for some time.
- Mr. Bill Purtell recommended that we increase the fees as follows:
    - associate membership fee = $75.00 *(currently $50.00)*
    - conference fee (members) = $125.00 *(currently $105.00)*
    - conference fee (associate members) = $200.00 *(currently $155.00)*
    - regular membership fee = $50.00 *(currently $35.00)*
- By-laws were changed allowing the Executive Board to make these decisions and approve the changes. Members of the Executive Board agreed to the changes in fees
- It was further decided that any company wishing to sponsor an event would receive 1 free registration. Examples of an event were defined as: breaks, lunch, or Presidents' Reception
- All attendees must pay registration for the conference, and any non-district person who wishes to be a member, thus be listed in the directory, must join as an associate member.
- It was suggested that we create different membership types and fees

Conference Agenda
- Agenda is very full so it is important that we stay on track; want to ensure all presenters have their allotted time
- Presenter John De Mado sponsored by HMH is a linguist – the focus of his presentation is digital communication. He is reported to be a very entertaining and interesting presenter
- Mr. Ron Nieto contacted FADIMA and expressed an interest in attending our conference. Mr. Nieto also accepted an invitation to be a presenter. Mr. Nieto is formerly from Apple
- Ms. Wendy Spriggs in her conversations with Mr. Nieto made him aware of
    - FADIMA's platform,
    - FADIMA's position that there be a separate categorical for technology purchases, and
    - Protection of adoption process cycle for instructional materials
- Mr. George Perreault from Orange County is very involved in FICTL and is working to ensure that statute include wording requiring publishers to be LTI compliant; Mr. Perreault is also working with

publishers to improve user management. He will present the strategies he has been using with publishers

- Ms. Wendy Spriggs asked Ms. Katrina Figgett for her assistance at FDOE to include guidelines in the specifications for user management
- Ms. Lisa Jones brought to our attention that statutes state publishers' materials must be accessed via school districts' LMS; however not all publishers are compliant with this legislative requirement. Ms. Jones proposed that we bring this to the attention of Ms. Joy Frank during her presentation. Ms. Wendy Spriggs agreed and stated that we should mention this to Senator Montford as well.
- It was also mentioned that some publishers cannot sell their digital content in our state because they have a contract with Florida Virtual. Members agreed this needs to be addressed at the conference
- Ms. Lisa Jones will present an update on Florida Marketplace and how it is being used by her district
- *Learning.com* agreed to sponsor the audio-visual services
- Mr. Gary Weidenhamer will bring us the Digital Workgroup Report update
- There will be little chance for interactivity among participants today, but the day's presentations will set the stage for tomorrow's table discussions. One example is the panel discussion to be hosted by Mr. George Perreault, Ms. Lisa Jones, and Mr. Gary Weidenhamer. Their theme, "*How to Adjust Bid Specifications to Address Digital Technology Challenges*," will be the focus of tomorrow's group discussions.
- Digital Committee would be the perfect committee to tackle bid specifications
- Ms. Katrina Figgett's update of FDOE will be next
- Legislative portion of our conference will follow with presentations from Ms. Jessica Janasiewicz, Ms. Joy Frank, and Senator Montford
- Mr. Paul Bent from FSBD will present his update prior to the Awards Luncheon
- After legislative presentations, we will switch gears and begin discussions regarding district adoptions and the impact last year's legislative changes have made especially to those districts that are choosing to implement their own adoption cycle
- Friday we will go over the Cost Analysis with the general group. Ms. Spriggs invited any of the members present at this year's Cost Analysis to be part of the presentation and discussion
- Friday's final activity is the Annual Business Meeting
- Committees Report – we have not had very active committees with the exception of two committees: the legislative and nominations committees. The Legislative Committee could provide an update and describe the planned activities for January 2014
- Committee sign ups - a blank form will be provided during the conference to all members and request volunteers sign up for a committee. Legislative Committee is a little different to compose as travel reservations need to be made and Mr. Bill Purtell has approached certain members in advance to invite their participation
- Mr. Bill Purtell recommended that the current Chairperson for each committee remain the same for the upcoming year
- Mr. Purtell suggested we create a Cost Analysis Committee; especially if done in another part of the state and not the host's school district. This would enable committee members to facilitate the logistics of organizing this event. Although attendance at the Cost Analysis is lesser than for the conference, a more centrally located venue will enable participants to drive to the host location

- The forms will be collected and Mr. Bill Purtell offered to put the information together so that members will know what committee(s) they belong to prior to leaving the conference. The final results could also be posted on FADIMA's website

Award Presentations

- General awards presentations to take place during the Awards Luncheon
- Four awards to be presented:
    - Senator Montford
    - Ms. Joy Frank
    - President's Award
    - TBA during the luncheon
- Legislative Speaker Award to be presented by FADIMA's President and will serve as the close-up for the Awards Luncheon
- Question was asked by Mr. Jimmy Greene if the award for Ms. Joy Frank, General Counsel for FADSS, should be presented at the end of Senator Montford's presentation or during the Awards Luncheon. It was decided by all present the award should be presented during the luncheon. Ms. Wendy Spriggs agreed to present the plaque to Ms. Frank
- It was also decided that the President's Award should be presented during the luncheon rather than on the last day of the conference

Questions for Senator Montford and Ms. Joy Frank

- Mr. Stanley had made the suggestion to a member of the Executive Board that the presence of Senator Montford and Ms. Joy Frank at our conference was a perfect opportunity to ask questions and "pick their brains" about the upcoming legislative session; so we should have some questions prepared
- Statute state publishers' materials must be accessed via school districts' LMS; however not all publishers are compliant with this legislative requirement – this is something that we could address during Senator Montford's presentation
- It was also agreed that a group of our members meeting with Ms. Joy Frank Thursday night, would discuss the situation regarding certain publishers that cannot sell their digital content in our state because they have a contract with Florida Virtual
- Superintendent Association trying to gain additional time to lay out the implementation of CCSS and testing – would like to know what Senator Montford thinks of this plan. Another aspect to address is that instructional materials will have to be changed in order to ensure they address CCSS. It takes time to call for bids and have publishers create content that addresses the CCSS; even if the content is digital
- Technology categorical – questions/concerns:
    - There is a new technology categorical planned for this year's legislative session, which is in the planning stages, but we want to know if this is moving forward
    - $40 million designated for technology categorical
    - Infrastructure and devices

- ➢ FADIMA would like to see these funds split into two pots because infrastructure and bandwidth come from two different pots of money. One can be purchased with capital funds, the other is not
- ➢ Original language was focused on infrastructure, but this may not be the issue in every district. There needs to be some flexibility provided in the language
- ➢ Bandwidth is more costly for small rural districts that are far from urban areas
- ➢ District provided devices – iPads, other tablets, or laptops. Some of these devices do not play JAVA which is necessary for web conferencing. This is a real issue for students enrolled in virtual courses. Other devices currently in the market are not certified for the current version of the FCAT
- ➢ BYOD
- ➢ Are districts using one device or a variety of devices?
- Mr. Jimmy Greene asked if online testing was a purview of FADIMA. Board members agreed that definitely online testing as well as blended learning, and virtual courses, were FADIMA purviews. These issues are currently impacting our schools as they move towards digital convergence/transitioning. The existent technology in our schools is being used in computer labs, many times housed in school libraries, to address these needs; therefore we are not able to provide the personal learning time the technology should provide nor is it available throughout the day to all students

Guiding Questions for Table Discussions & Logistics of Table Groupings, Facilitators

- Ms. Wendy Spriggs will produce a Google Docs document with the guiding questions to be used for the table discussions and will email the link to the board members
- We have 49 members attending the conference so we want no more than 5 people per table (publishers can opt to join any table)
- Every board member will serve as a table facilitator which will give us 10 groups/tables
- As much time as possible will be provided for groups to discuss the guiding questions and compose their answers
- Thursday's groups will address districts' current adoption status. Questions the groups should address might be,
  - o What are the subject areas under review/adoption in your district?
  - o Where is your district in the adoption process?
  - o Are any districts planning to implement their own adoption cycle?
- Friday is a less formal day without presentations, with the majority of the time spent on group discussions that will address districts' plans for digital transition. Some of the topics to be discussed are specs, devices being used, funding sources, pilots, and infrastructure challenges
- The responses collected by each group will be published in a Google Docs which can be shared with all or posted on FADIMA's website
- Ms. Lisa Jones recommended that we break the questions for Friday's group discussions into three categories:
  - o Does your district have the needed bandwidth?
  - o Does your district have wireless infrastructure?
  - o Do you have the necessary funding to purchase needed devices?

- Mr. Jimmy Greene suggested we should ask the legislature what is their goal? FADIMA is all for digital interactive content but we do not want PDF readers or digitized content because this will send us backwards while expending large amounts of money. This is something that could be shared with Senator Montford
- Mr. Bill Purtell reminded us that we need to continue to ask this question, "*Are we going to digital content or digitized content?"* We must be careful as to how questions are addressed as we do not want to be perceived as being against digital content
- FADIMA does not want added flexibility to legislation and this is another point that should be shared with Senator Montford
- Legislative view is that if we go digital we will save money
- We would benefit from having a breakdown of what needs to happen
- Ms. Kathy Green also stated that we need to speak about licensing issues (activation codes on cardboard)
- Publishers of AP materials are used to college market and not to our scheduling needs, licenses are used for 1 semester whereas we need it for one school year
- *Clever* was being used in Orange County to manage publisher digital content, with this solution publishers pay *Clever* to manage the users in a district
- *Florida Virtual Curriculum Marketplace* is being used In Clay County to manage publisher digital content
- We need to work with publishers to:
  - Enable better user management
  - Develop solutions that are LTI compliant
- We also need assistance from DOE with user management

No other business was discussed.

Meeting adjourned at 10:30 a.m.