

**PROPOSAL**  
**FOR LEGISLATIVE SERVICES**  
**FOR**  
**CLAY COUNTY PUBLIC SCHOOLS**  
**BY**

**MIXON AND ASSOCIATES, INC.**

**119 East Park Avenue  
Tallahassee, Florida 32301  
Telephone (850) 222-2591  
Facsimile (850) 425-5268**

**July 2, 2007**

---

**Anna Corinne Mixon**

## **A. Proposed Services**

Mixon and Associates is pleased to propose the following legislative services to the Clay County School District. The following sample of services may be refined if the District selects Mixon and Associates to represent it in Tallahassee:

- Attend enrollment and revenue estimating conferences and report to the District.
- Meet with DOE and Governor on funding and program issues prior to development of DOE and Governor's recommended budget request for the District.
- Attend State Board of Education meetings and report outcomes to the District.
- Participate in the development of FSBA, FADSS and FASA legislative platforms.
- Draft bills and amendments, and obtain sponsors for legislation requested to be filed by the District.
- Attend national meetings as pre-approved by the District (Education Commission of the States, National School Boards Association and National Conference of State Legislators), as well as state meetings (FBOE, FSBA, FASA FADSS), and local meetings (legislative delegation meetings, Florida Educational Legislative Liaisons, Northeast Florida Educational Consortium) to influence legislation and policies which impact the District.
- Assist the legislative delegation by providing data and updates regarding the impact of policy and funding decisions on the District each Monday throughout the Session. (Please see attachment 1, *Memo to Legislative Delegation*)
- Provide a comprehensive post-session review of legislative actions. (Please see attachment 2, *Session Review*)
- Send a daily online NEWSY to Board outlining top headlines throughout the state, as well as all relative education news. (Please see attachment 3, *Daily Newsy Update*)

## **B. Methods and Techniques**

Mixon and Associates will work closely with the Superintendent, School Board and assigned District staff to ensure that Clay County stands-out in Tallahassee. Effective representation is a continuous process which commences at the end of one legislative session and follows through the next session. Additionally, implementation of legislation, State Board of Education Rules, and agency procedures and rules (Children and Families, Juvenile Justice, Department of Health, etc.), must constantly be monitored while cooperative relationships are developed and maintained.

Thus, the District must select a governmental firm which is familiar with the legislative process, has a successful record in working with members of the House and Senate, and is linked into the education system on all levels, i.e., State Board, Department of Education, educational associations and other school districts. Mixon and Associates is such a firm.

Clay School District will continue to set its own priorities and direct overall governmental efforts. Meanwhile, Mixon and Associates will act as a voice of the District in Tallahassee. M&A will assist in establishing priorities, strategy development, networking and direct lobbying services to ensure success.

The following methodology is proposed for the Clay County School District:

- Assist the District in obtaining priorities through the Commissioner of Education, State Board of Education and Governor.
- Present bills related to education for review by District and staff. Draft and amend legislation. Inform District of key calendar dates including committee meetings, events and workshops which are relative to Clay initiatives.
- Provide weekly updates to the Clay Legislative Delegation with clear position statements on pending legislation.
- Assist the District in garnering funding alternatives.
- Represent the Clay District at meetings with the Commissioner and Chancellor of Education, Governor's staff and agency staff to discuss positions and priorities of the District.
- Have targeted personnel available to the district to answer questions and review priorities regarding legislative actions.
- Attend and represent the District at the Revenue Estimating, Lottery Estimating, and FTE Estimating Conferences and with Department of Education staff when interests of the District are discussed.

- Maintain regular and frequent contact with District staff and Board by telephone and provide a written report of activities by the Legislature on a weekly basis throughout the Session. Provide a workshop at the conclusion of the Session to inform Districts regarding passed legislation.  
(Please see attachment 4, *Summary of Legislation to be Considered in Committees*)
- Work with the District finance officer to determine impacts and develop strategies for influencing legislative funding proposals.
- Arrange for District staff to testify on issues before the Legislature
- Attend the following meetings to provide the District with information and to represent the District as appropriate:
  - Florida Education Legislative Liaisons (FELL) weekly and special meetings
  - Meetings with the Commissioner and DOE staff
  - Meetings with the Governor and his staff
  - Legislative committee meetings
  - Weekly meetings with FSBA and FADSS in Tallahassee

### **C. Communication Structure**

Mixon and Associates will communicate by phone and E-Mail during the Legislative Session with the Superintendent, staff and a Board liaison. Only one designated Board member can participate because of Sunshine Laws. Written reports on policy and funding issues will be frequent during the Session. These reports will go to the Board and Superintendent for distribution. In addition, we propose a weekly conference call. These calls would be on a specified morning each week to discuss current legislative issues. Major bills will be provided to the Superintendent for determination of the District's position. These will be communicated weekly via memo to the Clay County Legislative Delegation.

At the conclusion of the Legislative Session, we will prepare a summary of funding and substantive legislation for the Superintendent. At the request of the District, Mixon and Associates will set a pre or post-legislative School Board/Legislative Delegation meeting to open lines of communication between the Board/Superintendent and the Legislature. These meetings have been very effective in other districts.

Through attendance at national, state and local meetings, Mixon and Associates is able to anticipate legislation and proactively draft improved language during the formative stages.

#### **D. Time on Task**

Mixon and Associates will provide the required personnel to aggressively pursue the District's priorities.

Three full-time staff members solely monitor education issues. Targeted staffing enables Mixon and Associates to conduct a multitude of functions without diminution of any priority to the District. As we anticipate less-than-enthusiastic support from all segments of the Legislature, it is important that the Clay representative understands processes and networks with policy-makers; thus ensuring that the interests of the District are in the forefront of their priorities.

It is of equal importance that Clay County's interests are aggressively pursued in the DOE. Contracts and grants submitted by the District. Mixon and Associates will represent the District in Tallahassee throughout the year to make sure that Clay students have equal opportunities to receive programs and dollars. Mixon and Associates has successfully garnered millions of dollars for district clients.

#### **E. Description of Expertise**

##### ***M. Juhan Mixon, Ed.D.***

Dr. Mixon received his B.A. in Political Science and Economics at the University of Florida in 1969 and his doctorate in Education Administration with emphasis in administration, law and finance in 1977. Dr. Mixon has held several responsible positions in education including school principal, personnel director, Assistant Superintendent of Schools in Pinellas County and Deputy Commissioner of Education in the Florida Department of Education.

As Assistant Superintendent in Pinellas, Mixon supervised the entire testing and assessment program for the District. While Deputy Commissioner, he was responsible for licensing all educators in Florida, accrediting private colleges and universities, the State Board of Independent Postsecondary Vocational, Technical, Trade and Business Schools. In addition, he supervised the largest single unit in the DOE, the Division of Blind Services. Later, Mixon worked as a consultant for governmental affairs with Bryant, Miller and Olive Law Firm for five years. While at Bryant Miller and Olive, he worked with many clients including several school boards and the Florida Academy of Physician Assistants.

In 1992 he opened the office of Mixon and Associates, taking with him three school boards (Dade, Indian River, and Levy) and the Academy of Physician Assistants. He has been responsible for lobbying all facets of educational issues. Today, Mixon and Associates represents many additional educational interests including the Florida Association of School Administrators (with more than 3,000 members), the Florida High School Activities Association and several school districts.

***MIKE O'FARRELL, PH.D: VICE PRESIDENT, EDUCATION SERVICES***

Mike O'Farrell received his B.S. in History and Psychology at the Florida State University in 1962 and his Doctorate in Education Administration and Supervision with an emphasis in curriculum in 1971. Dr. O'Farrell has held a number of positions related to education in Florida including classroom teacher in Brevard County, researcher for the National School Food Service and Nutrition Education Finance Project, and Director of Research and lobbyist for the Florida Education Association. From 1978 until his recent retirement, he was employed by the Florida Senate. While with the Senate, he was a Chief Legislative Analyst with the Education Committee until 1982 when he became the Committee Staff Director, a position he held until his retirement in 2005.

During his 27 year tenure with the Senate, Dr. O'Farrell was directly involved in every major change in state education policy. He worked closely with the other committees in the Senate as well his counterparts in the Governor's Office and the House of Representatives. He also had the opportunity to work with representatives from a number of state agencies and organizations on education related issues.

***HENRY BOEKHOFF: VICE PRESIDENT OF SCHOOL OPERATIONS / FINANCE***

Henry grew up in Florida where he received his Doctorate in Administration at the University of Florida. His expertise is in education finance.

His professional career started as finance director in Nassau, and included similar rolls in Miami-Dade, Palm Beach and Volusia Counties. He became the Chief Finance Officer of Orange County Public Schools in 1996 and worked there until his retirement in early 2007. At that time he joined Mixon & Associates.

Henry is highly respected for his work in school finance and is considered the "Dean of Finance" in Florida.

***Jim Hamilton, Ph.D: Vice Pres. of Education Growth Management***

Jim grew up in Florida before earning his Ph.D. in Educational management at Florida State University. Jim's expertise spans all areas of Florida's education system.

After being a teacher, Jim worked his way through administration to eventually become a principal at Plant High School, in Hillsborough County. Since then, Jim's career in education has included General Director of Secondary Education, Assistant Superintendent for Instruction, Assistant Superintendent for Operations, Deputy Superintendent for Instructional Support and Chief of Staff of the School District of Hillsborough County.

Jim is a trusted and acclaimed voice for education. He has been awarded the Florida Principals' Hall of Fame by the Commissioner of Education as well as the National Blue Ribbon School of Excellence.

## **F. Company at a Glance**



Founded in 1991 in historic downtown Tallahassee, Mixon & Associates has become one of the South's most comprehensive governmental consulting groups. Today, the office is perched atop the Park Avenue Chain of Parks -- beneath rows of towering oak trees -- symbolizing the spirit and history of the Capital City. The stately office houses seven seasoned consultants and a sundry of sharp support staff. The building is alive with events ranging from round table discussions and small informal meetings, to evening receptions and political fund-raisers.

The foundation for the firm is built on expertise in governmental communications and relationships. Strength in these areas is derived from experience, networking and knowledge of state government inherent to M&A consultants.

Mixon & Associates balances experience in the history of statewide government with forward-thinking, non-partisan understanding of the political process that exists today. M&A administers multiple political action committees to engage clients in critical political campaigns which impact their profession or industry. The Mixon team also specializes in organizing grassroots activities for clients of all sizes -- from ten employees to ten-thousand.

Personal attention and commitment to client's needs and achievements have made Mixon & Associates, Inc. a recognized and effective communications and governmental consulting group. The Firm paves avenues for clients to present their position and priorities to decision makers. M&A prepares proposed language, assists with research on bills and statutes, and helps draft arguments and materials to support client positions. Most importantly, Mixon & Associates remains abreast of what government agencies and competitors propose that impact its clients. Accordingly, the Firm has tremendous success with passing or killing bills that are helpful or hurtful to its clients. Whether it is a city council, toll road authority, hospital board or department of state government, the M&A staff helps strengthen and maintain relationships between clients and governmental entities.

## **H. Cost of Services**

The base fee structure for the contract is \$24,900 payable in twelve monthly installments of \$2,075.

Out-of-pocket expenses are billed separately and include faxes, photocopies, supplies, long-distance telephone calls made to or on behalf of the District, postage and overnight delivery, and travel at State rates (when approved by the Superintendent or primary district contact). Costs associated with travel conducted on behalf of multiple school districts is divided among the districts and billed equally to each district.