

Candidate Profile – Personal Profile

1. Candidate Name: Charles Parker
2. Office You Are Running For: School Board District 2
3. Phone Numbers.

home: N/A

office: N/A (school number so I do not use it for campaign purposes)

cell: 321-537-0203

Please include a copy of your professional resume

4. Current Occupation: Engineering Academy Director and Teacher at Merritt Island High School
5. Education (*if not detailed on your resume*)
6. Civic Involvement (*if not detailed on your resume*): Former board member of Brevard Achievement Center and Child Care Association of Brevard; Former member of Brevard Children's Services Council (appointed by Gov. Bush); former youth sports coach in little league baseball, flag football, soccer, and Upward basketball; former member of Brevard County Parks and Recreation Advisory Board (appointed by Chuck Nelson).
7. Are you involved in or have been involved with a local Chamber of Commerce? I began my involvement with the Cocoa Beach Area Chamber back in the 1980's while working in the tourism/hospitality industry and continued affiliation through my years in aerospace and ministry. Currently, in my role in the da Vinci Academy of Engineering Technology at MIHS I am active in the Cocoa Beach Regional Chamber of Commerce. I am also active in the Cocoa Beach Convention and Visitors Bureau. I have also served on the Education Committee for the Melbourne Regional Chamber of Commerce.
8. Have you run for office before? If so, when and what was the outcome? **Yes** No

I ran for Cocoa Beach Commission twice in the early 1980's. Though I did not win either time (I was in my early 20's), I was subsequently appointed to the Cocoa Beach Board of Adjustment.
9. Party Affiliation **Republican** Democrat Other: _____
10. How long have you been registered as the above Party? 40 years

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Campaign Profile

1. Manager's Name: I am my own campaign manager
2. Phone Numbers
office: N/A
cell: 321-537-0203
3. Treasurer: I am my own treasurer
4. Other Consultants, Staff or Key Volunteers: Zack Parker, Cheryl Lankes
5. If qualifying by petition, how are you collecting petitions? Through a network of friends, door-door cold calling, and attendance at community events;
6. How many fundraisers have you had? One. However I have over 50 people who have donated to my campaign just through word-of-mouth.
7. What is your fundraising goal? \$10,000
8. What type of voter contact are you budgeting for?

Door-to-door canvassing, signs, advertising at various venues/print media/digital media, mailers.

9. How many volunteers do you have engaged in your campaign and describe how you are engaging them? 50 – through social media and personal contact

10. Why are you running for this office? The mission statement for Brevard Public Schools is “to serve every student with excellence as the standard.” Since I began teaching in 2004, excellence in my classroom is defined as an “A.” Currently, only 40% of schools in Brevard County are “A” schools – with only 50% earning “A” in District 2. With the percentage this low, it is not just a student problem, it is not just a teacher problem, it is not just a school problem – it is a district problem.

I have served in all levels of the school system – elementary, middle, high school, district offices and post-secondary – so I have a firm grasp on some systemic changes needed to set a course to meet our mission.

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Business Profile

1. Various organizations and interest groups make endorsements, contribute to campaigns and help build a support coalition for candidates. Please indicate groups or organizations that you would seek out to support your candidacy.

I recently participated in a forum hosted by the Brevard Federation of Teachers, the Space Coast Association of Realtors, and the Brevard County Firefighters. After qualifying, I will also be looking to some individuals (county constitutional officers and current/former elected officials). I'm available to speak to any group. While we are a non-partisan election, I have reached out to both political parties as my background is broad and my views are mainstream in District 2.

2. The Business community should support my candidacy because:

First, I understand the importance of the role of school board member. I have always believed that the most important government entities are the ones that are closest to the people. School boards, and city/county commissions fall into that category.

I understand that strong schools make for a strong local economy. Schools are a primary factor in who chooses to live in Brevard County. The school board needs to be fiscally responsible through streamlining processes, cutting overhead, improving teacher pay, and maintaining current levels of taxation to make our area as attractive as possible to maintain and enhance our quality of life.

I am for expanded career and technical programs to assist our students who do not go to college. I have worked with the business community for the last six years to obtain internships and job-shadowing opportunities for students.

As well, I have proposed that the district implement a Jack Welsh style differentiation (20-70-10) method in the staffing needs at the district offices. I.E.: the top 20% are groomed for leadership and provided bonuses, the middle 70% are provided a variety of professional development and incentives to grow, and the bottom 10% are placed on probation or let go. This will improve performance drastically.

3. Describe your experience that qualifies you for the position you seek, or to hold public office in general.

First, I have the most wide-ranging school experience of any candidate for school board in any of the districts up for election:

2004 - Present: Brevard Public Schools - Florida Teaching Certifications in Technology Education and Grades 7-12 English and Social Sciences

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2013 – Present: Merritt Island High School – Director: da Vinci Academy of Aerospace Technology – Event planning, recruitment and application processes, community interface; Teacher: Introduction to Engineering Design + Engineering Design and Development

2010 – Present: Merritt Island High School - Teacher Trainer: Responsible for training faculty in effective teaching strategies, teacher evaluation processes and policies, and procedures for compliance with federal/state special education guidelines

2010 – 2013: Merritt Island High School – Teacher: English 1 Honors, Speech, Journalism

2009 – 2010: Trainer in Response-to-Intervention – Instructed district and school-based administrators plus teachers at all grade levels in reading and math academic intervention policies, systems, processes and strategies for special education services

2004 – 2007: Jefferson Middle School – Teacher: English and World Cultures

2004 – Present: Colleges Adjunct Classroom & Digital Faculty

Eastern Florida State College: Credentialed in Humanities and Religion

Valencia College: Associate Faculty Certification; Credentialed in Religion

Second, I have the most wide-ranging non-teaching professional experience in Brevard County of any candidate for school board in any of the districts up for election.

- For seven years, I worked in Cocoa Beach in the hospitality/tourism industry – networking with local chambers of commerce and other businesses.
- For 10 years, I worked for an aerospace consulting company – assisting technical staff in flight and launch safety analyses (including for Space Shuttle and commercial launch vehicles), writing proposals, and attending events.
- For six years, I was the pastor of a church where I managed budgets and personnel. During my tenure, the church grew from 75 to 300 regular attenders.
- I also have worked in social services and served on boards of local non-profits.

Third, I have been an involved parent to three children in Brevard County Schools since 1990. I have been the chair of School Advisory Committees at two different schools and been a member on a third. I have logged hundreds of volunteer hours as a “Just Say No” dad and field trip chaperone. As well, I have coached at the junior varsity (boys basketball) and varsity (boys golf, girls golf, boys tennis) levels.

4. What have you done to prepare yourself to serve in this office?

In addition to personal time studying budgets and policy, I have met with and listened to the following stakeholders:

- a. Pennie Zuercher, BPS CFO. I requested a meeting with BPS Superintendent Dr. Blackburn, but he did not respond.
- b. Teachers and support staff from a variety of District 2 schools and grade levels (will continue these meetings over the summer)
- c. Students from a variety of District 2 schools and grade levels (will continue these meetings over the summer)

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- d. Parents from a variety of District 2 schools (will continue these meetings over the summer)
- e. Principals from a variety of District 2 schools (will continue these meetings over the summer)
- f. Attending School Advisory Committee meetings at several District 2 schools
- g. Brevard Federation of Teachers leadership
- h. Members of support staff at Brevard Public Schools in Viera
- i. Current school board members
- j. Current and former members of the state legislature + current candidates
- k. One candidate for governor
- l. Several Brevard County constitutional officers
- m. Community leaders and first responders
- n. This summer I also have a meeting scheduled with the President of the Brevard Association of School Administrators and a representative of the BPS Sales Tax Oversight Committee

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Pre-Interview Questions

(For School Board and Port Commission races)

1. Please describe your experience in financial management, budgeting or oversight that would qualify you to oversee the large budget of the school district/port?

While I do not have in-depth experience in managing a budget as large as BPS, I do have a variety of experience (noted below) in budgeting for organizations. I have begun studying and breaking down the BPS budget into manageable chunks – reviewing each department to compare personnel/overhead ratios and look for areas of potential savings. As well, I have been learning about revenue sources and restrictions.

- a. BA in Organizational Management
 - b. Former comptroller of the Cocoa Beach Hilton
 - c. Worked with finance committee and budget at 300-member church
 - d. Member of finance committee and chair of Brevard Achievement Center Board of Directors
 - e. Currently oversee choice academy budget at high school and control disbursement of CAPE funds for trainings and equipment purchases
2. Both the School Board and the Port Commission set the tone for their respective organizations. Please describe the role you hope to play in leading these organizations, from a public perception as well as internally.

I love a challenges and solving problems.

I grew up in a rural area of Virginia where teenage drinking was the norm. I then moved to Cocoa Beach in 1980, where drinking by people in my age group was excessive. In 1994, I realized that my consumption of alcohol had gotten out of hand. I didn't know what was causing it, so hit it from all angles. I checked myself into a treatment center for a week, I attended AA for many months, I went back to church, I did outpatient counseling, I changed my diet, I began eating better and exercising some. It is now 24 years later...still clean and sober...no relapses.

In 2015, I realized that I had slowly gotten overweight and out-of-shape. I changed my eating habits and began running. (My son laughs at this as I had always hated running.) Since then, I have lost 50 pounds and have participated in a sprint triathlon, eight 5ks and three half-marathons. My blood pressure recently was 94/62 and my resting pulse at 46.

These stories are just two practical illustrations of the determination I have when confronted with challenges and problems. I will bring that same vigor, drive, and focus to the Brevard School Board.

As well, I am well-known around District 2 having lived and worked here all of my adult life. I am proud of my reputation as a man of faith, honesty, and integrity.

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