

Candidate Profile – Personal Profile

1. Candidate Name _Katy Campbell_____
2. Office You Are Running For __School Board, District 5_____
3. Phone Numbers.
home: _(321) 956-4235_____
office: __n/a_____
cell: _(321) 405-2523_____

Please include a copy of your professional resume

4. Current Occupation: Worship leader, Bay West Church, Palm Bay
 Substitute teacher, Brevard Public Schools
5. Education *(if not detailed on your resume)*
6. Civic Involvement *(if not detailed on your resume)*
7. Are you involved in or have been involved with a local Chamber of Commerce? No
8. Have you run for office before? If so, when and what was the outcome? No
9. Party Affiliation: Republican
10. How long have you been registered as the above Party? Since 1993. In Florida, since 2007 when we moved to Brevard.

Completed applications and a copy of your resume should be sent to debbie@businessvoicepac.com.

All candidates will also be invited to an in-person interview. Endorsements will be made based on both the completed survey and the in person interview.

Campaign Profile

1. Manager's Name n/a

2. Phone Numbers

office: (321) 405-2523

cell: _____

3. Treasurer Judy Mottice

4. Other Consultants, Staff or Key Volunteers

Jim Campbell- website, marketing

5. If qualifying by petition, how are you collecting petitions?

I have already met the petition requirement. I did this by walking my own neighborhood, reaching out to friends through social media and by many wonderful volunteers who collected petitions for me.

6. How many fundraisers have you had? None, at this point.

7. What is your fundraising goal? \$15,00-\$20,000

8. What type of voter contact are you budgeting for?

*Cards for door to door visitation of primary voters

*Direct mail- at least one mailing

*Signs

*Postcards for follow-up

*Digital billboard

9. How many volunteers do you have engaged in your campaign and describe how you are engaging them?

We have 20-30 volunteers who have already helped by gathering petitions and engaging through social media. These and others will be helping us walk neighborhoods, wave signs, help with follow up mail outs and events.

10. Why are you running for this office?

I believe that District 5 needs a true conservative voice on the school board. My experience as a parent, teacher, BPS employee, and community leader gives me insight that will help me represent our community in making decisions that will lead to student success.

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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 am seeking support from conservative organizations and groups that want to see our schools performing well to attract families to our county.

2. The Business community should support my candidacy because:

Brevard Public School students are your future employees! They need to be well-trained in academics as well as in respect for others and responsibility in order to be responsible citizens and employees. And our schools need to reach and maintain excellent standards in order to attract families to our county. Many families make the decision where to live based on school ratings.

I am also very concerned about our tax dollars being spent wisely. Florida schools spend almost identical amounts per student as other states, such as Texas, and yet our average teacher salaries are thousands of dollars less per year. And Brevard is below the state average and next to last in the surrounding counties for new teacher salaries. Where is the money going? We need to make sure that every expense is necessary and financially sound so that we can pay our teachers competitive salaries and be ready to pay off our \$400+ million dollars in debt.

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

I taught in public schools in Kentucky and Texas for 7 years. I have continued to work in public schools as a vocal coach, volunteer, and as a substitute. I have also become familiar with our community as a church leader and involved parent.

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

Probably the most important thing I have done is meet with people- former Brevard school board members, elected county and state officials, teachers, administrators, parents, charter school and home school leaders. I have also researched issues such as school security and teacher salaries, finding out how other counties and other states have found solutions to their similar challenges.

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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?

I am the chief financial officer for our household, but I am honest enough to tell you that I do not have experience overseeing budgets of this size. I don't know many who do. My public experience in finance management included managing the budget for the choral programs in the schools where I taught, donor management for a crisis pregnancy center, and budgets for ministries that I led in churches we have been involved in.

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.

One of the keys to success in any organization is communication. Our parents, employees, and community need to know what's going on in our schools, and they need to have input in the decision making process. I plan to continue to meet with people around the district to make sure all voices are heard and that we make the best decisions possible to impact student success.

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