

Candidate Profile – Personal Profile

1. Candidate Name Misty Belford

2. Office You Are Running For School Board, District 1

3. Phone Numbers.

home: NA

office: 321-591-9387

cell: 407-474-4226

Please include a copy of your professional resume

4. Current Occupation: School Board Member, District 1

5. Education *(if not detailed on your resume) Detailed on resume*

6. Civic Involvement *(if not detailed on your resume)*

-President of Swim Safe Forever, Inc. (501c3), providing water safety education and drowning prevention.

-Member of the Florida School Board Association Legislative Committee as well as the Advocacy Committee.

-Mentor

-Youth Mental Health Task Force member

7. Are you involved in or have been involved with a local Chamber of Commerce?

- The district is a member of the Titusville Chamber of Commerce and I attend meetings when I am able.

8. Have you run for office before? If so, when and what was the outcome? **Yes** No

- I ran for School Board in 2014 and was elected in August 2014.

9. Party Affiliation Republican Democrat Other: No Party Affiliation

10. How long have you been registered as the above Party?

- Since I was first registered to vote at the age of 18.

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Campaign Profile

1. Manager's Name Sandra Demmon

2. Phone Numbers

office: _____

cell: 321-536-0113

3. Treasurer Neisha Haggard

4. Other Consultants, Staff or Key Volunteers

- Shayla Murray (Consultant)
- Kendall Moore (Consultant)
- Rob Feltner (Consultant)
- Daniel and Maggie Penton (Field)
- Mary Shanley (Fundraising)
- Patrice Pilate (Fundraising)

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

- I have already met my petition requirement. I collected petitions at community events, knocking on doors, and recruiting volunteers to do the same in their circles and neighborhoods.

6. How many fundraisers have you had? None yet, several will be scheduled

7. What is your fundraising goal? \$30,000

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

- Mail-outs, social media boosts, phone banks, door knocking

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

- Right now I have about 20 volunteers that are assisting with sign delivery/installation, knocking on doors, gathering testimonials, attending events, and securing donations.

10. Why are you running for this office?

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- I have had the pleasure of serving in this office for the past three years and have created significant positive momentum in the district. While the progress has been good, there is still work to be done. I have two children in school and am invested in our community. I would like to continue the momentum we have created to ensure we have a great education system in Brevard to support a vibrant community for years to come.

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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.

- Home Builders and Contractors Association
- Space Coast Association of Realtors
- Brevard Federation of Teachers
- Brevard Association of School Administrators
- Local 1010
- Firefighter and Police Unions
- I am open to suggestions if you would like to recommend any.

2. The Business community should support my candidacy because:

- You cannot have a great community without great schools and you cannot have great schools without strong community support and collaboration. I have been working diligently over the last three years to increase our career and technical education access and to begin to align those offerings to the local market to ensure we are creating a workforce to support the industries in Brevard County. Those career and technical education offerings are also critical to ensuring our graduates go on to become productive members of our society. In addition to expansion of career and technical education opportunities, I am focused on ensuring equity in access to quality programs throughout the entire district so that we have great schools to recruit new businesses to Brevard County. I am committed to continuing those efforts and working collaboratively with our business community to ensure we are supporting each other in the long-term success of our entire community.

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

- Prior to serving on the school board, I was an adjunct professor at Rollins College for many years teaching in the areas of Leadership, Small Group Development, Listening, and Interpersonal Communication. Since serving on the board, I have over 92 hours of continuing education through the Florida School Board Association, I serve as the FSBA Legislative Committee representative for Brevard, the FSBA Advocacy Committee representative for Brevard, and I recently graduated from Leadership Florida Education Class III. Over the last three and a half years I have learned an enormous amount about leading a school district and built valuable relationships with teachers, staff, fellow board members, community members, and legislators that allow me to effectively advocate on multiple levels. I have a proven track

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record of servant leadership and I am committed to continuing to serve our community. I am also a mother of two children in Brevard Public Schools so I have a strong motivation to make sure that my children as well as all of the children in the community have the best education possible.

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

- I have been serving in this office for the past three and a half years and have learned an enormous amount just in the process of my service. In addition to the on the job learning I have accomplished, I have also continued to educate myself on issues of education both in formal and informal ways. As referenced, I have over 92 hours of continuing education through the Florida School Board Association. I am also an avid reader and researcher of many aspects of education striving for continuous personal improvement as well as district improvement.

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Pre-Interview Questions
(For Legislative and County Commission races)

1. In the next 10 years, what do you believe will be the top three critical needs of Floridians/Brevard Country residents? What role will the office you are seeking play in helping meet these needs, and what plans do you have to help us do so?

2. How do you weigh decisions between the needs of your local district constituency and those of the county/state as a whole?

3. Assuming you are elected/re-elected to the Florida legislature/county commission, what will be your primary area of interest and what do you hope to accomplish in this area? What committees will you request if elected to the legislature?

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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 have been overseeing the budget of the district for the past three and a half years. In that time, we have adopted a capital plan addressing growth with no new debt, cut district office budgets and reorganized the district departments achieving savings and increased efficiency and provided raises to all staff members for the past three years. There is little more convoluted than the budget for school districts but I have come to understand the intricacies quite well and have worked with staff to ensure we are finding as many efficiencies as possible to ensure maximum positive impact in the classrooms.

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.

- While not outlined as an official duty of the school board members, I believe setting the tone for the organization is a very important aspect of the leadership role. During my service on the board I have focused heavily on establishing a tone of mutual respect with all of our team members at each level of the organization. My time as board chair was focused heavily on creating group norms for the board and superintendent, building relationships among board members and senior staff in the district, and building a strong relationship between the board and the superintendent. This is critical to the effective functioning of the district. In addition to an internal focus on relationship building, I have worked hard to build relationships in the community as well and to work collaboratively with parents and community members to create dialogue and establish trust. We have made enormous progress in these areas and I look forward to continuing that progress.

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