

Katye Campell - general election interview

- 1) heard from voters? In our district in particular, because long standing incumbent people ready for change. We had huge surge in voters for this race, more turnout than past years. Security issue #1 that comes up in meetings and neighbors. Parents are concerned about quality of schools, to have input, and those without kids are worried are kids learning the right things - character, civic, technical. Unified across party lines agree teachers need to be paid more.
- 2) What should we know? I learned the personal connection is huge. People ask me what been effective, I say going door to door. Which doesn't take money, people stop by and say you were in my neighborhood yesterday. You are first person who ever come to my door (in a gated community) I'd vote for you just for that. Those personal conversations are important. My family very connected for 11 years in church and schools. You know this. You advertise you will get some traffic. But if you get customer to give personal testimony on fb you get more traction. That is why I think we won the most votes, so many people knew me personally and told others to vote for me.
- 3) Dr. Mullins - I was asked early on because I had not met him yet. Every teacher I talk to is very excited about him. Especially in our end, he oversaw south end of district, they love him and worked under him. I have now met him and really like him. He is here, invested here, family is here. So people fuss about national search, and did get resumes from elsewhere. I feel good he will stay here and be invested here. Him being head of operations will be great thing financially, he is already cutting costs and find ways to save. Having someone lead teachers who has worked among them will help.
 - 1) Does that make it hard? He's one of them? Teachers v board?
- 4) Guardian funds. I saw that article... I don't think bad idea, but so many districts in tight spot. Brevard basically put on the cities to fill the gap. Palm Bay just not able to do it. Districts across state unable to do it. I still support the guardian program.... Not to do with politics... I have talked to parents and law enforcement, not Ivey who is political/elected.... I ask people who don't know I'm running.... They say 1 person on campus is not enough. We got to get this right. But there are other states, Texas, who have Marshall program, Utah, Indian have different rules. Still hasn't been incident of accidental shooting of Marshall accidentally shooting anyone. My kids are in schools and I know SRO can only do so much. I continue to do research and I trust law enforcement officers, look at other states what they do. I think good to have more than 1 person on campus to take care of our kids.
- 5) Path to victory? With less than 2 months, raising funds. Most expenses in next month, direct mail. I'm back out in neighborhoods walking. Go door to door. Knock on every door of regular voters - NPA, Dem, REP. I want them to know my face and talk to them all. I'd like to do 2 big mail outs. We did two in primary one with AB and one to everybody else day before early voting. That was \$5k in primary. Because wider in general, I will need maybe double.. more. We have enough signs. Maybe need more print material. Do another big digital billboard... slow traffic light in county... do that again for \$1500. Awesome FB strategy, have active page and community. Can't underestimate that. That had an impact.
- 6) Why biz community support? Not what can we do for you, although I think we can using career tech and put out good product to help businesses have educated employees. What you can do for us. I want all aspects of community in our schools. churches, parents, retirees, businesses, space center. We want you. Sometimes the lack of business involvement in our district maybe due to communication - I think key any org being successful. We need people out there doing real jobs to come in and tell kids path to success so students can see... why taking algebra, civics 1. Always going to want your money, but I want your involvement and people coming in the schools.

- 7) How can help? I do ask for money. If people have time I love to have help walking neighborhoods. But it is easier than people realize. I ask them to spread the word. As them to go vote. All the way down to the bottom where we
- 8) academy? Busing corridor busing can help get kids in different areas where programs they want are. Making sure those programs are compatible with real needs of job market. Jim: used to have construction academy in palm bay, it was removed and now we have real loss in market. Katye - kids who don't fit molds and we need to increase options of vocational tech, but hard to get them going and keeping them going... going to get experienced people to step out of job into teaching. And wrong to push kids to college and get debt and graduate underwater. College bound kids should have taste of tech training so don't graduate college with tons of debt. Communication - how do we communicate to students there are good paths available to you. Eau Gallie has palm bay satellite have early childcare so kids can graduate go right into daycare facility.
- 9) Andy out, but was a republican and I think get most of his votes, Dean P. His people who vote for him they would come my way not kelly's. Andy was very kind and knew I'd be in general and he pledged his support. *(Neal has since spoken to Andy, who said he has not endorsed anyone yet, but if he were to come out publicly it would be for Katye)*