LISA KESSLER

ST. LUCIE COUNTY SCHOOL BOARD

Campaign Portfolio

Meet Lisa Kessler:

Fresh Leadership. Strong Schools.

I've built my career around creativity, communication, leadership, and helping people succeed. Whether leading workshops, running my own business, mentoring aspiring writers, or volunteering in the community, I've always believed that strong communities are built by investing in people.

Today, I'm bringing that same commitment to **St. Lucie County Public Schools**.

As a small business owner, I understand the importance of responsible budgeting, transparency, and making thoughtful decisions with limited resources. Every dollar entrusted to our school district should be invested wisely, with students at the center of every decision.

As a bestselling author, I've spent years writing, presenting, and teaching programs that encourage creativity, critical thinking, and lifelong learning. I'm also an active member of our community, serving as **Chair of the Fort Pierce Arts & Culture Board**, where I work to celebrate the creativity and diversity that make our city such a special place to live.

I believe public schools are the foundation of the American Dream and one of the greatest investments we make in our community. **Strong public schools** strengthen neighborhoods, attract businesses, prepare our future workforce, and create opportunities for every child, whether their path leads to college, military service, technical training, apprenticeships, or directly into the workforce.

Today, our public schools face **real challenges**. Changes in state funding, increasing competition for resources, and evolving educational needs require thoughtful leadership and fresh ideas. After twenty years of the same leadership, I believe our district would benefit from a **new perspective** focused on strengthening our public schools, supporting teachers and staff, partnering with parents, and ensuring families understand the **outstanding opportunities** available within St. Lucie County Public Schools.

My goal is to help make our public schools the **first choice** for local families by celebrating their successes, expanding opportunities for students, and ensuring every child has access to an excellent education.

I am running for the St. Lucie County School Board because I believe every child deserves an excellent education, every educator deserves respect and support, and every taxpayer deserves confidence that public resources are managed responsibly and transparently. Together, we can build stronger schools and a brighter future for St. Lucie County.

"Public schools are the foundation of the American Dream..."

New challenges Fresh ideas

The two most critical issues facing our district are **teacher retention** and maintaining **strong enrollment** in our public schools.

First, we must do everything we can to recruit and retain outstanding teachers. While Florida's teacher salaries remain among the lowest in the nation, we need to think creatively about how we **support and recognize our educators**. Competitive pay is important, but so are opportunities for professional growth, a positive school culture, and ensuring teachers feel valued and respected. Retaining experienced teachers is one of the **best investments** we can make in **student success**.

Second, the expansion of school vouchers has fundamentally changed the educational landscape. **Public schools can no longer assume families will automatically choose them.** We need to do a better job of sharing the incredible opportunities available in St. Lucie County Public Schools, from **academic programs** and **arts** to **career academies**, **technical education**, **athletics**, and **student support services**. We should also explore innovative and flexible learning options that meet the evolving needs of today's students and families while keeping our public schools strong and competitive.

"If we want public schools to remain the first choice for families, we need to do a better job of communicating the outstanding opportunities, dedicated educators, and comprehensive support services that only public schools can provide."

Looking Ahead

Fresh Leadership. Strong Schools.

Every child deserves an excellent education. Every teacher deserves to feel valued and supported. And every family deserves confidence in their neighborhood public schools.

I believe the future of St. Lucie County Public Schools is bright. By working together with parents, teachers, students, staff, businesses, and our community, we can strengthen our schools, expand opportunities, and prepare every student for success.

I would be honored to earn your endorsement.

If your organization shares my commitment to strengthening public education, supporting teachers, and preparing every student for success, I respectfully ask for your endorsement.

Together, we can build stronger schools and a brighter future for St. Lucie County.

— Lisa Kessler

Stay Connected

📍 **https://www.lisakesslercampaign.com/**
📧 **Email**
LisaKesslerCampaign@gmail.com
📱 **https://facebook.com/LisaKesslerCampaign**
📸 **https://instagram.com/LisaKesslerCampaign**

QR Code:

Learn more • Volunteer • Stay Updated