



Communications Plan

Meghan Collins, Director of Communications and External Affairs

State Board of Education Meeting

January 14, 2015



www.FLDOE.org



FLORIDA DEPARTMENT OF
EDUCATION
fldoe.org

Mission

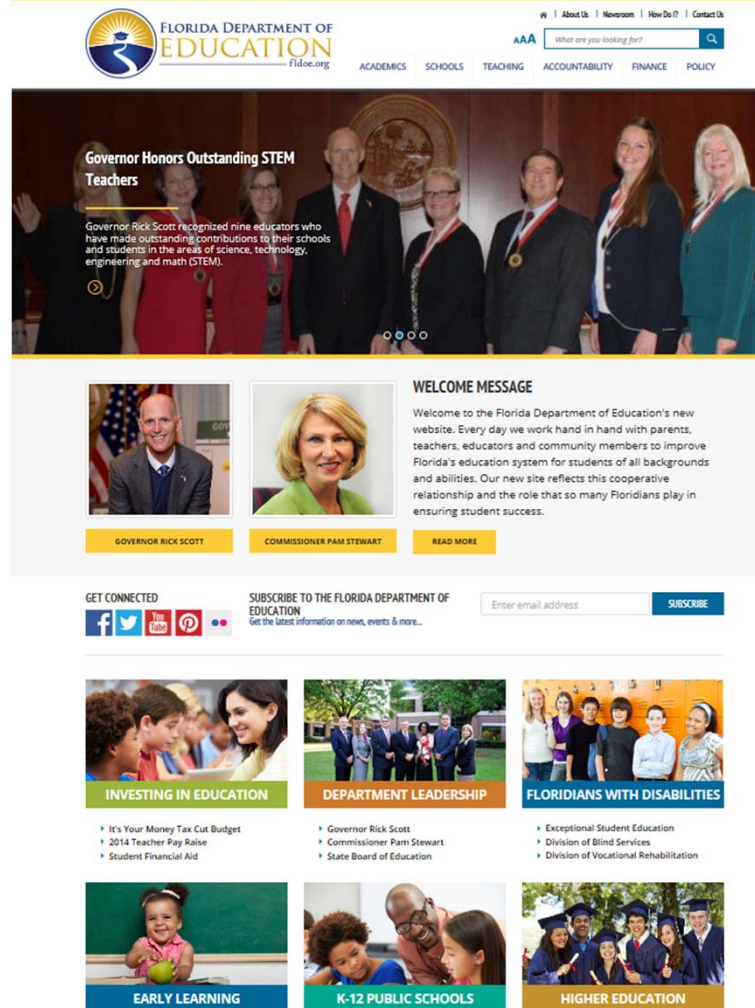
The Office of Communications and External Affairs provides Floridians, including students and parents, teachers, school administrators and the many stakeholder groups, with information related to our state's public education system.

Communications Goals

- Share up-to-date information about Florida's education system and ensure it is easy to access.
- Make FDOE a trusted source of information on key education issues in Florida.
- Provide stakeholders – students, parents, teachers, school/college administrators, legislators and members of the public – with avenues through which they can find FDOE news and send their input for consideration.

Online Presence

- Website Overhaul:
 - www.fldoe.org
 - Approximately 1 million visits each month
 - Modernized design, with users in mind
 - Reorganized content to help visitors find information more easily
 - Increased search function



www.FLDOE.org

Social Media

- The department's social media presence offers two-way communication between the department and our stakeholders.
 - Twitter, twitter.com/EducationFL
 - > 4,400 followers
 - Facebook, facebook.com/EducationFL
 - > 6,400 page likes
 - Blogs, educationfl.wordpress.com
 - Commissioner's Blog
 - Just for Teachers
 - YouTube, youtube.com/user/educationfl
 - 635 subscribers
 - Pinterest, www.pinterest.com/floridadoe
 - 326 followers



Florida Department of Education

Posted by Meghan Speakes Collins [?] · 2 hours ago

Education Commissioner Pam Stewart issued a call for Floridians to serve on the newly established Keep Florida Learning Committee. To apply, visit bit.ly/13EDBha and submit your completed application by Jan. 31, 2015.

559 people reached

Boost Post

Like · Comment · Share

1 Share

J Marshall Adams and Magdaline Funderburk like this.



Write a comment...



| | | | | |
|--------|-----------|-----------|-----------|-------|
| TWEETS | FOLLOWING | FOLLOWERS | FAVORITES | LISTS |
| 4,440 | 515 | 10.8K | 754 | 1 |

FL Dept of Education @EducationFL · Dec 18

Florida's grad rates increased to an 11-year high of 76.1 percent, a rise of nearly 17 percentage points since 03-04.

“This is truly a testament to Florida’s **hard-working** teachers, principals & administrators who help our students achieve success.

- Commissioner Pam Stewart on Florida's graduation rates reaching an 11-year high.



18 8

View more photos and videos



educationfl

Home Videos Playlists Channels Discussion About

Educators



A message from Helios Ed. Fund to Florida Teachers

by educationfl 32 views · 3 months ago



Bank of America Supports Florida Teachers

by educationfl 23 views · 5 months ago



2015 Florida Teacher of the Year Learns She is the ...

by educationfl 140 views · 4 months ago

Parents



History of Florida's Academic Standards and ...

by educationfl 493 views · 5 months ago



2014 Sunshine State Scholars Conference Vide..

by educationfl 369 views · 5 months ago



2015 Florida Teacher of the Year Finalist - Daryl ...

by educationfl 525 views · 6 months ago

Students



MRS. ANN SCOTT



Student speaking



School bus

Blog

ABOUT CONTACT US DISCLAIMER JUST FOR PARENTS BLOG JUST FOR TEACHERS BLOG

COMMISSIONER'S BLOG

SUPPORTING COLLEGES, CAREERS, COMMERCE & CREATIVITY

Search ...

12.24.14
by Florida Department of Education

COMMISSIONER PAM STEWART ANNOUNCES TWO KEY EDUCATION INITIATIVES

Commissioner Pam Stewart announced an investigation of standardized testing in Florida public schools and issued a call for Floridians to serve on the newly established Keep Florida Learning Committee.

Education Commissioner Pam Stewart said, "At the Department of Education, we are committed to ensuring our education system has appropriate policies and procedures in place to help Florida's students excel. I am proud to lead these efforts, which I am confident will help us better understand students' needs so we can better prepare them for college and careers."

Commissioner of Education's Review of Standardized Testing

Commissioner Stewart will work closely with districts to gather complete and accurate information on the tests being administered to meet federal, state and local requirements. Department staff will compile the information and analyze the data.

Findings will provide policy makers, district administrators, parents and teachers with information about the number of standardized tests and how each of the test results are used by the state, school boards and teachers. A primary purpose of the report is to increase transparency for parents about the use of standardized testing in Florida's public schools.

Commissioner of Education Establishes Keep Florida Learning Committee

The Keep Florida Learning Committee will review further deregulation opportunities for the school system; review instructional material review processes used by school boards; identify strategies to increase parental involvement; and review the implementation of the Florida Standards and the Florida Standards Assessment over the next year.

Beginning today, all Floridians interested in serving on the committee are

FLORIDA DEPARTMENT OF EDUCATION

Search ...

RECENT POSTS

- Commissioner Pam Stewart Announces Two Key Education Initiatives
- Max, Ruby and the Art of Perseverance
- How One Scholarship Exchange Changed the Lives of Three Young Floridians
- Just for Parents Newsletter – Summer Edition Now Available




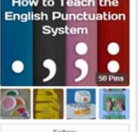




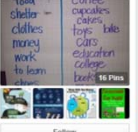
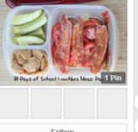
Pinterest

Florida Department of Education

© Tallahassee, FL www.fldoe.org

Official Pinterest account for Florida Dept. of Education. Board content does not reflect endorsement, but rather sharing of information to better foster student

11 Boards 199 Pins 2 Likes 326 Followers 2 Following

| | | | | |
|--|---|--|--|---|
| Education - It's Working  Follow | Success Stories  Follow | Florida's Math and ELA Stan...  Follow | Creative Teaching Techniques  Follow | STEM Our Students  Follow |
| Pinterest for Teachers  Follow | Teacher Appreciation  Follow | Summer Learning  Follow | Financial Literacy  Follow | Students  Follow |

Recent News: December

- Teacher and principal evaluations
 - Preliminary results for 2013-14 district personnel evaluations online. In January, once districts send updated data, DOE will post a revised report.
- High school grades & graduation rates
 - Florida's graduation rate is at an 11-year high and, despite the higher bar, 95% of schools received a C or higher.
- Keep Florida Learning Committee
 - Through Jan. 31, 2015, DOE is accepting applications for the 11-member committee that will review key education issues in Florida.
- Standardized Testing Investigation
 - Commissioner Stewart initiated an investigation to review the number of standardized tests students take in each district, as well as the reason use for each. DOE will release a final report on the findings.

January

- Florida First Responder Appreciation Week
 - Governor Scott proclaimed the week of Jan. 5-9 Florida First Responder Appreciation Week and Commissioner Stewart urged all Floridians to take the time to thank those who risk their lives to keep Florida families safe.
- Quality Counts 2015
 - Education Week Research Center released the 19th annual edition of Quality Counts January 8, 2015.
- Milken Family Foundation
 - A Fort Pierce teacher was selected as one of only 40 teachers nationwide to be honored. Commissioner Stewart and First Lady Ann Scott joined Milken for the surprise ceremony at the teacher's school.
- District Data Leader
 - An annual award that highlights the critical role district superintendents play in supporting and encouraging the use of data to improve students' college and career readiness.
- Celebrate Literacy Week 2015
 - During the last week of January (26 – 30), DOE will partner with Florida Lottery, Department of Health and corporate sponsors to encourage our students to connect literacy with STEM careers; the theme is Reading Accelerates Success.
 - Festivities include a kick-off event, PSA contest and statewide school visits with First Lady Ann Scott.

February

- Keep Florida Learning Committee Members Announced
- Black History Month, www.floridablackhistory.com
 - Each year, Governor and First Lady Scott celebrate Florida Black History month with a reception at the Governor's Mansion. DOE partners with the Department of State and Volunteer Florida to host art and essay contests, along with teacher recognition awards.
 - This year's theme is "A Celebration of African-American Innovation and Innovators."
- School Recognition Funding
 - Schools that sustained high student performance or demonstrated substantial improvement in student performance during the 2013-14 school year will receive award dollars.
- AP Report to the Nation
 - AP results for graduation seniors will be announced.
- Commissioner's Summit for Principals
 - Scheduled for February 23, 2015 in Orlando.
 - Principal of the Year will announced at the awards luncheon.

Spring

- Legislative Session
 - Before, during and after Session, we will strive to be the primary source of reliable information regarding the FDOE legislative issues.
 - Hopefully, as a result of the State Board's LBR, Florida's education funding will be at an all-time high for the 2015-16 Fiscal Year.
- FSA Results Released for Grade 3 ELA & Math
- Teacher of the Year Finalists Announced
- National Merit Announcements
- Florida School-Related Employee of the Year
 - This program recognizes outstanding education support personnel. In April, one state representative and four finalists will be honored at the annual breakfast.
- Teacher Appreciation Week (May)
 - Honors teachers with a proclamation from the governor.

Summer

- Summer Literacy Adventure
 - DOE partners with the Department of Environmental Protection and the Florida Lottery to encourage Florida students to keep up their reading over the summer.
 - Events take place at state parks around Florida.
- FSA Results Released (June)
 - Grades 3 – 10 ELA
 - Grades 3 – 8 Math
 - End of Course Assessments – Algebra 1 & 2 and Geometry
- FCAT 2.0 Results Released (June)
- Teacher of the Year (July)
 - DOE partners with Macy's to announce the Florida Teacher of the Year at a formal ceremony.

September, October & November

- Literacy Leaders of the Year (September)
- DOE partners with the Department of State and Volunteer Florida to host art and essay contests, as well as an educator award.
- NAEP state-level results (October)
- ACT results (November)
- Hispanic Heritage Month (Oct. 15 – Nov. 15)
 - Each year, Governor and First Lady Scott celebrate Florida Hispanic Heritage month with a reception at the Governor's Mansion.

Outreach Tactics

- Local and statewide Press Releases
- FLDOE Listservs of 200,000 email addresses
- Web banner on DOE's website
- Social Media Accounts, total of 16,000 "followers"
- Commissioner's Newsletter
- Partnerships with local and statewide organizations

Contact Information

- Meghan Collins
 - Meghan.Collins@fldoe.org
 - Phone: (850) 245-0413
 - Cell: (504) 908-5370
 - Mailing Address:
325 West Gaines Street, Room 1524
Tallahassee, Florida 32399-0400



www.FLDOE.org



www.FLDOE.org