

*Update on Outreach
Accomplishments and
Plans*

State Board
of Education
March 2004

I. Development and Initial Execution of Proactive Outreach Plan

- External Programs
- Internal Programs

Outreach Components

- Developing support through partnerships and alliances.
- Planning events and opportunities to partner with other education entities.
- Tell the Florida education story, including successes and challenges.

II. Key Accomplishments

- External

- Partnered with Enterprise Florida for the execution of the first ever STATE OF EDUCATION address by Governor Bush and statewide television coverage.
- Establishment of first statewide radio network program with Clear Channel Communications for DOE “Education Showcase” over the Florida Radio Network/Gator Radio Network/Seminole Radio Network, reaching key adult listeners each week.
- Redesigned and launched new FLDOE website.

II. Key Accomplishments con't.

- External continued

- Interfaced with African American Education Alliance.
- Reestablished and activated the Florida Education Foundation.
- Developed the first ever DOE Black History statewide touring exhibit featuring Brown v. Board of Education.
- Launch of statewide “Florida Leads the Nation” public awareness campaign (NAEP).
- Develop Read to Learn PSA television campaign and support Read to Learn Parent Workshops.

II. Key Accomplishments con't.

- External continued

- Development of Business Alliances with:

- Coca-Cola/Just Read, Florida!/FACTS.org joint awareness partnership

- Burdines/Macy

- **Teacher of the Year program expansion**
- **Families Building Better Readers pilot program**
- **Just Read, Florida! in-store program in development**
- **Teacher recruitment program in development**

- Winn Dixie

- **Sponsorship of DOE Black History Month Program**

II. Key Accomplishments con't.

- External continued
 - Florida Lottery
 - **Sponsorship of DOE Black History Month Program**
 - Enterprise Florida
- Ongoing discussions with the following businesses:
 - Blue Cross Blue Shield
 - The Walt Disney Company
 - TECO
 - Burger King
 - NFL – Jacksonville Super Bowl Host Committee

II. Key Accomplishments

- Internal

- Developed and produced FLDOE legislative information handbook
- Launched internal employee newspaper “DOE CONNECTIONS”
- Conceived and executed first ever Black History Month-long exhibit and student-centered exhibit at the DOE.
 - First ever Health Day at DOE
 - Higher Education Day
 - Family Day

II. Key Accomplishments

- **Internal continued**
 - Currently developing employee outreach plan.
 - Developing strategies in response to employee survey.
 - Developed and implemented new FLDOE agency-wide employee recognition plan and program.