



Teacher Outreach

Nicole Flesvig

Teacher Liaison

Florida Department of Education

Nicole.Flesvig@fldoe.org

Reasons for Teacher Targeted Outreach

- Communicate with educators directly, rather than rely on districts as the only means of communication
Direct communication = timely information
- Give teachers a single point of contact at the Department
Single contact point = quicker response to inquiries
- Give teachers additional opportunities to provide input to the Department.
Educator input is communicated directly to Commissioner and Chancellor for consideration in policy decisions

Communications Resources

Liaison Developed Tools

- “Just for Teachers” Newsletter
- “Just for Teachers” Website
- Online Surveys
- Online Discussion Groups
- Focus Groups
- Monthly Television Program
- Personal Contact with Florida Educators





Monthly Newsletter

- Sent to 198,000+ Florida educator email addresses

Highlights

- State Education News
- Useful Resources for Teachers
- Solicitation of Educator Feedback
- Money-Saving Offers
- Opportunities for Students
- Opportunities for Educator Grants/Scholarships
- “Just for Teachers” Website for More Information



Website

- Information Resource for Florida Educators

Sections

- News (Press Releases, TV Program, SBOE Archives)
- Resources (Instructional, Wellness, Financial, Informational)
- New Legislation
- Newsletter Information
- Liaison Information
- Related Sites (DOE)

Special Areas

- Online Surveys

- [FLDOE Home](#)
- [DOE Site Index](#)
- [Contact DOE](#)
- Just for Teachers**
- [Letter to Colleagues](#)
- [Liaison Bio](#)
- [Liaison Travel Schedule](#)
- [Education Legislation](#)
- [Instructional Resources](#)
- [Financial Resources](#)
- [Wellness Resources](#)
- [FCAT Resources](#)



JustForTeachers@fldoe.org

Liaison Info

- [Monthly Newsletter Archives](#)
- [Biography](#)
- [Travel Schedule](#)

News

- [Watch "Teacher Talk" Online!](#)
- [Press Releases & Media Advisories](#)
- [DOE on TV](#)

Resources

- [Instructional](#)
- [Financial](#)
- [Wellness](#)
- [FCAT News & Links](#)
- [Sunshine State Standards Review](#)
- [Florida School Indicators Report \(Searchable Data\)](#)
- [Search DOE Paperless Communications System](#)

2006 Legislation

- [Online Sunshine: 2006 Florida Statutes](#)
- [2006 Highlights](#)
- [All Legislation Passed](#)
- [A++ Implementation and Question Submittal](#)
- [STAR](#)
- [Middle School Reform FAQs](#)
- [High School Reform FAQs](#)
- [Paperwork Reduction](#)

Related Sites

- [Workforce Education](#)
- [Educator Certification](#)
- [Alternative Certification Program](#)
- [K-12 Public School Bureaus](#)
- [Just Read, Florida!](#)
- [FACTS.org](#)
- [Sunshine Connections](#)
- [School CHOICE](#)

February 2007 Newsletter Highlights

- [Black History Resources](#)
- [Watch "Teacher Talk" Online!](#)
- [Parent/Teacher DVD: Your Child, Your Public Schools](#)
- [Florida Heritage Month Celebration and Resources \(word\)](#)
- [The Reading Endorsement and ESOL Certification \(PDF\)](#)
- [Sunshine State Standards & Revisions Website](#)
- [Department of Education Releases 2007 Legislative Priorities \(PDF\)](#)
- [Advanced Placement: Participation and Performance on the Rise in Florida](#)
- [The Core: Take a peek at a recent issue!](#)
- [Governor's 2007 Recommended Budget Funds Education at Record Levels](#)
- [Special Teachers Are Rewarded \(STAR\)](#)



Nicole C. Flesvig
Teacher Liaison

Host of "Teacher Talk:
An Inside Look at
Florida Education"





Website Statistics

February 2007

- 174,127 hits
- 20,313 visits
- Average Visit Length 11:20 minutes
- Average number of visits per day: 725

Top Resources Accessed (February)

- Special Teachers Are Rewarded (STAR) (7,416 views)
- Instructional Resources (5,428 views)
- FCAT Resources (4,278 views)
- DOE Black History Month Publication (3,016 views)
- Financial Resources (2,315 views)
- Archived Newsletters (2,298 views)



Resources for Educator Input

- Online Surveys (12,741 educators responded to most recent)
- School-Based Focus Groups
- Roundtable Discussions
- Online Discussion Boards (in preparation)
- Conferences (presentations, exhibit tables)
- School Visits
- E-mail (justforteachers@fldoe.org)
- Phone Contact

What Teachers Are Saying

- “You are providing a great service for Florida's teachers with your wonderful newsletter, and I am impressed with your professionalism. Just for Teachers will undoubtedly become a great success due to your dedication and superior communication skills.”

~Seminole County Teacher

- “By the way, Nicole, the web site is pretty awesome!”

~Hillsborough County Teacher

- “I love this information. Thank you so very much. Keep up the good work; we teachers really appreciate it!”

~Orange County teacher

- “Thank you for keeping us informed of what is going on in education and of resources and special offers available to teachers.”

~Dade County Teacher



Monthly Television Show

- Produced in partnership with the Panhandle Area Educational Consortium (PAEC)
- Highlights innovations made by teachers, schools, and districts as well as state programs and legislation.

Broadcasts

- Florida Education Channel (DISH 9418)
- Florida Knowledge Network
- Online (FEC website and "Just for Teachers")
- District Education Channels

Target Audiences

- K-12 Educators
- Parents
- Students

Show 1 (Air date Feb. 8, 2007)

Gadsden County Educators

- Teacher/Author Betty James
- Superintendent Reginald James

Topics: Inspirational first book about the successes of former Gadsden Co. student, Dean Mitchell. Superintendent's vision for education in Gadsden County.



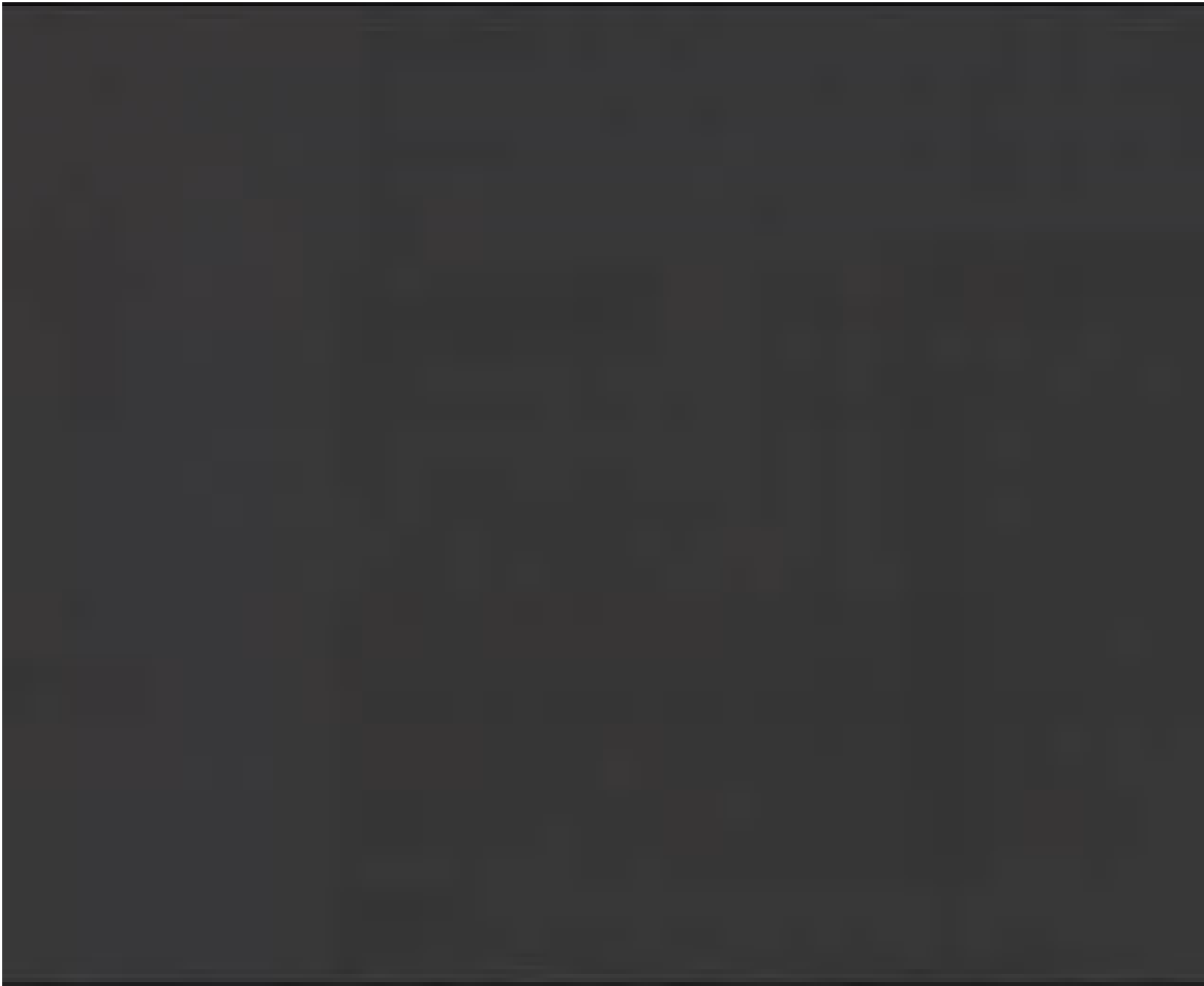
Show 2 (Air date March 8, 2007)

Teachers of the Year

- Conney Dahn (2007 Teacher of the Year)
- Chip Leonard (2005 Duval Co. Teacher of the Year)

Topics: HS Major Areas of Interest, Conney's vision for children with cognitive disabilities, The Florida Teacher of the Year Program







Tools for Direct Contact with Educators

- Formal Conference Presentations
- Conference Information Table
- Liaison Services Brochure
- Multimedia Presentations to Share
- Sunshine Connections Demonstrations
- E-mail
- Phone



History of Direct Contact with Educators

Educator Contact Since August 2006

- 23 Formal Presentations to over 2,200 Educators
- Held 3 Educator Focus Groups
- Met with approx. 1,000 educators
- Responded to more than 1,800 teacher emails

Upcoming

- Teacher Focus Groups Statewide
- Presentations at 7 conferences
- Online Discussion Boards
- Online Surveys
- School Visits



Recent Online Survey

“Teacher Experiences Survey” Topics

- Educator preparation for teaching profession
- Availability of mentoring programs
- Perception of school leadership
- Paperwork
- Compensation issues
- Retention issues
- Correlation between teacher efforts and student achievement
- Reasons for choosing Florida as state of residence



Survey Results Overview

- Duration: 3 weeks (Jan 25-Feb. 15)
- Participation: 12,741 Florida teachers
- Experience Level: All
- First Year Teachers: 3%
- 20+ Years Experience: 39%
- School Type: 90% Traditional Public



Educator Preparation

First year challenges have improved over time: 44%

Smooth transition from college to career: 26%

First year experience not what was expected: 16%

Help/advice needed: 9%



School/District Support

School administration offers positive environment for all staff: 76%

Availability of mentoring program for new or inexperienced faculty: 89%

Time Spent on Required Paperwork

Hours	%
2-3	30
8+	27
4-5	22
6-7	11
0-1	9

Teacher Impact on Student Achievement

Student success is a reflection of the efforts of the teacher: 80%



Recruitment

Reasons for residing in Florida

Reason	%
Have family residing in Florida	53
Enjoyment of climate	46
Born/raised in Florida	40
Variety of activities/entertainment available	19
Low taxes/no income tax	11
Small class sizes	6
Efforts to improve student achievement	5
Retirement benefits	5
Opportunities for adventure	4
Quality of schools	4
Attracted by district salaries	2

Compensation

Teacher compensation should reflect:

Response	%
Level of education (advanced degrees, certifications, etc.)	79
Extra time and effort	75
Number and difficulty level of duties	60
Annual district/school evaluation	59
Sponsorship of extracurricular activities	40
Student achievement	35
Basic job duties only	33
Committee participation	32

Teacher Retention

Issues of Importance to Teachers

(ranking of 3 to 5 on scale of 1-5)

Topic	%
Making a difference with students	98
Good salary increases	96
Supportive administration	96
Dynamic instructional leader	89
Input in running the school	88
More recognition for succeeding with students	84
Time off during holidays/summer	79
Additional compensation for succeeding with students	72

Teacher Retention

Likelihood of leaving teaching profession within next 5 years:

Response	%
Unlikely	43
Uncertain	31
Likely	27

Teacher Retention

Answer: Unlikely to leave teaching

Reason to stay	%
Job enjoyment	86
Job security	48
Vacation time	47
Opportunities for creativity	46
Schedule benefits family	43
Good school support/resources	42
Good district support/resources	26
Satisfied with salary/benefits	16
Opportunity to be paid for performance	7

Teacher Retention

Answer: Likely to leave teaching

Reason to leave	%
Inadequate pay	49
Impending retirement	44
Pursuit of other opportunities	37
Inadequate benefits	24
Lack of district support	23
Lack of school support	20
Planning to leave Florida	13
Lack of job enjoyment	13
Change jobs within education (admin, etc.)	11

Teacher Retention

Answer: Uncertain

Reason to stay	Unlikely	Uncertain
Job enjoyment	86	65
Job security	48	42
Vacation time	47	39
Opportunities for creativity	46	30
Schedule benefits family	43	41
Good school support/resources	42	27
Good district support/resources	26	14
Satisfied with salary/benefits	16	11
Opportunity to be paid for performance	7	4

Teacher Retention

Answer: Uncertain

Reason to leave	Likely	Uncertain
Inadequate pay	49	65
Retirement	44	16
Pursuit of other opportunities	37	32
Inadequate benefits	24	28
Lack of district support	23	23
Lack of school support	20	20
Planning to leave Florida	13	13
Lack of job enjoyment	13	7
Change jobs within education (admin, etc.)	11	22



Survey Results Analysis

Juan Copa

Director, Office of Evaluation and Reporting
Florida Department of Education

Juan.Copa@fldoe.org