

Department of Education Communications

- **Bush-Brogan '02**
Communications Director
- **McCain for President**
Spokesman
- **NRCC**
Press Secretary
- **Consulted in: Croatia, Serbia, Bulgaria,
Former Soviet Republic of Georgia and
Democratic Republic of East Timor**

Department of Education Communications

DOE Communications Reorganization Plan:

- Communications/Marketing Plan
- Restructuring of Communications Office
- Basic and Advanced Communications Training for DOE Staff

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DOE has many success stories to tell.

But we either:

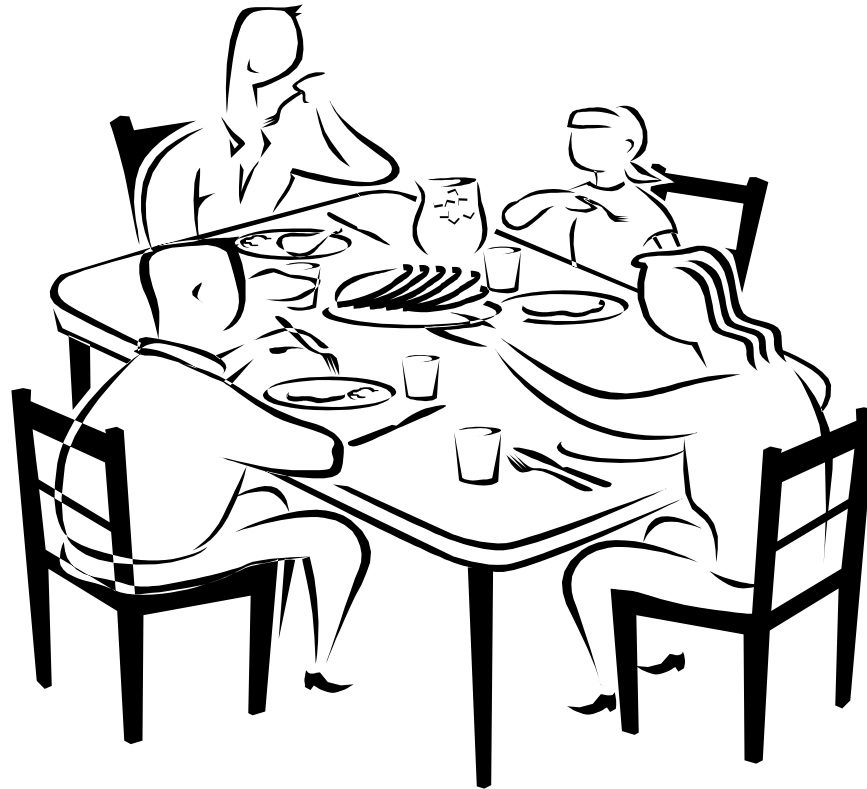
- 1) Don't tell them at all
- 2) Tell them once and move on to something else (press release, speech, etc...)
- 3) Tell them in such a way that the public does not listen

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There is a disconnect between the way the Department of Education talks to the public, and the way the public talks to themselves

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The Kitchen Table Rule



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“Are accommodations permitted for Exceptional Education Students taking the FCAT and wanting to receive a standard high school diploma?”

-- The FCAT, Measuring Student Learning

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“If a student with a disability has a current individual education plan (IEP) and has been assigned to a special program according to State Board of Education Rule 6A-6.0331, FAC, AND the student demonstrates cognitive ability or behavior that prevents him or her from taking the test, even with allowable accommodations, then the student may be excluded from taking the FCAT.”

-- The FCAT, Measuring Student Learning

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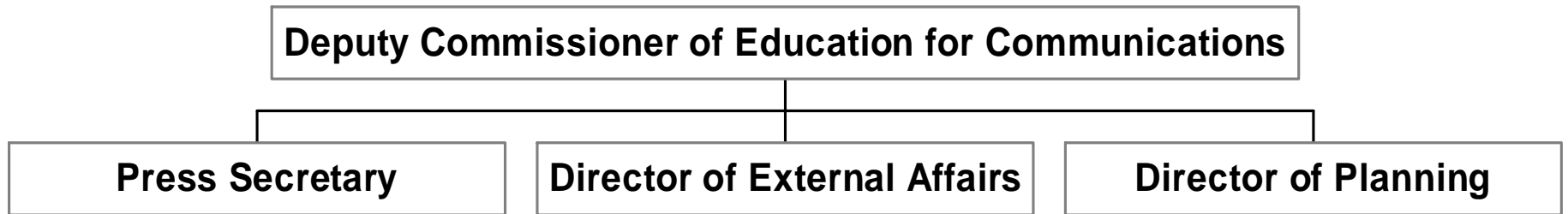
In five years, what do we want the public to know about the Florida Department of Education?

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What do we need to tell them
between now and then to make
sure they know it?

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Reorganized Communications Office Structure



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Press Secretary

- Spokesperson and media contact to handle all incoming media inquiries
- Responsible for “pitching” story ideas to the media
- Will provide facts, stats and “success stories” to help the media deliver the Department’s message to the public

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Director of External Affairs

- Coordinate the Department's outreach efforts to all relevant stakeholders, including teachers, parents, students and the business community
- Responsible for increasing the stakeholder community's involvement in Florida education
- Responsible for improving the fundraising at the Foundation

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Director of Planning

- Responsible for coordinating all long-term communications projects
- Will identify potential problems and opportunities and develop plans to deal with them
- Will regularly brief DOE press staff and the Governor's press office on upcoming issues and problems, as well as proposed plans to deal with them

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Six Basics of a communications plan:

- Who is the target audience?
- What is the best way to reach them?
- What do we want them to know?
- What will our opponents say?
- What is our response to this?
- What do we want the photo to be?

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In Conclusion, we must:

- 1) Understand who our target audience is each time we communicate
- 2) Be more aggressive selling our message to media
- 3) Take message directly to our stakeholders
- 4) Be more proactive in the planning and marketing of our messages