

**FOR IMMEDIATE RELEASE**  
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**CONTACT: DOE PRESS OFFICE**  
(850) 245-0413

**FLORIDA DEPARTMENT OF EDUCATION LAUNCHES STATEWIDE  
CAMPAIGN TO COMMUNICATE WITH PARENTS**

**TALLAHASSEE** – The Florida Department of Education (DOE) today launched a host of resources geared toward communicating directly with Florida’s parents about public education. The purpose of this effort is to help parents understand Florida’s assessment and accountability system, increased standards, and how these changes will help prepare our K-12 students for college, career, and life.

“Florida’s parents and guardians provide invaluable support to our students and the department is committed to ensuring they have the most accurate user-friendly information and resources available,” said Education Commissioner Gerard Robinson. “We are asking more from our students and teachers than we ever have, and parents play a critical role in Florida’s path forward.”

New resources for parents include an FCAT 2.0 Call Center, Florida’s Path to Success website, DOE Parent Portal by Novachi, and Just for Parents e-mail address. See below for details about these resources.

**[FCAT 2.0 Call Center](#)**

Beginning today, DOE experts will be available to answer parent questions from 7:00 a.m. to 7:00 p.m., Monday through Friday. Parents may call 866-507-1109, toll-free, to ask questions about FCAT, recent changes to Florida’s accountability system, and how this impacts students and teachers.

**[Florida’s Path to Success](#)**

Visit the Florida’s Path to Success website to find out more information about our transition to tougher standards and higher expectations. The website features a letter from Commissioner Robinson, timelines about Florida’s education system, a question and answer page, and video from a Florida public school parent.

**[DOE Parent Portal by Novachi](#)**

In partnership with Novachi, the department has launched the DOE Parent Portal. This public forum is designed for parents to ask questions and voice ideas at the state level. The portal features a parent blog, discussion board, and announcements page with more education resources coming soon. Parents may logon for access to this free user-friendly site.

**[DOE Just for Parents E-mail](#)**

This e-mail address is especially for Florida’s parents to get answers, voice opinions and share ideas with the department.

**About the Florida Department of Education:** The department’s mission is to increase the proficiency of all students within one seamless, efficient education system by providing them the chance to expand their knowledge and skills through world-class learning opportunities. Serving more than 3.5 million students, 4,200 public schools, 28 colleges, 188,000 teachers, 47,000 college professors and administrators, and 318,000 full-time staff throughout the state, the department enhances the economic self-sufficiency of Floridians through programs and services geared toward college, workforce education, job-specific skills and career development. Florida ranks first in the nation for teacher quality, first in the nation in advanced placement participation, and first in the southern region for graduation rate and degrees awarded by the Florida College System. For more information, visit [www.fldoe.org](http://www.fldoe.org).