



PARENTS OF FLORIDA’S YOUNGEST STUDENTS EXPLORING DIY APPROACH TO ONLINE EDUCATION IN INCREASING NUMBERS

Tech-savvy millennial generation views education through new lens, interested in online options such as Florida Virtual School Full Time

Orlando, FL (October 25, 2016) – Millennials are now the largest living generation in the country, and [Florida Virtual School Full Time](#) (FLVS Full Time) is finding that the state’s youngest parents are increasingly interested in alternative approaches to Kindergarten-12 education, especially online public education.

“The millennial generation came of age with the internet, and changed the way this resource is used in the workplace. Now, millennial parents are turning their attention to education,” said Sally Fernandez, student outreach manager for FLVS Full Time. “Compared to older generations, millennial parents are more open to and supportive of different education options like FLVS Full Time.”

National polls support the trends seen by FLVS Full Time, a statewide, online public school serving students in grades Kindergarten-12. According to a [Goldman Sachs Global Investment Research](#) report published in 2015, 43 percent of children ages 0-17 had millennial parents in 2014, and this figure is expected to exceed 50 percent this year. An independent survey of U.S. households supported by Connections Academy, FLVS Full Time partner, found that three-fourths of millennial parents want a DIY approach to education, in which learners craft a path to graduation that best fits their needs.

Millennial parents have the most experience with online coursework, which guides their enthusiasm for these options. Nearly half (48 percent) of millennial parents have taken an online course, compared to 41 and 31 percent of Gen X and Baby Boomer parents, respectively. Millennial parents (35 percent) are also most likely to have or know someone with a child who is enrolled in online public school.

Almost all millennial parents (92 percent) are of the opinion that students should be able to choose tuition-free online learning options, according to the survey. Even the vast majority of Americans, 76 percent, feel that Kindergarten-12 public school students should be able to choose tuition-free online learning options to meet a student’s learning needs.

“The great news for Florida parents, based on these DIY education trends, is our state already offers a free, completely online Kindergarten-12 school,” said

Ms. Fernandez. “Beyond being supportive of online learning options, millennial parents like the potential of online schools to personalize education for their child, especially those in the earliest grades. Many parents also aren’t yet interested in sending their youngster away for a full day outside the home. We’re a great solution for these situations and more.”

FLVS Full Time second semester enrollment for grades Kindergarten-2 is open now through Jan. 20, 2017; enrollment for grades 6-12 will open on Nov. 1, 2016. Second semester will begin Jan. 5, 2017. For more information, visit www.flvsft.com.

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Survey Methodology

The results are based on a nationwide online survey of U.S. adults that was fielded by ORC International in April 2016. In total, 1,020 respondents took part in the survey, with an associated margin of error of +/- 3.07 percent. All results were analyzed using key demographic and attitudinal breaks, including age/generation of children in the household, gender, level of education, income, and exposure to online learning. The data presented in this report have been statistically balanced to ensure that the results are in line with overall U.S. population figures for age, gender, and ethnicity.

About Florida Virtual School Full Time (FLVS Full Time)

FLVS Full Time is a statewide, online public school serving students in grades Kindergarten-12. As a fully accredited public school with a traditional academic calendar from August to June, FLVS Full Time offers comprehensive, full-time, tuition-free online learning for all Florida students. The school delivers a structured schedule with built-in flexibility through two options: FLVS Full Time Kindergarten-5 and FLVS Full Time 6-12. Courses are available online 24/7, allowing students the flexibility to study any time and any place. In addition, students meeting Florida graduation requirements are able to receive a standard Florida diploma. The combination of certified teachers, a proven curriculum, technology tools, and community experiences creates a supportive and successful online learning environment for families and students who want a personalized education. FLVS Full Time offers grades Kindergarten-5 in collaboration with Connections Academy. To learn more, visit flvsft.com.