



Educator Toolkit

► *Starting is Believing*

Table of Contents

The enclosed toolkit provides Florida educators with a number of outreach materials and tactics for advocating the importance of saving for college early. These resources can guide you as you educate parents about how Florida Prepaid can help prepare their child financially for college, while you prepare them academically. In this toolkit, you will find Florida Prepaid background information. As you plan and review these strategies, do not hesitate to reach out to our team and let us know of any additional materials or customization that is needed for your activation. Thank you for becoming a Florida Prepaid champion!

Five Easy Ways To Educate Families	2
Why College Savings Matters	3
Backpack Flier	4
Email to Parents	5
Video	6
Florida Prepaid College Board FAQ	7
Contact Information	9

How Educators Can Help

5 EASY THINGS TO DO

1. Talk about the importance of saving for college early! When families start saving early, they can lock in low monthly rates for a plan guaranteed by the state of Florida.
2. Send information that you will find in this toolkit home to parents in your student's backpacks or take-home folders.
3. Talk to other educators and administrators about the ways your school can weave the college savings message into daily communications
4. Ask your school if they are talking about Florida Prepaid on social media. Help us make sure that every parent knows how to start saving for college now and avoid debt later.
5. Put up Florida Prepaid collateral in your classrooms for parent/teacher nights or other events. See how you can get materials sent to your school on our Contact Page!



Why College Savings Matters

The Florida Prepaid College Board encourages families to save now for a child's college education. There are so many reasons why this is the best way to give a student as many opportunities as possible, in college and beyond.

Pave the Path to College

- Controlling for other factors—including household income and children's academic achievement— children with savings dedicated for college education are four times more likely to attend college, according to a study by the Center for Social Development at Washington University in St. Louis.
- The same study also found that having a savings account dedicated to college savings was a better predictor of whether a child would attend college than race or parents' net worth.
- Another study by the Center for Social Development found children with as little as \$1 to \$499 designated for college are 2.5 times more likely to enroll in and graduate from college than children with no savings account.

Education Pays

- The overall median wage for recent Florida college graduates has increased by \$2,800, from \$36,300 to \$39,100 between 2014 and 2015, according to the latest Florida Board of Governors' Annual Baccalaureate Follow-Up Study.
- A Georgetown University study estimates that a student with a bachelor's degree can earn \$1.6 million more in their lifetime than a student with only a high school diploma.

Higher Employment

- The Florida College System projects that by 2020, 65% of jobs in Florida will require postsecondary education.
- For people age 25 and older with a bachelor's degree or more education, the unemployment rate in 2016 was just 2.7 percent – compared to 5.4 percent for those who only have a high school diploma, according to the U.S. Bureau of Labor and Statistics most recent data.

Peace of Mind

- Knowing that a child will have something set aside can help families avoid the stress that others experience when high school graduation is imminent and they find themselves unprepared.

Backpack Flier

The following flier can be placed in take-home folders or backpacks before the end of Open Enrollment. This will give parents an overview of the plans offered as well as a special promo code to use during the application process. Please contact our team if there are other collateral pieces that would be useful for parent communication.



Don't Miss the Chance to Lock in **THE COST OF COLLEGE FOR LESS!**

➤ **Florida Prepaid College Plans start at just \$47 a month, and Open Enrollment ends Feb. 28!**

Just pick a plan, set your monthly payment schedule, and we've got the rest! Lock in tomorrow's tuition with guaranteed plans starting at \$47 per month.



2-Year Florida College Plan: Covers tuition and other specified fees for 60 credit hours at a Florida College, offering your child the ability to earn an associate's degree or trade certification in various fields. A student earning an associate's degree at any Florida College is guaranteed admission to a State University.



4-Year Florida College Plan: Covers tuition and other specified fees for 120 credit hours at a Florida College — the amount required to earn a bachelor's degree.



2 + 2 Florida Plan: Covers tuition, tuition differential fee and other specified fees for 60 credit hours at a Florida College and 60 credit hours at a State University.



1-Year Florida University Plan: Covers tuition, tuition differential fee and other specified fees at a State University for 30 credit hours — one-quarter of the 120 credit hours generally needed to obtain a bachelor's degree. Our most affordable Prepaid Plan also allows friends and family to purchase a year or two as well, making saving for college a team effort.



4-Year Florida University Plan: Covers tuition, tuition differential fee and other specified fees at a State University for 120 credit hours — the amount generally required to earn a bachelor's degree.

➤ **Don't let the clock run out - Open Enrollment ends February 28**
Use promo code **TEACH18 for \$25 off your application fee.**

Simply visit myfloridaprepaid.com to fill out a quick online application that can be completed in as little as 15 minutes, or call us at **1-800-552-GRAD (4723)**.

myfloridaprepaid.com  



Email to Parents

We know you communicate with parents in a number of ways and we would appreciate your help to reach families about the importance of our college savings program. The following messaging can be sent in an email to parents or adapted for other forms of communication that work best for your school.

Email

Dear Parents,

As your children return for the second half of the school year, the thought of sending them off to college one day might be the furthest thing from your mind. But it's never too early to save for college. In fact, the earlier a family begins saving, the lower the cost per month.

We want to make sure you know about an affordable, flexible option for college savings that is guaranteed by the State of Florida, and has already helped more than 450,000 students attend college.

Florida Prepaid College Plans offers Prepaid tuition plans for a variety of budgets. Lock in tomorrow's tuition costs with guaranteed plans starting at \$47 per month. Enroll by February 28 to take advantage of those prices during the current Open Enrollment period, the annual time of year when families can start saving for college with a Prepaid Plan. Open Enrollment ends February 28, 2018.

- 1. According to the Florida College System, by 2020, 65 percent of all jobs in Florida will require postsecondary education.**
- 2. The Federal Reserve reports that student debt across the U.S. stands at about \$1.4 trillion.**
- 3. In Florida, the average debt load for those with college loans is more than \$23,000.**

We encourage you to learn more about the college savings options available and start implementing your plan to reduce or avoid student loan debt for your children.

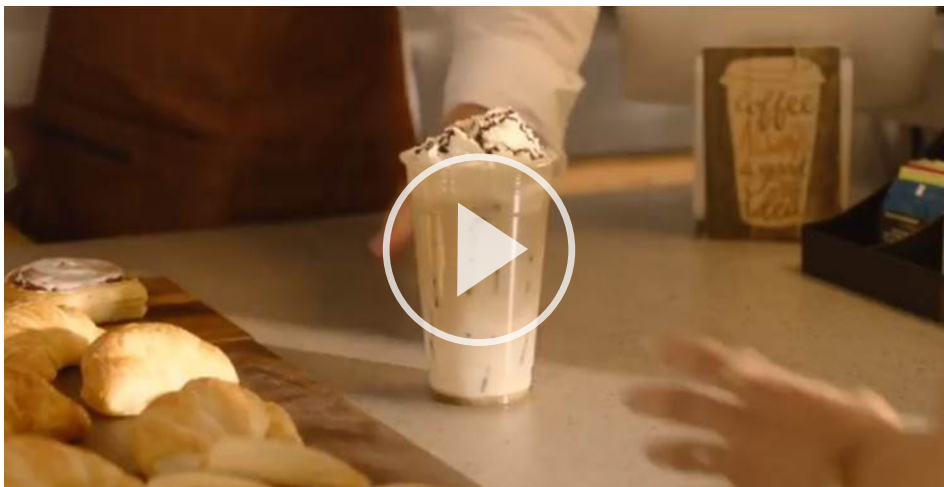
Saving for college can be simple, affordable and stress free at myfloridaprepaid.com. Open Enrollment ends on February 28, 2018, so don't wait to lock in today's rate and set your child up for future academic success!

Video

Below you will find links to the Florida Prepaid brand video and commercial spot. These videos can be shared with parents and teachers via newsletters, social media and school morning shows. Use these videos in faculty/staff meetings to share more about Florida Prepaid and the importance of saving for college early.



youtube.com/watch?v=FCQqWS673VA



youtube.com/watch?v=PAFQ49Mctd4

Florida Prepaid College Board FAQ

When is Open Enrollment and what does it mean?

- The Florida Prepaid College Board's annual Open Enrollment period is Oct. 15, 2017 - Feb. 28, 2018.
- Open Enrollment is the only time of the year families can purchase a Florida Prepaid College Plan.
- During this time, families can select one of five Prepaid Plans, each with specific costs, payment schedules and benefits.
- Families can open a 529 Savings Plan account at any time of the year.

What Prepaid Plan options are available?

We offer five Prepaid Plans, each with specific costs, payment schedules and benefits which all include tuition and other specified fees at 28 Florida Colleges or 12 State Universities.* Though each option is designed to be used at a Florida College or State University, the amount covered by the plan can also be applied to other schools nationwide. All Prepaid Plans are guaranteed by the State of Florida, so families can never lose their investment. Florida Prepaid Plan options include:

- **2-Year Florida College Plan:** The 2-Year Florida College Plan covers tuition and other specified fees for 60 lower division credit hours at a Florida College. This plan offers a child the opportunity to earn an associate's degree or trade certification in any number of fields, and is an excellent springboard to a fulfilling career or further education.
- **4-Year Florida College Plan:** The 4-Year Florida College Plan covers tuition and other specified fees for 60 lower division credit hours and 60 upper division credit hours at a Florida College – the amount generally required to earn a bachelor's degree. Most Florida Colleges now offer bachelor's degree programs in growth industries like nursing and teaching. With diverse course offerings and convenient locations, this offers tremendous flexibility and multiple degree options should a child wish to attend school close to home or anywhere throughout the state.
- **2 + 2 Florida Plan:** The 2 + 2 Florida Plan covers tuition, tuition differential fee and other specified fees for 60 lower division credit hours at a Florida College and 60 credit hours at a State University. Your student can earn the same degree in the same amount of time as if they had completed all four years at a State University, and will do so knowing both of you have saved money.
- **1-Year Florida University Plan:** The 1-Year Florida University Plan covers tuition, tuition differential fee and other specified fees at a State University for 30 credit hours – one quarter of the 120 credit hours typically needed to obtain a bachelor's degree. Our most affordable Prepaid Plan allows extended family members or friends to purchase a year or two as well, making saving for college a team effort.
- **4-Year Florida University Plan:** The 4-Year Florida University Plan covers tuition, tuition differential fee and other specified fees at a State University for 120 credit hours – the amount generally required for a bachelor's degree. The Florida University System blankets the state and features two preeminent universities, Florida State University and the University of Florida.

** Please refer to the Master Contract for specified fees and plan coverage.*

Florida Prepaid College Board FAQ

Does a student lose their Prepaid Plan benefits if they receive a scholarship, move somewhere outside of Florida or decide to attend a private college, out-of-state college or technical school?

- No, they do not lose their plan benefits.
- If a child receives a scholarship (like Bright Futures), the amount covered by a plan – not just what was paid in – can be refunded or used to pay for qualified educational expenses not covered by the scholarship.
- If a parent or child moves out of Florida, the child remains eligible for in-state tuition and fees at a Florida College or State University when they use their plan.
- Finally, if your child enrolls at a school other than one of Florida's 28 Public Colleges or 12 Public Universities, the defined benefits covered by a particular Prepaid Plan or plans can be transferred to a private or out-of-state eligible educational institution as defined by Section 529 of the Internal Revenue Code.

What are the Prepaid Plan prices and payment options?

- A Prepaid Plan cost calculator is available at: myfloridaprepaid.com.
- Prices vary depending on plan type and the age of the beneficiary.
- For added flexibility, families can select from any of the three payment options; monthly, 5-year or lump sum. The most popular of the three options is to make monthly payments, with more than two-thirds of families going with that option.

How are Prepaid Plan prices calculated?

- Prepaid Plan prices are carefully calculated, taking into account three factors:
 - The current cost of tuition and fees.
 - What the cost is expected to be by the time the child is ready to attend college.
 - Projected investment yields.

Contact Information

CONTACT

For more information on how the Florida Prepaid College Board is committed to helping Floridians save for future qualified higher education expenses visit myfloridaprepaid.com or call **1-800-552-4723**.

If you would like to speak with the Florida Prepaid team about sharing the importance of saving for college, please contact Shannon Colavecchio at shannonc@moorecommgroup.com or call **(850)224-0174**

