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MEMORANDUM

TO: School District Superintendents
FROM: Hershel Lyons
DATE: January 12, 2018

Contact Information

Shannon Colavecchio
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DPS: 2018-14

SUBJECT: Florida Prepaid College Plans Open Enrollment

Florida Prepaid is working together with the Florida Department of Education and School District Superintendents across the state to promote the importance of saving for college. *Together*, we can help prepare Florida's children both academically and financially for college.

A college degree is a gateway to a lifetime of earnings and career potential. According to the Florida College System, by 2020, 65 percent of all jobs in Florida will require postsecondary education. Meanwhile, the Federal Reserve reports that student debt across the nation stands at about \$1.4 trillion. In Florida, the average debt load for those with college loans is more than \$23,000. This clearly demonstrates the need for families to begin saving for college to help enhance Florida's future.

And now is the best time for families to start saving for their child's college education – and join the more than 1 million families who have purchased Florida Prepaid College Plans.

As a superintendent, you have a powerful platform for sharing this important message about the value of saving for college now instead of later. We encourage families in your district to learn more about the college savings options available, and to start implementing a plan to reduce or avoid student loan debt for their children.

Your communications team has already received general information about the Florida Prepaid Open Enrollment currently underway, and you will receive further information about the end of this year's Open Enrollment period that closes on February 28, 2018. Our goal is to help families get started saving for college this year and take advantage of locking in this year's plan prices. For quick reference, see Five Easy Steps to Help Families Save for College on the next page. For additional information, contact Florida Prepaid spokesperson Shannon Colavecchio at shannonc@moorecommgroup.com or 850-224-0174.

Thank you in advance for helping us help Florida's students reach their full potential!

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HERSHEL LYONS
CHANCELLOR OF PUBLIC SCHOOLS

Five Easy Steps to Help Families Save for College

- 1) Be a champion for Florida Prepaid! Superintendents, principals and staff, as well as teachers should talk organically about this important program with parents, teachers and students.
- 2) Make sure parents and your PTA know about Florida Prepaid and have access to the resources we will be sending you, including an email template, brochures, e-newsletter content, blog content and social media content.
- 3) Appoint a trusted member of your leadership team to be responsible for promoting and increasing awareness of Florida Prepaid within your district. The Florida Prepaid communications team can provide them with resources to make this turnkey, as well as brainstorm ways to get the word out – from text messages or calls to parents, to social media campaigns.
- 4) Reach out to your county Education Foundation to involve them in this effort. Florida Prepaid works closely with many of these foundations, directly from the Florida Prepaid College Board and from the Florida Prepaid College Foundation.
- 5) Encourage principals to consider designating an area of campus as a “college prep zone,” with information about careers, college savings and more.