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ANNUAL REPORT 2000

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FLORIDA ACADEMIC COUNSELING AND TRACKING FOR STUDENTS

Scripting has been **disabled** in your browser. In order to view the FACTS web site, you must enable this feature.

If Scripting is enabled, press the following link to [return to the FACTS web site](#).

To enable the Scripting feature in **Microsoft Internet Explorer**, perform the following actions:

- Select the Tools menu option
- Choose sub menu Option Internet Options
- Press the Security tab
- Press the Custom Level button
- Scroll down to the Scripting category
- Select Enable under the Active Scripting category
- Press the OK button

To enable the Scripting feature in **Netscape**, perform the following actions:

- Select the Edit menu option
- Choose sub menu Option Preferences
- Select Enable JavaScript under the Advanced category
- Press the OK button

FACTS BOARD MEMBERS

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EXECUTIVE SUMMARY

The Florida Academic Counseling and Tracking for Students (FACTS) 2000 Annual Report outlines developmental and implementation progress between January 1, 2000 and December 31, 2000 of the statewide student advising system.   Prescribed by legislative mandate in 1995, FACTS.org is a computer-based distributive system.   Through it, students and other users can access information and perform interactive operations to facilitate educational and career planning.

The incentive and vision that propel the FACTS.org project is the overarching need for a distance learning infrastructure that supports distance learning students as well as traditional campus students. FACTS.org is a comprehensive, interactive "one-stop shopping" site where current and prospective students, parents, advisors and other interested individuals can receive information via the Internet.

FACTS.org is designed to be accessed anywhere, any time, by anyone, and thus alleviate barriers to distance learning.

FACTS.org provides and is further developing access via the World Wide Web to the following student service area functions:

Ø   Personalized Academic Advising

Ø   On-line Admissions Applications

Ø   Career Counseling

Ø   Institutional and Degree Program Information

Ø   On-line Financial Aid Applications and Information

Ø   Fee Transactions

Ø   On-line registration and records processes

Ø   Electronic communication with administrators

Ø   Access to resource materials and library databases

Implementation of the FACTS.org system is well underway. In 2000, FACTS.org developers and administrators worked to refine the functions in preparation for final implementation. The Florida Center for Advising and Academic Support (FCAAS) at the University of South Florida worked closely with public and private community colleges and universities in Florida to achieve this goal.

Concurrently, expert user groups determined student needs in their respective areas and identified relevant policy issues that needed resolution. (See Appendix A for a listing of expert group members.)

The administrators and developers of the FACTS.org project are encouraged by this year's progress. Approaching 2001, FACTS.org has provided a suite of services on a single web site and has exceeded expectations stated in the 1999-2000 Strategic Plan. Progress in these functional areas is detailed in subsequent sections. Brief highlights of this year's progress include:

Ø   Thirty-five of 38 public post-secondary institutions have successfully connected with FACTS.org and subsequently can provide the minimum functions associated with the academic advising function. Most of these institutions can provide their students with a transcript, degree audits, degree shopping, and a pin-processing routine that confirms a student's identity before releasing personalized academic information.

Ø   The common on-line admissions application was developed and approved. Specifications for implementation have been sent to all colleges and universities. Full implementation for most institutions is expected by June 30, 2001.

Ø   FACTS.org and DOE, through a joint effort, secured statewide licensing and funding for CHOICES, an on-line career development resource. As a result, personalized career guidance and occupational information is now available to all of Florida's students through FACTS.org.

Ø   The Common Prerequisite Manual and the Independent Colleges and Universities of Florida/Community College Articulation Manuals were published on FACTS.org for the first time this year.

Ø   Independent Colleges and Universities of Florida began working with the Florida Center for Advising and Academic Support this year to implement the on-line admissions application and the degree program search function at ten private colleges.

Ø   The degree program search function was redesigned, refined and approved in August. Full implementation of this function is expected by June 30, 2001.

Ø   The marketing committee of FACTS.org developed a viable proposal to formally introduce FACTS.org to the state and the nation. The initial kickoff event will be in June, 2001.

Ø   The FACTS.org Board contracted with the Gartner Group to conduct self-evaluations of the organization's development, management and cost efficiency.

The importance of the FACTS.org project is far-reaching. Partnerships with the following state entities contributed to the system's development:

Ø   **Florida's K-12 System** - The FACTS.org team prepared the system to be a valuable tool to help students, advisors, and parents plan and collect information on education and career options.

Ø   **Distance Learning Initiatives** - FACTS.org developed student support services for distance learners by linking with the Florida Virtual Campus and the Florida Community College Distance Learning Consortium web sites.

Ø   **Independent Colleges and Universities of Florida (ICUF**) - Inclusion of the ICUF institutions in FACTS.org increased access to students in the state.

Ø   **Libraries** - FACTS.org continued to coordinate with library administrators to ensure access for students in Florida, particularly distance learners.

Collaboration with a variety of national partners began this year with the following organizations.

Ø   **Southern Regional Education Board (SREB)** - The SREB requested that FACTS.org participate in the SREB *Electronic Campus* project.

Ø   **Georgia Global Learning Online for Business & Education (Georgia GLOBE**) - Through the SREB, Georgia GLOBE, an on-line distance learning provider, expressed interest in FACTS.org technology.

Ø   **College Board** - The College Board representatives discussed the possibility of on-line links between their web site and FACTS.

INTRODUCTION AND HISTORY OF FACTS.ORG

The importance of FACTS.org to the future of Florida's educational system cannot be overstated. Meeting students' needs and providing universal access to information and guidance are its primary functions. The focus of FACTS.org, now and in the future, must be to serve the residents and citizens of Florida in their endeavors to make informed decisions about educational options.

INTRODUCTION

FACTS.org is the statewide web site for postsecondary student advising information. Initiated in 1998, the system has been designed and developed to provide real time information in an interactive environment. The system, jointly developed and managed by the Board of Regents and the Florida Community College System, is administered by the Florida Center for Advising and Academic Support (FCAAS). FACTS.org has several key features in various stages of production, including: career and academic advising, on-line admissions and registration, financial aid information, institutional and degree program searches, fee transactions, and library services. FACTS.org is utilizing technology to enhance and provide student services via the Internet for the benefit of all students. Initial functionality of all components will be completed by 2002. Full institutional implementation is expected by 2003.

HISTORICAL BACKGROUND

Section 240.2099(1)(a), Florida Statutes, enacted during the 1995 legislative session, provides for the establishment of a "single, statewide computer-assisted advising system, which must be an integral part of the process of advising, registering, and certifying students for graduation." The legislative mandate also provided for the creation of a committee to oversee the development and maintenance of the advising system.

During the 1996-1997 legislative session, $15.5 million was appropriated for distance learning initiatives. A Project Management Team consisting of community college and university representatives issued a report recommending the development of a distributive advising system (FACTS.org) and the establishment of the Florida Center for Advising and Academic Support (FCAAS). This Center was established to manage the development and maintenance of the FACTS.org system.

On February 13, 1998, the Florida Distance Learning Initiative (FDLN) and the Board of Regents approved the plan and allocated $6.9 million of the $15.5 million for the development and maintenance of FACTS.org. An additional $4.5 million was appropriated for FACTS.org in the 1998-1999 budget. In the1999-2000 budget, $4.5 million was allocated as recurring funding.

After approval of the plan in 1998, a Board consisting of equal members of State University System (SUS) and Florida Community College System (FCCS) representatives was created to oversee the functions of the Center and the development of the FACTS.org system. The Chancellor of the SUS and the Executive Director of the FCCS appointed the members. In the same year, the Florida Center for Advising and Academic Support (FCAAS) was established at the University of South Florida to manage the development and maintenance of the FACTS.org system.

A Technical Oversight Committee, representative of the SUS and the FCCS, was named to advise the Board on technical development issues. The Board also appointed SUS and FCCS administrators to Expert Groups that correspond with the different functional areas of FACTS.org. Their charge was to identify the important components to be included in each functional area and to advise the Board.

Since its inception, the Board contracted to develop the technical framework for the FACTS.org system. Beginning in 1998, the Board contracted with Miami-Dade Community College, Pensacola Junior College, the University of Florida, and the Florida State University to develop the technical framework for the FACTS.org system. In addition, the Board contracted with individual institutions to connect and interface with FACTS.org. In order to receive funding, the institutions must provide the deliverables listed on the contract. (See Appendix B for a schedule of institutional implementation.)

Exceeding Expectations in 2000

Without a formal marketing plan, between March and October of 2000, there were 216,374 hits on the FACTS.org homepage. Thirty-five of 38 public postsecondary institutions now participate in the FACTS.org project on some level compared to 21 institutions in January of this year. Through FACTS.org, students can access their transcripts and grades at 35 different institutions. At 31 institutions, a student can perform a degree audit that assesses their progress toward degree completion in a particular academic program. There are only three institutions not yet participating on the FACTS system. It is anticipated that they will connect with the system by 2001.

FACTS.org is now available to 911,812 students or 95.6 percent of students enrolled in Florida's public postsecondary system.

The FACTS.org team has met with representatives from the Independent Colleges and Universities of Florida (ICUF) organization and the SUS Partners for Excellence Project to set the technical and policy groundwork for their future participation in the FACTS.org system. Collaboration with ICUF will expand these services for Florida students attending private postsecondary institutions. Additionally, the kindergarten through high school (K-12) population will be served through the FACTS relationship with the SUS Partners for Excellence project, developed in response to a Board of Regents initiative to improve education at all levels.

The goals and projected completion dates below were originally published in the FACTS 1999-2000 Strategic Plan.

Milestone Goals	Projected Completion Date	
-		
Academic Advising (Degree Audit)	**2001**	(on track - 2001)
Admissions	**2002**	(application functional - 2001)
Career Tracking	**2003**	(CHOICES implemented - 2000)
Fees (Accepting Credit Card Payment)	**2001**	(will pursue - 2001)
Fees (Automated Payment)	**2003**	(development on track - 2003)
Financial Aid	**2002**	(database implementation 2001)

Registration   **2002**   (development on track - 2002)

In the following sections, development and implementation progress in 2000 is recapped and compared to the1999-2000 Strategic Plan. After reviewing this year's progress, the FACTS.org team has assessed and determined what future steps must be taken to ensure full implementation of the functional areas by the target dates.

Academic Advising - A Student Favorite

Seventy-one percent of all hits on FACTS.org are to this Academic Advising Function. On September 21, 1998, a presentation was made to legislative and budget office staff members to demonstrate the academic advising components of FACTS.org. At that time, only the four developer institutions could demonstrate the functions of this component. To date:

·   Students at 35 of the 38 public institutions can access their transcripts and grades through FACTS.org.

·   At 31 institutions, a student can perform a degree audit at their home institution. The audit assesses a student's progress toward degree completion and allows them to see the effects of changing majors. (See Appendix C for an example of this degree audit)

·   Twenty-seven institutions can provide local and remote degree shopping. Through this function, a student can run audits at different institutions. This helps a student assess the impact of changing majors or transferring to another school.

·   Thirty-five institutions can provide a pin-processing routine that confirms a student's identity and their right to access their personal data.

Strategic Plan Implementation

The FACTS.org administration is on schedule and plans that functions for the academic advising function will be in place for all 38 public postsecondary institutions by 2001.

Future Goals 2001:

·   Expand degree audit processes to include vocational certificates, A.S. degrees, and, where available, graduate degree and graduate certificates;

·   Automate the on-line transient student process through development of an electronic form and routing procedures;

·   Enhance the function that allows students to theoretically add coursework to their history to model "what if" scenarios via degree audits; and

·   Develop a 2+2 feature that will enable a student to utilize the degree audit to assess how their community college degree will transfer to a four-year institution.

Admissions - The On-line Common Application Is A Reality

On September 26, 2000, admissions experts and FACTS.org staff from across the state met to discuss the final implementation of the on-line admissions application and residency affidavit. After extensive review, the group approved the application pending minor modifications. FCAAS sent specifications for completing the process to the institutions as part of their on-going FACTS/Institution contract. The targeted implementation date for most institutions is June 30, 2001. (See Appendix D for a hard copy example of the on-line application).

·	Through this application, students can apply to several institutions without having to re-enter personal data.

·	Students can save entered data and retrieve it up to 90 days later.

·	Since each institution designs its own template, students still see each institution's logo and design when individually submitting their application. Institutional autonomy and identity is not lost in the process.

·	The information will be transmitted securely and directly to each indicated institution in a timely manner.

·	According to a 7/6/00 New York Times article, nationally students fear that their on-line applications will be lost or not arrive to the designated recipient. Reacting to these concerns, the team ensured that the application will deliver a "confirmation of receipt" report as was suggested in the article.

·	FACTS.org continues to link to institutional admissions sites to provide access to updated institutional admissions information.

Strategic Plan Implementation

The FACTS.org administration is ahead of schedule and plans that admissions functions will be in place by 2002. If institutional implementation of the admissions application goes as planned, most institutions should have customized functional applications by July 2001.

Future Goals 2001:

·	Connecting the institutions to the on-line admissions application;

·	Providing the ability to link to institutions' fee payment processes if available; and

· Including ICUF institutions' participation with the on-line admissions application.

Career Resources - Doubling Statewide Access to CHOICES

During the 2000 legislative session, FACTS.org and DOE joined forces to secure statewide licensing of an on-line version of CHOICES, a state of the art comprehensive career information system. On July 11, 2000 the finalized agreement was formally announced. (See Appendix E for copy of this announcement.) Accessible through FACTS.org and the CHOICES/Florida web site, the service greatly expands career advising to all students in the state for the same cost.

·   The CHOICES organization, working in conjunction with the Division of Workforce Development, has developed a web site www.FloridaeCHOICES.com that is uniquely tailored to match degree program choices with state and local labor market information.

·   Since finalizing this agreement, the number of sites with access to CHOICES has doubled, expanding access to approximately 300,000 additional students.

·   Seventeen community colleges that already use CHOICES added 16 additional CHOICES "sites" on their campuses.

·   Eight institutions that never used CHOICES applied for the service as a result of this agreement.

·   In August 2000, the FACTS.org Board entered into discussions with the System of Interactive Guidance and Information (SIGI Plus) organization, another career development resource provider. On 11/15/00, SIGI Plus submitted a statewide funding proposal for the Board's review.

Strategic Plan Implementation

By securing the agreement with CHOICES this year, FACTS.org has accomplished a significant portion of its goal before the projected implementation date of 2003.

Future Goals 2001:

·   Contracting with Miami Dade Community College and Florida State University to design the career tracking portfolio, a customizable record to help track students' career development progress; and

·   Securing funding for a statewide license to purchase SIGI, a "value-guided" on-line career service for students.

Enhancing the Institutional Information and Degree Program Search Function

On August 9, 2000 academic administrators across the state met to redesign the degree program search function. The format was improved to allow students to search by institution, subject, and degree level. The FACTS.org team expects that most institutions will supply the data necessary for implementation by June 20, 2001.

· The most recent FACTS/Institution contract required the submission of updated degree program search data. This data will update the degree program files for the 38 public postsecondary institutions and provide the necessary information to implement the newly designed function.

· The State Board of Community Colleges requested that its colleges identify the "tracks" that they offer that correspond with the State University System's majors. By providing this "track" information for the updated degree program files, the community colleges are helping set the groundwork for the developing 2+2 degree audit function.

Strategic Plan Implementation

This area was not included in the 1999-2000 Strategic Plan. However the progress is congruent with the spirit of the legislative mandate.

Future Goals 2001:

· Improving the layout of the presentation of statewide public degree programs; and

· Completing the collection of the data necessary for the degree program search function.

On-line Counseling Manuals/Tools Reduce Statewide Cost and Improve the Advising Process

Success in this arena is the result of inter-agency cooperation. Work between FCAAS, the FACTS.org Board, the State Board of Community Colleges, the Board of Regents, and the Independent Colleges and Universities of Florida has led to the publication of two on-line counseling manuals that improve articulation and student access to information. Both of these manuals improve articulation and transfer between two-year and four-year institutions. Providing these manuals in an electronic format will significantly reduce printing and mailing costs.

·	The State Board of Community Colleges and the Board of Regents collaborated to provide the on-line publication of the Common Prerequisite Manual through FACTS.org. This publication is a counselor's primary resource in understanding and promoting articulation from the community colleges to the 4-year institutions.

·	Collaboration occurred between FACTS.org, ICUF, and the State Board of Community Colleges to provide on-line publication of the Independent Colleges and Universities of Florida/Community College Articulation Manuals. Twenty-six private Florida institutions have formal articulation agreements with the State Board of Community Colleges. Of these schools, 21 have worked with FCAAS and State Board staff and completed on-line publication of these manuals.

Strategic Plan Implementation

This area was also not included in the 1999-2000 Strategic Plan, however, the publication of these manuals helps achieve the intended goals of the legislative mandate.

Future Goals 2001:

·	Updating and maintaining the contents of the Independent Colleges and Universities/State Board of Community Colleges Articulation Manuals;

·	Begin discussions with the Department of Education to provide electronic publication of the Counseling for Future Education Manual, targeted toward high school guidance counselors; and

·	Working with the State University System's Partners for Excellence in Education program to develop an advising and career portal for the middle school population.

Financial Aid Procedures - Partnering with the Bureau of Student Financial Assistance for Statewide Ease

As stated in the 1999-2000 Strategic Plan, "FACTS is being designed as a single gateway for students to access all the necessary information and procedures pertaining to financial aid." FACTS.org has partnered with the Bureau of Student Financial Assistance (BSFA) to link into their State Student Financial Aid Database (SSFAD) which is projected for completion in July 2001. On November 1, 2000 FACTS.org personnel met with representatives from BSFA to discuss the flow between the FACTS.org site and the financial aid database. In addition to this partnership, FACTS.org has provided useful links to federal aid information as well as national scholarship search engines.

·   Through links to the SSFAD site, students soon can access a single common application for state financial aid and personalized eligibility information.

·   The site will also link to the Free Application for Federal Student Aid (FAFSA) that is required for all federally funded grants, loans, and scholarships.

·   Most of the sites indicated as valuable in a 10/12/00 CBS Marketwatch article are available through FACTS.org.

·   The site provides direct links to institutional financial aid web sites.

·   Through FACTS.org, links to different cost calculators and estimates allow parents and students to best plan for their postsecondary years.

Strategic Plan Implementation

With BSFA's projected implementation date of July 1, 2001, FACTS should meet the functionality required before the projected implementation date of 2002.

Future Goals:

·   Coordinating the creation of a common authentication system and data exchange so that students can gain access to BSFA and FACTS databases;

·   Facilitating common databases between the SSFAD database and the FACTS.org on-line common application to minimize to the data entry effort of students. Through this process, common demographic information will only need to be entered once;

·   Communicating with financial aid experts to resolve financial aid disbursement issues due to

multiple registrations at different institutions initiated by distance learning options; and

·   Researching the federal initiatives in financial aid such as the Department of Education's Modernization Blueprint and adapting FACTS.org to the findings.

Fee Transactions - National Approval of E-Signatures Paves the Way

The signing of the "e-signature" bill eased barriers to on-line payments by eliminating the need for a handwritten signature on applications and financial aid forms. Members of the FACTS.org Board conferred with legal counsel to ensure that existing legislative statute allowed for electronic signatures on applications within the state. The FACTS.org site currently links to 18 fee and payment institutional home pages where students can access information about local tuition and fees. At three of these institutions, students can already pay on-line via credit card payments.

· 	The on-line common admissions application, approved in September of this year, was designed to link with institutions' on-line payment systems once the student has submitted their application through FACTS.org.

· 	Through FACTS.org, students can compare institutional and program costs via links to the institutional home pages.

Strategic Plan Implementation

Due to current credit card restrictions, policy prohibits FACTS.org from progressing rapidly to providing universal credit card payments through FACTS. In accordance with the 1999-2000 Strategic Plan, it is still estimated that on-line payments will be implemented by 2003.

Future Goals 2001:

· 	Providing detailed accounting of registration fees and tuition for a given academic term to the user;

· 	Incorporating details on financial obligation and financial holds on records to improve students' access to information;

· 	Defining FACTS standards for fees and payment; and

· 	Designing the template for paying fees and tuition on-line.

Records and Registration - On-line Registration Coming Soon

Currently, all 35 institutions participating in FACTS.org can display a student's academic transcript. This permits students to view their academic course history, current course load, and previous semesters' grades. The system can also link to each institution's on-line registration system where available. Access to this information is crucial in supporting the "one-stop" concept of the FACTS.org site.

Strategic Plan Implementation

To date, FACTS.org links to individual institutional sites to provide some functions outlined in the 1999-2000 Strategic Plan such as on-line registration and the capability to view individual's schedules. Over the next year, Pensacola Junior College and FCAAS will develop a common student scheduling function.

Future Goals 2001:

·   Developing processes to deal with multiple registrations at different institutions initiated by distance learning options;

·   Providing inter-institutional course equivalency information through FACTS.org to ease the transient/transfer student processes; and

·   Enhancing the schedule of classes function to provide increased search and sorting capabilities; such as by time, location, day, etc.

PLANNING FOR THE FACTS.ORG FUTURE

Building Relationships - Statewide and Nationally

FACTS.org is an innovative project that involves collaboration and cooperation of a multitude of partners including the educational institutions in Florida. It also requires commitment on the part of institutional leaders, policy makers and legislators to ensure continued development and maintenance of the system.

Florida's K-12 System – FACTS.org will be used within the school system as a valuable tool to help students, advisors and parents plan and collect information on education and career options. In order to support this vision, FACTS.org will link to the Counseling for Future Education Manual geared toward high school guidance counselors. Also, FACTS.org began discussions in August of this year with the SUS Partners for Excellence team, charged to develop initiatives to "improve education at all levels", a goal stated in the Board of Regents Strategic Plan. This relationship will result in the development of an "…Advising and Career Connections Information and Tool Portal [that] will be an integral component of the FACTS system…This partnership will make accessible to every middle and high school student, family member and adult regardless of race, gender, or socioeconomic background a continuous system of advising, counseling and tutoring." The portal will be hosted on the FACTS system.

Distance Learning Initiatives – Integration between FACTS.org and the Florida Virtual Campus and the Florida Community College Distance Learning Consortium will be the first in many collaborative efforts to expand the services provided to distance learners and to promote on-line education.

ICUF Institutions – Inclusion of the ICUF institutions in FACTS.org will make the system comprehensive for users. The FACTS.org team coordinated the publication of 21 of the Independent Colleges and Universities of Florida/Community College Articulation Manuals on-line between February and September of this year. In August of 2000, a FACTS/ICUF Advisory Group met to discuss the technical implementation of ICUF schools on the FACTS.org site. On October 24th, technical representatives from both organizations met to enter into a formal agreement and start the information-sharing necessary to include ICUF institutions on the FACTS.org system.

Libraries – FACTS.org will continue to coordinate with administrators from web-based Library User Information Service (WEBLuis) of the State University System of Florida and the Library Information Network for Community Colleges (LINCC Web) to ensure adequate academic library support for Florida's distance learning population.

Relationship-building paved the way for establishing FACTS.org as a national standard and a marketable product. This year, relationships have been forged with the following regional and national organizations.

Southern Regional Education Board (SREB) – The SREB approached the FACTS.org Board requesting the use of its technical framework for the student services component of the SREB's Electronic Campus, a marketplace for courses, programs, and student services. SREB is exploring the option of partnering with several organizations bidding for a distance learning contract for Army University Access Online (http://www.eARMYu.com/). Such a relationship would lead to national exposure for FACTS.org and the education system of Florida.

Georgia Global Learning Online for Business & Education (Georgia GLOBE) – Through SREB, Georgia GLOBE, a Georgia distance learning on provider, expressed an interest in FACTS.org technology for their WAYS IN site. WAYS IN "…will, in cooperation with participating campuses, offer a full array of online services where students may apply for admission, register for classes, get information about and apply for financial aid, make payments and purchase textbooks."

College Board – On August 24, 2000 representatives from the College Board met with the State Board of Community Colleges to discuss Florida student data. They expressed interest in FACTS.org and discussed the possibility of their http://www.collegeboard.org site linking off of the FACTS.org URL.

Marketing - It's Time To Shine

After the last two years of intensive development, the FACTS.org team decided that 2001 is the year to develop an extensive marketing strategy. The comprehensive marketing plan incorporates electronic and traditional marketing efforts, including the development of brochures, newsletters, and press releases.

A full marketing initiative will be implemented in 2001 with a press conference in June to officially introduce FACTS.org to the public.

The FACTS.org team did not choose to market the system until it could offer the comprehensive suite of services it is currently capable of providing. Even without a formal marketing effort, there were nearly 250,000 hits on the system this year. This number of hits was a result of "word of mouth" activities. For example, FACTS.org staff would promote the system at conferences for regional and national organizations such as EDUCAUSE (using information technology to transform higher education), and NACADA (National Academic Advising Association.) With a formal introduction of the system, the FACTS.org team expects hits to increase dramatically over the next year. In order to achieve this, the FACTS team will target the following audiences:

¨	**Prospective College Students and Guardians -** This group consists of individuals who are considering enrollment in post-secondary education in Florida. Many are currently high school students or mature students returning to post-secondary education.

¨	**Currently Enrolled College Students -** A currently enrolled college student has gained admission to a post-secondary institution and is typically enrolled in at least twelve credit hours.

¨	**Guidance Counselors and Academic Advisors -** This group consists of professional high school and post-secondary academic advisors, guidance counselors, and career advisors. Their role is to assist students in making appropriate and positive decisions for themselves.

¨	**Prospective Transfer Students -** These are students considering a transfer from a community college or university to another community college or university.

¨	**Returning Students:** This group includes those that were previously enrolled in a Florida postsecondary institution and their enrollment has lapsed for two or more consecutive terms.

¨   **Academic Administrators -** This group consists of academic administrators who are institutional decision-makers. These include Deans of Student Service, Directors of Admissions/Enrollment Services, Articulation Officers, Executive Assistants to Presidents, Provosts, Presidents, Directors of Career Education, Directors of Workforce Development, Directors of Counseling, Distance Learning Coordinators, Directors of Financial Aid, Learning Resources/Libraries - Officers, Chief Student Affairs Officers, and Registrars. Typically this group is concerned about institutional resources and technical compatibility.

Once the system is formally introduced, the FACTS.org team can further evaluate the system's utility and effectiveness for the actual targeted end user and make necessary adjustments or enhancements. *(See Appendix F for the full marketing plan.)*

Evaluation - Ensuring Sound Management and Cost Efficiency

With a project of this magnitude, the FACTS.org Board decided that on-going evaluation processes were necessary to ensure the viability and integrity of the project. As a result, FACTS.org contracted with the Gartner Group to monitor the budgetary and management progress of the FACTS.org project. Additionally, the Technology Review Workgroup, advisor to the Florida Legislature regarding information resources management, selected JE Sverdrup to monitor the FACTS project this year. Both observations are currently in progress. Final reports will not be submitted until after the publication of this report.

Gartner Group

Gartner Group is a leading advisor on the information technology industries. The group's analysts research specific organizations at their request and make recommendations on how to improve cost efficiency, staff resources, accountability measures, strategic planning, and staff training.   For FACTS.org, the group looked primarily at the development technology component of the project.

The final report will be completed by December 12, 2000. Within FACTS.org's developmental plan, Gartner Group looked specifically at software development, governance, vision, communication and fund allocation. Once the recommendations are submitted, the FACTS.org Board and FCAAS will assess and implement the appropriate recommendations for maximum efficiency.

JE Sverdrup

In September, the Technical Review Workgroup, an oversight group that advises the Legislature, selected J.E. Sverdrup to monitor the entire FACTS.org project for a full year. "*Sverdrup provides clients with a comprehensive range of professional services. They encompass the disciplines needed for Development, Design, Construction and Operation of capital facilities and technical systems. Our depth and breadth of resources enables us to take full responsibility for projects. We provide a single source of accountability from concept to completion."* JE Sverdrup will look at the project from all levels including the Board, Center, and the institutions.

Budget - Annual Recap

Last year, $4.6 million was appropriated for the continued development of the FACTS.org project and was distributed evenly between the Division of Community Colleges and the Board of Regents. In 1999, the funding was appropriated as recurring dollars and the intended purpose of that funding was further clarified in proviso language in the General Appropriation for Fiscal Year 1999-2000.

The 2000-2001 budget re-directed $200,000 from the FACTS budget to the Technology Review Workgroup who contracted with JE Sverdrup to monitor, review, and evaluate the FACTS.org project. Consequently, the annualized replacement portion of the FACTS budget was not funded. It is anticipated that the $200,000 will be reinstated in the 2001-2002 budget, providing for the continued funding of the annualized replacement fund.

Descriptions of the budget categories are included after the budget below.

FACTS 2000-2001 BUDGET

Salaries	$1,254,879.00
Administrative Expenses	$297,516.00
Computer Expenses	$165,111.00
Networking Expenses	$256,500.00
College/University Support	$2,479,994.00
Operating Capital Outlay	$0.00
	$4,454,000.00*

Fiscal Year July1, 2000 - June 30, 2001

DESCRIPTIONS OF THE BUDGET CATEGORIES

Salaries - This figure includes salaries for permanent staff working for the Florida Center for Advising and Academic Support (FCAAS) and for various OPS employees.

Administrative Expenses - These expenses include office expenses such as copying and printing and traveling costs. The figure also reflects the required 2.5% administrative overhead charges.

Computer Expenses - This category includes associated hardware and software costs including software licenses and maintenance contracts.

Networking Expenses - This figure reflects what the Northeast Regional Data Center and centers charge FACTS.org to operate through their network.

Total Transfers - This reflects funds sent (transferred) directly to institutions to support the implementation effort from their end.

Operating Capital Outlay - Defined in statute 216.011 (x), this category refers to equipment, fixtures, and other tangible personal property of a nonconsumable and nonexpendable nature…"

Future Challenges

In order to continue development and implementation in a timely manner, the FACTS.org team identified the following recommended actions...

Ø   The current funding level should be continued to support on-going development. The projects that this would support include the career portfolio, degree program search function, 2+2 audit development, fee transaction function, student registration function, and continued maintenance of the academic advising, admissions, career, institutional information and degree programs, financial aid, and registration and records functions.

Ø   As indicated in the marketing section of this report, the FACTS.org team will implement a plan to market the FACTS.org product to the target audiences. Current plans will focus on marketing within the state. Future plans may include introducing FACTs.org to additional regional and national entities.

Ø   Developers should provide the technical capability for institutions to accept electronic fee and tuition payments through FACTs.org.

Ø   A consistent barrier that FACTS.org has encountered includes problems with institutional connectivity. Statewide, several Florida institutions operate at varying levels of technical capability. As was articulated in a letter from the Executive Director of the Florida Community College System to the College Presidents, legislative staff expressed frustration at the number of institutions that indicated they were "just about ready to implement it." (See Appendix G to view this letter.) The FACTS.org team will implore assistance from college presidents to advise on how to bring all colleges' technical abilities to the same standard and expedite their further participation with FACTS.org.

Ø   In an effort to enhance the career function of the FACTS.org site, the Board will be pursuing a statewide licensing agreement with SIGI Plus, similar to the one reached with CHOICES. The philosophy behind the pursuit is that, by pooling the dollars statewide rather than having each institution pay, we can negotiate a decreased "per institution" rate and significantly increase statewide access to the service.

Ø   The process for distance learning may require students to register at multiple institutions for a full course load. This brings up challenges in the areas of enrollment and financial aid. For example,

currently a student must obtain a new student identification number and pin for each institution at which they enroll. Brainstorming to propose adequate solutions for these problems will be a goal in future years.

Conclusion

FACTS.org has experienced significant progress this year and minimal setbacks. The system has developed a comprehensive suite of services in the areas of academic advising and student support. The FACTS.org Board expects to adhere to the development schedule stated in the 1999-2000 Strategic Plan. Additionally, the FACTS.org team is continually evaluating, maintaining, and enhancing existing functions to best serve the students in the state of Florida.

In 2001, the FACTS.org project will emerge from the development phase into the functional phase. The team will rely on the feedback from end users and administrators to ensure its usability. Using this feedback, the FACTS.org team can make adjustments and improvements to prepare for long-term satisfaction and reliance on the system.

FACTS.org has developed from a legislative mandate requiring the establishment of a "single, statewide computer-assisted advising system" to a statewide resource providing academic support to all students interested in postsecondary education in the state of Florida. The focus of FACTS.org, now and in the future, must be to serve the residents and citizens of Florida in their endeavors to make informed decisions about educational options. The FACTS.org team is committed to this vision and will continue to take steps in future years to ensure the system's success.

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Avon Park, FL 33825	Jacksonville, FL 32202
Phone: 941-453-6661 / SC 750-1139	Phone: 904-632-3100 / SC 864-3100
Fax: 941-453-2365	Fax: 904-632-3049 / SC 864-3049
E-mail: fuscde24@sfcc.cc.fl.us	E-mail: sdavid@fccj.org

Additional Resource People:

Mr. Willie J. Alexander, Jr., Associate Registrar
Broward Community College
225 E. Las Olas Boulevard
Ft. Lauderdale, FL 33301
Phone: 954-761-7542
E-mail: walexand@broward.cc.fl.us

Ms. Jane Miller, Registrar
Lake-Sumter Community College
9501 US Highway 441
Leesburg, FL 34788

Ms. Margaret Thurman, Director
College Wide Admissions & Records
Brevard Community College
1519 Clearlake Road
Cocoa, FL 32922
Phone: 407-632-1111, Ext. 62154

Mr. Roy Smith
Director, Enrollment Management
Gulf Coast Community College
5230 W. Highway 98

Phone: 352-365-3568 / SC 649-1568
E-mail: millerj@lscc.cc.fl.us

Mrs. Debbie Bowe
Director, Enrollment Services
Central Florida Community College
Post Office Box 1388
Ocala, FL 34478
Phone: 352-237-7414 / SC 897-7414
Fax: 352-873-5882 / SC 897-5882(Fax: 305-237-3311 / SC   477-3311

Panama City, FL 32401-1058
Phone: 850-872-3891 / SC 780-3891
Fax: 850-913-3308 / SC 780-3308

State University System

Mr. Maxwell Carraway (Max)
SUS Chair
University Registrar
Florida State University
A3900 University Center
Tallahassee, FL 32306
Phone: 850-644-5887
Fax: 850-644-1597
E-mail: mcarrawa@admin.fsu.edu

Ms. Angela DeBose
University Registrar
University of South Florida
4202 E. Fowler Avenue
Tampa, FL 33620-6990
Phone: 813-974-4018 / SC 574-3777
Fax: 813-974-5271
E-mail: awdebose@admin.usf.edu

Ms. Ann H. Dziadon
University Registrar
University of West Florida
11000 University Parkway
Pensacola, FL 32514
Phone: 850-474-2244 / SC 680-2244
Fax: 850-474-3360
E-mail: adziadon@uwf.edu

Mr. Michael A. James
University Registrar
Florida A & M University
112 FHAC
Tallahassee, FL 32307
Phone: 850-599-3115
Fax: 850-561-2428
E-mail: mjames@famu.edu

Ms. Susan Byars

Associate Registrar
Florida Gulf Coast University
10501 FGCU Boulevard
Ft. Myers, FL 33965-6565
Phone: 941 590 -7924 / SC 731-7924
Fax: 941-590-7894
E-mail : sbyars@fgcu.eudu

Mr. Stephen J. Pritz, Jr. (Steve)
Associate University Registrar
University of Florida
Post Office Box 114000
Gainesville, FL 32611-4000
Phone: 352-392-9163
Fax: 352-392-3987
E-mail: spritz@ufl.edu

Barbara Talmadge
University Registrar
University of Florida / 215 CRI
Post Office Box 114000
Gainesville, FL 32611-4000
Phone: 352-392-0063
Fax: 352-392-3987
E-mail: bt@ufl.edu

Library Community College and State University Systems

Mr. Jim Corey
Florida Center Library Automation
University of Florida
2002 N.W. 13th Street
Gainesville, FL 32611
Phone: 352-392-9020 / SC 622-9020
Fax: 352-392-9185 / SC 622-9185
E-mail: feljim@nervm.nerdc.ufl.edu

Dr. J. Richard Madaus
Director
College Center for Library Automation
1238 Blountstown Highway
Tallahassee, FL 32304
Phone: 850-922 6044 / SC 292-6044
Fax: 850-922-6431 / SC 292-6431
E-mail: madausr@lincc.ccla.lib.fl.us

ACADEMIC ADVISING - THROUGH PHASES I and II

APPENDIX B - INSTITUTIONAL IMPLEMENTATION SCHEDULE/SUMMARY

COMMUNITY COLLEGES BY CONSORTIA/SUS		ORIG IMPL DATE	PRODUCDATE	SERVER	STU CNT
CLIENT/SERVER:	Daytona Beach	3/15/99	10/22/99	on site	32,603
	Brevard	8/1/99	10/6/99	on site	27,552
	St. Petersburg	9/1/99	11/1/99	on site	44,209
	Valencia	8/1/99	10/28/99	on site	48,868
FCCS:					
	Broward	6/1/99	11/1/99	on site	47,915
	Okaloosa-Walton	5/1/99	4/18/00	on site	13,633
	FCCJ	5/1/99	**12/?/00**	shipping	69,416
	Indian River	7/15/99	9/22/00	on site 7/1	41,213
	Miami-Dade	9/15/98	9/15/98	on site	98,924
	Palm Beach	9/1/99	4/3/00	on site	42,944
	Tallahassee	5/1/99	3/30/00	on site 6/17	19,047
STAR:					
	Manatee	5/1/99	10/20/99	on site	17,024
	Florida Keys			on site	4,068
	Lake-Sumter	9/1/99	10/17/00	on site	6,254
	North Florida	9/1/99	11/9/00	on site	3,741
	St. Johns River	9/1/99	10/12/00	on site	8,259
	South Florida	9/1/99	6/30/00	on site	8,195
UNISYS:					
	Polk	3/1/99	6/18/99	on site	18,451
	Gulf Coast	2/1/99	5/1/99	on site	21,723
	Pasco-Hernando	3/15/99	6/21/99	on site	10,879
	Pensacola	9/15/98	9/15/98	on site	22,393
	Seminole	2/15/99	6/18/99	on site	22,343
INDEPENDENTS:					
	Central Florida	9/1/99			16,976
	Chipola	9/1/99	5/10/00	on site	5,410
	Edison	5/1/99			21,229
	Hillsborough	9/1/99	6/29/00	on site	37,413
	Lake City	9/1/99	8/25/00	on site	6,451
	Santa Fe	5/14/99	12/2/99	on site	20,731

UNIVERSITIES		ORIG IMPL DATE	PRODUCDATE	SERVER	STU CNT
Central Florida		4/15/99	9/30/99	on site 6/23	30,009
Florida		9/15/98	9/15/98	NERDC	41,652
Florida A & M		7/1/99	1/3/00	on site	11,324
Florida Atlantic		9/1/99	9/30/99	on site	19,153
Florida GulfCoast		9/1/99	6/22/00	CFRDC	2,893
Florida International		9/1/99	10/25/99	NWRDC	30,096
Florida State		9/15/98	9/15/98	on site	30,389
North Florida		9/1/99	9/22/99	NERDC	11,360
South Florida		9/1/99	3/24/00	on site	31,555
West Florida		9/1/99	12/15/99	on site	7,790

TOTAL STUDENT COUNT - 954,085

% IN PRODUCTION - 95.6%

APPENDIX C - SAMPLE DEGREE AUDIT

PREPARED: 12/07/00 - 15:55:26 CLS: 4 HE
GRADUATION DATE: 2001
PROGRAM CODE: 255320B00 PROGRAM HRS - 120 CATALOG YEAR: 1997-09
DEPARTMENT OF FAMILY, CHILD, AND CONSUMER SCIENCES
BS DEGREE IN CHILD DEVELOPMENT AND FAMILY RELATIONSHIPS

THIS REPORT SHOWS YOUR STATUS IN YOUR HUMAN SCIENCE MAJOR,
LIBERAL STUDIES, AND UNIVERSITY-WIDE REQUIREMENTS.

"OK" OR "+" INDICATES THE REQUIREMENT HAS BEEN SATISFIED.

"IP" MEANS YOU ARE ENROLLED IN A COURSE THAT WILL COMPLETE
A REQUIREMENT. THESE IDENTIFIED WITH GRADES 'RG' OR 'FC'

"NO" OR "-" MEANS THE REQUIREMENT HAS NOT BEEN SATISFIED.

OK 1 TRANSFER COURSES ARE IDENTIFIED BY A CODE AFTER THE GRADE
1) O INDICATES AN OUT-OF-STATE OR PRIVATE INSTITUTION
S INDICATES A STATE 4-YEAR COLLEGE OR UNIVERSITY
J INDICATES A STATE COMMUNITY OR JUNIOR COLLEGE
Y INDICATES A COURSE WAS PART OF AN ASSOCIATE OF ARTS
DEGREE THAT CARRIES 60 HOURS OF CREDIT FOR GRADUATION

OK 2 PREREQUISITE COURSEWORK
9709 BSC1005 3.00 A 9809 BSC2010 3.00 B
9809 BSC2010L 1.00 A 9909 BSC2085 3.00 B
9709 PSY2012 3.00 A
9809 FAD2230 3.00 A
9901 CHD3220 3.00 A-

OK 3 HUMAN SCIENCES CORE
9906 HOE3050 2.00 B+
9801 HUN1201 3.00 A

NO 4 MAJOR COURSEWORK
-----> NEEDS: 2 SUB-REQS
+ 1) CHD3240 ADOLESCENT GROWTH & DEV. & THE YOUNG ADULT
0009 CHD3240 3.00 RG
+ 2) CHD4630 TECH. AND ISSUES IN STUDYING CHILDREN
9909 CHD4630 3.00 A
- 3) TWO PRACTICA SELECTED FROM THE FOLLOWING:
CHD4431 - INFANT
CHD4441 - PRESCHOOL
CHD4451 - SCHOOL AGE
CHD4451 - FAMILIES
+ 4) CHD4530 PARENT EDUC. AND PROFESSIONAL RELATIONS
9909 CHD4530 3.00 A
- 5) FAD4936 SPECIAL TOPICS FAMILY RELATIONS: FAMILY
AS AN ECOSYSTEM

AREA OF CONCENTRATION - 12 HOURS SELECTED BY THE STUDENT
AND APPROVED BY THE ACADEMIC ADVISER

OK 5 LIBERAL STUDIES REQUIREMENT
+ 1) MATHEMATICS - MAC1105 OR OTHER APPROPRIATE MATH COURSE
9709 MAC1141 3.00 B
+ 2) MATHEMATICS - SECOND COURSE FROM APPROVED LIST
9708 MAC1102 3.00 ED
+ 3) ENGLISH COMPOSITION - ENC1101
9709 ENC1101 3.00 A-
+ 4) ENGLISH COMPOSITION - SECOND COURSE FROM APPROVED LIST
9801 ENC1102 3.00 A-
+ 5) HISTORY - ONE COURSE FROM APPROVED LIST
9806 AMH2097 3.00 A
+ 6) SOCIAL SCIENCE - ONE COURSE FROM APPROVED LIST
9809 FAD2230 3.00 A
+ 7) HUMANITIES/FINE ARTS - FIVE HOURS FROM APPROVED LIST
9801 MUH2012 3.00 A 9906 LIT2020 3.00 A
+ 8) NATURAL SCIENCE - 7 HOURS WITH LAB FROM APPROVED LIST

9709 BSC1005 3.00 A 9801 HUN1201 3.00 A
9809 BSC2010 3.00 B 9809 BSC2010L 1.00 A
9809 CHM1045 3.00 A- 9809 CHM1045L 1.00 A
+ 9) ADDITIONAL HISTORY, SOCIAL SCIENCE, HUMANITIES, AND/OR
FINE ARTS TO REACH A TOTAL OF 36 HOURS
9709 PSY2012 3.00 A 9801 SYO3100 3.00 B+

OK 6 LIBERAL STUDIES LITERATURE REQUIREMENT
9906 LIT2020 3.00 A

OK 7 LIBERAL STUDIES SCIENCE LAB REQUIREMENT
9809 BSC2010 3.00 B 9809 BSC2010L 1.00 A

OK 8 LIBERAL STUDIES GPA
INCLUDES ALL LIBERAL STUDIES COURSES
EARNED: 44.00 HOURS 3.488 GPA

OK 9 PASS ALL FOUR SECTIONS OF THE CLAST EXAM
ALL STUDENTS MUST TAKE CLAST BEFORE COMPLETING 60 HOURS

OK 10 GORDON RULE REQUIREMENT - GRADES OF C- OR HIGHER REQUIRED
9708 MAC1102 3.00 ED 9709 MAC1141 3.00 B
9709 ENC1101 3.00 A- 9801 ENC1102 3.00 A-
9801 MUH2012 3.00 A 9801 SYO3100 3.00 B+
9806 AMH2097 3.00 A 9906 LIT2020 3.00 A

OK 11 MULTICULTURAL REQUIREMENT - FOR NATIVE FSU STUDENTS AND
FRESHMAN/SOPHOMORE TRANSFERS
9801 HUN2125 3.00 B-
9801 SYO3100 3.00 B+ 9806 AMH2097 3.00 A

OK 12 ORAL COMPETENCY REQUIREMENT
9807 SPC1600 3.00 A J

OK 13 SUMMER RESIDENCY REQUIREMENT
EARNED: 11.00 HOURS

OKOPT THE FOLLOWING COURSES WERE USED TO EARN AN AA DEGREE

IP 14 FSU GPA - DOES NOT INCLUDE ANY TRANSFER CREDIT
EARNED HOURS INCLUDE RG & FC COURSES
EARNED: 104.00 HOURS 3.614 GPA

NO 15 TOTAL HOURS REQUIREMENT - STUDENTS WITH MORE THAN 90 HOURS
SHOULD REQUEST A GRAD CHECK AT THE REGISTRAR'S OFFICE
EARNED: 110.00 HOURS 4 SUB-REQS
-----> **NEEDS:** 10.00 HOURS
1) P.E. ACTIVITY COURSES ARE LIMITED TO 2 HOURS
9709 PEM1171 1.00 A
2) HOURS TOWARD DEGREE
ED GRADES IDENTIFY SAT, ACT, OR DEPARTMENT EXAM CREDIT
EC GRADES IDENTIFY IB, AP, AND CLEP CREDIT
9609 THE220 3.00 A O 9708 MAC1102 3.00 ED
9709 AMS1363 1.00 S 9709 BSC1005 3.00 A
9709 ENC1101 3.00 A- 9709 MAC1141 3.00 B
9709 PSY2012 3.00 A 9801 AMS1363 1.00 S
9801 ENC1102 3.00 A- 9801 HUN1201 3.00 A
9801 HUN2125 3.00 B- 9801 MUH2012 3.00 A
9801 SYO3100 3.00 B+ 9806 AMH2097 3.00 A
9807 SPC1600 3.00 A J 9809 BSC2010 3.00 B
9809 BSC2010L 1.00 A 9809 CHM1045 3.00 A-
9809 CHM1045L 1.00 A 9809 FAD2230 3.00 A
9809 PET3600 3.00 B 9901 CHD3220 3.00 A-
9901 FAD3220 3.00 B 9901 FAD3432 3.00 A
9906 FAD3271 3.00 A 9906 HOE3050 2.00 B+
9906 LIT2020 3.00 A 9909 BSC2085 3.00 B
9909 CHD3472 3.00 A 9909 CHD4530 3.00 A
9909 CHD4630 3.00 A 0001 CHD4615 3.00 B-
0001 FAD4265 3.00 A- 0001 FAD4805 3.00 A

0001 NUR3195 2.00 A 0001 SPA2620 2.00 C+
4) SUBTRACT CURRENT ENROLLMENT HOURS (RG) AND PRE-
REGISTERED COURSES (FC) TO FIND THE APPROPRIATE
REGISTRATION WINDOW FOR THE NEXT SEMESTER
0009 CHD3240 3.00 RG 0009 CHD4225 3.00 RG
0009 NUR3396 3.00 RG 0101 NUR3090 3.00 FC

OK 16 THE FOLLOWING COURSES ARE NOT ACCEPTED AT FSU. SEE
UNDERGRADUATE STUDIES, UCA3400, IF YOU HAVE ANY QUESTIONS.
1) V INDICATES THE COURSE IS VOCATIONAL CREDIT
B, M, OR L INDICATES THE COURSE IS BELOW COLLEGE LEVEL
D OR E INDICATES THE COURSE HAS BEEN DUPLICATED
N INDICATES THE COURSE DOES NOT COUNT TOWARD THE DEGREE
W AND WD GRADES INDICATE WITHDRAWN COURSES
T INDICATES A COURSE THAT HAS BEEN REPEATED USING A
FORGIVENESS POLICY
8806 CEF0041 0.00 NCJ 8806 CEH0047 0.00 NCJ
8806 CEH0085 0.00 NCJ 8906 CSW0021 0.00 NCJ
9006 CSW0022 0.00 NCJ 9006 CSW0027 0.00 NCJ
9901 LIT2020 0.00 F T

YOUR TRANSFER, OLD, OR TEST CREDITS, IF ANY, ARE EVALUATED
AS INDICATED BY THE FOLLOWING COMMENTS:

-----> WARNING: CHANGES TO OR UNSATISFACTORY COMPLETION OF
THE CURRENT REGISTRATION LISTED BELOW MAY CHANGE
APPROVAL OF THESE DEGREE REQUIREMENTS.

0009 CHD3240 3.00 RG 0009 CHD4225 3.00 RG
0009 NUR3396 3.00 RG

THIS REPORT IS TO ASSIST THE STUDENT IN COURSE PLANNING.
FINAL CONFIRMATION OF DEGREE REQUIREMENTS IS SUBJECT TO
APPROVAL BY THE DEAN OF A COLLEGE. IT IS THE RESPONSIBILITY
OF THE STUDENT TO MEET GRADUATION REQUIREMENTS.

COMMENTS:

End of audit. May not be released to third party without student permission.
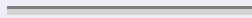
Please verify all above information for its accuracy. If there are any problems, please contact the Registrar's office at registrar@admin.fsu.edu.

APPENDIX D - SAMPLE ADMISSIONS APPLICATION
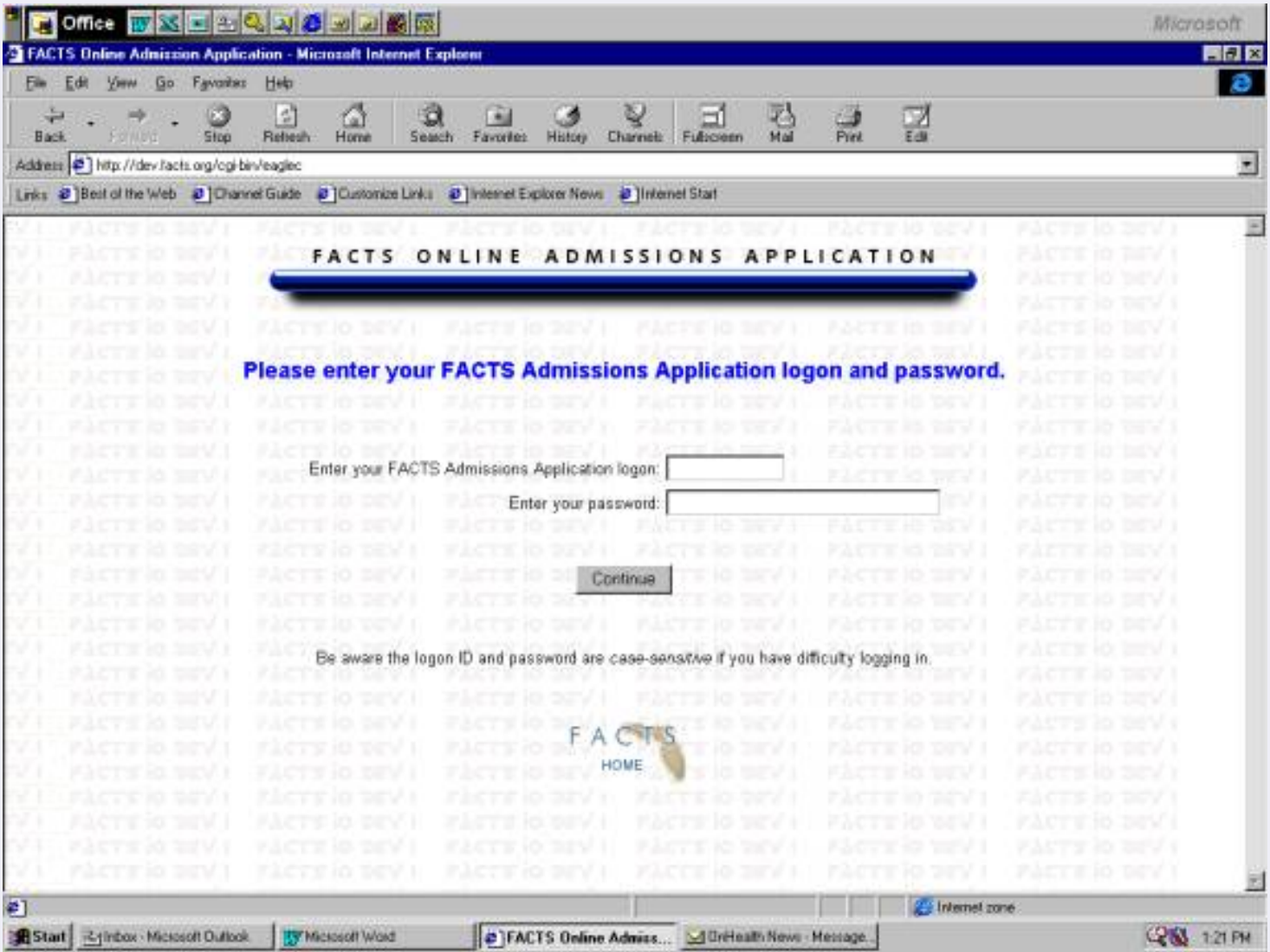

Admissions Application Introduction

The FACTS Admissions Application allows prospective students to apply to public community colleges and universities within the State of Florida.

- A FACTS Logon ID is required to use the Admissions Applications.

- The logon ID can be obtained from the main Admissions Application page from 'I do not have a FACTS logon for Admissions Applications'.

- Once an ID is established, the Admissions Application can be filled out from 'I have a FACTS logon for Admissions Application' page.

- To *begin* filling out the application form, an *institution* must be **selected** initially.

- All application information will be saved on each processed page and completed application.

- After filling out an Admissions Application, the application information is saved, so you can apply to another institution without re-entering the information.

- If an institution is not listed then the specific institution is not currently accepting on-line Admission Applications through the FACTS System. For institutional admissions information or requirements, please select 'Admissions Home Pages' from the main Admissions page.

FACTS ONLINE ADMISSIONS APPLICATION

GENERAL INFORMATION (U. S. applicants only)

To finalize your admission, Florida community colleges require the following documents:

1. Application for admission (this form)
2. Residence statement (located in the last section of this form)
3. Official transcripts from high school or GED testing agency, and college/university
4. Application fee (for first-time Florida community college students)

APPLICANT INFORMATION

- The application form must be completed in full; an incomplete application may prevent a timely registration.
- Your Social Security number will be used as your official student number. You are not required to disclose your Social Security number; an assigned student number will be provided if you decide not to use your Social Security number. (United States Public Law 90-579)
- The residence statement, located in the last section of this form, is used to determine the appropriate assessment of fees in accordance with Florida Statute 240.1201. An incomplete or incorrectly completed residence statement will prevent registration.
- Exceptions to the general application process include the following:
    1. **Restricted Admissions Programs:** Applicants to restricted admissions programs may be required to submit additional admissions forms as well as additional information to support the application. Questions regarding specific admissions requirements should be directed to the appropriate academic department.
    2. **Dual Enrollment/ Early Admissions:** High school students participating in dual enrollment/early admission programs will not be required to submit this application. Students enrolling in an accelerated admission program should contact their high school guidance office or a community college student services office for the application and approval forms.
    3. **Adult High School:** Applicants to the adult high school program are required to submit the adult high school application, which may be obtained in the student services office of their selected community college.
    4. **Adult Basic Education:** ABE students will complete a registration form in the adult basic education department of their selected community college.
    5. **Non-Credit Courses (Community Programs):** Students who are enrolling in non-credit courses classified as CEU, lifelong learning, vocation supplemental, recreation & leisure, etc., are not required to complete an application. Students

APPENDIX D - SAMPLE ADMISSIONS APPLICATION

can obtain a registration data card from the Division of Community Programs or their community college's student services office.

6. **International Students:** International students with F1 student visas must contact the District Office of Admissions and Registration for applications and complete admissions procedures.

OFFICIAL TRANSCRIPTS

You are responsible for sending official transcripts from each institution you have attended to the District Office of Admissions and Registration. The District Office must receive an official high school transcript with your date of graduation (or an official GED score report), as well as transcripts from each college or university you attended, no later than your first term of enrollment . Florida community colleges will not accept student copies or copies marked unofficial.

NOTE: When you request transcripts from each institution, provide your Social Security number, your name at the time of attendance, your birthdate, and the dates you attended. Ask that your Social Security number and current name be added to your official transcripts, if needed. You may want to contact each institution regarding any transcript processing fees. Official high school and college transcripts must be sent directly to each Office of Admissions and Registration.

PLACEMENT TEST SCORES

If you are a degree-seeking student (or a non-degree seeker taking a math or English course), you must make arrangements to take required placement tests. If you have taken the ACT or SAT within the previous two years, please provide these scores to the appropriate community college test center. If you have not taken the ACT or SAT, contact your community college test center. Transfer students who have not earned a grade of "C" or better in college-level English or college algebra will be required to submit placement test scores. Test scores older than two years will not be accepted.

DISABLED STUDENTS

Support services are available. Contact Disabled Student Services at your selected community college for assistance.

FINANCIAL AID AND VETERANS AFFAIRS

If you wish to apply for financial aid or veterans benefits, contact the appropriate office at your selected community college.

[I have read and accept the above. Proceed to the application page.]

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FACTS Online Admission Application - Microsoft Internet Explorer

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Address

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City: *	Tallahassee
State: *	Florida
Zip code: *	33333
State or province (non-U.S.):	
Nation (Non-U.S.):	Choose Country
Email address:	jill@everywhere.com
Phone number:	1111111111
Daytime phone:	2222222222

Local mailing address

☐ Check here if you want to use permanent address for local address.

Street:	
City:	
State:	Select State
Zip code:	
State or province (non-U.S.):	
Nation (Non-U.S.):	Choose Country

Internet zone

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FACTS ONLINE ADMISSIONS APPLICATION

High School Information

High school name (Official transcript must be provided):

Anytown High School

City: Tallahassee

State: Florida

Nation (non-U.S.): Choose Country

High school code (Enter the 6-digit CEEB number):

High school area code and phone number: 3333333333

Date graduated from high school/GED awarded: May   Year: 2001

Graduation type:

Standard high school diploma

If you did not graduate from high school or earn a GED
You cannot enroll as a degree-seeking student (Associate of Arts or Associate of Science) without a high school diploma or GED. Contact the Office of Admissions at your intended institution to discuss enrollment eligibility. You are encouraged take the GED examination as soon as possible. Contact the Adult Basic Education office or District Testing Center closest to you.

Office   Microsoft

FACTS Online Admission Application - Microsoft Internet Explorer

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Address

Links Best of the Web Channel Guide Customize Links Internet Explorer News Internet Start

Provide official transcripts from each post-secondary institution you have attended.

- List in chronological order every post-secondary institution (including dual enrollment) you have attended or will attend prior to entering this institution. (Include schools even if you did not complete a term.)
- Include the school to which you are applying if you attended it previously.
- Indicate the specific campus if you attended a multi-campus institution.
- Enter dates attended and degrees earned or expected, including associate degrees, certificates, or diplomas.
- *Your application could be denied or your admission rescinded if you do not list all institutions.*
- Please do not abbreviate.
- Official high school and college transcripts must be sent <u>directly</u> to each Office of Admissions and Registration.

School 1: [   ]

City: [   ]

State: [Select State ▼]

Nation (non-U.S.): [Choose Country ▼]

Dates of attendance.

From: [Choose month ▼] Year: [   ]

To: [Choose month ▼] Year: [   ]

Degree: [Select Degree Type ▼]

Date obtained: [Choose month ▼] Year: [   ]

Credit hours earned/expected: [   ] [Select credit type ▼]

To add another school, select below.

[Add another school]

Internet zone

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APPENDIX D - SAMPLE ADMISSIONS APPLICATION

Florida Residents

This section must be completed in full if you claim Florida residency for tuition purposes.

- **Please mail required copies to the admissions office of the institution to which you are applying.**
- A notarized copy of your and/or your parents' most recent tax return or other documentation may be requested to establish dependence/independence.
  - **Dependent:** a person for whom 50% or more of his/her support is provided by another as defined by the Internal Revenue Service.
  - **Independent:** a person who provided more than 50% of his/her own support.
- A copy of marriage certificate is required in all cases of spouse claiming partner's residency.

- A. I am an **independent person** and have maintained legal residence in Florida for at least 12 months.
- B. I am a **dependent person** and my parent or legal guardian has maintained legal residence in Florida for at least 12 months.
- C. I am a **dependent person** who has resided for five years with an adult relative other than my parent or legal guardian, and my relative has maintained legal residence in Florida for at least 12 months. (**Required:** Copy of most recent tax return on which you were claimed as a dependent, or other proof of residency.)
- D. I am married to a person who has maintained legal residence in Florida for at least 12 months. I have now established legal residence and intend to make Florida my permanent home. (**Required:** Copy of marriage certificate, claimant's voter registration, driver licence and vehicle registration.)
- E. I was previously enrolled at a Florida state institution and classified as a Florida resident for tuition purposes. I abandoned my Florida domicile less than 12 months ago and am now re-establishing Florida legal residence.
- F. According to United States Immigration and Naturalization Service, I am a permanent resident alien or other legal alien granted indefinite stay and have maintained a domicile in Florida for at least 12 months. (**Required:** INS documentation and proof of Florida residency status.)

Phone: 1111111111

Date claimaint began establishing legal Florida residence and domicile: February ▾ Day: 01 Year: 1990

Enter claimant's information. Indicate 'not applicable' if otherwise.

Claimant's voter's registration:

State: Florida ▾ Number: 2222222222222222222 County: Leon ▾

Issue date: February ▾ Day: 01 Year: 1990

Claimant's driver's license:

State: Florida ▾ Number: 2222222222222222222

Issue date: February ▾ Day: 01 Year: 1990

Claimant's vehicle registration:

State: Florida ▾ Number: 2222222222222222222

Issue date: February ▾ Day: 01 Year: 1990

Non-U.S. citizen only: *Mail copy of both sides of card along with information requested above.*

Resident alien number: 0

Issue date: Choose month ▾ Day: ☐ Year: ☐

I do hereby swear or affirm that the above-named student meets all requirements indicated in the selected category for classification as a Florida resident for tuition purposes. I understand that a false statement in this affidavit will subject me to penalties for making a false statement pursuant to 837.06, Florida Statutes.

[I have read, understand, and agree to the above]

FACTS ONLINE ADMISSIONS APPLICATION

You have indicated that you wish to claim Florida residency.
Is this correct?

| This is correct, continue | No, go back to the residency form. |
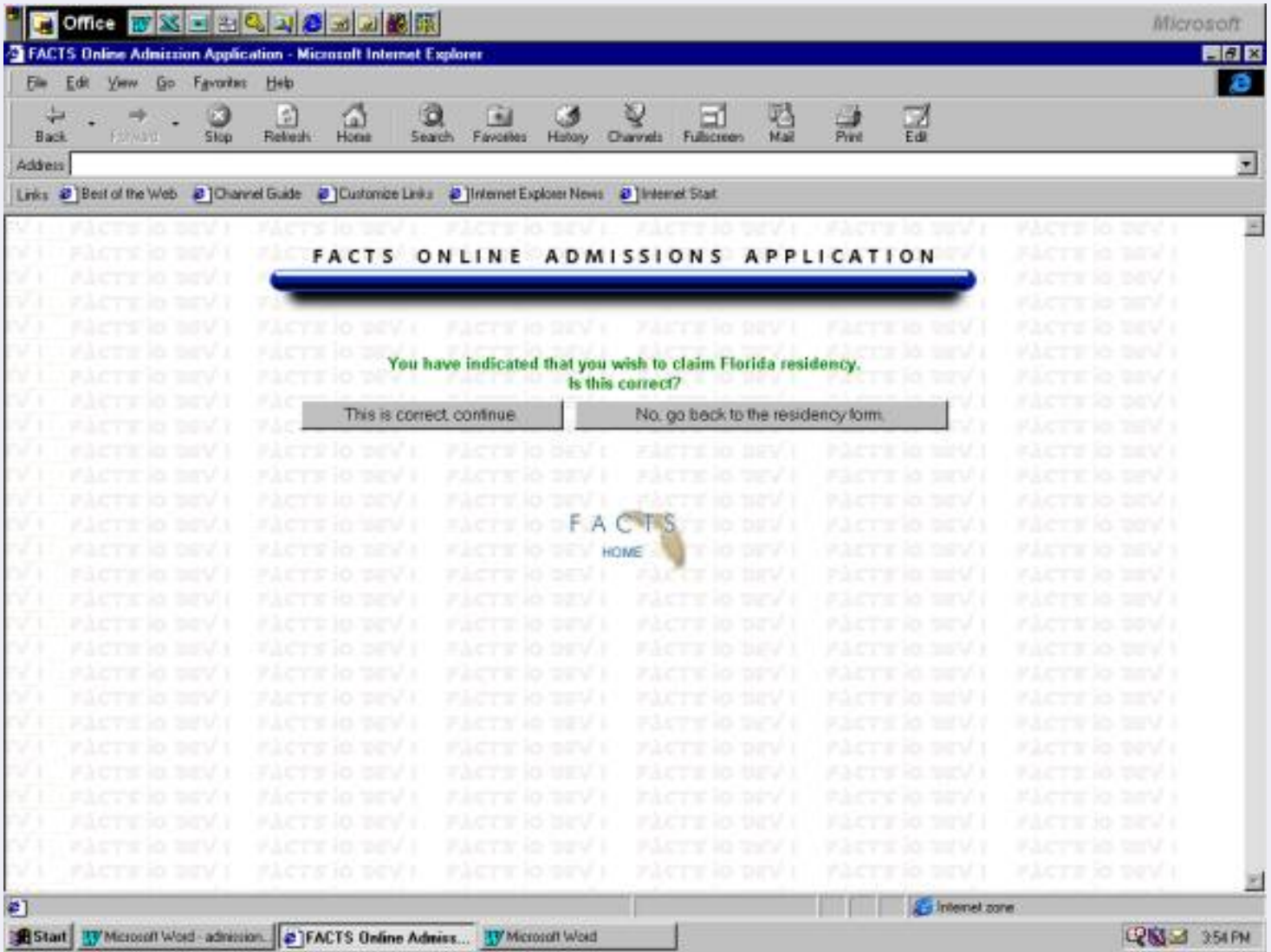
F A C T S
HOME

FACTS ONLINE ADMISSIONS APPLICATION

Important: To complete your application, you must read and acknowledge this section.

I hereby apply for admission to a Florida community college, and I certify that the information provided on the previous pages is accurate and complete. I agree to abide by the policies outlined in Florida Statutes and Department of Education regulations for the operation of community colleges. I agree to abide by the rules and regulations of this institution as set forth in official college publications. I understand that rules and regulations are subject to change by the Florida Legislature, the Department of Education, and this institution's Board of Trustees.

I agree to the release of my transcripts and test scores, including but not limited to SAT, ACT, or any other achievement test result that this institution may request from other institutions, the College Board, or ACT.

[This is correct, continue.]   [No, I want to review my application.]

F A C T S
HOME

FACTS ONLINE ADMISSIONS APPLICATION

You have indicated your understanding and acceptance of the conditions specified on the previous page. Are you sure you wish to apply to a Florida institution at this time?

| This is correct, continue. | No, I want to review my application. |

F A C T S

HOME
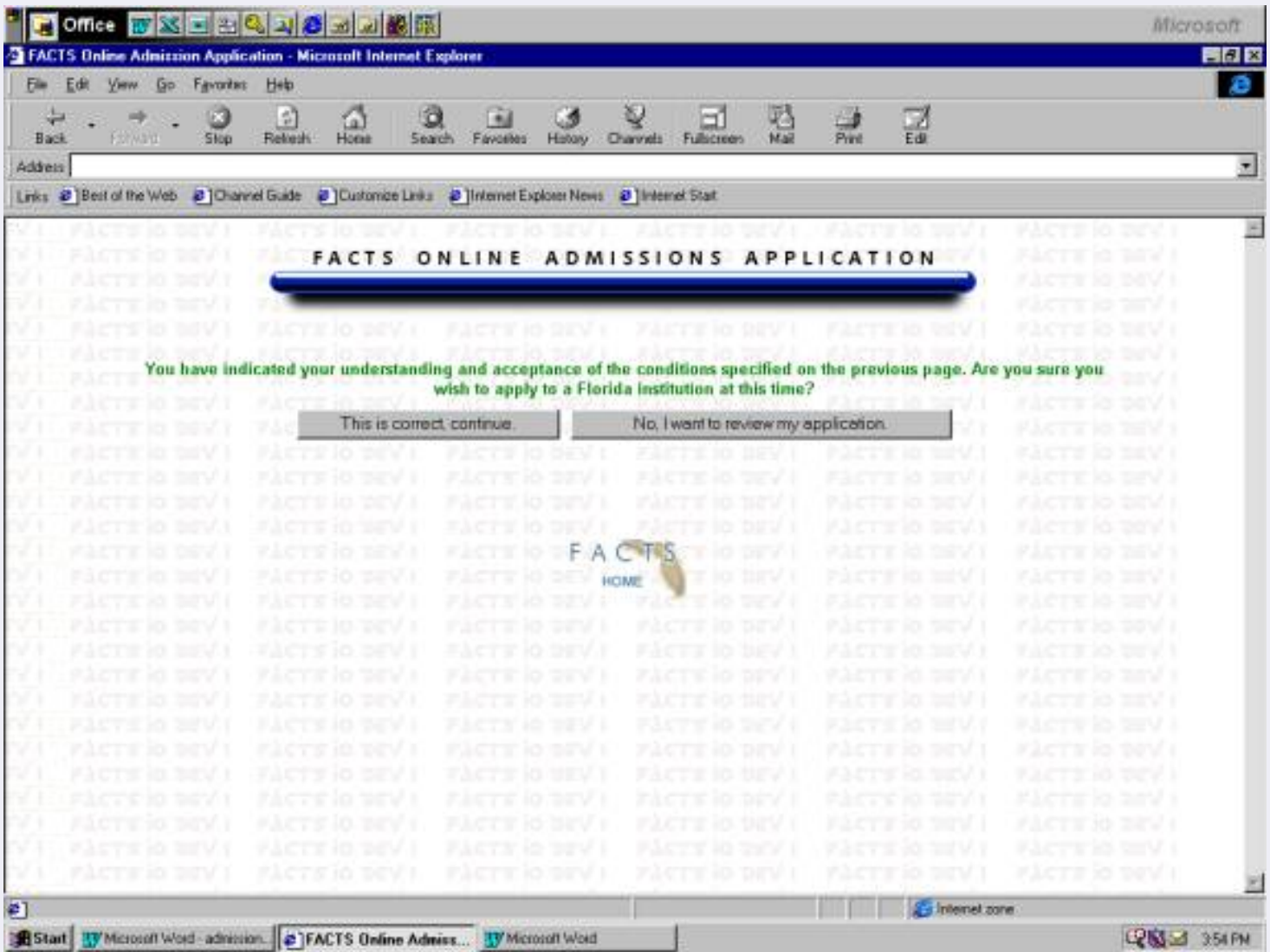
FACTS ONLINE ADMISSIONS APPLICATION

Your application is being sent to the institution you selected.

Waiting for confirmation.

FACTS ONLINE ADMISSIONS APPLICATION

Your application has been transmitted, please note the response below.

T00014890000 - 249
SSN 123456789. Date of birth: 09 24 1968

Today's date and time: 2000-10-10 15:00:30

- **Print** this page for your records.

- Attach a copy of this printed page with the payment (check or money order) and **mail** it directly to the institution applied.

- You should receive correspondence from your institution within 3 - 5 weeks in regards to the application submitted today.

- If you have any questions, comments, or problems, please contact the *Registrar* at the applied institution.

▶   Fees & Payments Home Pages

Thank you for using FACTS!

CHOICES LETTER

July 11, 2000

TO:　　　　Superintendents of Schools
District Vocational Directors
Student Services Directors
Area Center Directors
Community College Student Services Deans
University Career Center Directors
Workforce Development Boards
CHOICES Coordinators

FROM:　　　Loretta Costin, Director
Division of Workforce Development

SUBJECT:　　*Florida* CHOICES

The Division of Workforce Development is pleased to announce that beginning July 1, 2000, the state will fund license agreements for *Florida* CHOICES and *e*CHOICES. All agreements currently in effect can be renewed when they expire under the new agreement. You will automatically be sent an application when it is time to renew. You will be advised of IDs and passwords for *e*CHOICES as soon as the details are completed. This agreement does not include Career Futures, PAWS, CHOICES Multimedia or any of the other CHOICES products.

Florida CHOICES has been used in high schools and postsecondary schools throughout Florida for the past 20 years. It has changed many times over the years but one thing that has remained constant is the up-to-date accurate information on Florida careers and educational and training options. The Division of Workforce Development is committed to providing resources that can help all youth and adults to make more informed career and education decisions. We want to ensure that all Florida students have equal access to this very valuable resource.

If your contract expires June 30, we have held your agreement and invoicing until we were certain funding would be available. We will continue to fund *Florida* CHOICES for as long as funding is

available. If you have any questions about an invoice or your current agreement, please do not hesitate to call 800-342-9271 and you will be directed to your area representative.

LC/zrl

Table of Contents

Introduction

FACTS.org (Florida Academic Counseling and Tracking for Students) is the statewide web site for postsecondary student advising information. Enacted by the Florida Legislature in 1995, the system began production in 1998. It has been designed and developed to provide real time information in an interactive environment. The system, jointly developed and managed by the Board of Regents and the Division of Community Colleges, is administered by the Florida Center for Advising and Academic Support (FCAAS). The system's uniqueness is derived from a network of postsecondary institutions in Florida. The system will have several functions such as: access to academic advising and transcripts, admissions information and applications, records and registration, fees and payment methods, financial aid information, library databases, a wealth of academic resource materials, distance learning course listings, career resources, various student services, and the ability to perform an institution and degree program search. The network permits the above functions to be available from all the participating institutions, thus creating an all-encompassing educational resource.

The importance of the FACTS.org project is far-reaching and future developments connected with the system will impact Florida's K-12 system, distance learning initiatives,

Independent Colleges and Universities of Florida (ICUF), and the overall accessibility to educational information in Florida.

FACTS.org is utilizing today's technology to enhance and change the delivery of student services. FACTS.org is envisioned as a comprehensive, interactive, "one-stop shopping" site where current and prospective students, guardians, guidance counselors, academic advisors and other interested individuals can receive information via the Internet. FACTS.org is designed to be accessed anywhere, anytime, and by anyone.

The purpose of this proposal is to present a blueprint of marketing strategies that will successfully introduce the FACTS web site. The strategies are designed to increase awareness of the site and consequently increase the number of users. The marketing plan outlines several branding strategies, electronic marketing strategies, and traditional marketing strategies to accomplish this task. Plans for implementation and evaluation, plus a timeline are also provided.

Situation Analysis

Attentive to the immense growth and potential of the Internet, the Florida Legislature enacted Section 240.2099(1)(a) F.S. in 1995. It provided for the establishment of a "single, statewide computer-assisted student advising system, which must be an integral part of the process of advising, registering, and certifying students for graduation." Approaching 2001, FACTS.org has met the requirements and exceeded expectations.

The state legislators correctly assessed the future of the Internet's role in communication as the "Information Age" rages on today. Its rate of growth has been unprecedented in the communications field. According to Datamonitor, the Internet actually reached 50 million users faster than any other form of mass communication. The Internet's boundless versatility and ability to house vast amounts of information has propelled it into people's daily lives. People who utilize the Internet vary in age and other characteristics. However, the majority of Internet users are young and college educated. A demographics comparison further solidifies this medium as a practical outlet for disseminating educational information.

Demographics Comparison

	FACTS.org End Users	Internet Users
Average Age	**31 yrs. Community College** **23.7 yrs. State University** **N/A Independent Institutions**	66.4% ages16-35
College Education	100% in progress	81.2% college educated

Source: Survey.net & Florida Fact Book

A web site on the Internet has become an asset and a necessity for companies to compete in today's market. The education market is not an exception. Students expect their schools to keep up with today's technology. Accessibility, distance learning classes, and modem connections are important topics across college campuses. In fact, each of the sixty-five participating

institutions on FACTS.org has their own web site. (All 28 public community colleges, 10 public universities, and 27 independent colleges and universities that are members of ICUF.)

As each individual web site is important to the students it serves, a larger site, one that encompassed numerous postsecondary institutions did not exist until FACTS.org was developed. Because FACTS.org is a consolidated site, it has several unique functions that expand services in a way that hasn't been and could not have been done before. Florida's initiative to develop this networked site is unique in the nation. Components of the system are being considered for patents and/or copyrights. Other states and organizations are looking to Florida as a leader in their response to the enormous demand for educational information.

Target Audiences Identified

The end users of FACTS.org consist of five primary groups: prospective students and guardians, currently enrolled college students, prospective transfer students, returning students, and guidance counselors and academic advisors. The following is a breakdown of each group:

Prospective Students & Guardians: This group consists of individuals who are considering enrollment in postsecondary education in Florida. (This includes the dual enrollment population.)

Currently Enrolled College Students: A currently enrolled college student has gained admission to a postsecondary institution and is typically enrolled in at least 12 credit hours.

Prospective Transfer Students: These are students considering a transfer from a community college or university to another institution.

Returning Students: This group includes those that were previously enrolled in a Florida postsecondary institution and their enrollment has lapsed for two or more consecutive terms.

Guidance Counselors & Academic Advisors: This group consists of professional high school and postsecondary academic advisors, guidance counselors, and career advisors. Their role is to assist students in making positive and appropriate decisions.

A sixth group that requires our attention is academic administrators, though they are not end users. Their cooperation is essential to the success of our site. Therefore, this group should also receive a message motivating them to participate and share information with their staff.

Academic Administrators: This group consists of academic administrators who are institutional decision-makers. These include Deans of Student Service, Directors of Admissions/Enrollment Services, Articulation Officers, Executive Assistants to Presidents, Provosts, Presidents, Directors of Career Education, Directors of Workforce Development, Directors of Counseling, Distance Learning Coordinators, Directors of Financial Aid, Learning Resources/Libraries - Officers, Chief Student Affairs Officers, and Registrars. Typically this group is concerned about institutional resources and technical compatibility.

Looking toward the future of the Internet, researchers feel that younger generations, particularly ages (3-17) will have exponential growth in the coming years. This young, K-12 group could be the next target audience. A long-term goal of FACTS.org is to include more K-12 relevant services for planning purposes. The growing presence of this age group on the Internet will be of particular interest as those services develop.

Presently, the six above-mentioned groups are our target audiences. There are five end-user groups that will benefit differently from the ten functional areas of FACTS.org. The ten areas are Academic Advising & Transcripts, Admissions, Career Resources, Distance Learning, Fees & Payments, Financial Aid, Institutional & Degree Program Search, Library Resources, Records & Registration, and Student Services.

The benefits the system will provide to each end-user group are described below.

How End-Users Benefit from FACTS.org

	Group A	Group B	Group C	Group D	Group E

Academic Advising & Transcripts	X	X	X	X	X
Admissions	X		X	X	X
Career Resources	X	X	X	X	X
Distance Learning	X	X	X	X	X
Fees & Payments	X	X	X	X	
Financial Aid	X	X	X	X	X
Institutional & Degree Program Search	X	X		X	X
Library Resources	X	X		X	
Records & Registration	X	X		X	
Student Services	X	X	X	X	X

Group A = Prospective Students & Guardians   Group D = Returning Students

Group B = Currently Enrolled College Students   Group E = Guidance Counselors & Academic

Group C = Prospective Transfer Students   Advisors

-

<u>Prospective Students and Guardians</u>

<u>Academic Advising & Transcripts:</u> View specific curricular criteria by institution and major via a blank audit. This audit does not contain personalized academic history for first-time-in-college students; returning students will be able to access their transcripts.

<u>Admissions:</u> Complete and submit a common on-line admissions application for institutions of higher education in Florida. If a student wishes to apply to multiple institutions, the form saves common data to prevent the time of re-entering.

<u>Career Resources:</u> Access eCHOICES, an on-line career development tool, free of charge. This tool provides self-inventories to help students determine future majors and career paths.

-

<u>Distance Learning:</u> See a complete listing of courses and degree programs that can be taken via several different distance learning mediums such as Internet, Video, or 2-Way Television.

-

<u>Fees & Payments:</u> Links directly to institutional fee and payment home pages. At some colleges, students can process on-line payments for admission and course fees through these sites.

-

<u>Financial Aid:</u> Link to a state financial aid common application from the online admissions application or from this function. The financial aid page contains eligibility information, links to federal financial aid sites, and different cost and eligibility calculators.

-

Institutional and Degree Program Search: View all degree program offerings in the educational system. Prospective students will be able to customize their degree programs by subject, institution, or degree level.

Library Resources: Have instant access to all of the postsecondary institutions' library sites and search engines. This is a particularly useful function for individuals considering graduate or professional degrees.

Records & Registration: Be directly linked to the records and registration institutional home pages. These sites provide important information for students planning to register, i.e. registration dates, class schedules, and open course information.

Student Services: Select appropriate student support services and extracurricular options. Many of these include direct links to orientation sites.

Currently Enrolled College Students

Academic Advising & Transcripts: Track their academic progress such as course history and grades via transcripts. With this transcript, they can run a degree audit that assesses their progress toward degree completion and allows them to see the effect of changing their major.

Career Resources: Can access eCHOICES self inventories to further clarify decisions regarding majors and career paths. They can also utilize the "develop a resume", occupational market, and portfolio functions to assist in their future job searches.

Distance Learning: Distance education students can determine statewide course and program offerings. Campus-based students can research options for supplementing their course load with distance learning courses.

Fees & Payments: Links directly to institutional fee and payment home pages. At some colleges, students can process on-line payments for course fees through these sites.

Financial Aid: Check their continued eligibility and link to applications if necessary for continued enrollment. It will also contain financial aid disbursement information.

Institutional & Degree Program Search: Assess the impact of choosing/changing an upper division major.

Library Resources: Utilize these on-line connections to assist with academic research.

Records & Registration: Link to the records and registration pages at their own institution or at another. This eases the transient student process, a process when a student temporarily enrolls at another institution. Eventually, the developers

plan for this entire process to be automated through FACTS.

Student Services: Select appropriate student support services and extracurricular options.

-

Prospective Transfer Students

Academic Advising & Transcripts: Use their transcript to run a degree audit (or remote shop) at another institution. This allows the student to assess the impact of transferring to another institution.

Admissions: Have access to general institutional admissions criteria and can process an on-line application to that institution.

-

Career Resources: Determine if a major change or career-path choice is right for them.

-

Distance Learning: Choose to take distance education coursework while considering a new institution or planning to move.

Fees & Payments: Determine the cost of attendance at the new institution.

Financial Aid: Assess the impact of transferring on financial aid eligibility. They can also determine if the new institution offers new scholarship options.

Institutional & Degree Search: Learn of the degree program options at the new institution. This includes prerequisites and admission criteria for limited access programs. The student can also use the online manuals to determine common prerequisites and articulation arrangements for the private institutions. Both the ICUF Articulation Manual and Common Prerequisite Manual are electronically published on the FACTS site.

Student Services: Learn of the student support services and extracurricular options that exist at the new institution.

Returning Students

-

Academic Advising & Transcripts: View transcripts from previously attended Florida institutions. View specific curricular criteria by institution and major via an audit.

Admissions: Complete and submit a common on-line admissions application for institutions of higher education in Florida. If a student wishes to apply to multiple institutions, the form saves common data to prevent the time of re-entering.

Career Resources: Access eCHOICES, an on-line career development tool, free of charge. This tool provides self-inventories to help determine future majors and career paths. Other services such as resume building, occupational research, and portfolio functions assists in job searches or career changing options.

Distance Learning: See a complete listing of courses and degree programs that can be taken via several different distance learning mediums such as Internet, Video, or 2-Way Television.

Fees & Payments: Links directly to institutional fee and payment home pages. At some colleges, students can process on-line payments for admission and course fees through these sites.

Financial Aid: Link to a state financial aid common application from the online admissions application or from this function. The financial aid page contains eligibility information, links to federal financial aid sites, and different cost and eligibility calculators.

Institutional and Degree Program Search: View all degree program offerings in the educational system. Prospective students will be able to customize their degree programs by subject, institution, or degree level.

Library Resources: Have instant access to all of the postsecondary institutions' library sites and search engines. This is a particularly useful function for individuals considering graduate or professional degrees.

Records & Registration: Be directly linked to the records and registration institutional home pages. These sites provide important information for students planning to register, i.e. registration dates, class schedules, and open course information.

Student Services: Select appropriate student support services and extracurricular options. Many of these include direct links to orientation sites.

Guidance Counselors & Academic Advisors

Academic Advising & Transcripts: View specific curricular criteria by institution and major via a blank audit. A counselor, working with a student, can use their transcript information and audit to assess their future course loads to achieve graduation criteria.

Admissions: Assist students with the on-line college application. By being informed of the statewide format, they can make helpful suggestions.

Career Resources: Assist in interpreting results of career development self inventories and occupational outlook information. They can also review and critique their student's resumes.

Distance Learning: Be more informed about distance education opportunities and direct students to these options when appropriate.

Financial Aid: Help students make financial preparations and decisions for college by using eligibility and cost calculators. They can also assist the student with federal, state, and local scholarship applications.

Institutional and Degree Program Search: Make suggestions about potential majors and institutions that offer that program of study. The counselor can also make suggestions regarding academic major changes. The counselor can also utilize the on-line counseling manuals to determine common prerequisites for transfers.

Student Services: Assess student "fit" at a particular institution. Help them to recognize if the institution will provide a supportive environment for the student.

Academic Administrators

Increased Efficiency: The versatility and options of FACTS enhance the services institutions can provide to students and other interested parties.

Decreased Institutional Costs: FACTS provides a distribution medium for registration appointments, schedules, transcripts, grades, catalogs, and admissions materials - reducing paper, printing, and mailing costs.

Reduced Dependence on Institutional Resources: FACTS empowers students by providing convenient and direct access to academic and services on a centralized site.

Minimal modifications to current institutional practices: FACTS interfaces with existing computer records systems.

Confidentiality: FACTS authorizes access through each institution's local pin verification system.

Marketing Objectives

The marketing plan consists of three main sections: branding, electronic marketing, and traditional offline marketing.

This marketing plan aims to apply consistent strategies and tactics to draw a long-term interest in FACTS.org.

The marketing objectives are:

§ Introduce site to target audiences

§ Create awareness

§ Acquire new users and retain existing users

§ Promote FACTS.org's valuable content

§ Convey a message

§ Be consistent with our message and image

§ Utilize pre-planned strategies

§ Follow a implementation plan

§ Work within the perimeters of a pre-determined budget

Branding

Image is everything. Image is also a strategy known as branding. Branding is the sum of experiences provided to a visitor on a consistent basis. A visitor's experiences translate into an image. FACTS.org must maintain consistency in our branding efforts, i.e.: look, message, delivery, style, identity, and the impressions made. If branding is unorganized and has mixed messages, the image a visitor has of our web site will be mixed as well. If it's strong and consistent, it can drive visitor loyalty, trust, and revisits.

This strategy will require in-depth planning and considerable time to develop. Its importance is an understatement. This segment must be carefully mapped out before any marketing efforts are unveiled. If it is not carefully planned, the results can be disastrous, even more so if major attributes are changed midstream. Quoting Cathy McCall, author of Online Marketing, "it would be downright foolish" to do so. It forces any marketing efforts to be scraped; losing any recognition that may have been gained.

This section of the marketing proposal details branding methods FACTS.org should deploy.

I. Create a Strong Message

We need to develop a strong message to convey to the public that will position FACTS.org as a leader and exploit our uniqueness. Focusing on our unique features will be a driving force behind attracting new visitors and return traffic. It is recommended that an advertising firm create this message. They will be able to objectively comprise a message that best suits our needs and serves our audiences. Our advertising slogan will hinge upon this message.

Recommendation: Interview and hire an advertising agency to develop.

Assignment: Advertising Agency/Marketing Committee

Cost: $500 –2,000

II. Develop a Slogan

As stated above, identifying a message to convey to the public will help determine an advertising slogan. The slogan will be used in the majority of our marketing efforts; the more it is repeated, the better. A memorable slogan aids in recall and therefore visits to the site.

Recommendation: Second task for the advertising agency to develop.

Assignment: Advertising Agency/Marketing Committee

Cost: Included in message price

III. Re-Design Web Site

Creating a visual identity is especially important on the Internet because users "surf" the Internet at incredible ease and speed. If our page doesn't stand out, it will be passed by. Just as deadly, if the page is hard to navigate and users can not find the necessary information quickly visitors will not come back.

Recommendation: Utilize a web site development firm to re-design the site look, i.e.: graphics, fonts, colors, and navigation. Also, test site with target audiences in a focus group/usability lab study.

Assignment: Web Site Development Firm/Marketing Committee

Cost: $10,000 – 40,000

*Board Recommendation: Contract with FSU's Usability Lab to test the "currently enrolled students" target audience. Allow web design firm to conduct a focus group consisting of the other target audiences.

*Suggestion to web site developer: On the home page, separate our audiences first. This will accomplish two goals. First, the site becomes more personal; messages on related pages will be directed toward that audience. Prospective students and current students have different needs, as well as advisors and potential transfer students. Second, by doing so, the site will be easier to navigate and more user-friendly.

IV. Enhance Existing Logo

A logo is a distinctive mark used for identification. Our logo should be on everything that is produced relating to FACTS.org. This includes letterheads, business cards, fax sheets, marketing materials, print ads, brochures, etc. A logo

is a visual element that triggers recognition and recall. The existing logo is sufficient, however, changes to color, font, word positioning, and perhaps incorporating the slogan on it, may be altered as the web site is re-designed.

Recommendation: Second task for web developer.

Assignment: Web Development Firm/Marketing Committee

Cost: Included in re-design cost

V. Testimonials

Testimonials that come from visitors, our user's peers, are unbiased and thus become an excellent branding tool for our message. They can be posted on the web sit, placed in press kits, budget requests, newsletters, and even press releases to communicate how our site affects individual's lives.

Recommendation: Collect testimonials from users for documents and/or web site.

Assignment: FCAAS/Marketing Committee

Cost: None

VI. Promote Trust

Promote trust by publishing a privacy statement and list contact information to increase accessibility. Ensure that user's personal information is secure and nothing is sold to third parties.

Recommendation: A privacy statement is listed on the web site; no action required.

Assignment: FCAAS/Marketing Committee

Cost: None

VII. Invest in Relationships

This is a unique site that encompasses a vast amount of resources and postsecondary institutions in Florida. This sense of unity is an advantage and an important ingredient for building relationships with the students and institutions of Florida. As the site is introduced to the public, hosting guest speakers, presenting "factoids", featuring "spotlight" issues, and posting trivia can build loyalty and relationships. Educating users about important issues offers the facilitators of FACTS.org tremendous benefits in the way of branding and even changing perceptions of Florida's educational system.

Recommendation: Post relevant information for users in an entertaining way.

Assignment: All parties contribute ideas and content

Cost: None

VIII. Master "The Experience"

Make visiting FACTS.org a great experience! Perceptions are formed from the experience a person has when visiting the web site. Providing useful information and services, interactive content, frequent updates, quick responses, contests, etc. will contribute to a solid quality experience.

Recommendation: Remember the end-users!

Assignment: All parties responsible

Cost: None

Electronic Marketing

As the Internet evolved and e-commerce became possible, e-marketing wasn't far behind. Electronic marketing is a term used to describe marketing methods conducted over the Internet. As illustrated in the table below, most users locate web sites through electronic means. E-marketing focuses on that avenue.

How Internet Users Locate Web Sites

Method	Percentage of Population
Search Engines	57%

Email Messages	38%
Other Web Sites	35%
Word of Mouth	28%
Magazine Ads	25%

Source: Forrester Research

This section of the marketing proposal contains the relevant electronic methods FACTS.org should deploy.

I. Search Engines and Site Submission

In order for our site to be "searched for", a profile must be made and submitted to various search engines. Profiles are typically submitted to only a few search engines because of time constraints; each search engine has different requirements. In the interests of time, effort, and efficiency, software programs are available for purchase that will automatically submit a single profile to over 1,000 search directories. The software can be reused when updates are made to the site. The benefit of this software lies upon saving time and increasing search returns. But what about ranking? What guarantees that the search query results will rank FACTS.org as 5 or 2,005? There is a software program for this too. Ranking well on the major search engines, and staying well ranked, is the key to bringing unsolicited traffic to the site. WebCMO reports that 45.5% of advertisers invest in search engine submission. The software is packaged separately, together, or with added features such as producing rank reports, scheduling (to re-submit), "gateway page" creation, traffic analysis and more.

Recommendation: Purchase site submission software. Utilize the traffic capability study to determine the affects of high traffic to the site.

Assignment: FCAAS/Marketing Committee

Cost: $60-600

II. E-Announcements

Create a listserv to send e-mail announcements about the web site. A listserv is a system that allows you to send and receive e-mail with thousands of users. It facilitates communication between people with similar interests. Interested parties "subscribe" to the system allowing them to receive our e-mail. The intent here is just to provide a short message about the site and entice visitors. Full implementation of the site is not expected until 2003. Therefore, an ample amount of time exists to build users and an image for FACTS.org by utilizing a listserv. It will keep subscribers interested and informed about the site and increase awareness. The best part about this is that there are several listservs that currently exist related to academic advising. Contacting the facilitators of related listservs and requesting that they please include an invitation to join our listserv would no doubt build our subscriber base. Plus those that subscribe will be more committed to our site because they've already taken action and are more likely to do so again by visiting the site. Tactics include countdowns, teasers, sneak-peaks, updates on new features, and soliciting for beta testers. WebCMO reports that 34.6% of advertisers use solicited email. Listservs can be very cost effective compared to printed announcements.

Recommendation: Utilize existing listserv software. Create email announcements.

Assignment: FCAAS/Marketing Committee

Cost: None

III. E-Newsletter

An e-newsletter is a newsletter that you send out via e-mail to those that sign up for it. It will increase revisits, participation, loyalty and trust. The newsletter may be attached with the announcement delivered via e-mail and/or offered on the web site. On the homepage of FACTS.org, have a place to encourage the visitor to sign up for an e-mail newsletter. It's a great way to deliver extra news, extra content, and a behind-the-scenes look of FACTS.org.

Recommendation: Create a newsletter for distribution, determine content and audience; there may be several newsletters specific to the audience it serves.

Assignment: FCAAS/Marketing Committee

Cost: None

IV. Beta Tests

Beta testing gives visitors the opportunity to test new areas of the web site before those areas open up to the public. It will increase participation in the site, but also build a sense of ownership with those who have participated in beta testing. In addition, we'll get feedback to improve the site. Use the e-mail announcement and e-newsletter to announce need beta testers to assist in some new projects being prepared for the site.

Recommendation: Enlist feedback from users by making test areas.

Assignment: FCAAS/Marketing Committee

Cost: None

V. Reciprocal Links

FACTS.org provides links to educational institutions, financial aid web pages, and other useful pages. While each institution has a link on FACTS.org, each institution should have a link to FACTS.org on it. It is recommended that each of the institutions and organizations be provided with an invitation to include a text link or icon link to insert on their web sites with instructions for creating a reciprocal link. This will increase our exposure and perhaps build traffic.

Recommendation: Send institutions and related web sites an invitation for "linkage".

Assignment: FCAAS/Marketing Committee

Cost: None

VI. Homepage & Bookmarks

Encourage users to make FACTS.org their homepage or to bookmark the site. FACTS.org is an incredible tool to use on the Internet for educational information. Special attention should be made to have academic advisors and students designate it as their homepage or to bookmark it. This is not attracting new visitors, but it does reinforce revisits and the image of FACTS.org as "the source" for information.

Recommendation: Ask users to save site as a bookmark it and/or make it a homepage.

Assignment: FCAAS/Marketing Committee

Cost: None

Traditional Marketing

Traditional marketing techniques include public relations, advertising, and event marketing. Although electronic marketing is a productive means for promotion, it does not replace traditional methods; online compliments offline efforts. The table below illustrates where Internet companies advertise.

Where Internet Companies Advertise

Medium	Percentage
Newspapers	55%
Magazines	54%
Marketing partnerships with other sites	49%
Online advertising	47%
Television/Radio	35%
Print Catalogs	35%
Sponsorships of third-party sites	26%

Source: The Intermarket Group

This section of the marketing proposal contains the relevant traditional offline methods FACTS.org should deploy.

I. Press Releases

Send to newspapers, magazines, and targeted trade papers to announce FACTS.org and its offerings. A press release is key to reach media with the potential of getting some coverage for the web site. There can be several press releases made to institutions and organizations to print in their own newsletters and also to statewide newspapers. Although, the content of the press release can be controlled, whether the media prints it is their decision. There is a technique to writing press releases to ensure that they do get printed. Therefore someone possessing this knowledge and expertise should write any press releases.

Recommendation: Submit press releases in conjunction with developments.

Assignment: Marketing Committee

Cost: None

II. Official Announcement/Press Conference

A well-planned press conference delivered by the Commissioner of Education or another figure to officially unveil the site to the public will be instrumental in gaining exposure and visits. A tentative date for this event is June 2001. The conference may also be dovetailed with another event to ensure coverage, such as Florida's Virtual Campus promotion.

Recommendation: Schedule a press conference to unveil site.

Assignment: Marketing Committee

Cost: None

III. Press/Promotional Kits

Press kits are used to attract press interest. They are normally in folder form, and it should provide all the important background information, fact sheets, articles written about the site, and copies of recent press releases. Other items to include are an upcoming event list, a photo of the front page of the web site, a brochure, etc. The press kit would be made available for the press conference.

Similar to a press kit, distributing promotional kits to institutions with copy-ready ads and other materials will be essential for gaining exposure at the local institutions. The goal is to get the press and promotional kits into the hands of as many targeted professionals as possible to be disseminated to their audiences.

Recommendation: Produce a press kit for press conference, hire a public relations firm.

Assignment: Public Relations Firm

Cost: $ 2,000 (figure based on 5,000 folders)

IV. Print Ads

In an effort to introduce FACTS.org in absence of an organized strategy, the Board approved two print ads. The first was a full-page descriptive ad in *Florida Counseling for Future Education Handbook*. It is a handbook used in advising students seeking admission to Florida's postsecondary institutions in 2001-2002. The second was a quarter-page ad in *The Guide to Career & Educational Planning*. It is sent to every high school in the state, as well as vocational/technical, community colleges, and universities. These ads have been well placed and offer a combined distribution of over 2,000 individuals. Possible future ads may be considered.

Recommendation: Create print ads and submit them to relevant publications.

Assignment: Marketing Committee

Cost: $500-3,000

V. Print Brochures

A brochure has been developed and was approved by the Board on October 23, 2000. It will be produced for distribution to academic administrators and sent out prior to the start of spring semester. A second brochure is being developed for distribution to students and counselors and will be sent during the spring semester coinciding with registration for summer and fall.

Recommendation: Produce informative brochures for distribution

Assignment: Marketing Committee

Cost: $25,000-50,000

VI. Posters

Design a poster to send to advising offices for display (K-16) and also use for personal appearances at various events.

Recommendation: Third task for advertising firm to develop.

Assignment: Advertising Firm

Cost: $500-3,000 (dependent on quantity)

VII. Journal/Magazine Articles

There are several educational journals and magazines that focus on education trends in Florida. Submitting articles for publication to them will enforce awareness and visits.

Recommendation: Submit articles to relevant publications

Assignment: Marketing Committee

Cost: None

VIII. Attend/Sponsor Events

Otherwise known as event marketing, attending and/or sponsoring conferences and meetings related to the site content will be very beneficial. Personal representation is known to be more effective in achieving action and marketing objectives than business to business advertising, direct mail, and telemarketing combined. The opportunity to conduct a live demo and answer questions are what makes attending events so influential. There are many events that take place each year related to financial aid, registration, academic counseling, and not to mention college nights or career nights hosted at area schools. Attendants of these meetings consist of our target markets.

Recommendation: Send representatives to meetings to discuss and promote the site.

Assignment: The Board

Cost: None (not marketing budget – travel expenses)

IX. Student Orientations

Distribute materials and announce site to incoming college freshman during their mandatory orientation. This tactic is also relevant for high school juniors and seniors as they attend college assemblies at their local high schools.

Recommendation: Educate guidance counselors and advisors as well as orientation teams of the site and provide them with materials for distribution.

Assignment: Marketing Committee

Cost: None

X. Promotional Items

Examples: pencils, magnets, erasers, post-its, etc.

Recommendation: Purchase small promotional items to distribute at relevant events.

Assignment: Marketing Committee

Cost: $800-20,000 (dependent on item and quantity)

XI. Put URL on everything!

As current supplies expire, replace them with newly designed materials.

‑

Recommendation: Put URL on letterhead, business cards, email signatures, etc.

Assignment: FCAAS

Cost: None (not marketing budget – operating expenses)

Implementation

The implementation phase executes the actual production of the marketing plan and its components. The consistency with which these strategies are implemented will be key to how many visits and revisits we earn. It is important to note that implementation of a marketing plan is ongoing throughout a products life. Beyond introduction of a new product are growth, maturity, and even decline. FACTS.org is a product. The marketing plan will need to be monitored and evaluated continually to remain effective.

This section of the marketing proposal lists recommendations for the successful implementation of the marketing plan.

I. Designate Marketing Coordinator

There must be a level of coordination and accountability to successfully carry out this plan. It suggests that a commitment must be made by the Board to assign an experienced and knowledgeable staff member to its marketing management. The coordinator must also be able to devote their full attention and considerable time to this responsibility. Due to the impending launch date, current personnel resources should be considered. The marketing team must have an identified head to make assignments, create deadlines, drive efforts, make budgetary requests, and act as liaison to the Board to report status.

II. Regular Marketing Meetings

Hold meetings with the Marketing Committee to evaluate progress and re-focus the execution of the marketing plan. Specific tasks are: review recent accomplishments, analyze traffic reports, generate content for newsletters and announcements, assess progress, etc.

III. Evaluation Standards

Established mechanisms for ongoing evaluation to aid in revisions are necessary. Fast feedback can improve implementation and control. The Marketing Committee and the Board must set these benchmarks. The information for evaluating the site's progress against the benchmarks will depend on two things: a site evaluation report (tracking and analyzing visitors and visitor usage patterns) and feedback. The report will be a vital tool for gauging success and it should be the responsibility of FCAAS to produce it. The site evaluation report should include: total visitor count and total unique visitor count, impressions, search phrases, entry/exit points, referring pages, time of day/week, clickstreams, most requested pages, duration, raw visit depth, and visit depth.

Timeline

———— November, 2000   Finalize Marketing Plan for Marketing Committee Approval

———— December, 2000   Present Marketing Plan for Board Approval

          ——Designate Marketing Coordinator

——— Gather Period (Listservs, Organizations, Publications, etc.)

————— January, 2001 Gather Period Continued

——— Select Vendors (Web Development Firm, Software, & Advertising Firm)

——— Release Brochure A

——— Compose Content for Brochure B

——— Create Newsletters

————— February, 2001 Complete Brochure B

——— Integrate Agency Recommendations

——— Adjust Web Site Design

——— Gather Material/Content

————— March, 2001 Site Submission to Search Engines

——— Link Solicitation

——— Gather Material/Content Continued

——— Solidify Press Conference Date

——— Initiate e-Announcements & Newsletters

——— Purchase Promotional Items

——— Print Posters

——— Attend Events/Distribute Items

————— April, 2001 Submit Journal/Magazine Articles

——— Gather Material/Content

——— Prepare Orientation Materials

——— Press Releases

——— Prepare Press and Promotional Kits

Attend Events/Distribute Items ———

————— May, 2001 Continue

————— June, 2001 Press Conference (In Conjunction with Workshop)

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Budget

Branding Efforts

Advertising Firm	2,000
FSU Usability Lab	6,000
Web Development Firm	40,000
	-
Subtotal	$48,000

Electronic Efforts

Site Submission Software	600
Subtotal	$600

Offline Efforts

Press Kits	2,000
Ads	3,000
Brochures	50,000
Promotional Items	20,000
Posters	3,000
	-
Subtotal	$78,000

Total Expenditures	**$126,600**
Future Developments*	$179,400
Allotted Funds	$306,000

*As the marketing of the site evolves, more spending may be dedicated to promotional items and print materials for distribution to students. Other considerations may be to produce radio advertisements for target markets and perhaps heavy event sponsorships.

Appendix A: Board Presentation

FACTS
Florida Academic Counseling and Tracking
for Students

Marketing Proposal

www.facts.org

December 11, 2000
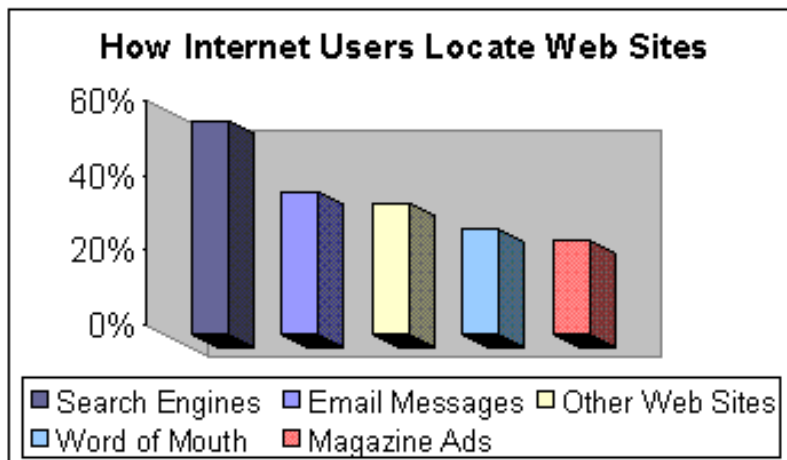Submitted By: FACTS Marketing Committee
Prepared By: Andrea Salvagni

Branding Tactics

- Create a Strong Message
- Develop a Slogan
- Re-Design Web Site
- Enhance Existing Logo
- Testimonials
- Promote Trust
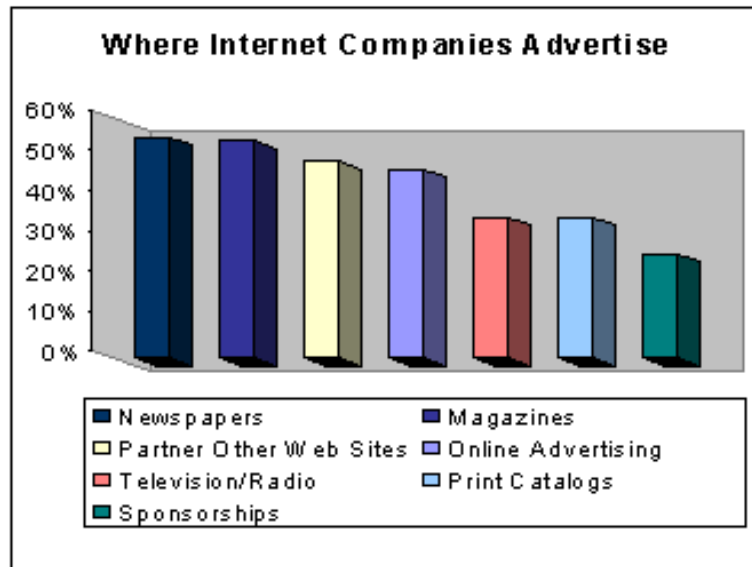- Invest in Relationships
- Master "The Experience"

Online Research

How Internet Users Locate Web Sites

- Search Engines
- Email Messages
- Other Web Sites
- Word of Mouth
- Magazine Ads

Offline Tactics

- Press Releases
- Official Announcement/Press Conference
- Press/Promotional Kits
- Print Ads, Brochures, & Posters
- Journal/Magazine Articles
- Attend/Sponsor Events
- Student Orientations
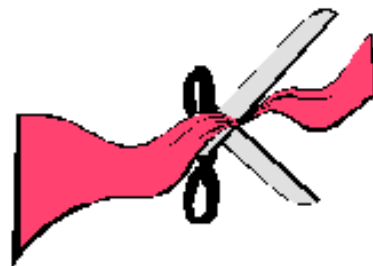- Promotional Items
- URL on Everything!

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- It's an c
- Designa
- Hold Re
- Evaluat

Launch Date

June, 2001

- Six Months
- Make Assignments
- Month by Month Play

December

- Approve Marketing Plan
- Designate Marketing Coordinator
- Release Brochure A
- Approve Brochure B
- Select Vendors and Software
  - Web Site Development Firm
  - Advertising Firm
  - Listserv Software
  - Site Submission Software

Cost

Branding Efforts	$42,000
Electronic Efforts	1,400
Offline Efforts	78,000
	$121,400
Allotted amount	$300,000
Excess	$178,600

$

APPENDIX G - EXECUTIVE DIRECTOR LETTER

Memorandum Number 00-111

November 15, 2000

M E M O R A N D U M

TO: Community College Presidents

FROM: J. David Armstrong, Jr.

SUBJECT: Florida Academic Counseling and Tracking for Students (FACTS) Appropriation

Over the course of the last three years, approximately $7 million has been distributed to community colleges and universities for the implementation of FACTS. Significant progress has been made. Students at 23 colleges now have access to their transcripts and the ability to retrieve their grades via the Web on FACTS. Students, faculty, counselors, and administrators at 21 colleges can perform a degree audit using the student's transcript. Further, at 17 community colleges, students can use their transcript and receive a degree audit from another institution.   All of these features have a tremendous impact on the business operations of the institution, resulting in costs savings and high marketing potential. One institution indicated that they were saving $20,000 per term by having the students access their grades on FACTS rather than mailing them.

The System continues to be of high visibility to legislators, who see it as the foundation for a comprehensive distance learning program.   In a recent Southern Association of Colleges and Schools substantive review, the evaluators were thoroughly impressed by the expansiveness of our advising capabilities because of the FACTS system. However, in a presentation last week on the System e-Technology Budget, Ed Woodruff, Chief Legislative Analyst with the Senate Budget Committee, expressed frustration at the number of institutions that indicated they were "just about ready to implement it." These comments were conveyed to him and Senator Sullivan by college officials during visits to a number of campuses. As a result, the Technology Resources Workgroup, an oversight group that advises the Legislature, has been asked to assess the

presidents' support for implementing FACTS and to evaluate the timeline for full implementation by institution and the level of cooperation among institutions.

Memorandum Number 00-111

Page Two

November 15, 2000

This year the FACTS contract with the institutions includes a $10,000 bonus incentive to institutions that meet their contract obligations by April 2001. A $5,000 incentive will go to institutions that meet their contract requirements by May. The goal, obviously, is to have as many institutions as possible in full implementation before the Legislative Session. This will allow our presentations to the various legislative committees to contain information on the status on all our community colleges.

I encourage you to convey to your student services and technical personnel the importance of implementing the FACTS system and the value that it would have to your institution. I would further encourage you to begin to explore ways to utilize FACTS that would provide a cost-benefit to your institution and ways in which you can notify students of its availability. Two brochures – one for administrators, counselors and faculty and one for students – will be available to you for distribution by February. However, a complete unveiling of FACTS has not been scheduled until the on-line admissions application, degree audit, and degree program search features are complete.

Through the combined efforts of the Division of Community Colleges, the Florida Center for Advising and Academic Support and the institutions, we should be able to expedite the implementation of FACTS and head off any criticism that might be forthcoming from the Legislature. For your information, a current status report has been attached. Should you require any additional information, please contact Connie Graunke at Suncom 278-0555, extension 142 or Howard Campbell at Suncom 278-8597, extension 156.

Thank you for giving this matter your immediate attention.

JDA/cgk

GLOSSARY/ACRONYMS

DEGREE AUDIT - An electronic process through which a student can assess their individual progress toward degree completion. See Appendix C for a sample.

BOR - Board of Regents. The statewide governing board for the ten state universities in Florida.

CHOICES - An on-line career development resource.

DOE - (Florida) Department of Education

FACTS - Florida Academic Advising and Counseling for Students. The acronym for the statewide on-line advising system.

FCAAS - Florida Center for Advising and Academic Support. The Center, located at the University of South Florida, where FACTS is administered and managed.

FCCS - Florida Community College System.

Georgia GLOBE - Georgia Global Learning Online for Business and Education.

ICUF - Independent Colleges and Universities of Florida. Formed in 1965, this organization represents 27 private universities and colleges and universities in Florida.

LINCC Web - Library Information Network for Community Colleges.

Pin-processing routine - A process through which a student must first enter a student identification number and a pin before given access to their personalized, secure academic history and information.

SBCC - State Board of Community Colleges. The state coordinating board for the 28 community

colleges in the Florida.

SIGI - System of Interactive Guidance and Information. A electronic career development resource.

SREB - Southern Regional Education Board.

SUS - State University System (of Florida).

WEBLuis - Library User Information Service. Web-based system for the State University System of Florida.