February 2017

Distance Learning & Student Services (DLSS)

GOAL: CONNECT

FETC (Future of Education Technology Conference) 2017 was held at the Orange County Convention Center in Orlando, Florida the week of January 23. For the
third year in a row, FloridaShines sponsored a beautiful "beach themed" 20'X 20'-foot booth on the main aisle. Eight staff assisted with marketing the FloridaShines services exposing our brand to approximately 10,000 attendees. While most of the attendees are K-12, there were higher education and out-of-state attendees as well. Staff scanned name badges of more than 1,300 educators interested in our services! Staff

shared current and upcoming services and were able to mark scanned names for interest in training, marketing materials and requested follow-up communication. More than 7,000 branded items and approximately 6,000 printed marketing materials were distributed. Special thanks to the planning team and sponsors: Mark Adams, Bob Hartnett, John Opper, Shawn Wilson and Heather Thompson; and to the Travel Team: Nashla Dawahre, Barry Harvey, Maggie Miller (Kuder), Mike Neff, Kendra Parson, Ashley Thimmes, and Spence Savoy (Kuder). We have already reserved the same space for FETC 2018 and look forward to expanding the outreach and innovation!

The DLSS symposium brought four national leaders in State Authorization to the Seminole Campus of St. Petersburg College, February 2-3, to discuss the importance and challenges facing institutions and states nationwide. More than 115 people registered with participation from the Board of Governors in the area of distance learning, Florida Division of Colleges, Independent Colleges and Universities of Florida and over 53 institutions. The website is being updated with handouts, PowerPoint and a recording of the event for those interested in learning more about state

authorization. Special thanks to Mark Adams for assisting with the program, to Pam Beck, Tammy Elliott, Laura Kreps and Lisa Ryals for planning and event support and to Shawn Wilson for

technical, audio, video and event specialized support.