Keiser University Expects to Get Specialty Plates

By Mary Toothman

LAKELAND | If all goes as planned, students, employees and alumni of Keiser University will soon have the option of sporting a specialty license plate on their vehicles to demonstrate school pride.

Administrators with Keiser, a private, not-for-profit university with about 20,000 students, said this week that special legislative approval has come through for the plates.

Belinda Keiser, vice chancellor of the Florida-based career university, said Keiser is the second-largest member of the Independent Colleges and Universities of Florida. One of the college's campuses is in Lakeland.

"Keiser University is very pleased to have been recognized this year with a specialty license plate by the Florida Legislature," she said in an email. The ability to select a specialty plate already exists for those who want to support many other schools, including Southeastern University, Florida Southern College and Warner Southern College (Warner University).

And so the school, which has more than 50,000 alumni and 3,500 employees, went through the process outlined by the state to obtain its own specialty plates.

Keiser said there is "tremendous university-wide pride and enthusiasm in the opportunity to purchase and display the KU license plate."

There is an additional $25 cost for specialty plates, and Keiser's proceeds from that will go to the Keiser Mills Foundation, she said. The money will help provide scholarships for "students preparing for leadership and entrepreneurial opportunities, international educational experiences, and to encourage more students in the STEM and health care fields."

One rule requires that there be at least 1,000 of the plates be pre-ordered.
"We anticipate within approximately six months of approval of the Keiser University design, we will meet the 1,000-in-sales pre-order requirement, although the state provides 24 months," she said.

More information about specialty plates can be found at http://www.dmvflorida.org/florida-license-plate.shtml.

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