Keiser University specialty license plate hits the road

The Keiser University specialty license plate was approved by the 2014 Legislature and signed into law by the governor. The organization reached 1,000 preorders and was placed into production on Dec. 18 2014. (Keiser University)

By Richard Tribou, Orlando Sentinel

DECEMBER 22, 2014, 1:45 PM

Another specialty license plate will be hitting Florida roads with the addition of a plate for Keiser University.

The plate was one of four new plates passed by the 2014 Florida Legislature and signed into law with presales beginning in July. The Keiser plate is the first to reach the 1,000 voucher plateau needed before the state would produce the specialty tag.

When the bill passed, the school's vice chancellor of community relations and student advancement Belinda Keiser said she didn't think there would be an issue reaching the 1,000-plate presale requirement.
"We have 20,000 students and 3,500 employees," said Belinda Keiser, Vice chancellor of Community Relations and Student Advancement. "There's a lot of enthusiasm over here about this. And we have over 50,000 alum because we've been around for 40 years."

The plates will now be delivered to the various tag agencies by the end of the year. The tag costs drivers an extra $25 with proceeds going to the Keiser Mills Foundation to provide annual college scholarships for students attending Keiser University.

The plate is the state's 37th college and university plate, and 121st plate available overall. It's the third new plate introduced in 2014, joining the Florida Masons and Lauren's Kids plates.

Still gunning for that 1,000-presale plateau are seven other specialty tags - three approved by the 2014 Legislature, two from 2013 and two others that have been pulled from production because they had less than 1,000 sales.

The three others from 2014 are the Fallen Law Enforcement Officers, Florida Sheriffs Association and Moffit Cancer Center. Moffit is closest with 730 presales, while the Florida Sheriff's plate has 470 presales while the Fallen Law Enforcement Officers plate has 341 presales. The 2014-approved plates have until June 30, 2016 to reach the 1,000-plate requirement.

The two from 2013 still vying for 1,000 presales are for the American Legion, which has 330 presales, and Big Brothers and Big Sisters, which has 109. These two plates have only until June 30, 2015 to reach the goal, or they won't be put into production.

The two plates previously available for sale, but no longer in production are plates for Hispanic Achievers and St. Johns River. While existing plates are still on the road, new plates were pulled from production and placed on a probationary two-year presale voucher list. If they can reach 1,000 plates combining existing registrations and presale vouchers before June 30, 2016, then the plates will go back into production. As of December 2014, the St. Johns plate has 659 plates on the road and 16 presale vouchers while Hispanic Achievers has 392 plates on the road and five vouchers.

Seven specialty plates have been retired under this 1,000-plate threshold in the past including those for Arena Football League teams Orlando Predators and Tampa Bay Storm as well as a plate that raised money for the Girl Scouts of America.

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