



## Personalized Education Program

# September 26, 2024

## Presented by Step Up For Students

**OPEN HOUSE  
PEP**





## Personalized Education Program

# Agenda



**Welcome**

**Communications**

**Scholarship Updates**

**MyScholarShop: New Vendor Alert**

**Purchasing Guide Hot Topics**

**Handbook Highlights/Questions & Answers**

**Resources**

**Contact Information**



## Personalized Education Program

# Communications

**Subject: A message from Step Up's CEO**

**Date: 9/6/2024**



Dear Step Up Families,

I hope your new school year is off to a great start.

It's been four-and-a-half months since I assumed the role of CEO at Step Up For Students.

I have spent my career tackling complex banking and payment challenges. In this role, I've been focused on listening, learning, and delivering improvements for families and educators.

I wanted to share an update on what I've learned so far, our progress addressing your feedback, and two of our key priorities: delivering timely payments to schools and improving our processing of reimbursement requests.

### **School payments**

This year, we are currently serving more than 436,800 scholarship students. Of those, more than 340,000 are enrolled in eligible private schools.

Our team has been delivering faster payments to schools. As of today, a total of 281,000 tuition invoices have been approved by both the school and the parent or guardian. Of those, Step Up has paid 278,000, or nearly 99%, in 6.5 calendar days on average. Our team continues to process invoices as they are approved.



## Personalized Education Program

# Communications

**Subject: ACTION REQUIRED: Submit SLP by Sept. 15 for PEP Funding!**

**Date: 9/5/2024  
9/9/2024**



### Action Needed for Your PEP Student to Receive Funding

Dear Parent/Guardian,

Students awarded a 2024-25 scholarship through the Personalized Education Program (PEP) must complete a 2024-25 Student Learning Plan (SLP) within EMA by Sunday, September 15, 2024, for the student to receive funding in the next distribution.

As of 11:45 a.m. ET on September 2, 2024, our records indicated that your student's 2024-25 SLP had not yet been submitted. *Note: The 2024-25 SLP was released on June 20, 2024, and contains new content. Any SLP submitted before this date will not be accepted for the 2024-25 school year.*



## Personalized Education Program

**ATTENTION!  
PLEASE!**

# Communications

**Subject: ACTION REQUIRED: Submit  
Test Results by October 15!**

**Dates: 9/5/2024  
9/9/2024  
9/12/2024**



### Action Needed for Your PEP Student

Dear Parent/Guardian,

Students funded on the PEP scholarship in the spring of the 2023-24 school year must submit the student's 2023-24 end-of-year norm-referenced annual assessment results by October 15, 2024.

As of 11:45 a.m. ET on September 2, 2024, our records indicated that your student's 2023-24 end-of-year norm-referenced annual assessment results had not yet been submitted.

**If you do not submit your student's end-of-year norm-referenced annual assessment results by 11:59 p.m. ET on October 15, 2024, no additional funding will be distributed to your student's account.** Should your student choose to return to the program in a future year, your student will be considered a new student.



## Personalized Education Program

# Communications

**Subject: Your student's 2024-2025  
PEP scholarship payment**

**Date: 9/9/2024**

### Florida Tax Credit Scholarship Program *Personalized Education Program*



Dear Parent/Guardian,

Funds have recently been added to your student's Personalized Education Program (PEP) scholarship account for the 2024-25 school year.

Your 2024-25 scholarship funds can be used towards personalizing your child's education for items purchased and services rendered between July 1, 2024, and June 30, 2025.

Please note: For students with rollover funds from the 2023-24 school year, the student's available balance may momentarily fluctuate as quarterly funds are applied to the student's account. The student's account should reflect correctly within 15-30 minutes of funds being applied.



## Personalized Education Program

### PEP Hybrid School Option



**PEP students are permitted to participate in hybrid learning!**

**A PEP Hybrid School is a private school, approved by the Florida Department of Education (FLDOE), that provides PEP students with the option for regular in-person attendance at the FLDOE-approved school location at least two days per week. These schools are registered private schools with the FLDOE and have been approved by the FLDOE to offer hybrid learning to PEP students.**

**Parents/guardians can find the list of approved PEP Hybrid schools on the FLDOE website here:**

**<https://www.floridaschoolchoice.org/information/privateschooldirectory/>**



## Personalized Education Program

### PEP Hybrid School Option



- Parents/guardians should not enroll their students in PEP Hybrid schools through EMA.
- PEP parents/guardians may use the EMA Marketplace to allow the PEP Hybrid school to receive payment directly from their student's scholarship account ("direct pay") once it is available OR the family may choose to seek reimbursement after paying for the service out-of-pocket.
- Please note: The student's Award ID may be used to validate the student's PEP status but is not necessary for either "direct pay" or reimbursement.
- The PEP scholarship parents/guardians must explain how their student(s) educational time will be spent outside of the hours they are in school through their Student Learning Plan (SLP) in EMA.
- If you are interested in using your student's PEP scholarship for a PEP Hybrid school, please monitor your email for updates. More information will be shared once it is available.





## Personalized Education Program



Something important to note:

- There is a difference between tuition for the PEP Hybrid School and part-time private school tuition.
- The PEP Hybrid school is simply a legal distinction allowing PEP students to meet the state's school attendance requirements without having to be a full-time private school student.
- Part-time instruction does not have yearly, weekly, monthly, or daily attendance requirements. Part-time students who are not participating in PEP Hybrid can use funds to pay for a la carte services.

## PEP Hybrid School Option





## Personalized Education Program

# What is

# my ScholarSHOP?

### Benefits of the MyScholarShop

- MyScholarShop vendors are paid directly through your child's scholarship account with no out-of-pocket costs.
- No reimbursement paperwork is needed.

### How Does MyScholarShop Work?

**"Pick it, Click it, and Ship it"**

**Search for what you need as you would on any online store and find the items you want. Mark them as a favorite for later and check them out when you're ready. MyScholarShop will do the rest, including checking to ensure you have available funds. Don't forget to verify your shipping address before checking out!**



**You are not obligated to use MyScholarShop. You can purchase pre-approved instructional materials and curricula directly from vendors and then apply for reimbursement.**



## Personalized Education Program

# MyScholarShop New Vendor Alert





Company Name	Description Of Services	Website
	<p>Our mission is to <b>REVOLUTIONIZE EDUCATION</b> with innovative and science-backed educational resources to address the global literacy crisis.</p>	<p><a href="https://www.thefidgetgame.com">https://www.thefidgetgame.com</a></p>
	<p>The Toniebox uses audio storytelling to introduce pre-readers and developing readers to the wonders of narrative long before children can read the words in a book. When children combine tonies with play, they unlock the real wonder of storytelling - a mix of fascination, surprise, curiosity and a craving for exploration all stirred together. Through this, they discover powers within to create and transport themselves to worlds and wonders all on their own.</p>	<p><a href="https://us.tonies.com">us.tonies.com</a></p>



## Personalized Education Program

# MyScholarShop Vendor Alert

Company Name	Description Of Services	Website
 The logo for Upper Story is a blue circle with a white outline. Inside the circle, the words "UPPER STORY" are written in a bold, blue, sans-serif font. Below "UPPER STORY", the words "ENDLESS CURIOSITY" are written in a smaller, blue, sans-serif font. There are several short, blue, vertical lines above the word "UPPER".	<p>At Upper Story, making educational toys means bringing important, but abstract concepts into a tangible, playful form. We create groundbreaking, premium toys that both delight and foster endless curiosity. Our two products are Turing Tumble: Build Marble-Powered Computers, and Spintronics: Build Mechanical Circuits.</p>	<p><a href="https://upperstory.com/en/">https://upperstory.com/en/</a></p>
 The logo for CircuitMess features a stylized, black, circular icon on the left that resembles a circuit board or a gear. To the right of the icon, the word "CircuitMess" is written in a bold, black, sans-serif font.	<p>Educational STEM Kits for Kids — Let your kids acquire skills of the future by assembling fun engineering STEM DIY projects. Explore engineering principles with our immersive STEM projects for kids aged 9+ Continuous Fun. Foster Creativity. 80,000+ Boxes Delivered. Perfect for Curious Minds.</p>	<p><a href="http://circuitmess.com">circuitmess.com</a></p>



# Personalized Education Program

## MyScholarShop Resources



Welcome to



**NAVIGATING MyScholarShop In EMA**

**Navigating MyScholarshop inEMA**



**PARENTS: FINDING PROVIDERS &  
SERVICES IN THE MARKETPLACE**

**Parents: Finding Services and  
Providers in the Marketplace**



# Personalized Education Program



**Purchasing Guide**  
**Hot Topics**



**Educational Software**  
**Subscriptions**  
**Elective Courses**





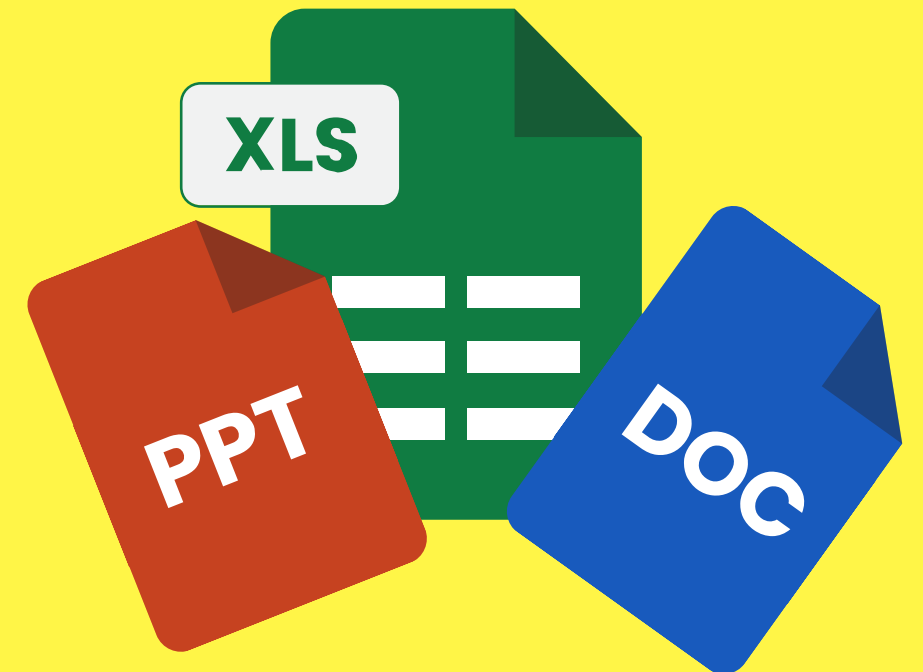
## Personalized Education Program



### Approved Educational Software & Subscriptions

### Software Subscriptions:

- Graphics
- Photo Editing Software
- Magazine Subscriptions
- Music Creation
- Editing Software
- Newspaper Subscriptions
- Productivity Software (including Microsoft 365)
- Google Workspace
- Video Creation
- Editing Software
- Magazine Subscriptions





## Personalized Education Program



Educational Software & Subscriptions

# Eligible Educational Software & Subscriptions Requiring the Educational Benefit Form

- Video/TV Online Streaming Services
- Musical Streaming Services
- In-Game Purchases or Credits
- Live Television
- Social Media (except LinkedIn Learning for Students)
- Family or Multi-User software subscriptions

**Educational Benefit Form**

Student Name: \_\_\_\_\_

Student ID: \_\_\_\_\_

Reimbursement type (ex: PE equipment, field trip, etc.): \_\_\_\_\_

Item for which reimbursement is requested (the item you purchased or plan to purchase): \_\_\_\_\_

Learning subject area(s) (ex: math, reading, physical education, social development): \_\_\_\_\_

Supporting curriculum or course description (curriculum or course with which the item requested will be used). Curriculum may either be purchased or parent-designed:  
Note: This section required for cooking, gardening, mechanical, and woodworking equipment and supplies)

How will this item help your student learn?  
(Describe in as much detail as you can how this purchase will benefit your student's education): \_\_\_\_\_

Cost of purchase: \_\_\_\_\_

Place of purchase: \_\_\_\_\_

Date of purchase: \_\_\_\_\_

Link to the website the item was purchased (if applicable, please provide the URL of the purchased item): \_\_\_\_\_

I affirm scholarship program funds are used only for authorized purposes as described in ss. 1002.394(4) or 1002.395(6), F.S., as applicable, and serve the listed student's educational needs.

Parent Name: \_\_\_\_\_

Parent Signature: \_\_\_\_\_

PLEASE NOTE: Any violation of the FES/FTC scholarship statutes, rules, policies, or procedures may result in the loss of the scholarship, ineligibility for future scholarships, or financial or criminal penalties. Please see the Parent Handbooks for [FES-UA](#) or [FES-EO/FTC/PEP](#).

**Educational Benefit Form**

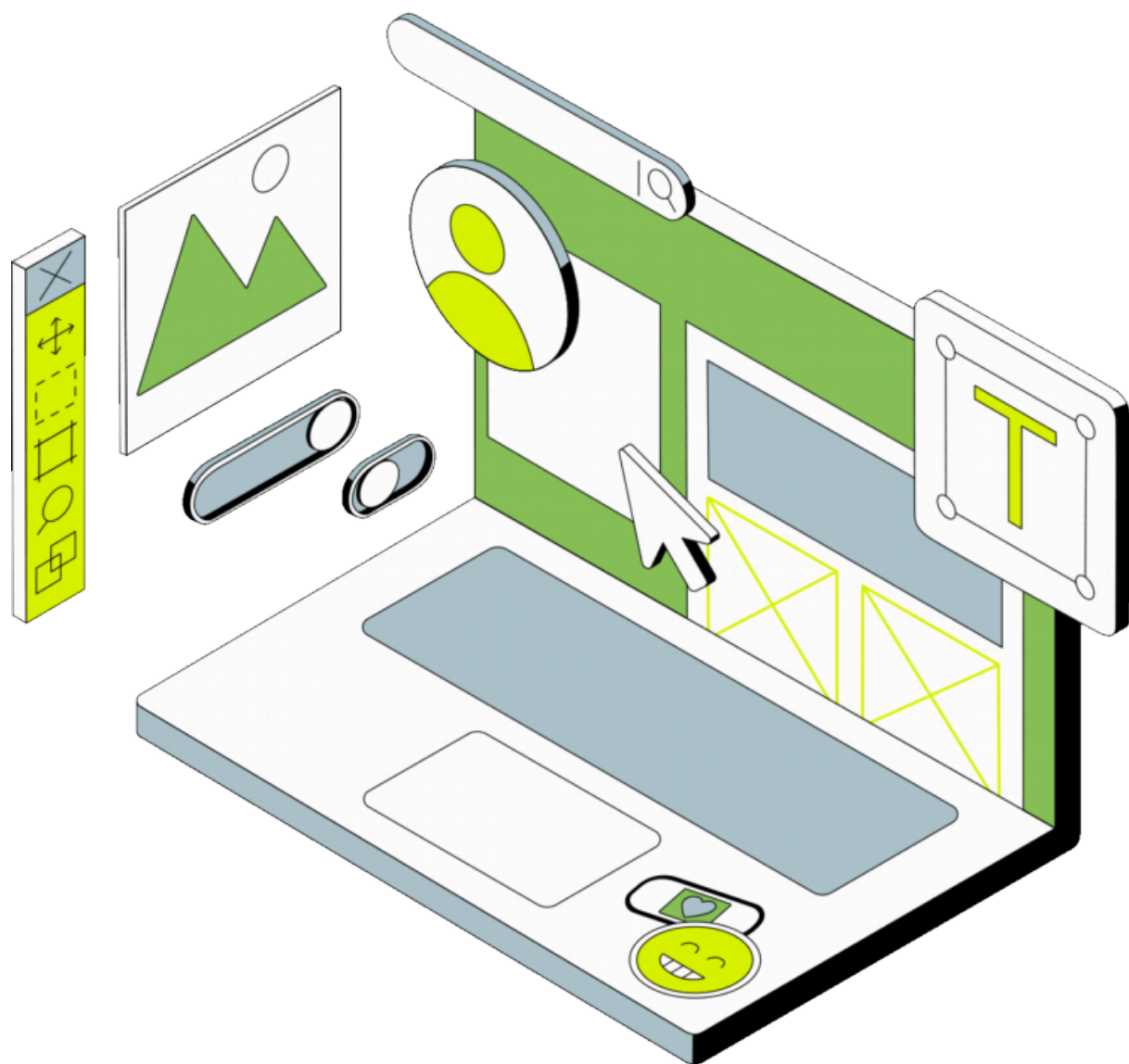




## Personalized Education Program

### Educational Software & Subscriptions

## Items to Note



Items are eligible for single-use/student pricing only. Reimbursements for multiuser access subscriptions will be prorated to only cover the student's cost. If a single-user subscription is available, the multi-user item purchase is prohibited.

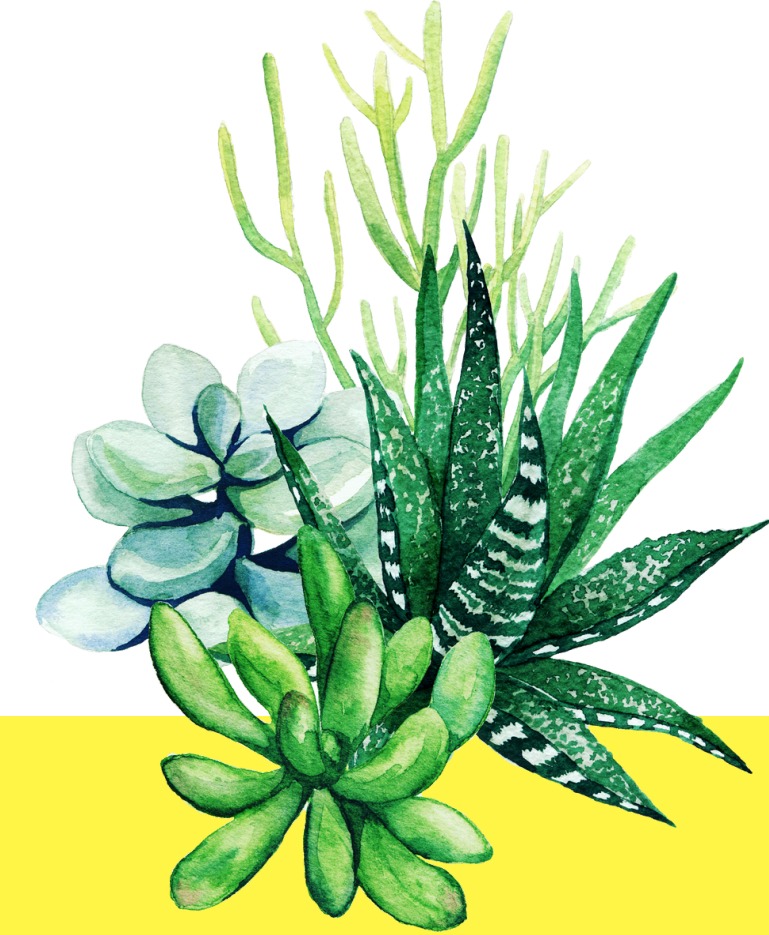
Educational Subscription Kits curated and mailed to the home by a kit company are eligible for reimbursement.

Subscriptions must be age appropriate.

If a single-user subscription is available, the multi-user item purchase is prohibited.



## Personalized Education Program



### Approved Elective Items

- Music Lessons
- Art Lessons
- Art Supplies (including subscription kits)
- Club Fees (such as Boy/Girl Scouts, and 4H/FFA Clubs)
- Cooking Lessons
- Cooking Supplies (including subscription kits)
- Drama Lessons
- Foreign Language Lessons

- Animal Husbandry Lessons or Training Programs
- Animal Husbandry Supplies
- Woodworking/Building Lessons or Training Programs
- Woodworking/Building Supplies (tools must satisfy manufacturer age recommendations)
- Mechanical Lessons or Training Programs
- Sewing Lessons
- Sewing Supplies

- Gardening or Horticultural Lessons or Training Programs
- Garden Supplies (tools must satisfy manufacturer age recommendations)
- Safety items (including protective gloves and goggles)
- Programming/Digital Production Lessons
- Enrichment Classes/Courses



## Personalized Education Program



### Ineligible Elective Items

**\*Commercial-Grade Tools/Equipment**

**\*Elective uniforms and/or costumes**



## Personalized Education Program



# 2024-2025 Purchasing Guide



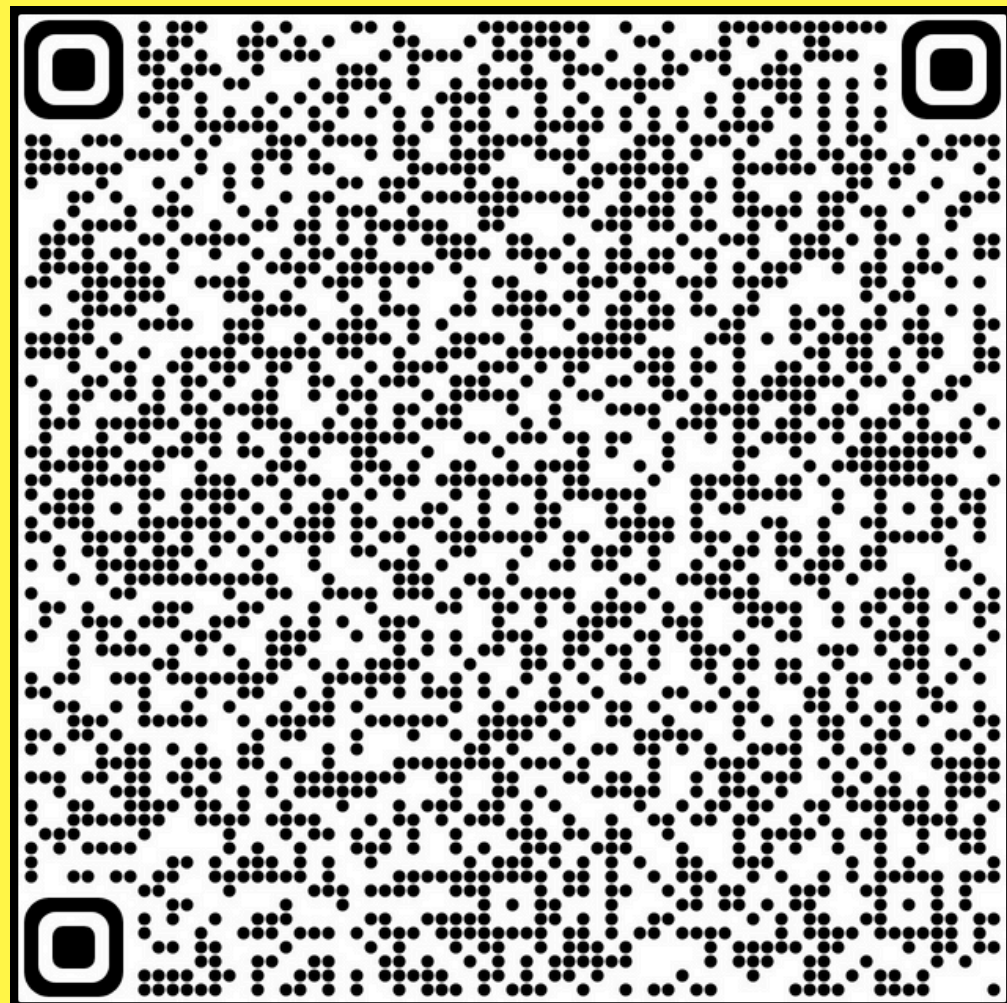
2024-25

## **PURCHASING GUIDE**

Florida Tax Credit Scholarship  
Family Empowerment Scholarship for Educational Options  
Personalized Education Program



# Personalized Education Program



[What's New in the 2024-2025 FTC/FES-EO/PEP Purchasing Guide](#)



## NEW 2024-25 FTC/FES-EO/PEP PURCHASING GUIDELINES

As of August 1, 2024, the Florida Tax Credit Scholarship (FTC), Family Empowerment Scholarship for Educational Options (FES-EO) and Personalized Education Program (PEP) Purchasing Guide is updated for the 2024-25 school year. Here's a breakdown of what is new or changed in the guide

### What's new for you?

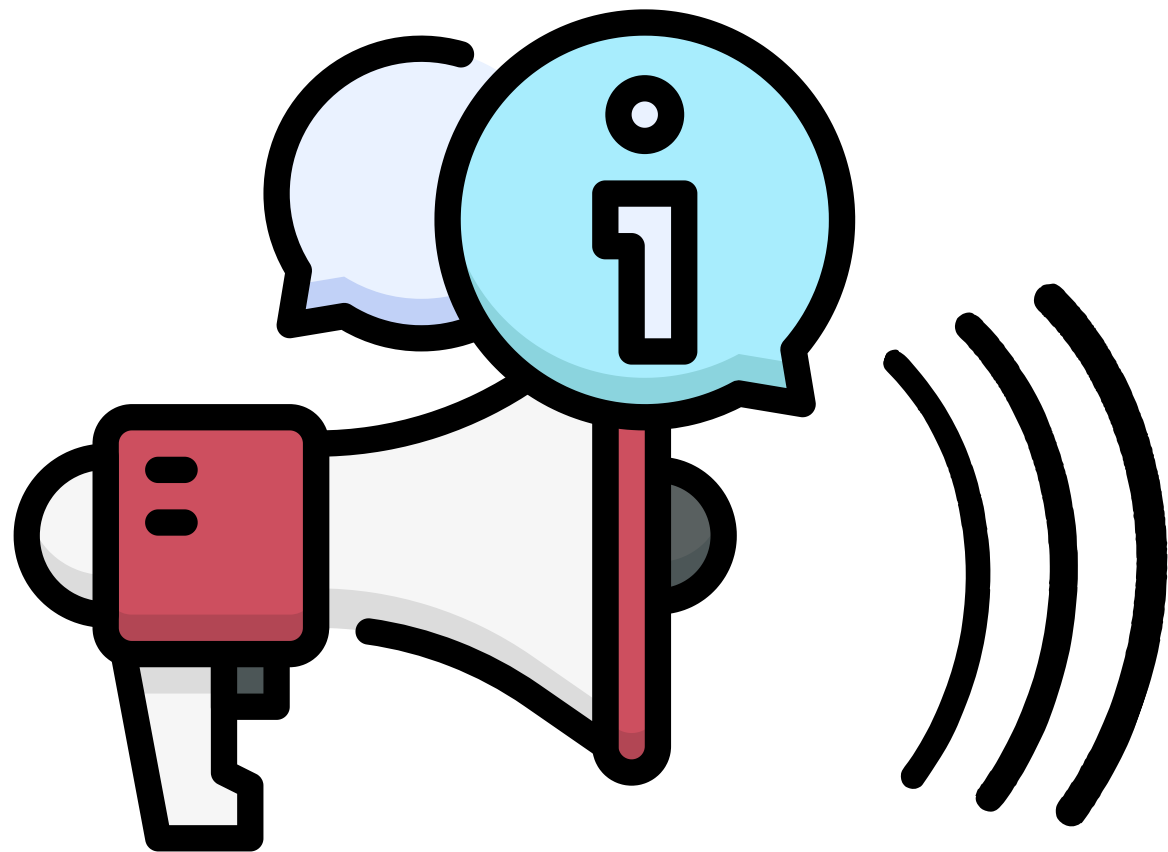
New items or services for purchase by our scholarship families	New items or services that require Pre-Authorization	New items or services requiring an Educational Benefit Form*
<ul style="list-style-type: none"> <li>Behavioral and/or educational applications</li> <li>Dance lessons</li> <li>Dance supplies (including footwear)</li> <li>Digital or video-based sport instruction</li> <li>Nintendo Wii © equipment or similar movement-based platforms</li> <li>Specialized or sport-specific footwear</li> <li>Two or three wheeled bicycles</li> <li>Printer ink</li> <li>Wax filament</li> </ul>	<ul style="list-style-type: none"> <li>Multiple of a single At-Home Classroom Furnishings item that exceeds \$50</li> <li>Multiple of a single elective item that exceeds \$50</li> </ul>	<ul style="list-style-type: none"> <li>Video/TV/online streaming services</li> <li>Musical streaming services</li> <li>In-game purchases or credits</li> <li>Live television</li> <li>Family or Multi-User software subscriptions</li> </ul>

\*The **Educational Benefit Form** was created to help guardians demonstrate the educational benefit of an item, product or service that supports their student's learning and education. [Click here to access the form.](#)



## Personalized Education Program

# Reimbursement Resources



 [What is an ESA?](#)

 [Families: Submitting Reimbursements in EMA](#)

 [Understanding Pre-Authorizations for Scholarship Families](#)

 [Parents: Finding Providers and Services in Marketplace](#)



# Personalized Education Program

SCAN ME



## PEP Handbook Highlights

**Personalized Education Program (PEP) parent handbook is a useful resource for understanding how to make the most of your scholarship funds.**

**In the following slides, we will guide you on where to locate answers to some of the most common questions we receive regarding the PEP scholarship.**



## Personalized Education Program

# SCAN ME



We would appreciate your input on the parent handbook.

Please click [here](#) to provide your feedback.



### FTC/FES-EO/PEP Parent/Guardian Handbook Feedback 2024-25

Parent/Guardian First Name \*

Parent/Guardian Last Name \*

Parent/Guardian Email \*

Please provide the email address associated with your EMA account.

Student ID \*

If you have multiple students on an FTC/FES-EO/PEP Scholarship, only one Student ID is needed.

Did your family utilize the FTC/FES-EO/PEP Scholarship for the previous school year? \*  
(2023-24 school year or earlier)

How helpful did you find the FTC/FES-EO/PEP Parent/Guardian Handbook? \*

1= Not helpful at all  
5= Very helpful

How easy was it to find the information you were looking for? \*

1 = Not easy at all  
5 = Very easy







## Personalized Education Program

**Q: How do we switch from homeschool to FTCPEP - Florida Tax Credit Scholarship, Personalized Education Program?**

**A: To switch from homeschool to Florida Tax Credit Scholarship, Personalized Education Program (FTCPEP), follow these steps:**

**Apply for FTCPEP: Submit an application for the scholarship through Step Up For Students.**

- 1. Withdraw from Homeschool: Notify your local school district to officially withdraw your child from homeschool.**
- 2. Submit Documentation: Provide all required documentation to Step Up For Students to finalize the scholarship.**
  - Student Learning Plan (SLP) is due by January 15, or the student will not receive scholarship funding for the 2024-2025 school year.**

**(FESEO/FTC/PEP Parent Handbook pg.13 &16)**



## Personalized Education Program

**Q: It is my first year with the scholarship, do I need to have my children take tests and submit scores before I can use funds or do I submit those at the end of the year?**

**A: Students funded on the PEP scholarship in the spring of the 2023-24 school year must submit the student's 2023-24 end-of-year norm-referenced annual assessment results by October 15, 2024. If your student is new to the PEP Scholarship this year, they will be required to submit their end-of-year norm-referenced annual assessment results for the 2024-25 school year before program renewal for the 2025-2026 school year.  
(FESEO/FTC/PEP Parent Handbook Pg. 15)**

**Q: I am taking my kids to Washington DC and Williamsburg in October for an educational field trip. Do I need to get a pre-authorization for the museum admission tickets or do I purchase them and then get reimbursed? It's out of state so I am confused.**

**A: Yes, non-school affiliated Field Trip activities occurring outside of the state of Florida, but within the United States require a pre-authorization. Additionally, out-of-state field trips and Florida theme park admission reimbursement requests must be accompanied by the Educational Benefit Form.  
(FESEO/FTC/PEP Purchasing Guide Pg 8-9)**



## Personalized Education Program

**Q: As a new member to the PEP Scholarship, it would be nice to have a link to the "Shop" where I can purchase supplies and materials directly using the funding. Can you share any information confirming the tax implications of this (ie. is this scholarship tax exempt?)**

**A: MyScholarShop is NOT a special link; it can be found within your Marketplace, inside your EMA Account. You will have access to the MyScholarShop within the Marketplace when funds have been deposited into your account. Purchases made with scholarship dollars are not tax-exempt but scholarships do not count as taxable income.**

### **How to Access and Use MyScholarShop**

- 1. Log In: Visit the Step Up website and log in to your account.**
- 2. Access MyScholarShop: Click on the "Marketplace" tab within EMA.**
- 3. Select a Student: Choose the student you want to purchase items for.**
- 4. Browse and Select Items: Explore the available items and add your selections to the cart.**
- 5. Place Order: Review your cart, proceed to checkout, and place your order.**



## Personalized Education Program

**Q: Can unused scholarship funds at year-end be carried over to the following year? If so, how can I use the funds?**

**A: Once funds are deposited into a student's account, parents or guardians can use them for approved items and services listed in the Purchasing Guide. Unused funds can roll over to the next school year. However, per Florida law, Step Up For Students cannot transfer funds if the account balance exceeds \$24,000. If a student enrolls in a public school, graduates, or turns 21 by July 1 (whichever comes first), they will no longer be eligible for additional funding, but existing funds will remain in their EMA account.**

**(FESEO/FTC/PEP Parent Handbook Pg. 17)**



## Personalized Education Program

**Q: If more money is spent in a quarter than is funded, do we just wait for the following quarter to submit it for reimbursement? Do the quarterly funds need to be used/submitted during that period, or do the funds carry over between quarters and years? Where do I find the dates for when reimbursements need to be submitted?**

**A: If more money is spent in a given quarter than what is funded, then you can wait until the next funding of the account to submit for that reimbursement. Quarterly funds can be carried over between quarters and years. Reimbursement requests are year-specific. Requests for reimbursements using scholarship funds from the 2024-25 school year may be submitted at any time after the purchase is made, as long as the items or services were purchased between July 1, 2024, and June 30, 2025. Please allow up to 60 days for a reimbursement request with the required supporting documentation to be fully reviewed.**

**(FESEO/FTC/PEP Parent Handbook Pg 24-25)**



## Personalized Education Program

### **Q: Can students who go to public school get funded?**

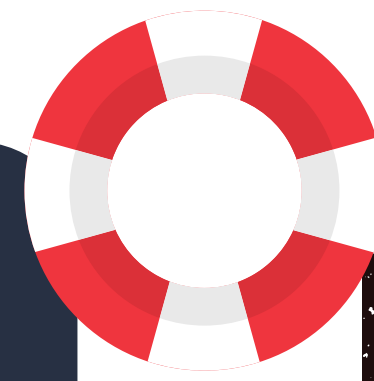
**A: A student awarded an FTC, FES-EO, or PEP scholarship may not enroll full-time in any public school, including:**

- A charter school
- A developmental research school
- Any other Florida public school
- Florida Virtual School or any other online public school
- The College-Preparatory Boarding Academy
- The Florida Scholars Academy
- The Florida School for Competitive Academics
- or The Florida School for the Deaf and the Blind.

**PEP scholarship students must be provided the same flexibility and opportunities outlined in sections (3) – (12) of Florida’s Home Education statute, including access to classes and extracurricular activities offered by their local public schools. Parents and guardians may use their student’s scholarship to pay for classes or services provided by public schools, but public schools may not report the student to the state for funding. A scholarship student who receives contracted services from a public school is not considered enrolled in a public school for scholarship eligibility, but rather attending a public school on a part-time basis**



## Personalized Education Program



# HELP NEEDED

We are actively looking for committed tutors, as well as afterschool and summer programs, to help families achieve their academic aspirations. If you are aware of any qualified tutors or programs in the counties mentioned below, we would be immensely grateful for your assistance. Please take a moment to fill out the brief survey linked [here](#). Your input can have a meaningful impact on a child's educational experience. Thank you for your support.



**New Provider Survey**



- Citrus
- Gilcrest
- Glades
- Gulf
- Hardee
- Hamilton
- Hendry
- Jefferson
- Lafayette
- Levy
- Liberty
- Madison
- Monroe
- Taylor
- Union
- Wakulla





## Personalized Education Program

# Scholarship Decline Form



Decline Form (English)



Decline Form (Spanish)



Step Up for Students Website



# Locating the Student ID

**Student ID:**  
Use this number to complete  
the Scholarship Decline  
Form, or when speaking with  
the Engagement Center.

A screenshot of the 'Scholarship Portal' interface. The top navigation bar includes 'Apply For Scholarship', 'Open Student Learning Plan', and 'New Reimbursement' buttons. A left sidebar contains menu items: 'Dashboard', 'Reimbursements', 'My Students', 'Marketplace', and 'Help'. The main content area is titled 'Student Profile' and includes an 'EDIT' button. The profile details are as follows:

Student ID	20 [REDACTED]
Name	TestKH Test
DOB	6/15/2018
Gender	Male
Ethnicity	Hispanic or Latino
Race	Black or African American
Relationship To You	
Student FLEID number	

To the right of the profile is a 'Current Funds Available' section for 'New Worlds Scholarship Accounts' showing '\$0.00'. Below that is an 'Applications' section for 'New Worlds Scholarship Accounts (24-25)' with a 'Funded' status and a 'VIEW APPLICATION' button. A large red arrow points from the 'My Students' menu item to the 'Student ID' field in the profile.



## Personalized Education Program

# Past PEP Open Houses



May Open House



June Open House



August Open House



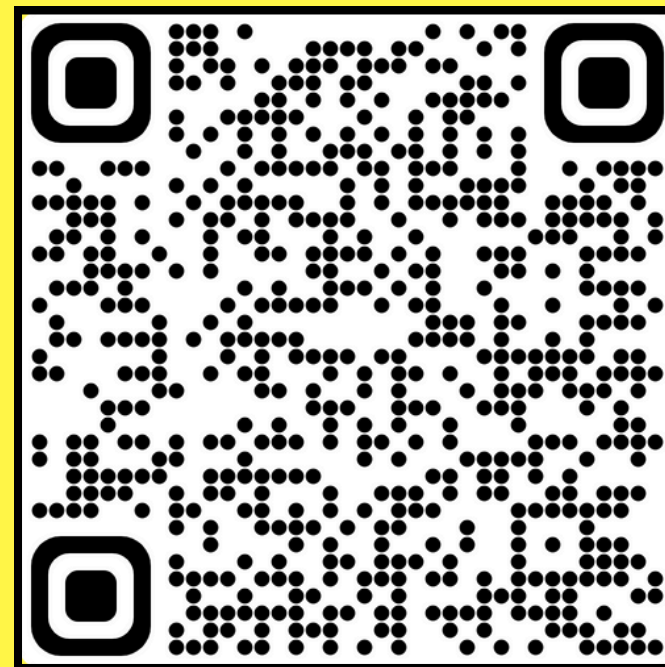
## Personalized Education Program

Looking Ahead: Here are the registration links for the upcoming FTC/EO, FES-UA and PEP Open Houses

**REGISTER NOW!**



**New World Open House  
November 13, 2024**



**FTC/FES-EO Open House  
October 10, 2024**



**FES-UA Open House  
October 17, 2024**



**PEP Open House  
October 24 2024**



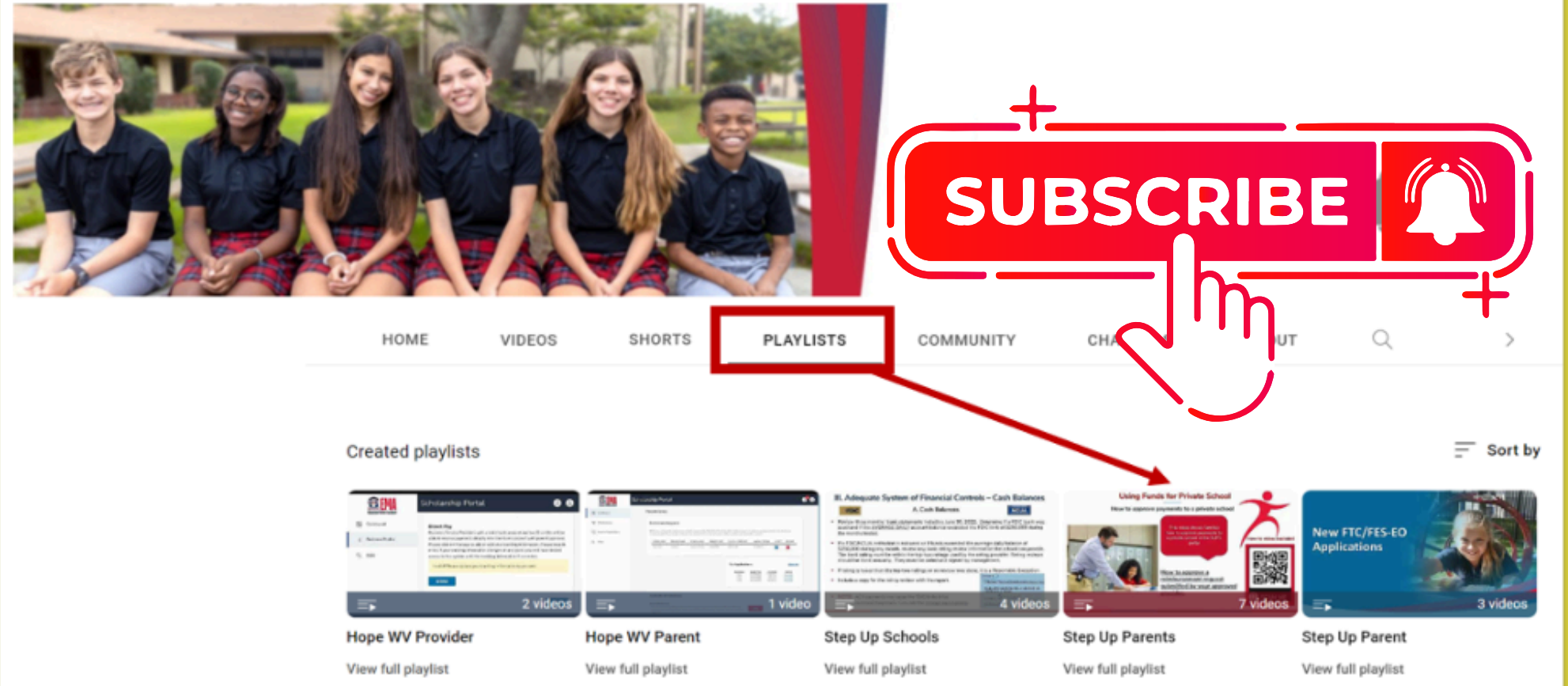
## Personalized Education Program

Are you looking for additional helpful videos?  
Scan the QR code or click the link below...



[STEP UP FOR STUDENTS YOUTUBE CHANNEL](#)

Subscribe to Our  YouTube Channel!





## Personalized Education Program

# Contact Us

Monday-Friday 8:00am-5:00pm EST



Chat with us: [sufs.org](https://sufs.org)



877-735-7837



[stepupforstudents.org/contact/](https://stepupforstudents.org/contact/)



## Personalized Education Program



**Thank you for attending!**

**Upcoming webinar: October 24, 2024**

**[Registration Link](#)**

