



DATE: June 14, 2023
TO: District Board of Trustees
FROM: Lana Gaspari, Vice President of Advancement
DEPARTMENT: Advancement
SUBJECT: Division Report – Lana Gaspari

Office of Advancement

The Director of Advancement and Vice President of Advancement attended the Associate of Title IX Administrators (ATIXA) certification event in San Diego and earned Title IX Coordinator Certifications.

College & Community Engagement

The College & Community Engagement subdivision of Advancement is comprised of marketing, public relations, student recruitment, student activities, alum relations, and scholarships.

Marketing & Public Relations

The Marketing & Public Relations Office provides leadership, strategy, and support to promote and enhance the reputation of the College, its programs, activities, and initiatives through marketing, public relations, and social media efforts.

Marketing Focus – New Bachelor of Science in Exceptional Student Education

The Office of Marketing and Public Relations is promoting the new Bachelor of Science in Exceptional Student Education (BS-ESE), starting in fall 2023. A new webpage was built for this program, and a flyer was designed to promote a virtual info event on June 28. The primary target market is Monroe County School District (MCSD) paraprofessionals. MCSD is supporting CFK's promotional efforts for the new program by sharing information about the degree and the info event with their employees. In addition to the endorsement from the school district, CFK is sharing information on the BS-ESE virtual info event through social media, newspapers, radio, print ads, and email marketing.

Construction Apprenticeships

The marketing department recently completed a campaign to promote CFK's Construction Apprenticeships to prospective students and employers throughout the Keys. A virtual information event was held on May 25 to explain the value of the "earn while you learn" programs and to help with applications for the fall term. Promotions, comprised of advertising and public relations strategies, included social media posts and ads, newspaper ads, news releases, radio show interviews, emails, and the website.

Bachelor of Science
EXCEPTIONAL
STUDENT EDUCATION
Starting August 2023

- Prepare for a rewarding, high-wage career as a teacher
*Local teacher salaries start at \$60K
- Earn Florida Professional Teacher certifications in ESE, Reading, & ESOL
- Tuition support available for Monroe County School District employees

Virtual Info Event
Wednesday, June 28
5:30 PM

RSVP & sign up
for more info

*Pending SACSCOC approval and Teacher Preparation approval

For more information contact Marissa Owens,
CFK Director of Recruitment
at recruiter@cfk.edu or 305-809-3207
cfk.edu/education/bs-ese

Marketing & Public Relations- Current and Ongoing Projects

- Promoting the CFK Academy Info Session and Dual Enrollment Showcase on June 29
- Supporting the Swim Around Key West on June 17
- Promoting Summer Adventure Camps
- Developing a new “Meet the Faculty” section of the website
- Updating the website’s Content Management System
- Gathering, posting, and moderating social media content
- Monitoring automated recruitment and admissions messages and campaigns in Ellucian CRM Recruit software

Social Media Insights (May 11- June 7)

- Facebook- 45 New followers; 9,822 in total
- Facebook- Post reach: 75,492
 - *The number of people who saw any CFK post at least once.*
- Facebook- Post engagement: 3,041
 - *The number of times people have engaged with posts through reactions, comments, shares, and clicks.*
- Instagram- 30 new followers; 2,288 in total
- LinkedIn- 26 new followers; 3,700 in total

Recruitment

Recruitment Initiatives

In collaboration with the Marketing department, the Director of Recruitment is working on fall 2023 recruitment cycles to create messages and activities to support enrollment for the upcoming semesters.

Email Outreach

Emails are sent regularly to push students through the respective stages of the recruitment pipeline. Prospective students who have requested information (“inquiries”) and have started an application receive email via automated communication plans in Ellucian CRM Recruit. Additionally, 73 emails were sent to newly admitted students for the fall 2023 semester.

Recent Recruiting Events

- *CFK Academy Information Session, May 18, 5:30 p.m.* – The Director hosted an information session about the CFK Academy program. Approximately 50 people were in attendance.
- *Virtual Apprenticeship Information Session, May 25, 5:30 p.m.* – The Director hosted an information session about CFK’s Apprenticeship program.

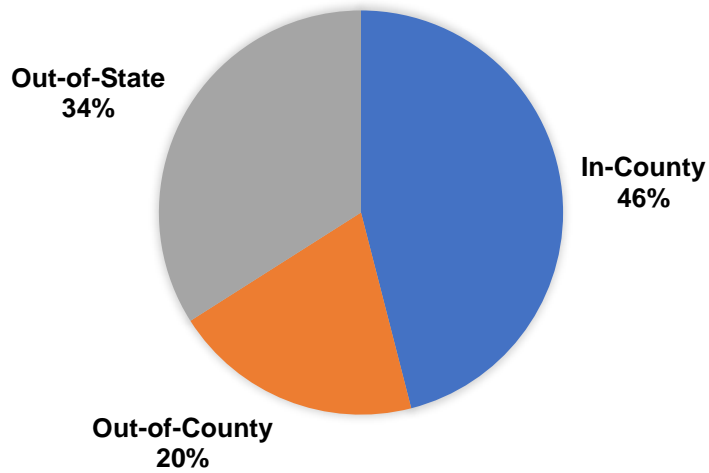
Upcoming Recruiting Events

- Virtual BS-ESE Information Session, June 28, 5:30 - 6:30 p.m.
- CFK Academy Information Session, June 29, 5:30 - 6:30 p.m.
- Upper Keys and Key West Fast Track to Fall, July 26, 11:00 a.m.- 7:00 p.m.

Applicants

As of June 13, CFK has received 426 applications for the fall 2023 term, reflecting a decrease of 50 applications below the three-year average.

FALL 2023 APPLICANTS BY ORIGIN

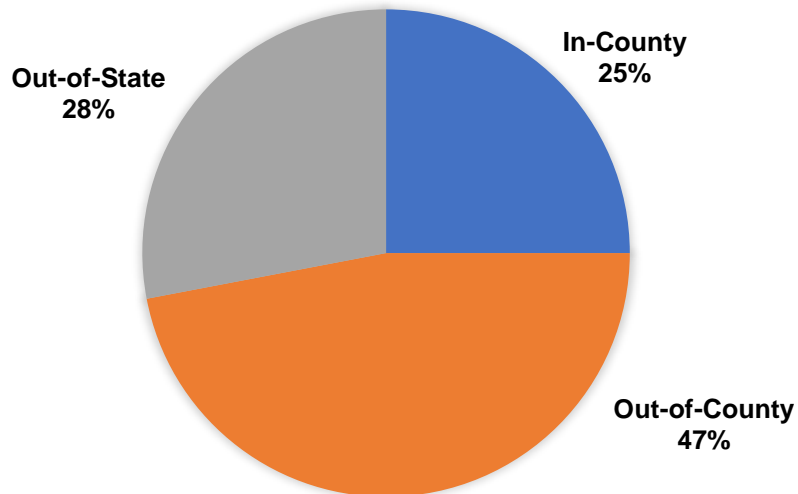


Inquiries

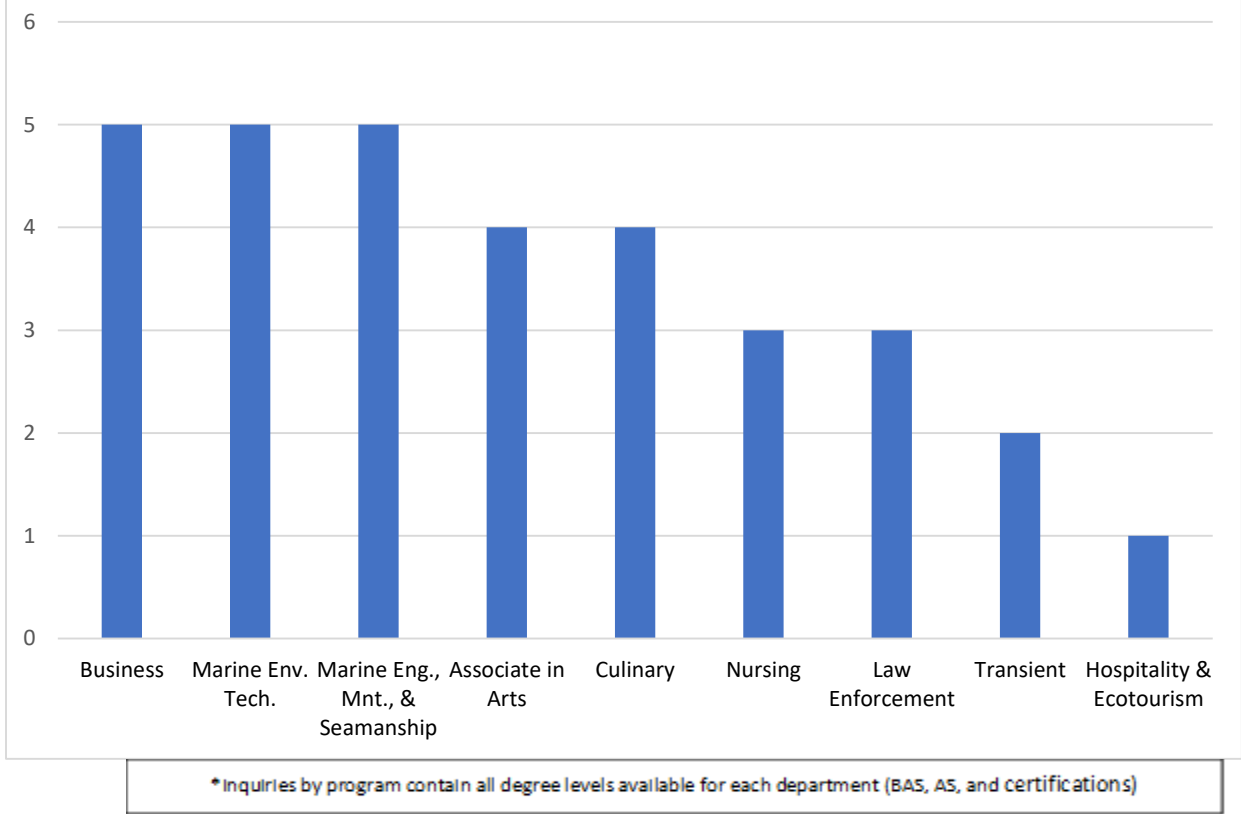
Prospective students from all over the country with various interests continue to inquire about CFK. A total of 32 inquiries have been received since the last board report.

WEB INQUIRIES BY LOCATION

MAY 16 - JUNE 9

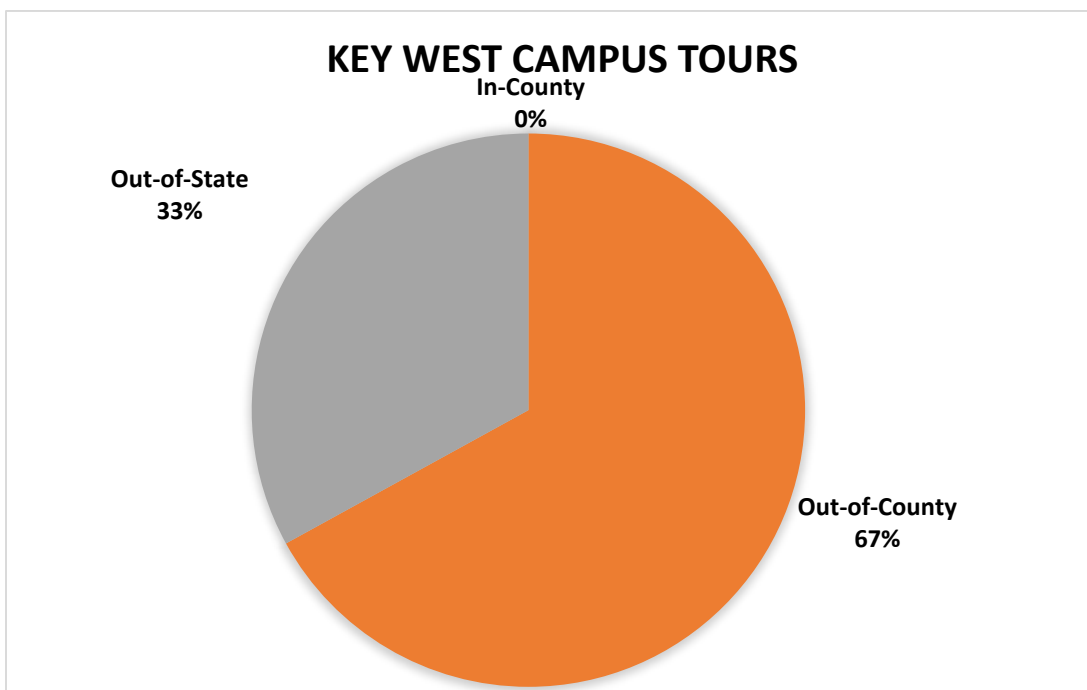


Web Inquiries by Program (May 16- June 9)



Key West Campus Tours

Student Ambassadors lead personalized campus tours for prospective students and their families. Six tours are scheduled for June.



Student Activities

The Office of Student Activities is maximizing summer months, during which there are no student events, by planning and preparing for fall 2023 student activities. A tentative schedule of events is listed below.

Student Activities - Key West Campus



Fall 2023 Events Schedule- Key West Campus

Welcome Back BBQ	August 18
WE (Welcome and Engagement) Team	August 21-22
Club Rush	August 30
Paint Night	September 8
Constitution Day	September 14
Tuga Palooza	September 25
Wellness Day	October 10
Paint Night	October 13
Pumpkin Carving Extravaganza	October 25
Paint Night	November 3
Movie Night	November 15
End of the Semester Social	December 1
Graduation	December 12

Student Activities - Upper Keys Center



Fall 2023 Events Schedule- Upper Keys Center

Welcome Back Party	August 18
WE (Welcome and Engagement) Team	August 21-22
Constitution Day	September 14

Tuga Palooza	September 25
Wellness Day	October 9
Pumpkin Painting	October 23
CFK Career and Networking Event	November 13
Game Night	November 30
End of the Semester Social	December 1
Graduation	December 12

Alumni & Donor Relations

The Office of Alumni & Donor Relations recently completed the summer scholarship cycle. CFK offered six scholarship opportunities for summer 2023, which attracted 144 applications. Forty-seven awards were distributed, totaling \$31,418.36 in support for CFK students.

The office is now focused on fall 2023 scholarships. Most of the fall scholarship opportunities have closed and are under review. However, additional scholarships may be added later this summer for the fall semester. To date, 32 fall scholarship opportunities have attracted 430 applications.

Financial Aid and Veteran Services

The department is packaging financial aid for the summer 2023 and fall 2023 semesters to students who have submitted the Free Application for Federal Student Aid (FAFSA) and have met all the requirements. As of June 14, 2023, the College received 1,490 FAFSA applications for the 2022-2023 Academic Year. Comparably, CFK received 1,436 on the same date last year, resulting in a four percent increase.

This office has completed the Spring term Satisfactory Academic Progress (SAP) process. Appeals for the summer 2023 term were submitted and conducted, resulting in six new appeals for the summer 2023 term. These appeals are added to the 11 appeals from previous terms receiving continuous monitoring until the students meet SAP.

The College disbursed summer 2023 term financial aid refunds to students on June 8, 2023.

The FAFSA application for the 2023 – 2024 academic year opened on October 1, 2022, and the College has received over 878 applications. The office is awarding aid, including Pell Grants and loans, to eligible students.

The Veterans Benefits Administration, an agency of the U.S. Department of Veterans Affairs (VA), conducted a compliance survey on May 25, 2023. The sample size was fifteen VA beneficiaries and two randomly selected non-VA beneficiary records. The sample distribution was based on available records and included one - Chapter 30, 12 – Chapter 33, and two - Chapter 35. No significant findings were noted except for minor clerical errors that were corrected.

The School Certifying Official (SCO), David Traini, completed the VA education benefits certification process for fifty (50) veteran beneficiary students.

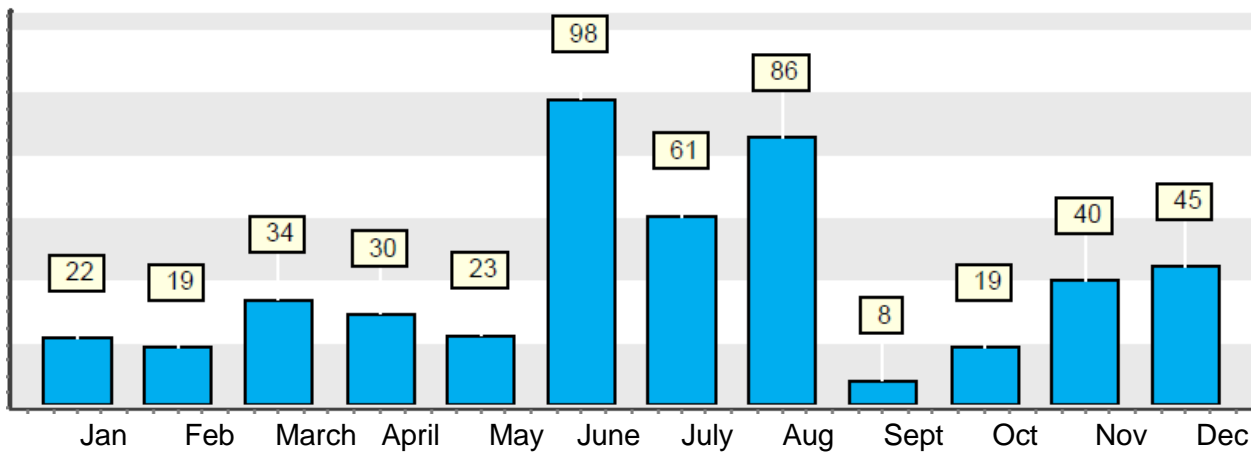
The financial aid staff is preparing for the "FAFSA Simplification" by attending webinars provided by the Federal Student Aid division of the U.S. Department of Education and the National Association of Student Financial Aid Administrators. CFK employees will be provided an overview during the 2023 Convocation Day and a breakout session during Professional Day 2023 so they can help students in the event the students ask staff questions. Implementation of the new FAFSA is expected in December 2023.

Enrollment

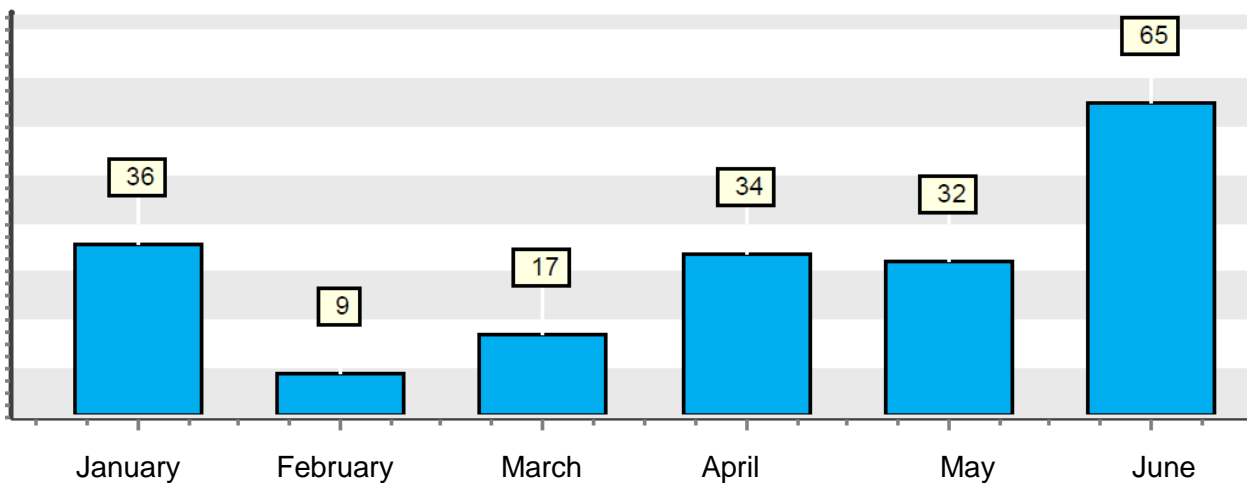
The College recognizes the importance of providing students with information to facilitate the transfer of credit, testing, and maintaining academic quality and integrity for awarding credit for testing, military service, prior learning, and coursework completed at another institution. The enrollment services department evaluates high school and college transcripts. The tables below show transcript evaluations completed for calendar years 2022 and 2023. For the calendar year 2022, the department evaluated 485 high school transcripts and 542 college transcripts.

For the calendar year 2023, as of June 14, 2023, the department evaluated 193 high school transcripts and 231 college transcripts. In the 2022 calendar year, enrollment services evaluated 226 high school transcripts compared to the 193 evaluated in the same period in 2023. Further, 226 college transcripts were evaluated in 2022 compared to the 231 college transcripts evaluated for the same period in 2023.

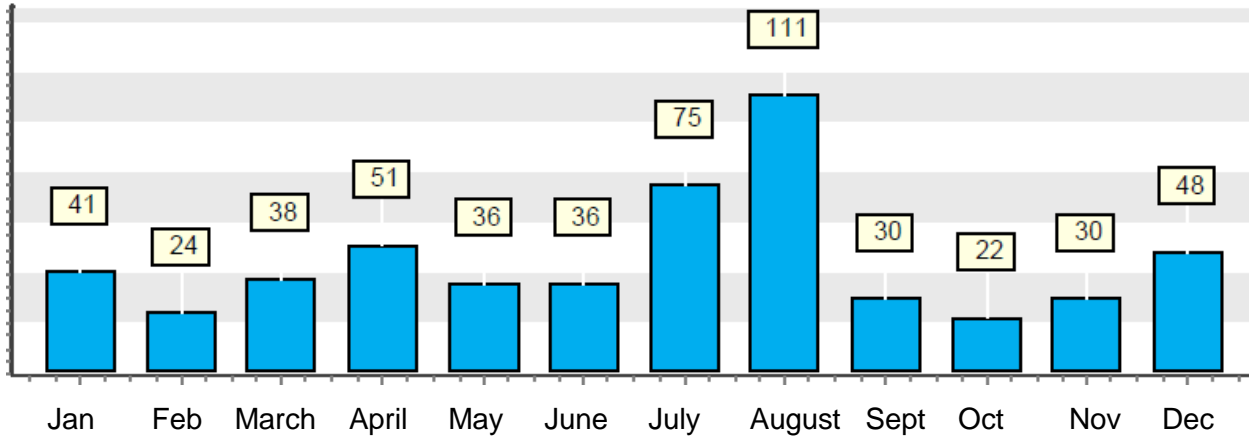
High School Transcripts Evaluated in 2022 by Month



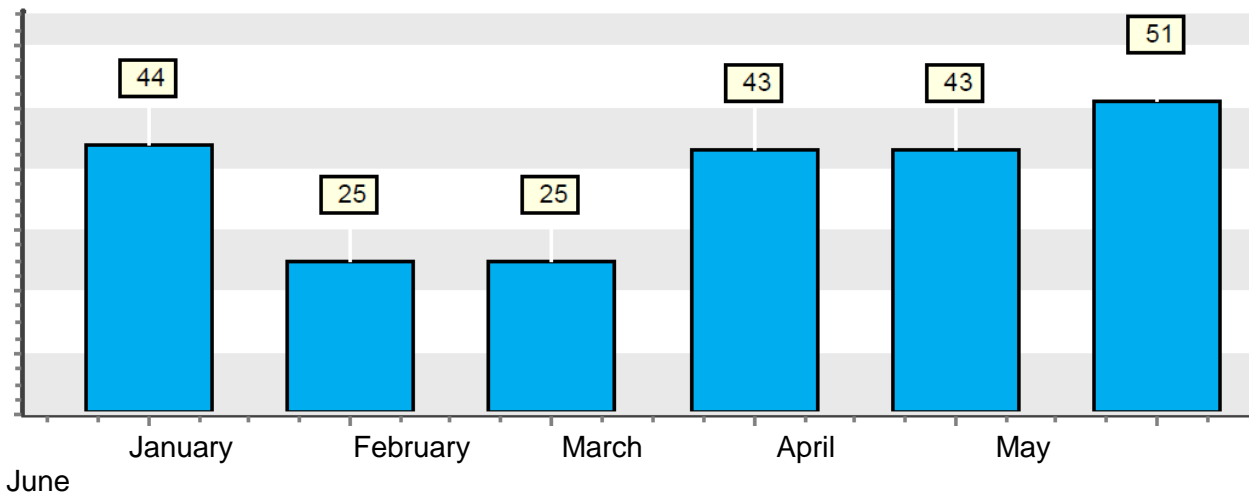
High School Transcripts Evaluated in 2023 by Month



College Transcripts Evaluated in 2022 by Month



College Transcripts Evaluated in 2023 by Month



FTE

As of June 14, 2023, the Summer 2023 FTE was 134.2, exceeding the budgeted goal of 125 and the three-year average of 122.2. The Fall 2023 FTE is 108.3 compared to the three-year average of 96.7.

Aquatics

In May, instructors taught 209 children and adults swim lessons in private and group lessons. In addition, instructors taught one American Red Cross Lifeguard Course for six students and a Water Safety course to 208 elementary school children during field trips to the pool. The age group swim team, Bone Island Swim Club, has 71 members and participated in an intra-squad meet on May 13, 2023.

The pool hosted 2,573 patrons in May, including college students and community members. In addition, the pool had an average of 38 lap swimmers daily.