



MEMORANDUM
DIVISION OF ADVANCEMENT

Date: April 17, 2020
To: District Board of Trustees- The College of the Florida Keys
From: Dr. Frank Wood
Subject: Vice President of Advancement Report

Overview

CFK's Advancement Division includes the offices of Marketing/Public Relations, The CFK Foundation, Development & Fundraising, Recruitment, Enrollment Management, Residence Life, and Alumni Services. The primary goals of the division are to increase support for the College, create compelling and effective marketing and public relations campaigns, recruit students, strengthen alumni relations, and build sustaining long-term relationships that advance the reputation and visibility of the College.

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- COVID-19 Special Messages

Communication with stakeholders is especially important during a crisis. In response to the COVID-19 pandemic, the Marketing & PR department has been working closely with College leadership to communicate changes and updates, resources available, words of encouragement, and other valuable messages to students, employees, parents, and the community. Several emails and phone calls have been distributed through the College's Emergency Notification System, Blackboard Connect, as well as through social media. A new section of the website was created, www.fkcc.edu/covid-19, to house updates, resources for students and faculty, CDC prevention tips, and re-employment opportunities. The College has kept the media informed through news releases, radio interviews, and Monroe County's Joint Information Center.



Additionally, a series of video messages from the President to students and the CFK community was launched and distributed through email, the website, and social media. Message topics have included: encouragement to finish classes, tips for online learning, and recognition

of students, employees, and alumni working on the front lines of the crisis.

Current and Ongoing Projects

- Promotion of free hospitality class
- VIP Series (Virtual event) promotions
- Promotion of the Hospitality & Culinary Game Changer Scholar Program
- Rebranding College content (cont'd)
- Website maintenance and updates; New website content development
- Gathering, posting, sharing, and moderating social media content
- Monitoring and improving automated recruitment and admissions messages and campaigns in Ellucian CRM Recruit software

Social Media Insights (3/18- 4/14)

- Facebook Page New Likes: 68 (6,990 in total)
- Facebook Post Reach (organic and paid): 29,156
 - *The number of people who were served any activity -- including posts, posts to page by other people, page like ads, mentions and check-ins.*
- Facebook Post Engagement: 3,475
 - *The number of times people have engaged with posts through likes, comments, and shares.*
- Instagram Followers: 38 New Followers (1,150 in total)

CFK in the News

To garner the most media coverage of CFK news and events as possible, the Marketing & PR Office publishes news releases, coordinates radio shows, and works directly with reporters. Since the last report, such efforts have resulted in the following 25 news stories (2/20- 4/15):

- 2-20-20- Key West Weekly- Marine Life Lessons
- 2-20-20- Marathon Weekly- Marine Life Lessons
- 2-26-20- Konk Life- College graduates 2 law enforcement academies
- 3-2-20- Citizen- CFK graduates officers
- 3-5-20- Key West Weekly- BOCC kicks in \$500k for new CFK Upper Keys Center
- 3-5-20- Key West Weekly- Union vote may divide faculty
- 3-5-20- Marathon Weekly- Union vote may divide faculty
- 3-5-20- Upper Keys Weekly- BOCC kicks in \$500k for new CFK Upper Keys Center
- 3-7-20- Citizen- Battle brewing over faculty unionizing
- 3-11-20- Free Press- Battle brewing over faculty unionizing
- 3-12-20- Konk Life- College moves classes online to reduce potential spread of coronavirus
- 3-12-20- Miami Herald- Keys college moves to online and cancels student events
- 3-12-20- WLRN- MDC closes medical campus over COVID-19 but other colleges stay open
- 3-13-20- Citizen- Coronavirus concerns rise
- 3-13-20- Miami Herald- Keys students will get two-week spring break
- 3-14-20- Citizen- College awarded \$2.5M to expand construction apprenticeships
- 3-15-20- FLAPOL- South FL could see millions thanks to sprinkle lists
- 3-18-20- Free Press- College to expand construction apprenticeships
- 3-19-20- Key West Weekly- Spring break extended
- 3-20-20- Citizen- Despite closures student meals
- 3-26-20- Konk Life- College to operate remotely classes online until May 1
- 3-28-20- Citizen- Cheers- CFK helping
- 4-7-20- Konk Life- College offering free online hospitality course
- 4-9-20- WLRN- Florida Keys public college professors are latest to unionize

- 4-11-20- Citizen- College faculty vote to unionize
- 4-15-20- Free Press- College faculty vote to unionize

Recruitment

Recruitment Initiatives

CFK's Recruiter set up a table at the Child Development Center on Sigsbee Base

02/21/2020 Sigsbee Base CDC: The Director of the Child Development Center on Sigsbee invited CFK Recruiter to set up an information table. This was to help encourage employees to further their education. There were 8 employees who expressed interest in CFK.

CFK's Recruiter hosted an information session about the new Bachelor of Science Marine Resource Management degree

02/25/2020 Tennessee Williams Theatre: Dr. Walsh, faculty for Marine Science and Technology, and the Recruiter spoke to a group of 50 prospective students and their families about the BS-MRM degree. The program currently admitted 11 students and 15 students have submitted their applications.

Application Workshop

CFK's Recruiter visited Key West High School

02/20/2020 Key West High School: CFK's Recruiter visited KWHS to help Seniors complete applications and answer questions about CFK. There were 7 students in attendance, who were in various stages of their application. The application workshops allow the Seniors to meet a direct contact at CFK.

02/27/2020 Key West High School: CFK's Recruiter visited KWHS to help Seniors complete applications and answer questions about CFK. There were 6 students in attendance.

03/26/2020 Key West High School: CFK's Recruiter contacted KWHS College counselor to offer phone appointments for Seniors needing help with applications.

Group Tour

Northern Vermont University

02/28/2020 CFK Key West Campus: A group of 10 High School Seniors and Juniors from Northern Vermont University Upward Bound program toured CFK campus. The students were visiting the Florida Keys as part of their STEM series. The students tour the Marine Science track at CFK.

Open House

CFK Open House

04/04/2020, CFK Key West Campus: The Spring Open House was scheduled with 10 registered participants. Many of the participants would like to visit once CFK reopens. Seven of the participants are from Florida. The out-of-state participants are from Ohio, Maryland, and Pennsylvania.

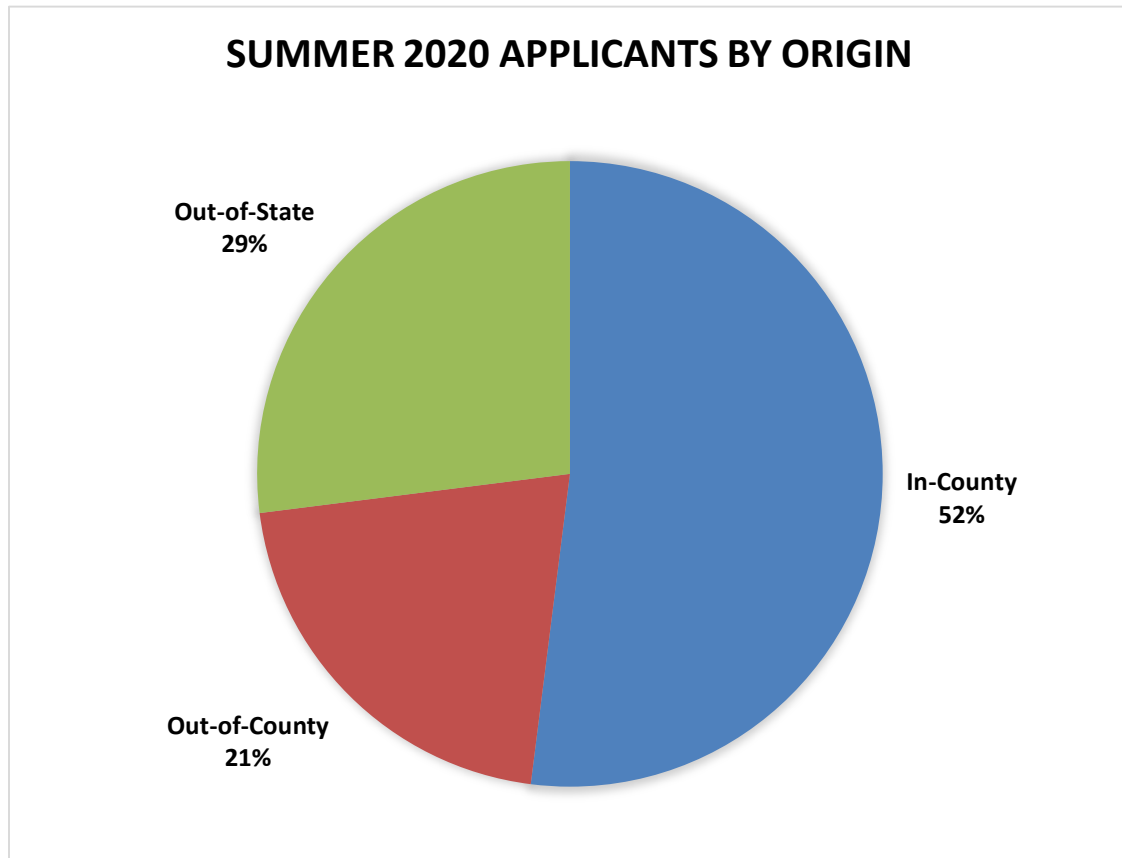
Applicants

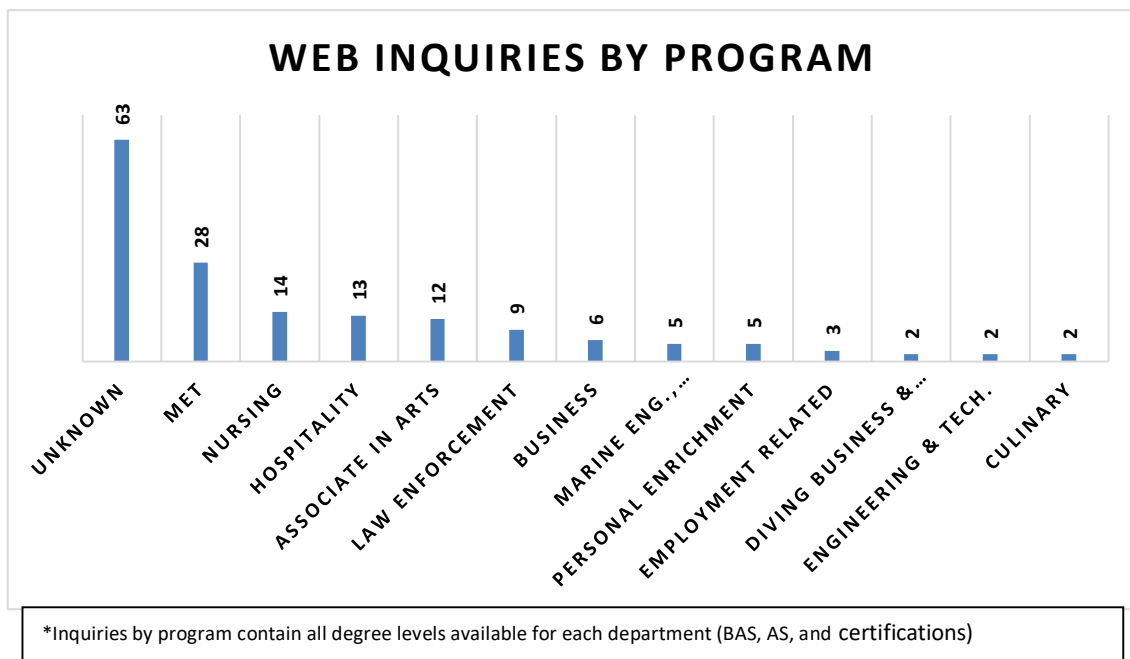
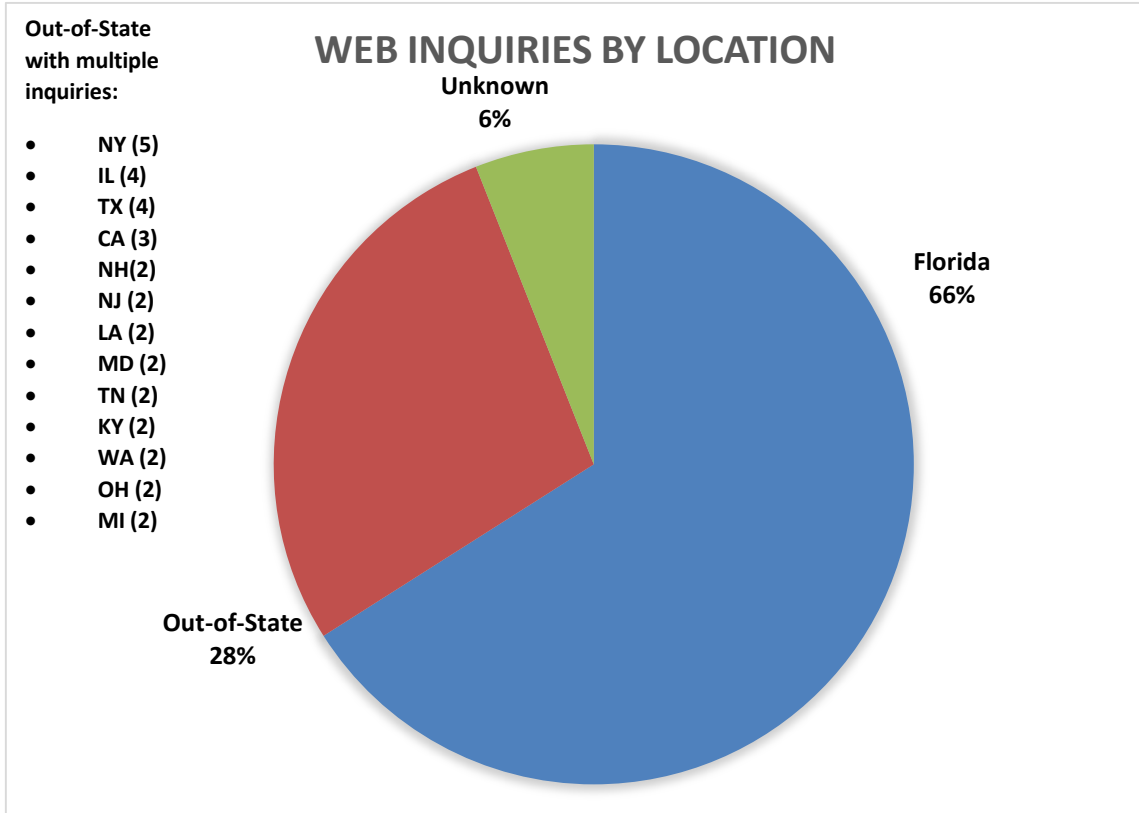
There are currently 111 applicants for the Summer 2020 term. The amount of applicants is only 21 more applications from this time last year. The uncertain environment being experienced may be impacting prospective students from completing an application.

- 52 applicants from in-county
- 27 applicants from out-of-county
- 32 applicants from out-of-state

Inquiries

Prospective students with a range of interests from all over the country are continuing to inquire about The College of the Florida Keys. A total of 170 inquiries were received since the last board report. The Hospitality program saw an increase of inquiries. The increase is due to the free Hospitality course offered by CFK. The Recruiter will be using the opportunity to reach out to the potential students who were not enrolled.

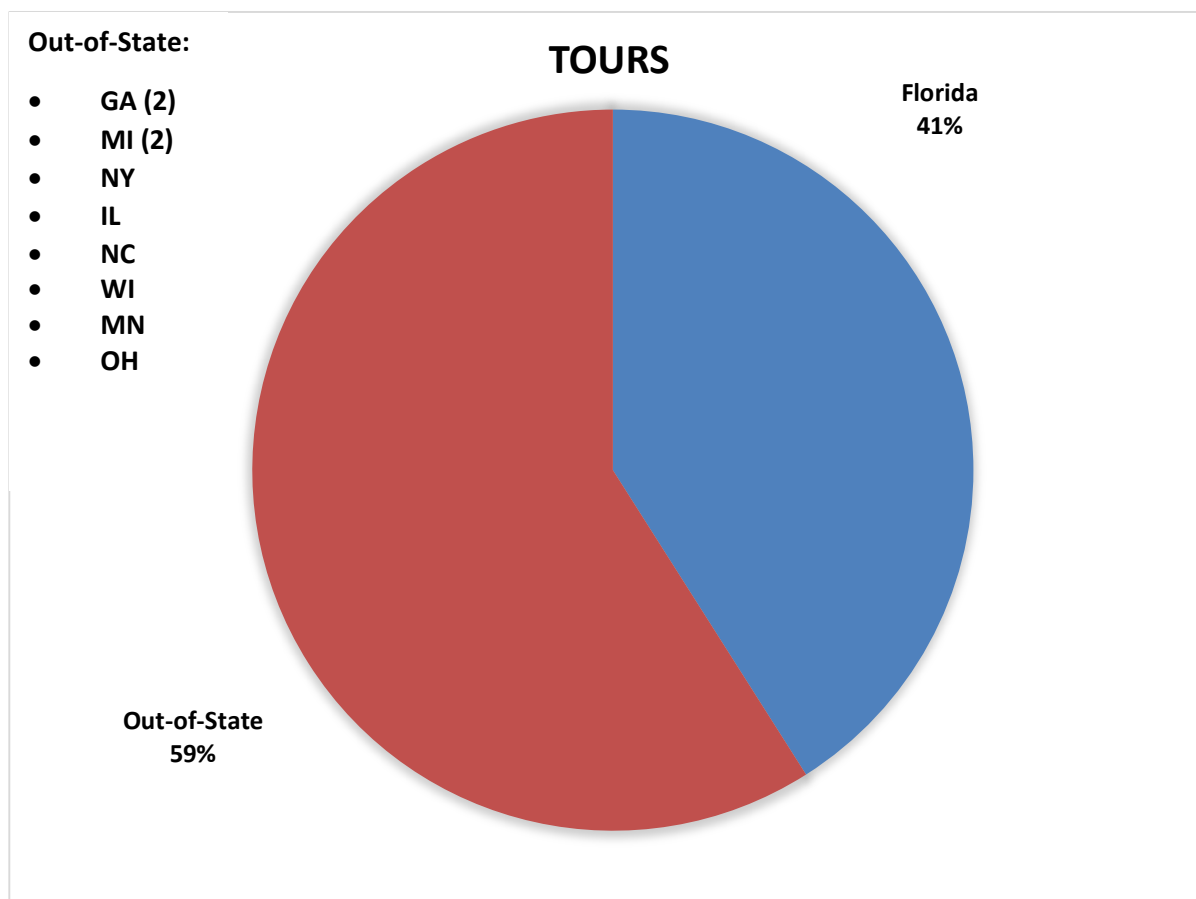




Tours

- Three more tours were added to the schedule in February.
- In March, CFK hosted/scheduled 12 tours. Nine of the tours have rescheduled due to Covid-19.

- In April, CFK scheduled 3 tours. All of the tours are cancelled, many of the prospective students would like to reschedule.



Enrollment

CFK launched eTranscripts with the National Student Clearinghouse (NSCH) on Monday, April 6th. The College provides official academic transcripts ordering and processing available to students 24/7 in partnership with NSCH. Students are able to request electronic, mail or pick up options through the Clearinghouse website.

Implementation of The Systematic Alien Verification for Entitlements Program (SAVE) - Federal, state, and local government agencies use the system to make sure that someone applying for a benefit really has authorization to live in the United States, or authorization to work. CFK ES staff will be able to look up the following documents that can help prove citizenship and/or residency. This helps us to provide better customer service to our students since previously the responsibility was on them.

Implementation of The Driver And Vehicle Information Database (DAVID) - DAVID is a multifaceted database that affords immediate retrieval of driver and motor vehicle information. The CFK ES staff will be able to use the information in assisting students in proving residency. As with SAVE this is to improve customer service for our students.

FTE

As of 4/17/2020 Spring 2020 FTE is 321 toward a goal of 315 (the goal of 315 included a shortfall of 6.9 FTE from fall semester). The Spring Semester FTE and headcount for the College is the highest for the past five years! Summer FTE is 69.7 toward a goal of 113. Summer semester begins May 11.

CFK Foundation

The CFK Foundation ended a successful fiscal year on March 31, 2020. In addition to providing \$240K in scholarships and support for CFK students and programs, the Foundation also provided \$1M in support for the new Upper Keys Center and \$35K to support rebranding as The College of the Florida Keys. Unrestricted giving increased by 48% due primarily to the Seaside Soiree 2020. The Board passed their new budget for 2020-21 that maintains and/or increases funds for scholarships and College support. This outcome will be achieved through increased fundraising and reduced expenses where possible.

A big thank you goes to Sheldon Suga and the Florida Restaurant and Lodging Association for providing \$5K to support a free Hospitality Class offered by the College to benefit local furloughed and displaced workers. Additionally, substantial contribution is expected from Ocean Reef soon – details to follow.

The Foundation is working with the College to provide support for students and staff during the pandemic. Current focus is to develop the process/rationale to distribute \$240K to CFK students from the CARES Act.

Student Activities

February 14th – Valentine's Day Care Package Drive

Students and staff collected and assembled gifts for the homeless, led by the Student Nurses' Association. The Valentine's gifts included donated toiletries, hand written cards and cookies made by CFK's culinary students. SNA members distributed the gifts on Valentine's Day to residents of the Keys Overnight Temporary Shelter (KOTS).



February 27th - Know Your Health Status

The Student Nurses' Association hosted a health awareness event offering blood pressure screenings for students and employees. They partnered with the WestCare Foundation who offered HIV testing and information.



March 4th – Spread the Word: Inclusion Pledge Day

Students took to the sidewalk to pledge their support for an inclusive college community. Students wrote positive messages in sidewalk chalk and posed to be the “I” in Inclusion. Those who participated were entered in a raffle to win Spread the Word Day swag. Spread the Word Day is an annual nationwide event created by Special Olympics.



March 5th – Military Care Package Drive

The student body at The College of the Florida Keys took donations and created care packages for currently deployed service members. Members of the Navy helicopter squadron [The World Famous Swamp Foxes \(HSM-74\)](#) that are currently aboard the USS Dwight D. Eisenhower, USS San Jacinto, USS James E. Williams, and USS Truxtun received these packages.

The items include snacks, games, books (donated by the CFK library), toiletries, water bottles, and handwritten thank you notes from the students/faculty/staff of CFK.



Upcoming events:

Due to COVID-19 there are no on campus events planned.

Virtual student town hall was held on Thursday, April 16th, to touch base with the students and give them an update as to the future plans at CFK.

As the Director, I continue to send information to students regarding any freebees that companies are offering and any other applicable information regarding the COVID-19.

Recognizing the importance of celebrating our graduates, in cooperation with Marketing, we are collecting photos of our spring graduates in order to do an online slide show. I am also sending each of the spring graduates a “grad bag” with CFK logo merchandise and any cords or regalia the students have.