

DATE: November 10, 2025
TO: District Board of Trustees
FROM: Dr. Lana Gaspari, Vice President of Advancement
DEPARTMENT: Advancement
SUBJECT: Division Report – Dr. Lana Gaspari

Executive Summary – Advancement Division Report

- **60th Anniversary Campaign:** The College’s yearlong 60th Anniversary celebration continues to elevate visibility and engagement through coordinated marketing, community events, and media outreach including CFK Community Day 2025, the launch of the historical exhibit, and prominent media coverage on US1 Radio and in the *Keys Citizen*.
- **Communications & Marketing:** A special 32-page 60th Anniversary edition of *Keys Currents* magazine was produced and distributed to approximately 55,000 households, spotlighting CFK’s students, programs, and community impact.
- **Recruitment & Enrollment Efforts:** Recruitment initiatives for spring 2026 are underway with active outreach via email, text, and high school events across Monroe County.
- **Student Engagement & Activities:** Student Activities revitalized campus spirit through creative and well-attended events such as Jack-O’-Lantern Jam, Paint Night, and Honors celebrations, fostering connection and pride among students across CFK locations.
- **Scholarships, Financial Aid & Enrollment Management:** Over \$500,000 in aid and scholarships were awarded. Transcript evaluations and FTE both show upward trends, with fall 2025 FTE at 440.8 surpassing the budgeted goal 425.

College & Community Engagement (CCE)

60th Anniversary Campaign Continues

The yearlong campaign commemorating the College’s 60th anniversary continues to roll out. The campaign is designed to showcase six decades of institutional excellence and impact. The integrated marketing effort leverages all CFK channels and stakeholder touchpoints to strengthen awareness and engagement across our key audiences: current and prospective students, alumni, donors, community partners, and employees.

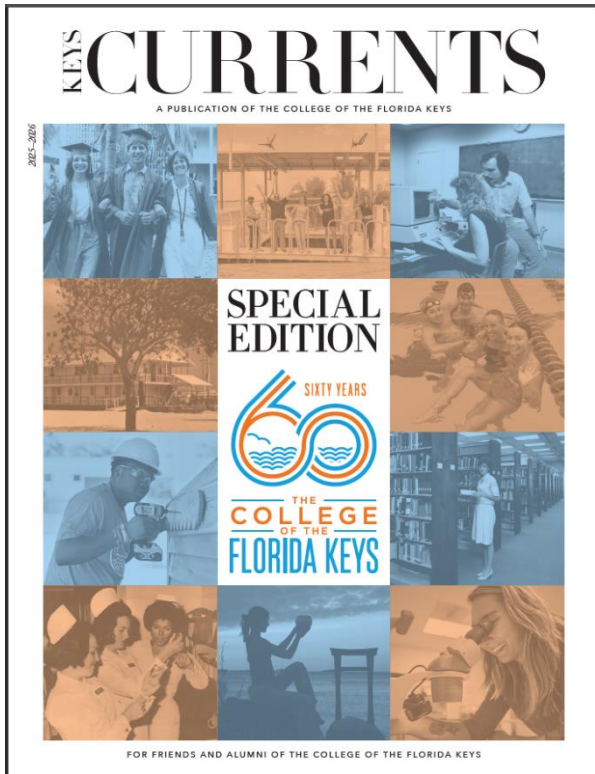
This month, the campaign centered around CFK Community Day 2025 and the launch of the Historical Exhibit. College and community outreach for the event included a full campaign:

- Social media engagement on all platforms
- Email to alumni, partners, and donors
- Local radio and newspaper advertising
- Promotion at local schools

CFK earned three noteworthy high-profile media features: a 10-minute event-focused interview on US1 Radio, a two-page spread in the *Keys Citizen*, and an article in *Florida Weekly*.



This campaign continues to build visibility during this milestone year while supporting enrollment, advancement, and alumni engagement objectives.



Keys Currents

College and Community Engagement led the production of a special 60th Anniversary edition of *Keys Currents*. The 32-page, full-color magazine was mailed to all residential addresses in Monroe County as well as list of alumni and friends outside the county, totaling approximately 55,000 households, in mid-November.

Keys Currents features a variety of uplifting and inspirational stories brought to life with colorful photos. Many of the articles focus on the people who make up the CFK community (students, alumni, employees, partners, donors, and friends) and highlight their contributions and accomplishments. The stories serve to build awareness of CFK's programs, progress, and impact, as well as to strengthen and cultivate relationships with our stakeholders.

Marketing & PR- Past, Current, and Ongoing Projects

Promoted initiatives and events through campus flyers, social media, CFK website, news releases, email, and newspaper ads including:

- CFK Historical Exhibit
- Shel the Tuga public appearance at Children's Day
- CFK spring scholarships
- Dual Enrollment virtual information session
- Institute for Public Safety graduations: Basic Law Enforcement Academy #93 and Crossover Corrections to Basic Law Enforcement Academy #37
- Student Activities: Jack-O-Lantern Jam, Pumpkin Extravaganza, Honors events, Nominations for the Sunshine State Debate, November Paint Night, Bingo Nights
- Tuga Shelves donation drive
- Breast Cancer Awareness Month
- Campus Café promotions

Social Media Insights (October 9 – November 3, 2025)

- Facebook -- 27 new followers: 10,883 total
- Facebook -- post reach: 709,800 (includes organic

SKIPPING MEALS SHOULDN'T BE PART OF THE CURRICULUM

Tuga Shelves Food Pantry is right on the CFK campus providing students in need with cost-free access to food and other essential items, including various hygiene products.

DID YOU KNOW?

- NEARLY ONE IN FOUR COMMUNITY COLLEGE STUDENTS FACES FOOD INSECURITY.
- YOUR HELP, EVEN ONE MEAL, MAKES AN IMMEDIATE IMPACT.

IT'S EASY TO HELP!

COME TO COMMUNITY DAY ON NOVEMBER FIRST AND BRING NON-PERISHABLE ITEMS SUCH AS:

CANNED PROTEINS (TUNA, CHICKEN, BEANS) PASTA, RICE, AND GRAINS, PEANUT BUTTER, CANNED SOUPS OR VEGETABLES, GRANOLA BARS OR NUTS, TOOTHPASTE, RAZORS, DEODORANT, SHAMPOO

CAN'T MAKE IT THAT DAY?

- DROP DONATIONS OFF AT THE CFK RECEPTION AREA ANYTIME.
- ORDER FROM THE TUGA SHELVES AMAZON WISH LIST AT: [HTTPS://TINYURL.COM/YC4XFJMU](https://tinyurl.com/YC4XFJMU)

and paid "boost" for ad campaigns)

- *The number of people who saw any of our posts at least once.*
- Facebook -- post engagement: 887,000
 - *The number of times people have engaged with posts through reactions, comments, shares, and clicks.*
- Instagram -- 15 new followers: 3,062 total
- LinkedIn -- 48 new followers: 4,214 total

Alumni

The Alumni Committee continues to guide the alumni engagement strategy in the Alumni Strategic Plan. In support of year-two objectives, key initiatives involve a core campaign rooted in benefits-driven messaging and calls-to-action that drive engagement and giving.

The CFK Tuga Alumni Challenge is now underway with nearly three dozen alumni visiting the alumni table at Community Day. The College will continue to drive participation through the rewards card “challenge” and integrate those efforts with the Giving Tuesday and CFK Month campaigns, which were launched in mid-November.



Recruitment

Recruitment Initiatives

The Manager of Recruitment has been working on the spring 2026 recruitment cycle by creating messages and activities developed to promote enrollment.

Email Outreach

Emails are sent regularly to encourage students to advance 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. The following additional emails were sent from October 7 through November 5, 2025:

Number of Recipients	Population	Message Topic/ Purpose
216	Reminder email to newly admitted students for the fall 2025 semester	Register for fall B 2025 classes
15	Newly admitted students for the spring 2026 semester	Register for spring 2026 classes
1,311	Inquiries, Started, and Submitted in Recruit	Attend Virtual Academic Showcase event

Text Message Outreach

Text messages are sent regularly to encourage students to advance through the respective stages of the recruitment pipeline. Prospective students who have submitted an application and have been accepted receive text messages via automated communication plans in Ellucian CRM Recruit. The following text messages were sent from October 7 through November 5, 2025:

Number of Recipients	Population	Message Topic/Purpose
83	Submitted applications in Recruit	Complete supplemental items
65	Admitted in Recruit	Register for classes

Recent Recruiting Events

- *MCSD High School College Fair (Key West High School) - October 30, 2025, 8:30 - 10:00 a.m.* - The Manager of Recruitment visited KWHS to share information about CFK with 9th through 12th grade students.
- *MCSD High School College Fair (Marathon High School) - October 30, 2025, 1:00 - 2:00 p.m.* - The Manager of Recruitment visited MHS to share information about CFK with 9th through 12th grade students.

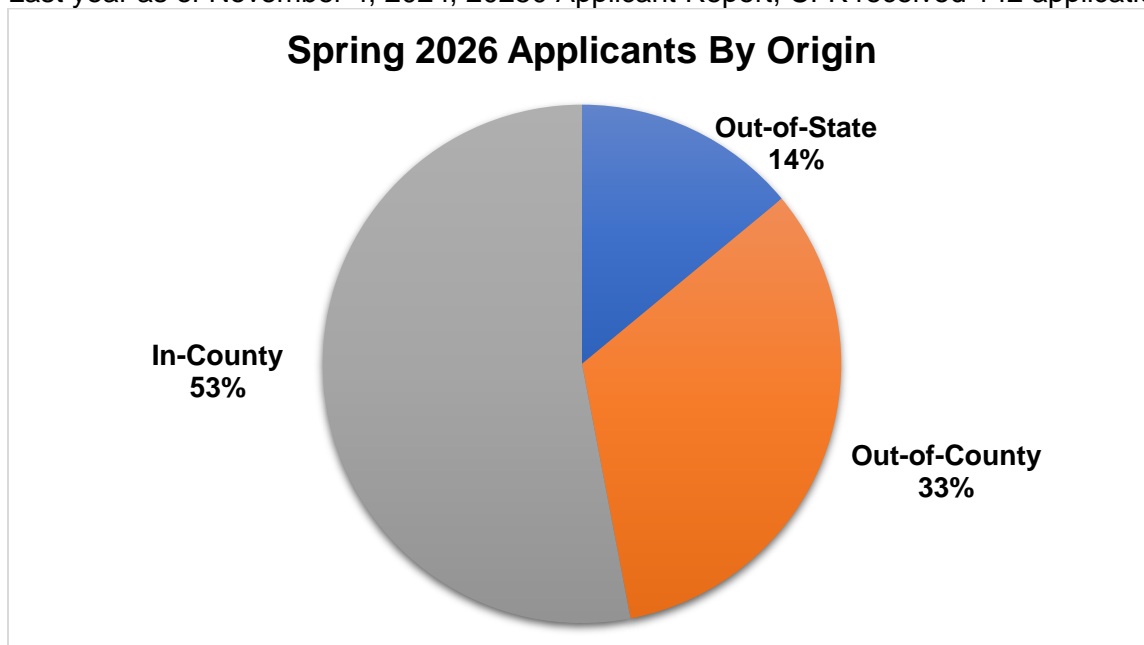
- *MCSD High School College Fair (Coral Shores High School) - October 31, 2025, 8:00 - 10:30 a.m.* - The UKC Engagement Administrator visited CSHS to share information about CFK with 9th through 12th grade students.
- *Virtual Dual Enrollment (DE) Info Session (Virtual) - November 5, 2025, 5:30 - 6:30 p.m.* - The Manager of Recruitment presented information to prospective students and their parents about DE.
- *The Basilica School of St. Mary Star of the Sea (Basilica High School)- November 17, 2025, 12:00 p.m.* - The Manager of Recruitment and Executive Director of Student Success visited the high school to present information about CFK's DE academic options. During the event, students received guidance on completing their applications, learned about course options, and had the opportunity to ask questions about DE.
- *Marathon High School Senior Class Presentation (MHS) - November 18, 2025, 9:20 a.m.* - The Manager of Recruitment presented information to prospective students about CFK's academic programs.
- *Marathon High School Application Workshop (MHS) - November 18, 2025, 11:30 a.m.* - The Manager of Recruitment hosted an application workshop at MHS to assist seniors with applying to CFK. During the event, students received guidance on completing their applications, learned about available programs, and had the opportunity to ask questions about admissions and the next steps.

Upcoming Recruiting Events

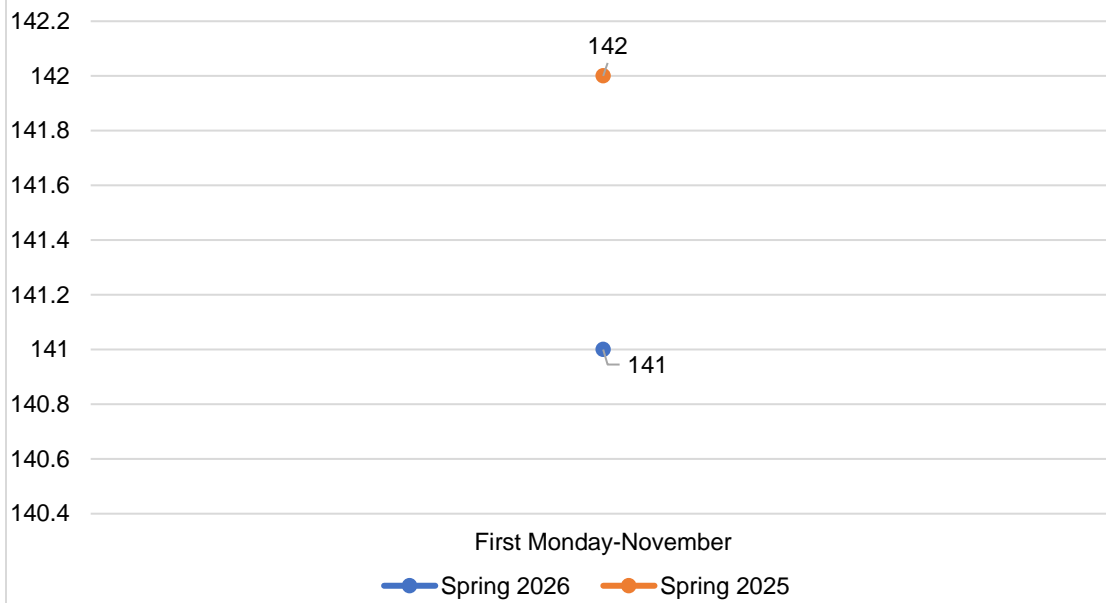
- Fast Track to Spring (KW & UKC) - December 3, 2025, 11:00 a.m.- 7:00 p.m.

Applicants

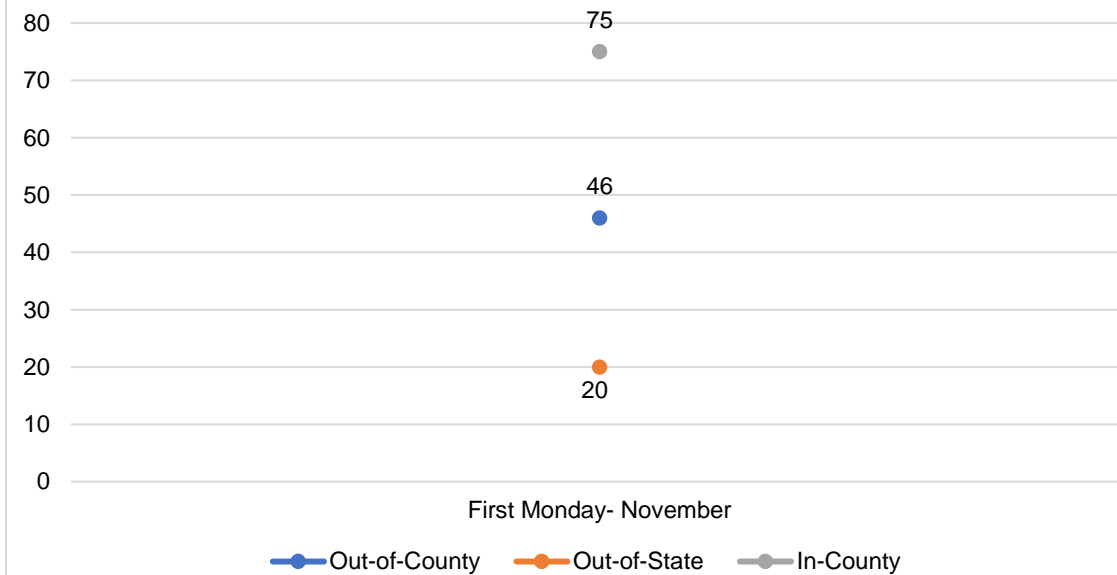
According to the November 3, 2025, 202620 Applicant Report, CFK has received 141 applications. Last year as of November 4, 2024, 20250 Applicant Report, CFK received 142 applications.



Spring 2026 Applicant Numbers



Spring 2026 Applicant Numbers by Area

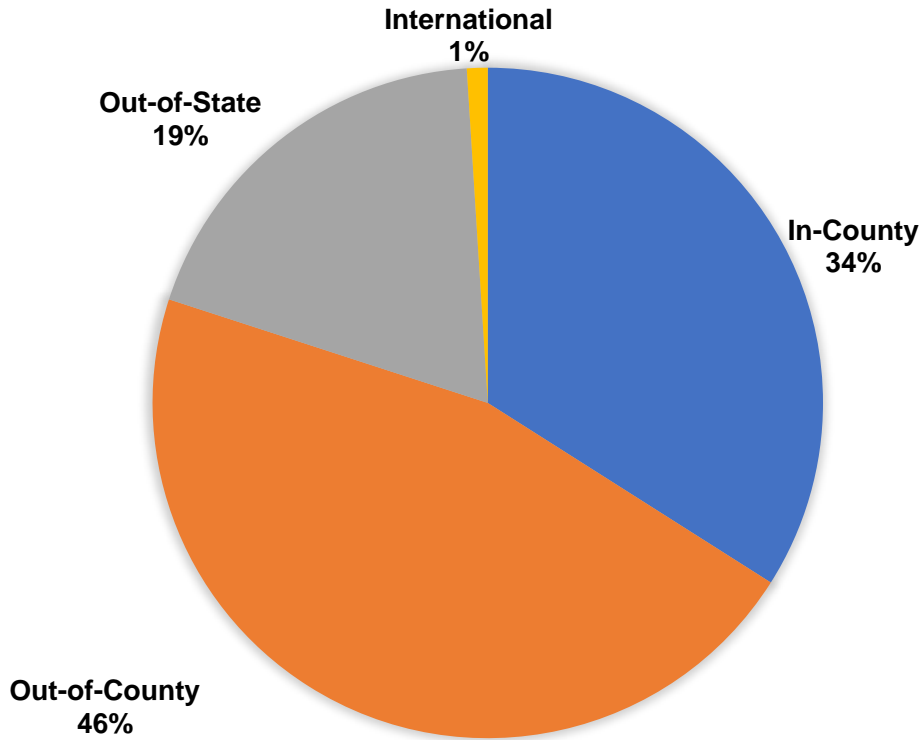


Inquiries

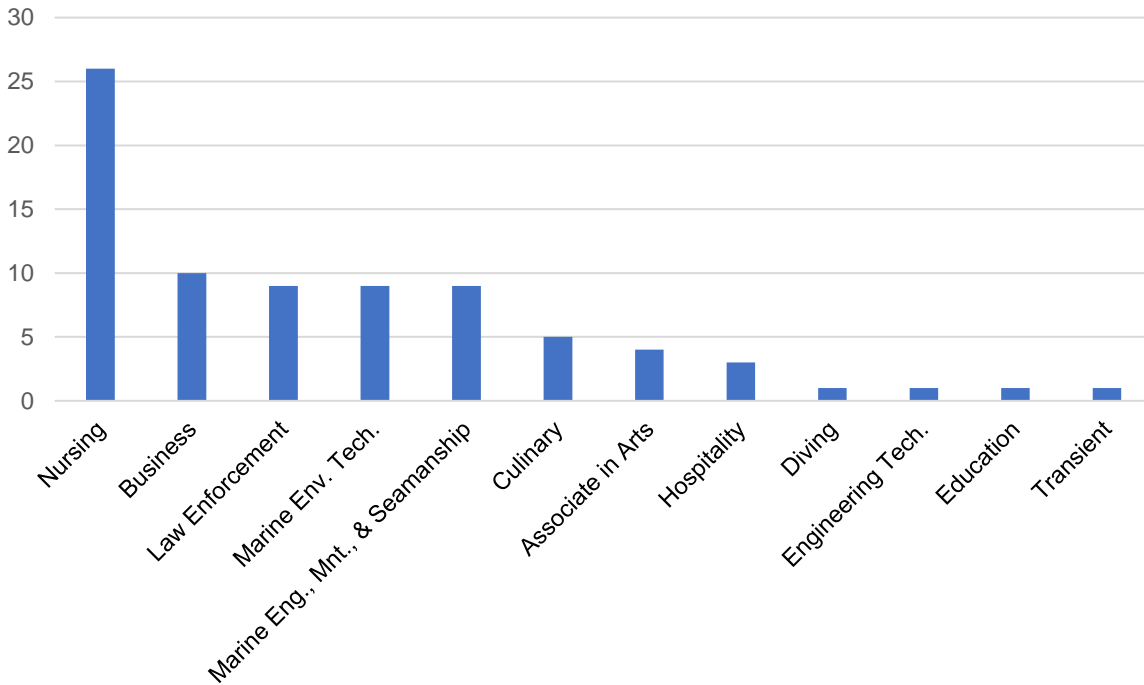
Prospective students from all over the country with various interests continue to inquire about CFK. A total of 79 inquiries were received since the last board report.

WEB INQUIRIES BY LOCATION

OCTOBER 7 - NOVEMBER 5



Web Inquiries by Program (October 7 - November 5)

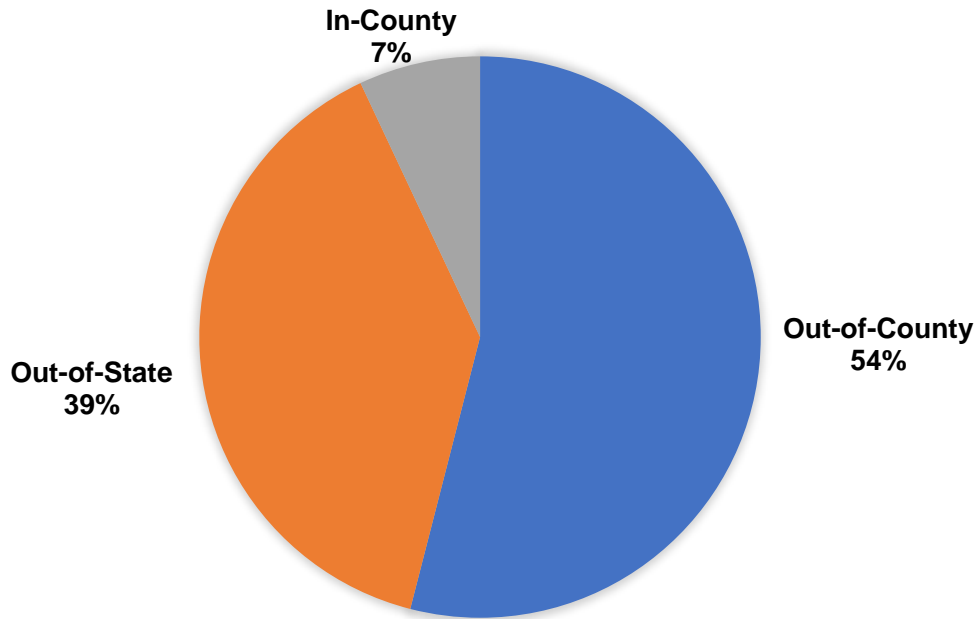


*Inquiries by program contain all degree levels available for each department (BAS, AS, and certifications)

Key West Campus Tours

Student Ambassadors lead personalized campus tours for prospective students and their families. Thirteen tours are currently scheduled for November.

KW CAMPUS TOURS



Student Activities

The Student Activities department continued to build excitement on campus by bringing back classic CFK events that drew strong participation and enthusiasm from students. The season featured a variety of fun-filled games and activities that inspired creativity, friendly competition, and campus pride. With spirited contests and exciting prizes, these events fostered a lively and engaging atmosphere that strengthened student connection and community across CFK.

Key West Campus Student Activities

Jack-O'-Lantern Jam – October 29, 2025

The Jack-O-Lantern Jam was a highly successful event, drawing the largest attendance of the semester with 17 scuba divers participating in underwater pumpkin carving and 36 students attending the topside carving contest. Attendees demonstrated creativity in their pumpkin designs, and the assortment of themed snacks enhanced the festive atmosphere. Scuba diving activities added a unique and engaging element to the event, providing memorable experiences and fostering a strong sense of Tuga pride among participants.





Top left: Students surface after completing their underwater pumpkin carving activity.

Top right: Student Edward Lacey proudly displays his jack-o'-lantern creation carved at a depth of 30 feet.

Bottom left: Students Patrick Maguire, Ana Kamis, and Stella Kuramoto focus on carving their pumpkins, bringing their jack-o'-lantern designs to life.

Bottom right: Malia Alexander showcases her winning pumpkin from the carving contest.

Paint Night – November 7, 2025

Student Activities celebrated the final Paint Night of the fall 2025 semester with vibrant color and creativity! Students gathered under the CFK Academy patio for a guided painting session, expressing their artistic talents and creating unique original masterpieces. The event provided a fun and relaxing way to close out the semester's creative activities.

Bingo Night – November 12, 2025

Bingo Night brought students together for a lively evening of fun and friendly competition under the CFK Academy patio. Participants enjoyed multiple rounds filled with excitement and anticipation as numbers were called. With gift card prizes for winners, complimentary snacks, and a relaxed, social atmosphere, the event provided students with an enjoyable opportunity to unwind and connect with peers.

Honors Event – November 14, 2025

Student Activities collaborated with Academic Affairs to host the first annual Honors Event, celebrating the outstanding academic achievements of CFK students. The ceremony honored those named to the Dean's List and President's List in spring 2025 and included the formal induction of new members into CFK's two honor societies: Phi Theta Kappa International Honor Society and Sigma Beta Delta Honor Society for Business, Management, and Administration.

Upper Keys Center Student Activities

Pumpkin Extravaganza – October 30, 2025

The Pumpkin Extravaganza featured two carving sessions scheduled during peak break times to engage students between classes. The events were lively and festive, complemented by themed decorations that captured the spirit of Halloween. Students embraced the creative challenge, carving a total of 26 pumpkins into unique jack-o'-lanterns. The event encouraged creativity, engagement, and community spirit.



Left: Nursing students take a break from their studies to carve and paint pumpkins.
Right: Law Enforcement students proudly display their jack-o'-lantern designs.



Bingo Night – November 13, 2025

Bingo Night at the Upper Keys Center offered students an engaging and entertaining opportunity to connect outside the classroom. Held in the front lobby, the event featured multiple rounds of bingo with gift card prizes, light refreshments, and plenty of laughter. The evening fostered school spirit and camaraderie, providing students with a fun, low-stress way to socialize and connect with one another.

Scholarships & Donor Relations

The Coordinator of Scholarships and Donor Relations has awarded all fall 2025 scholarships, including the Ocean Reef Community Foundation Building Bridges Scholarship, a last-dollar scholarship exclusively for students attending the Upper Keys Center. Through this opportunity, a total of \$13,838 was awarded to 42 students across various programs: two in A.A. General Studies, 31 in A.S. Nursing, four in B.S. Nursing, two in B.A.S. Supervision and Management, one in Law Enforcement, one in A.S. Emergency Medical Services, and one in Crossover Law Enforcement.

The 2026 scholarship season is underway. Spring 2026 scholarships were promoted to both new and returning students, with an application deadline of November 2. Scholarship applications were reviewed by committees comprised of CFK employees and donors, recipients are being selected the week of November 17, and awards will begin to be disbursed at the end of November. The timeline for the spring 2026 Ocean Reef Community Foundation Building Bridges Scholarship is later than other spring scholarships, due to its “last dollar” parameter, with a deadline of March 8, 2026.

Financial Aid and Veteran Services

The Financial Aid Department continues to receive FAFSA (Free Application for Federal Student Aid) submissions from students enrolled in the fall 2025 semester. As of November 5, 2025, the College has received 1,394 FAFSA applications for the 2025–2026 academic year. In comparison, last year on the same date, CFK received 1,310, reflecting an increase of approximately six percent.

The Financial Aid Department awarded the Florida First Responder Scholarship to ten students pursuing Law Enforcement and Emergency Medical Technician (EMT) programs. A total of \$14,424 was awarded, covering full tuition and up to \$1,000 in fees per student.

Students continue to benefit from the Open Door Grant, which provides financial assistance for tuition, fees, and stipends. As of November 5, 2025, a total of 349 students received this grant, with a combined total of \$485,622 awarded. The amount each student receives depends on the state and federal aid already applied to their account, with some receiving a \$750 stipend and others having their full tuition and fees covered.

The awarding of spring 2026 financial aid has begun. Students currently eligible for Federal Pell Grants and/or Federal Direct Loans who are enrolled in spring classes have already had their aid applied toward tuition and fees.

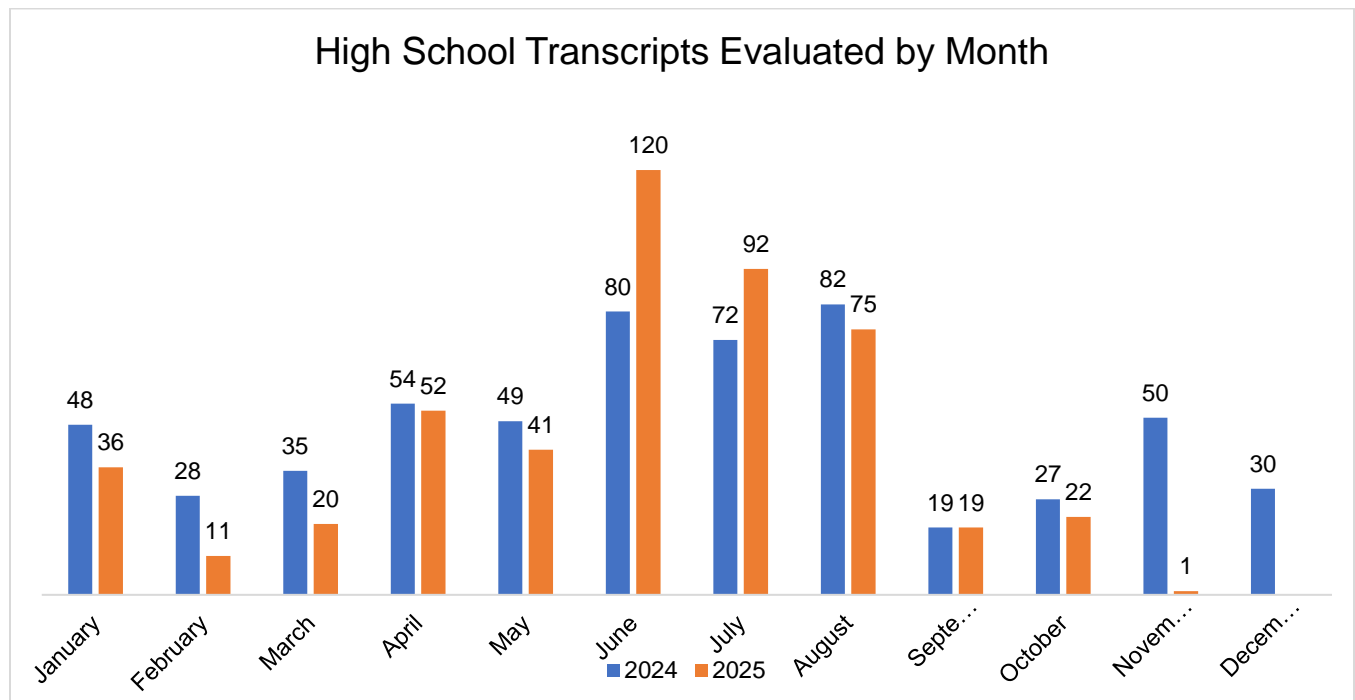
Ms. Michelle Ewen joined Financial Aid Department as Coordinator of Financial Aid on October 16, 2025. Before joining the Financial Aid Department, she worked in the Business Office. Ms. Ewen is originally from Los Angeles and has worked as a flight attendant and as an Art Consultant.

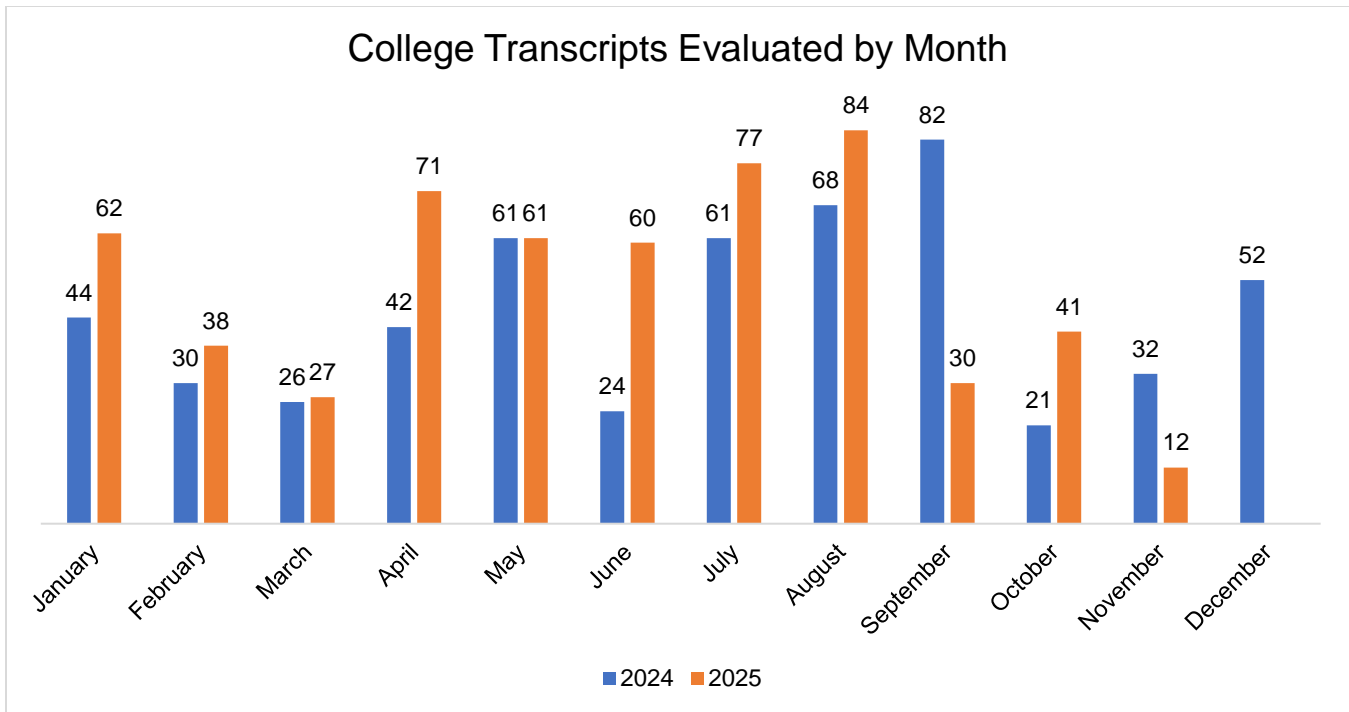


Enrollment Management

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. Enrollment Management evaluates high school and college transcripts. The tables below show transcript evaluations completed for the calendar years 2024 and 2025. For the calendar year 2024, the department evaluated 574 high school transcripts and 543 college transcripts. For the calendar year 2025, as of November 6, 2025, the department evaluated 489 high school transcripts and 563 college transcripts.

In the 2024 calendar year, 544 high school transcripts were evaluated compared to the 489 evaluated in the same period in 2025. Further, 491 college transcripts were evaluated in 2024 compared to the 563 college transcripts evaluated for the same period in 2025.





FTE

As of November 6, 2025, the fall 2025 FTE is 440.8 compared to the three-year average of 402.9 and budgeted goal for the fall 2025 of 425.

As of November 6, 2025, the spring 2026 FTE is 157.8 compared to the three-year average of 137.9 and budgeted goal for the spring 2026 of 406.

Athletics

Although the first two meets for the CFK Tugas were canceled, the team is looking forward to its first competition, scheduled for November 21–22 in Pembroke Pines.

Aquatics

For the month of October, instructors at the pool taught 125 children and adults in either private or group swim lessons. The age group swim team, Bone Island Swim Club, has 72 members. The CFK pool began working with the Florida Department of Health who awarded 30 vouchers to children ages six months to four years to learn to swim.