



THE COLLEGE OF THE FLORIDA KEYS  
Memorandum

**DATE:** July 18, 2024  
**TO:** District Board of Trustees  
**FROM:** Lana Gaspari, Vice President of Advancement  
**DEPARTMENT:** Advancement  
**SUBJECT:** Division Report – Lana Gaspari

**College & Community Engagement**

**Marketing Focus- *Fast Track to Fall***

The Marketing and PR office collaborated with the Recruitment office to present Fast Track to Fall on July 24 at the Key West Campus and the Upper Keys Center. The events are designed to help prospective students quickly get on a pathway toward their academic and career training goals this August. New students who participate in a Fast Track to Fall session will have their application fee waived, a savings of \$30, and receive a \$100 Kick-Starter Scholarship along with CFK giveaways.

**Marketing & PR- Past, Current, and Ongoing Projects**

- Completing the annual website review
- Conducting photo shoots for *Keys Currents* magazine
- Updating the website
- Gathering, posting, and moderating social media content
- Monitoring and improving automated recruitment and admissions messages and campaigns in Ellucian CRM Recruit software

**Social Media Insights (June 13, 2024 – July 10, 2024)**

- Facebook- 43 new followers: 10,335
- Facebook- post reach: 173,977
  - *The number of people who saw any of our posts at least once.*
- Facebook- post engagement: 7,200
  - *The number of times people have engaged with posts through reactions, comments, shares, and clicks.*
- Instagram- 44 new followers; 2,636 in total
- LinkedIn- 15 new followers; 3,892 in total

**Recruitment**

The Manager of Recruitment is working on fall 2024 recruitment cycles to create messages and activities to support enrollment for the upcoming semester.

**Email Outreach**

THE COLLEGE OF THE FLORIDA KEYS

**FAST TRACK TO FALL!**

Receive essential info & personal guidance to begin your degree in August!

**Key West Campus & Upper Keys Center**

Wednesday  
July 24

11:00 a.m.  
to 7:00 p.m.

NO APP FEE (SAVE \$30)  
\$100 KICK-STARTER SCHOLARSHIP FOR NEW STUDENTS  
CFK GIVE-AWAYS

**SIGN UP NOW!**  
CFK.EDU/FASTTRACK  
RECRUITER@CFK.EDU | 305-809-3207

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:

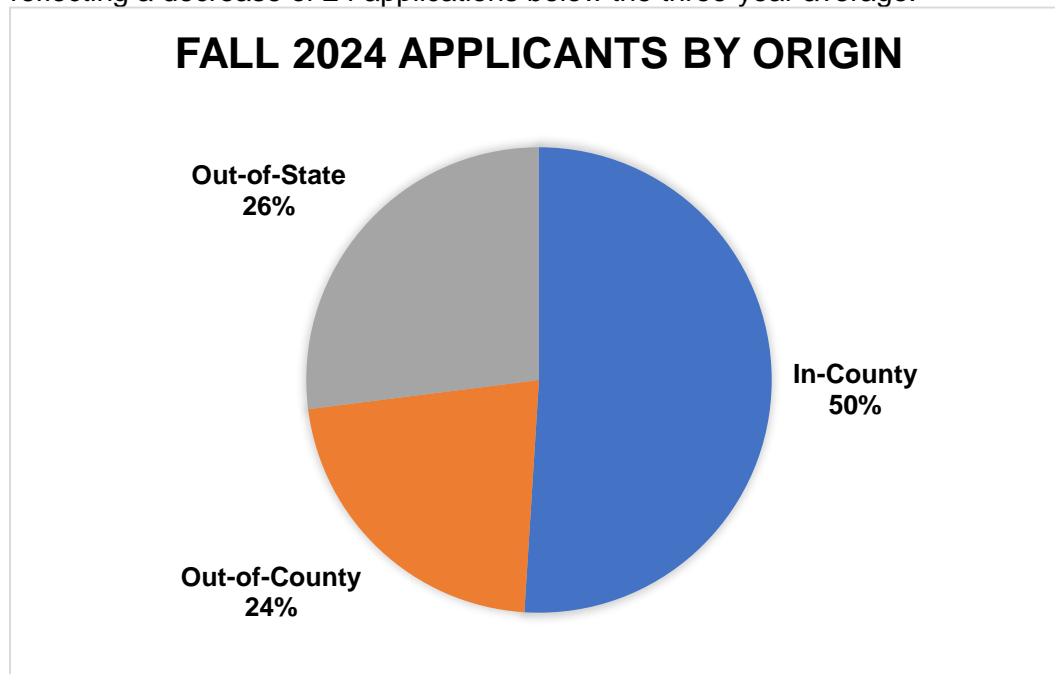
Number of Recipients	Population	Message Topic/ Purpose
35	Newly admitted students for the fall of 2024 semester	Register for fall 2024 classes
252	All started applications for the fall 2024 semester	Submit your fall 2024 application

### Upcoming Recruiting Events

- Fast Track to Fall Enrollment Event (KW & UKC) – July 24, 11:00 a.m.- 7:00 p.m.

### Applicants

According to the FTE report, as of July 17, CFK has received 617 applications for the fall 2024 term, reflecting a decrease of 24 applications below the three-year average.

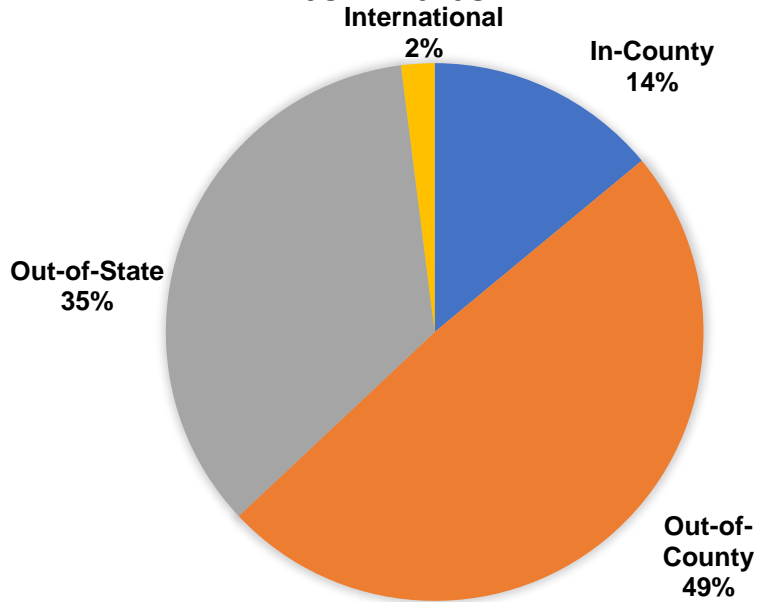


### Inquiries

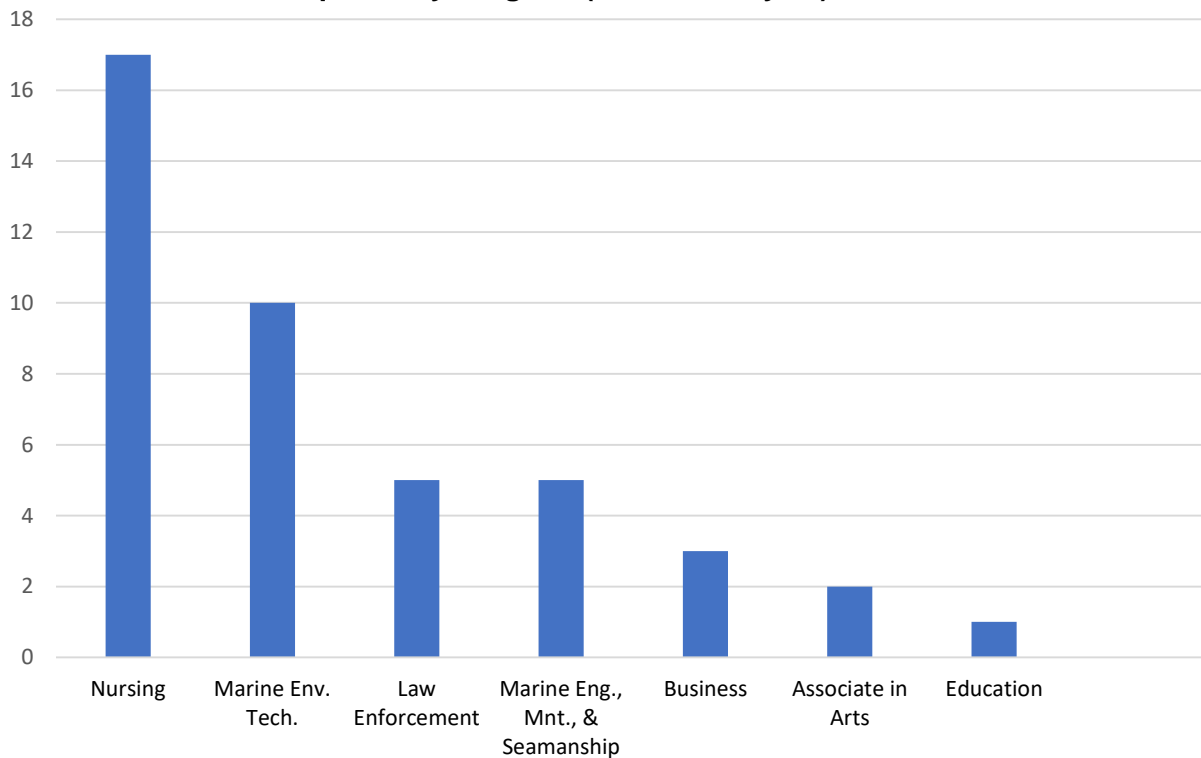
Prospective students from all over the country with various interests continue to inquire about CFK. A total of 43 inquiries have been received since the last board report.

## WEB INQUIRIES BY LOCATION

JUNE 10- JULY 11



## Web Inquiries by Program (June 10- July 11)

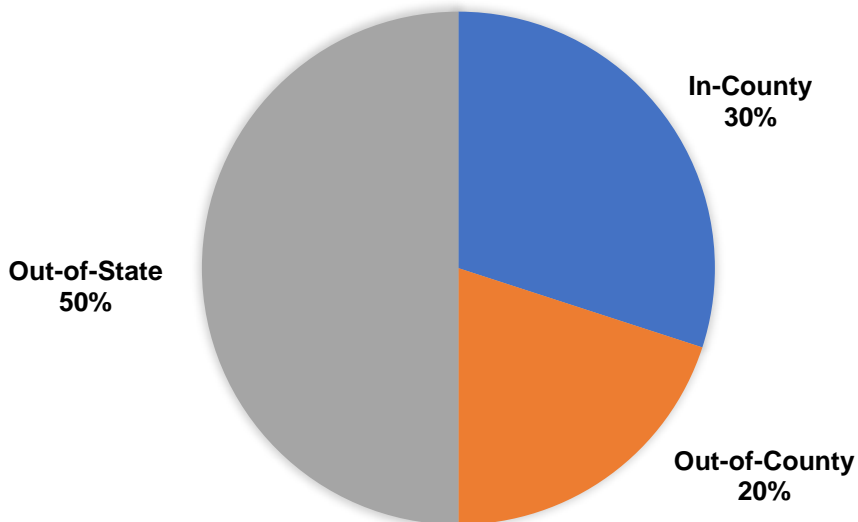


\*Inquiries by program contain all degree levels available for each department (BAS, AS, and certifications)

## Key West Campus Tours

Student Ambassadors lead personalized campus tours for prospective students and their families. Ten tours have been scheduled for July.

## KW CAMPUS TOURS



### Student Activities

Student Activities is preparing for the upcoming academic year and has developed an exciting lineup of events for students for the fall semester. Event details and additional activities will be shared with students through the website, social media, emails, and flyers throughout the upcoming semester.

### Alumni & Donor Relations

#### Scholarships

The Coordinator of Alumni & Donor Relations is preparing to award fall 2024 scholarships, which include several new opportunities. The Coordinator is communicating with students, reminding them to register for classes, verifying their eligibility, and drafting award letters to students detailing all post-acceptance requirements. As of July 16, 438 students applied for 37 CFK Foundation scholarship opportunities compared to 415 applicants for 29 opportunities in fall 2023.

Semester	CFK Foundation Scholarship Opportunities	Applicants
Fall 2023	29	415
Fall 2024 (as of July 16, 2024)	37	438

More applications are expected as the new Ocean Reef Community Foundation (ORCF) Building Bridges Scholarship is promoted. The “last dollar” scholarship, funded through a \$100,000 donation from ORCF, will cover remaining expenses after federal, state, and other aid are disbursed to Upper Keys students. The award will prioritize students pursuing credentials in career technical education and professional skills programs. The initial deadline to apply for this fall 2024 opportunity was July 25.

The College participated in the annual Hemingway Look-Alike Society (HLAS) Scholarship Ceremony on Thursday, July 18<sup>th</sup> at Sloppy Joe’s in Key West. The event kicked off the famous look-alike contest, which along with other Hemingway Days events, generates funds to support CFK scholarships. In its 25<sup>th</sup> year, the HLAS has increased its annual level of support to \$30,000.

#### Alumni

The Alumni Task Force met on July 10 to continue work toward developing a five-year Alumni Strategic Plan. Objectives and tactics to foster engagement have been created and the group is now working on plans to cultivate a culture of philanthropy. Results from the recent alumni survey are being used to inform strategies.

### **Financial Aid and Veteran Services**

The Financial Aid department continues to package financial aid for the summer 2024 and fall 2024 semesters to students who have submitted a FAFSA (Free Application for Federal Student Aid) and met all requirements. As of July 16, 2024, the College received 1,501 FAFSA applications for the 2023-2024 Academic Year. In comparison, CFK received 1,495 on the same date last year.

The FAFSA application for the 2024-2025 academic year opened on December 31, 2023, and the College has received 911 applications. The department is awarding aid, including Pell Grants and loans, to students who have satisfied the requirements.

The annual Veteran's Administration Catalog Application for Recertification is in progress and will be submitted by August 1, 2024. Recertification will allow the College to continue participating in and receiving veteran education benefits for our veteran beneficiaries.

Ms. Wade, the Executive Director of Financial Aid, attended the 2024 National Association of Student Financial Aid Administrators (NASFAA) national conference in Milwaukee. The conference drew approximately 3,000 attendees and offered valuable insights into student aid programs to enhance support for students and their families.



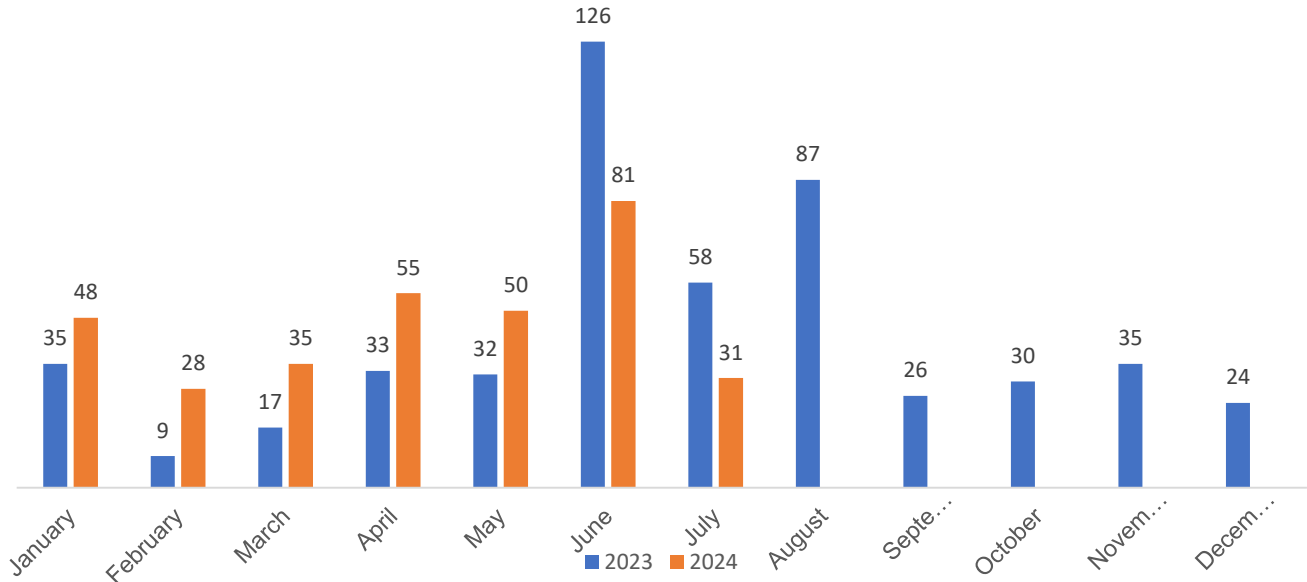
### **Enrollment Management**

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. The enrollment management department evaluates high school and college transcripts.

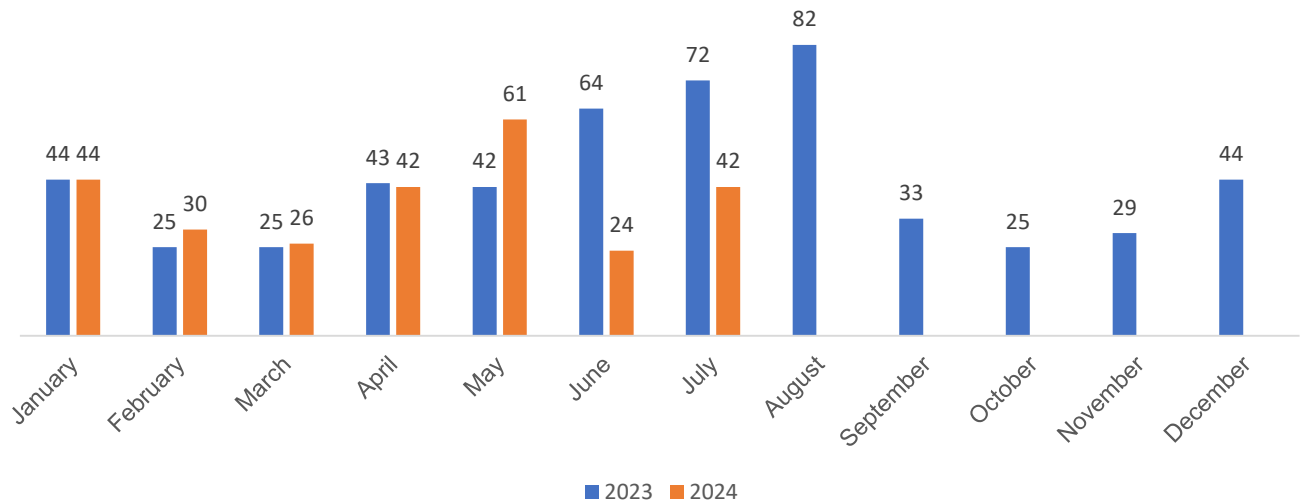
The tables below show transcript evaluations completed for the calendar years 2023 and 2024. For the calendar year 2023, the department evaluated 512 high school transcripts and 528 college transcripts.

For the calendar year 2024, as of July 18, 2024, the department evaluated 328 high school transcripts and 269 college transcripts. In the 2023 calendar year, enrollment management evaluated 310 high school transcripts compared to the 328 evaluated in the same period in 2024. Further, 315 college transcripts were evaluated in 2023 compared to the 269 college transcripts evaluated for the same period in 2024.

### High School Transcripts Evaluated by Month



### College Transcripts Evaluated by Month



#### FTE

As of July 18, 2024, the fall 2024 FTE is 283.4 compared to the three-year average of 184.8. The budgeted goal for the fall 2024 FTE is 418.0.

#### Athletics

The College of the Florida Keys' men's swim team was named the Male Academic Team of the Year, in the small roster category, by the Florida College System Activities Association (FCSAA) on July 3. The men honored on the 2024 Tugas team were Seth Bullard, Mason Egan, Kaemon Fagley, Juan Carlos Foster, Edward Kertis Jr., and Corey Krapf. The award was voted on by the Council for Athletic Affairs' Executive Board and was based on grade point averages for the Fall 2023 and Spring 2024 semesters. Individually, Mr. Fagley, Mr. Kertis, Ms. Walterson, and Ms. Oliverio received Certificates of Merit from the FCSAA for academics and participation as student-athletes. The Women's Swimming and Diving



team was chosen as the National Junior College Athletic Association (NJCAA) All-Academic Team of the Year. The women honored were Ms. Oliverio, Ms. Walterson, and Ms. Zebny.



Front row: Ms. Walterson, Ms. Oliverio, Mr. Egan, Mr. Kertis.  
Back row: Mr. Krapf, Mr. Fagley, Mr. Bullard. Not pictured. Mr. Foster.

### **Aquatics**

The pool closed on June 17 for re-surfacing thanks to financial support of the Tourist Development Council (TDC). An additional grant was obtained for 2025 from the TDC to add geothermal heating/cooling to maintain a constant temperature for the pool for the safety of all swimmers.



Re-surfacing of the Aquatic Safety Center by AuMiller Pools, LLC with the new blue tiles.