

DATE: January 15, 2025
TO: District Board of Trustees
FROM: Lana Gaspari, Vice President of Advancement
DEPARTMENT: Advancement
SUBJECT: Division Report – Lana Gaspari

College & Community Engagement
Marketing Focus- Community Day (UKC)

CFK's Inaugural Community Day at the Upper Keys Center was on Saturday, January 25, 10 a.m. to 2 p.m. Similar to the long-running event at the Key West Campus, the family-friendly event attracted community members of all ages to visit the Upper Keys Center, meet CFK employees and students, and learn more about CFK programs, initiatives, and partners.

Community Day was marketed through social media, newspaper ads, radio ads, a news release, emails to various CFK audiences (students, employees, alumni, donors), email blasts through partner organizations, and flyers distributed to all elementary schools in the upper Keys. The event, including marketing efforts, was supported by the Ocean Reef Community Foundation.

Marketing & PR- Past, Current, and Ongoing Projects

- Highlighted the CFK Swim Team through social media coverage and news releases, including communications related to the Giving Tuesday fundraising campaign
- Supported, documented, and highlighted Fall Commencement through various social media and public relations efforts
- Promoted CFK's VIP Series events on "Galapagos Fishes"
- Promoted student events: End of Semester parties and Club Rush
- Promoting the enrollment period for CFK Academy's 2025-26 school year and Prospective Student Information Event
- Promoting the Seaside Soiree fundraiser
- 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



Community Day 2025
**THE COLLEGE OF THE
FLORIDA KEYS**

**SATURDAY, JANUARY 25
10 AM - 2 PM
CFK UPPER KEYS CENTER**

**Live entertainment
Children's activities
Food & drinks
Academic showcases
FREE t-shirts**

**Special thanks to
Ocean Reef Community Foundation**



**OCEAN REEF
COMMUNITY FOUNDATION**

Social Media Insights (December 13, 2024 – January 9, 2024)

- Facebook- 69 new followers: 10,533
- Facebook- post reach: 10,700
 - *The number of people who saw any of our posts at least once.*
- Facebook- post engagement: 563
 - *The number of times people have engaged with posts through reactions, comments, shares, and clicks.*
- Instagram- 47 new followers; 2,796 in total
- LinkedIn- 31 new followers; 3,995 in total

Recruitment

The Manager of Recruitment has been working on spring 2025 recruitment cycles to create messages and activities to support enrollment for the upcoming semester.

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:

Number of Recipients	Population	Message Topic/ Purpose
84	Newly admitted students for the spring 2025 semester	Register for spring 2025 classes
55	Newly admitted students for the spring 2025 semester	Register for spring 2025 classes (reminder)
549	Inquiries, Application Started, and Application Submitted	Attend Fast Track to Spring event
332	Newly admitted students and current students for the spring 2025 semester	Register for spring 2025 classes

Recent Recruiting Events

- *Fast Track to Spring (KW & UKC)* – November 20, 11:00 a.m.- 7:00 p.m. – The Manager of Recruitment hosted an admissions event. Twelve students attended in Key West. Six attended at the UKC.
- *Key West High School AVID Group Tour (KW)* – December 10, 10:00 a.m.- 12:00 p.m. – The Manager of Recruitment hosted a group of approximately 25 Key West High School Sophomores to tour the Key West Campus.
- *Monroe County School District Adult Education Information Session (Marathon)* – December 11, 10 a.m.- 6 p.m.
- *Key West High School Application Workshop* – January 15, 11:00 a.m. - 1:00 p.m.
- *Miami-Dade College Marine Science Group Tour (KW)* – January 17, 1:00 - 3:00 p.m.
- *Marathon High School NOW Scholarship Workshop & Tour* – January 24

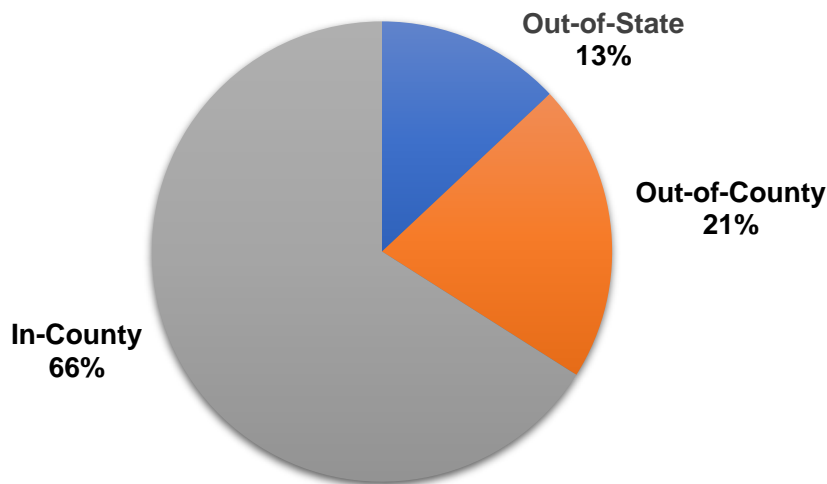
Upcoming Recruiting Events

- Project ACCESS Information Session (Virtual) – February 19, 5:30- 6:30 p.m.
- Future Student Information Session (Virtual) – March 5, 5:30- 6:30 p.m.
- Dual Enrollment Information Session (Virtual) – April 9, 5:30- 6:30 p.m.
- Apprenticeship Information Session (Virtual) – May 14, 5:30- 6:30 p.m.

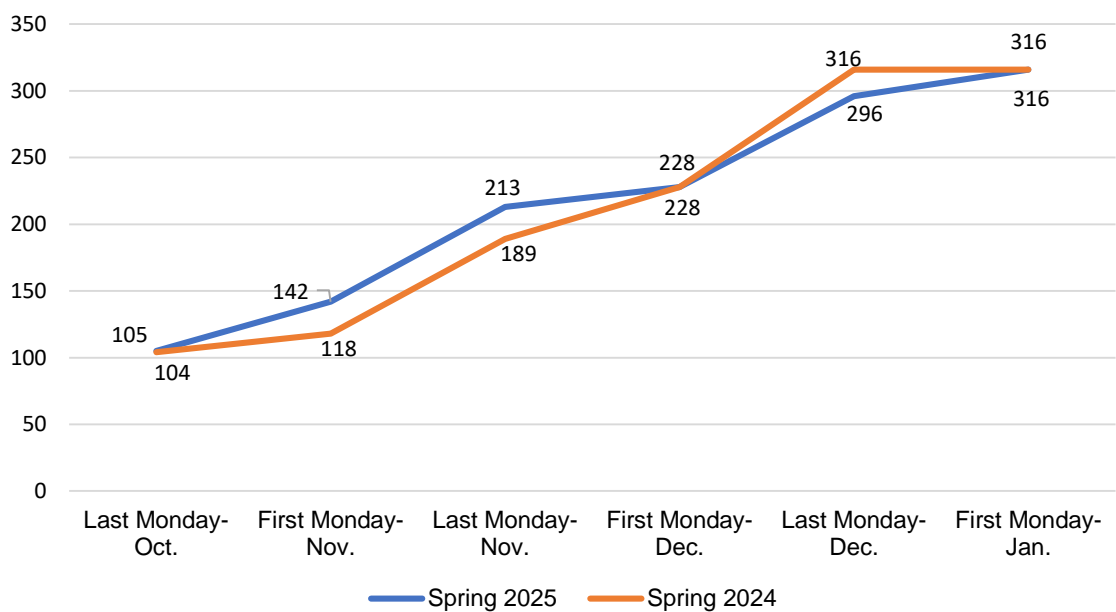
Applicants

According to the 202520 Applicant Report from January 6, 2025 and 202420 Applicant Report from January 1, 2024, CFK has received an equal amount of applications as shown in the graph below.

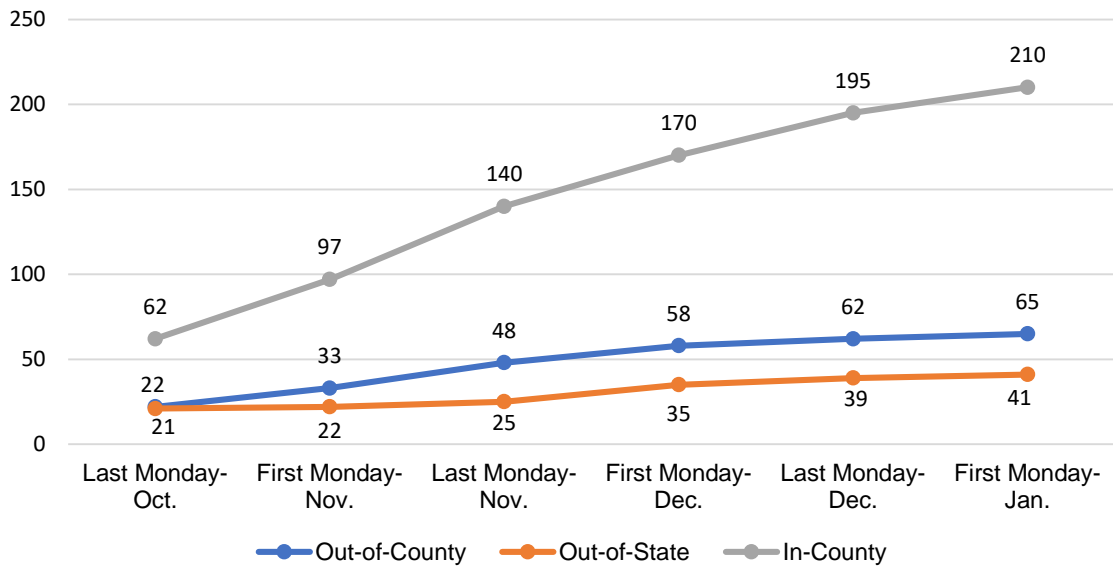
Spring 2025 Applicants By Origin



Spring 2025 Applicant Numbers



Spring 2025 Applicant Numbers by Area

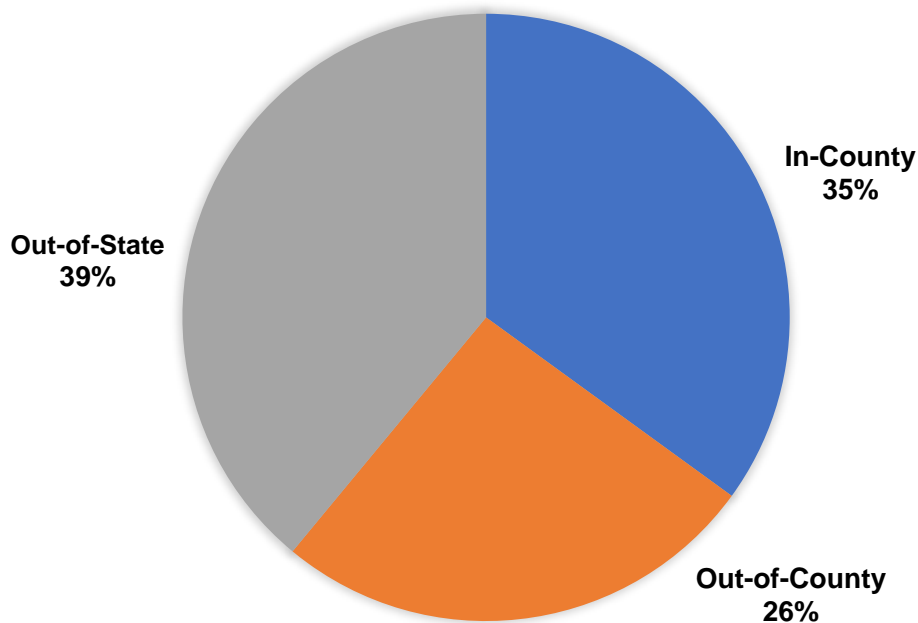


Inquiries

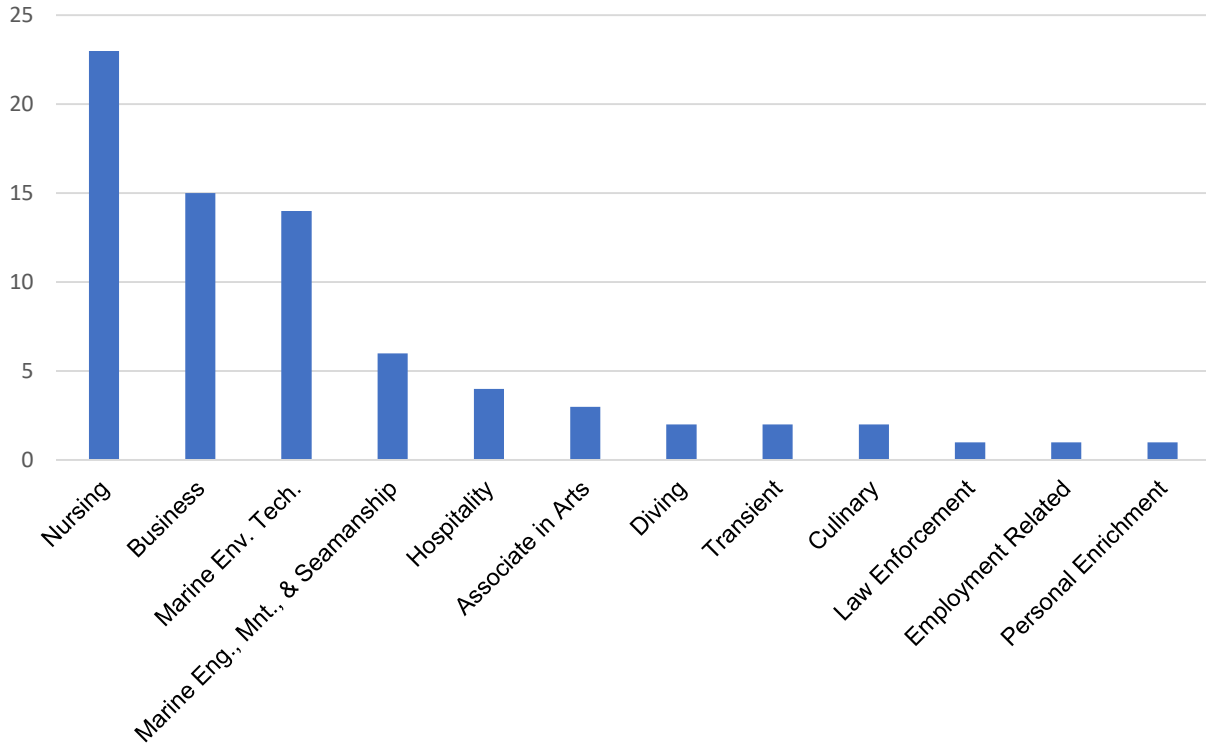
Prospective students from all over the country with various interests continue to inquire about CFK. A total of 74 inquiries have been received since the last board report.

WEB INQUIRIES BY LOCATION

NOVEMBER 20-JANUARY 9



Web Inquiries by Program (November 29-January 9)

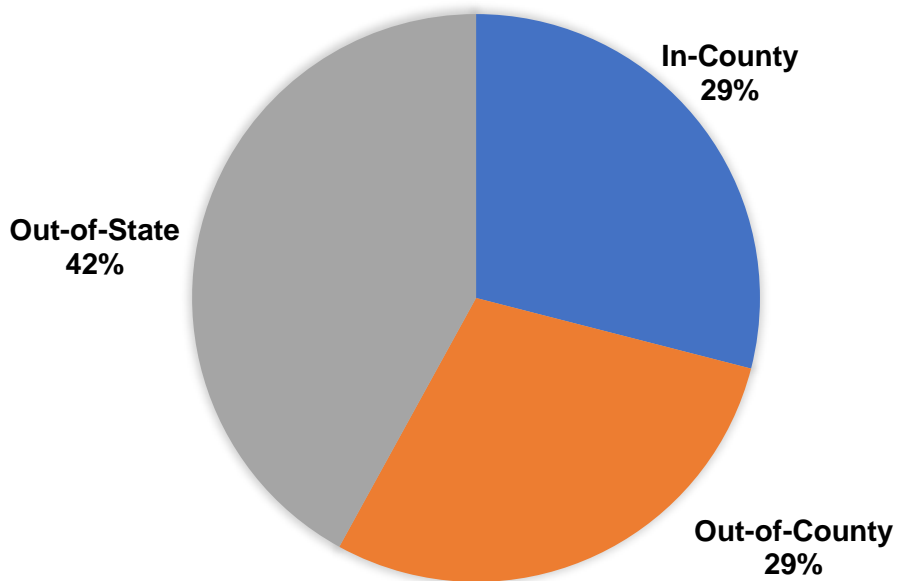


*Inquiries by program contain all degree levels available for each department (BAS, AS, and certifications)

Key West Campus Tours

Student Ambassadors lead personalized campus tours for prospective students and their families. Twenty-four tours were scheduled for December and January.

KW CAMPUS TOURS



Student Activities

The Student Activities department continues to host a variety of events for students at both the Upper Keys Center and Key West Campus for students to unwind, promote environmental stewardship, and forge new friendships.

Key West Campus Student Activities

Student Town Hall – November 21, 2024

In collaboration with the Garrett Lee Smith Suicide Prevention Grant coordinators, the Student Activities Office organized a Student Town Hall to address mental health concerns among CFK students. This virtual open forum served as a safe and inclusive platform for students to share their insights and suggestions for enhancing mental health resources and wellness programs at the College.

Paint Night – November 22, 2024

The final Paint Night of the semester provided students with an opportunity to unwind and celebrate the conclusion of fall 2024. With snacks, drinks, and music setting the tone, participants created unique masterpieces to commemorate the semester in a lively and creative atmosphere



Left: Students Kayla Alessi and Alexandra Nelson pose with their cherry blossom tree paintings.

Right: Students focus on creating their masterpieces at Paint Night

Finals Study Week – December 2-6, 2024

During the final week of fall 2024 classes, Student Activities partnered with the CFK Library to support students preparing for exams. Complimentary snacks, drinks, and study materials were provided to encourage students to utilize library spaces for their review sessions. Whether working collaboratively with peers or studying individually, students were equipped with the resources needed for a successful week of final exams.

End of Semester Party – December 5, 2024

Student Activities hosted an end-of-semester holiday celebration, bringing students together for festive crafts, holiday treats, and seasonal cheer. Highlights of the event included a craft competition with exciting prizes and an opportunity for fall graduates to decorate their graduation caps. The event fostered creativity, community spirit, and a memorable conclusion to the semester.



Top Left: Kenneth Vilchez-Rodriguez smiles with his gingerbread house creation.

Top Right: Connor Davidson was awarded a \$25 gift card to Publix and is deemed the Key West Campus Fall 2024 "Champion of Cheer" after the End of Semester Party.

Bottom Left: Shania Duarte-Vera and Samira Sam create their gingerbread masterpieces.

Bottom Right: Friends pose with their craft creations.

Graduation Pre-Party – December 12, 2024

Student Activities celebrated the fall 2024 graduation by providing festive decorations and refreshments for the graduates prior to commencement. Students eagerly lined up to take photos with Shel to mark the milestone with Tuga Pride.



Left: Fall 2024 graduate, Sage Hanely poses with Shel at the Pre-Party.

Right: Graduates chat with friends as they gather in the Key West Campus Library.

WE Team – January 13-14, 2025

The Welcome & Engagement Team (WE Team) launched efforts to ensure a smooth, positive, and stress-free start to the semester for new and returning students. Dedicated to fostering a friendly and supportive atmosphere, the WE Team assisted with navigating campus, locating classes, and answering questions, helping to set a strong foundation for student success.

Club Rush – January 22, 2025

This spring semester's Club Rush showcased a diverse lineup of student clubs and organizations, including several new additions. The event offered students the opportunity to explore their passions, connect with peers, and engage in activities ranging from sports and arts to academics and advocacy. To expand access, a virtual survey link was provided, enabling CFK students who were unable to attend the event to sign up for a club.

Student Town Hall – January 28, 2025

As part of the Garrett Lee Smith Suicide Prevention Grant, the Student Activities Office hosted its second Student Town Hall to address mental health concerns among CFK students. This hybrid event, held in person and online, aimed to maximize student participation. The primary objective was to gather feedback on previous mental health events and solicit suggestions for spring and fall 2025 wellness activities that align with student interests, ultimately enhancing attendance and engagement.

Upper Keys Center Student Activities

Finals Study Week – December 2-6, 2024

During the final week of fall 2024 classes, Student Activities collaborated with the Library to support students preparing for exams. Complimentary snacks, drinks, and study materials were provided to encourage students to utilize the library space for their studies. This event not only supported students during finals but also highlighted the UKC Library as a valuable resource available for the students.

End of Semester Party – December 3, 2024

Student Activities hosted a festive holiday celebration featuring treats, crafts, and lively activities. Highlights included a holiday craft competition with exciting prizes and a tie-dye station that added color and fun to the event. Fall graduates also had the opportunity to decorate their graduation caps, making the celebration creative and memorable.



Left: Student Julio Gouvertier poses with Talent Acquisition, Development, and Accountability (IE) Manager and UKC Engagement Administrator Richaunda Whitely, holding his painted mountain scape and a \$25 Amazon gift card as the Upper Keys Center Fall 2024 "Champion of Cheer" at the End of Semester Party.

Right: Anya Stack holds her tie-dyed t-shirt creation.

WE Team – January 13-14, 2025

The Welcome & Engagement Team (WE Team) kicked off the semester by ensuring a smooth and

positive transition for new and returning students. Focused on creating a supportive environment, the WE Team assisted students with navigating the Upper Keys Center, finding classes, and addressing any questions, setting the stage for student success throughout the semester.

Club Rush – January 22, 2025

The spring Club Rush featured a diverse range of student clubs and organizations, including several new ones. Students at the Upper Keys Center (UKC) were encouraged to start their own clubs at UKC and were reminded to join in on virtual meetings for clubs based at the Key West Campus. To enhance access, a virtual survey link to a digital Club Rush was made available, allowing CFK students to participate remotely, regardless of their location.

Community Day – January 25, 2025

Caeley Flowers, Assistant Director of Student Activities, hosted a CFK Student Life table at the inaugural Community Day at the Upper Keys Center. The table featured student clubs highlighted during Club Rush and provided information on upcoming events to generate excitement among students for the new semester. The event provided a great opportunity for the CFK community to connect and explore the College’s offerings and showcase Tuga Pride.

Alumni & Donor Relations

Scholarships

The Coordinator of Alumni & Donor Relations has awarded all spring 2025 scholarships with the exception of the Ocean Reef Community Foundation (ORCF) Building Bridges Scholarship, which is still open to students.

Semester	CFK Foundation Scholarship Opportunities	Applicants	Scholarship Funds Awarded	Recipients
Spring 2024	15	138	\$48,693.31	54
Spring 2025 (as of January 2025)	20	332	\$74,393.88	65

In addition, for the ORCF Building Bridges Scholarships, approximately \$29,937.70 has been offered, but not yet awarded (or included in the chart above), for tuition and fees to 36 UKC students as of December 2024. Students may still apply for this “last dollar” scholarship through February 2, 2025. Funds for tuition, fees, and eligible required tools or uniforms will be disbursed in March.

Summer and fall 2025 scholarships are being promoted, with additional opportunities expected to be added.

Thanks to two generous donations, the College is launching a new scholarship for high school students in the middle and upper Keys who are pursuing career technical education and workforce training. The Nextgen Opportunity for Workforce (NOW) Scholarship is a full-cost scholarship that covers tuition, fees, and other educational expenses, allowing recipients to focus entirely on completing their programs. The Free Application for Federal Student Aid (FAFSA) is not required to apply, making this opportunity accessible to all students. The College is collaborating with Monroe County School District to recruit students at Marathon High School and Coral Shores High School to apply for the scholarship. Applications for fall 2025 are due February 28.

Alumni

The Alumni Committee has been established to implement the Alumni Strategic Plan. The group is comprised of a cross-section of employees and is led by Lana Gaspari, Vice President of Advancement, and Amber Ernst-Leonard, Associate Vice President of College and Community Engagement.

CFK alumni have been encouraged to apply or nominate classmates for the 2025 Alumni of the Year award, which will be presented at the Spring Commencement Ceremony. Through this annual recognition, the College honors an exceptional alumnus or alumna who embodies Tuga Spirit and has demonstrated professional distinction, service to society, and/or support of the College and/or community. Applications and nominations will be accepted through January 31.

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 spring 2025 semester. As of January 14, 2025, the College received 1,397 FAFSA applications for the 2024-25 academic year, which opened on December 31, 2023. In comparison, last year on the same date, CFK received 1,377, reflecting an increase of approximately three percent.

The department is conducting regulatory requirements with administering and authorizing financial aid. These processes include, but are not limited to:

- verification of course enrollment.
- verification of student eligibility status (i.e., proof of citizenship, confirming accurate tax information, ensuring students meet satisfactory academic progress, etc.).
- conducting audits of their enrolled courses to ensure they are aligned with their degree programs.
- verifying their participation in their courses during the first week of their term.

The Financial Aid department has 11 students who will return to the federal work-study program. The work-study program has been shared with students through Canvas and email notifications.

The College was awarded \$488,482 for the Open Door Grant for the academic year 2024-25, with the funds divided between two terms. For the fall term, the Financial Aid department awarded \$244,241. Due to a higher number of eligible students, the College was awarded an additional \$256,000 in supplemental funding from Office of Student Financial Assistance. As a result, the Financial Aid department successfully awarded approximately 300 students in the fall term.

Ms. Kim Pickren started as Coordinator of Financial Aid on January 2, 2025. Originally from the coastal town of Brunswick, Georgia, Kim relocated to Key West in the summer of 2024. Before joining The College of the Florida Keys, she worked in medical claims and billing with Wellstar Health System.

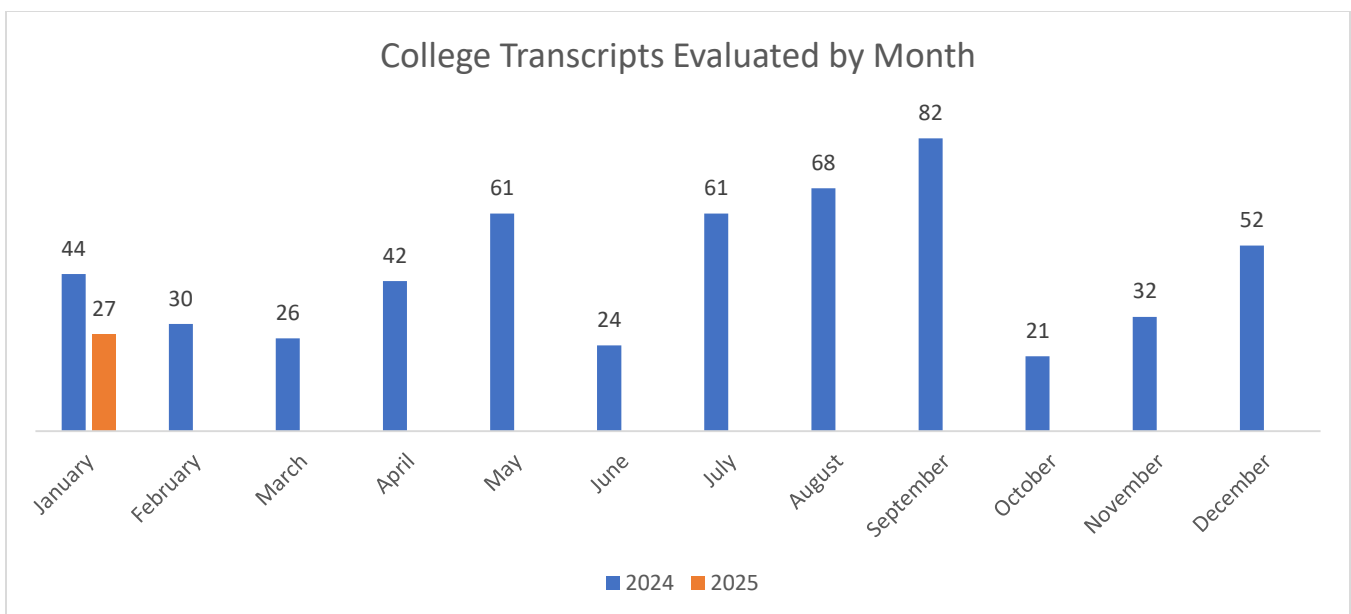
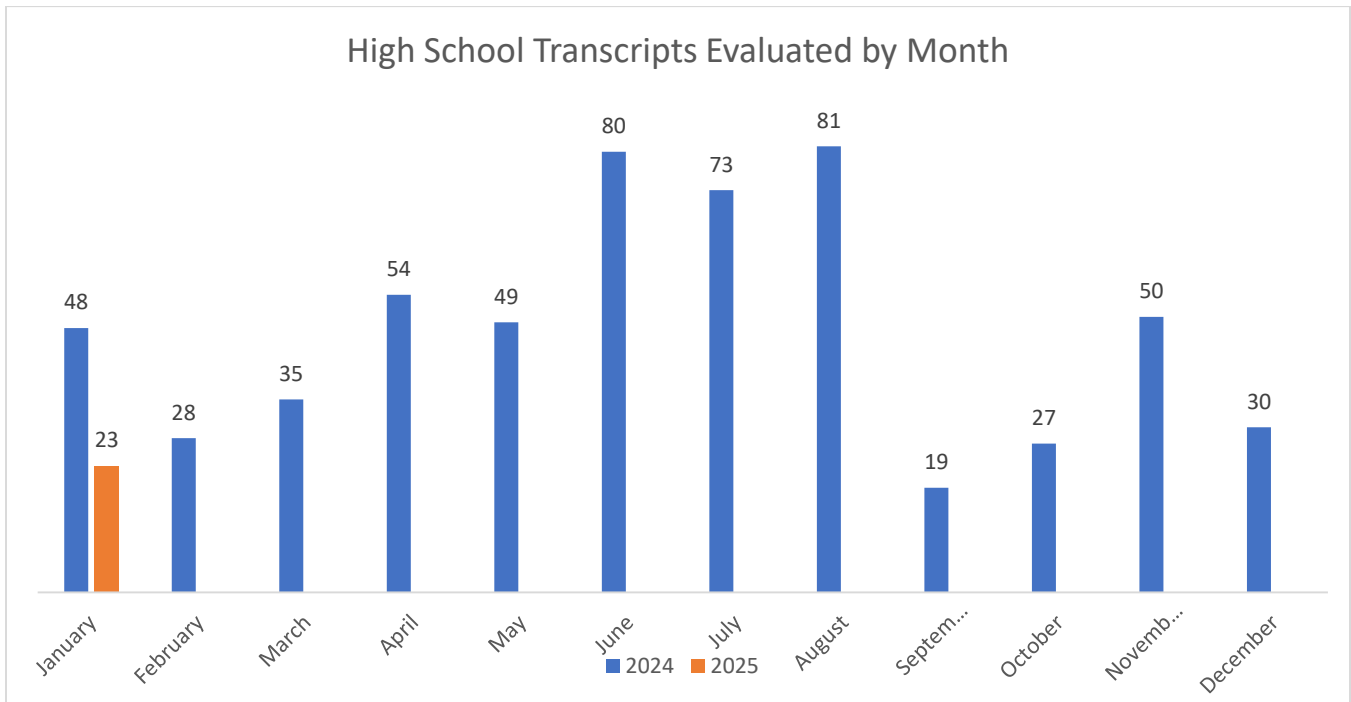


Enrollment Management

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 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 January 15, 2025, the department evaluated 23 high school transcripts and 27 college transcripts. In the 2024 calendar year, Enrollment Management evaluated 48 high school transcripts compared to the 23 evaluated in the same period in 2025. Further, 44 college transcripts were evaluated in 2024 compared to the 27 college transcripts evaluated for the same period in 2025.



FTE

As of January 15, 2025, the spring 2025 FTE is 397.0 compared to the three-year average of 355.2. The budgeted goal for the spring 2025 FTE is 388.0.

Athletics

The CFK swim team competed in two meets to complete the first part of the season for swimming. At the first meet, the Gulliver Gobble-Gobble on November 23 and 24, 2024, in Miami, FL, Mr. Lebsack broke three school records in the 50yd fly, the 100yd fly, and the 200yd fly. At the Tuga Time trials at the CFK pool, the team of Mr. Fagley, Mr. Montiel de la Nuez, Mr. Kertis, and Mr. Lebsack broke two relay records in the 200yd free relay and the 200yd medley relay. Mr. Fagley also broke the 50yd backstroke record. A total of six swimmers - two females and four males qualified for NJCAA National Championships in 24 individual events and four relay events.



Pictured L to R: Mr. Lebsack, Ms. Lavin, Orange Bowl mascot "Obie", Mr. Fagley, and Mr. Kertis.

Aquatics

For the months of November and December, instructors at the pool taught 163 children and adult swim lessons in either private or group lessons. The age group swim team, Bone Island Swim Club, has 66 members. Athletic Director, Lori Bosco taught water safety to seven EMT students.