



THE COLLEGE OF THE FLORIDA KEYS
Memorandum

DATE: October 15, 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- Community Day

CFK's 10th annual Community Day will be on Saturday, Nov. 2, 10 a.m. to 2 p.m. in the courtyard on the Key West Campus. The annual event is an opportunity for the College to engage the public and showcase our programs and initiatives on our campus.

Community Day will be marketed through social media, newspaper ads, digital ads, radio ads, a news release, emails, and flyers distributed to all Monroe County Schools. Advertising for the event is being supported by in-kind sponsorship from local media companies: The Keys Weekly, Florida Keys Media (also providing live remote broadcast on WEOV 92.7FM), and the Keys Citizen.



Marketing & PR- Current and Ongoing Projects

- Producing 2024-25 *Keys Currents* magazine
- Developing the 60th Anniversary logo
- Promoting events: Community Day, CFK Poetics, Construction Apprenticeships virtual info event, Future Students virtual info event, Tuga Clinic Flu Shot event, Project ACCESS virtual info event, and Creepy Campus Ghost Tours
- Producing programs and awards for the graduation of Basic Law Enforcement Academies #88 and #90
- Distributing emergency communications for Hurricanes Helene and Milton
- 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 (September 13, 2024 – October 10, 2024)

- Facebook- 55 new followers; 10,436 in total
- Facebook- post reach: 301,300
 - *The number of people who saw any of our posts at least once.*
- Facebook- post engagement: 1,200

- *The number of times people have engaged with posts through reactions, comments, shares, and clicks.*
- Instagram- 40 new followers; 2,723 in total
- LinkedIn- 20 new followers; 3,946 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
44	Newly admitted students for the spring 2025 semester	Register for spring 2025 classes
53	Students who attended the MCSD College Fair	Information on applying to CFK for fall 2025
20	Inquiries and applications started	Attend Apprenticeship Info Session

Recent Recruiting Events

- *Construction Apprenticeships Information Session (Virtual)* – September 26, 5:30 - 6:30 p.m. – The Manager of Recruitment and the Director of Workforce Development & Continuing Education hosted an information event for prospective students to learn about the construction apprenticeship programs. Six students attended.
- *Key West High School Application Workshop* – October 3, 1:30 - 2:30 p.m. – The Manager of Recruitment visited KWHS to help seniors complete their CFK applications. Eighteen students attended.
- *Coral Shores High School group tour (UKC)* – October 4, 9:00- 11:00 a.m.– CFK employees hosted a group of 20 juniors and seniors to tour the UKC. Prospective students learned about the options available to them at CFK.
- *Future Student information session (Virtual)* – October 10, 5:30 - 6:30 p.m. – The Manager of Recruitment and the Executive Director of Student Success hosted an information event for prospective students to learn about the opportunities available to them at CFK. Thirteen students attended.
- *Project ACCESS information session (Virtual)* – October 23, 5:30 - 6:30 p.m. – The Manager of Recruitment and the Executive Director of Student Success hosted an information event for prospective student to learn about the Project ACCESS program.

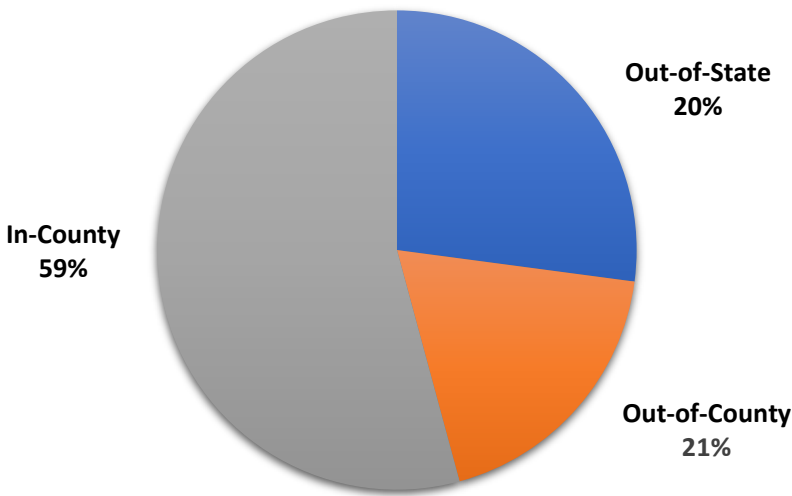
Upcoming Recruiting Events

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- *Marathon High School application workshop (MHS)* – November 4, 10:00 - 11:30 a.m.
- *Dual Enrollment information session (Virtual)* – November 6, 5:30 - 6:30 p.m.
- *MCSD Adult Education information session (Adult Ed.)* – November 13, 10 a.m. - 6 p.m.
- *Fast Track to Spring (KW & UKC)* – November 20, 11:00 a.m.- 7:00 p.m.

Applicants

According to the October 11 Applicant Report, CFK has received 89 applications for the spring 2025 term, reflecting a decrease of 13 applications below the three-year average.

Spring 2025 Applicants By Origin

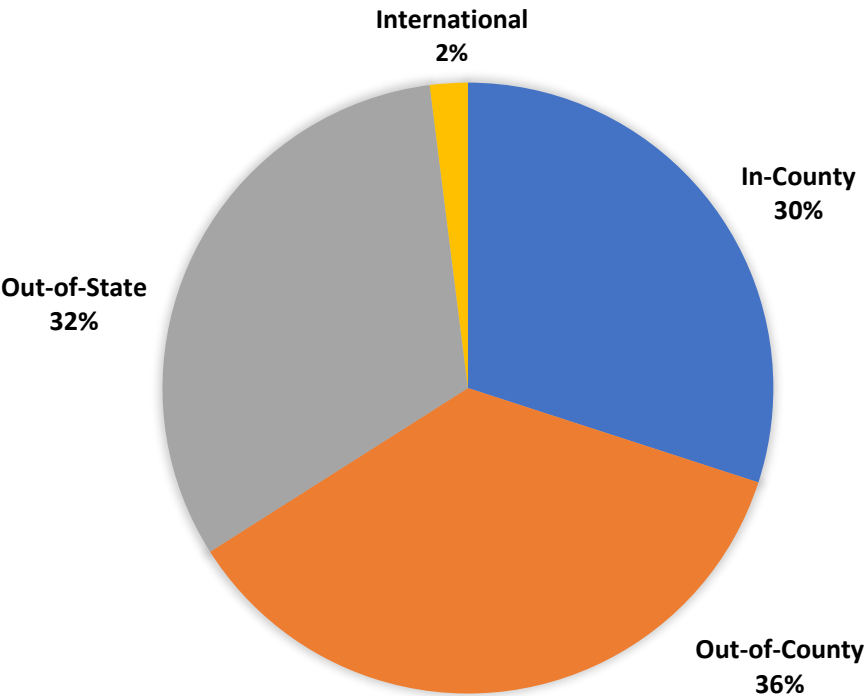


Inquiries

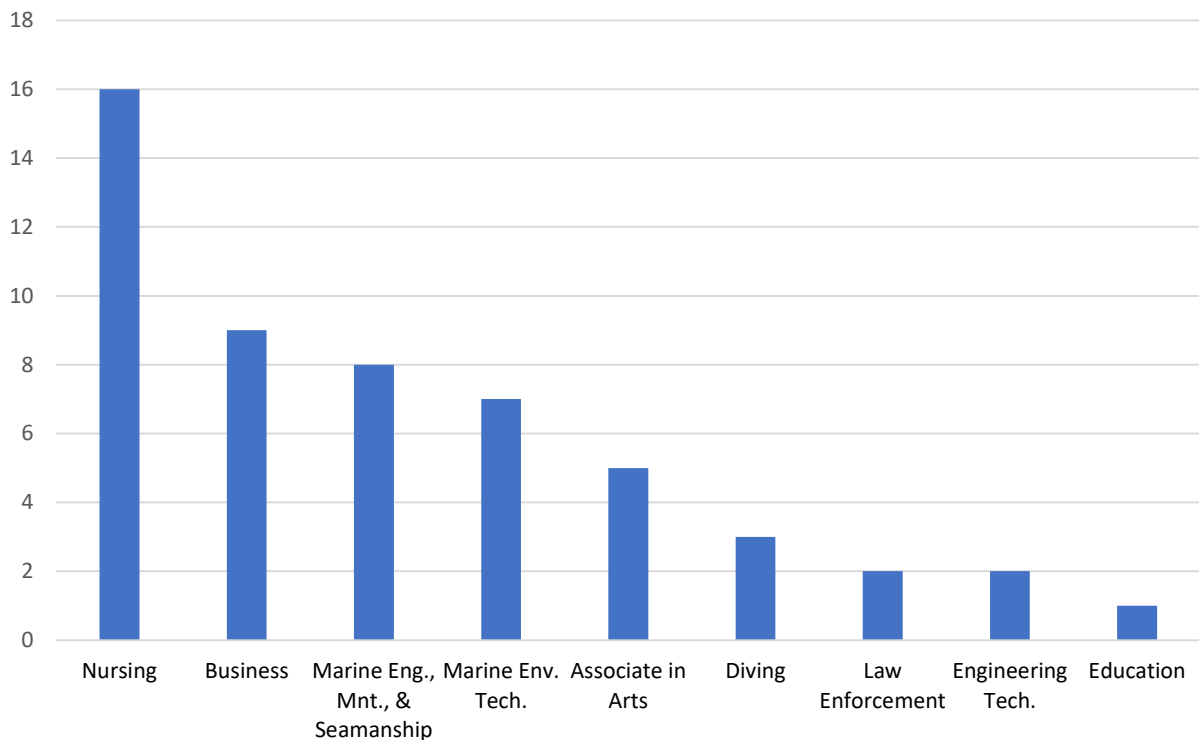
Prospective students from all over the country with various interests continue to inquire about CFK. A total of 53 inquiries have been received since the last board report.

WEB INQUIRIES BY LOCATION

SEPTEMBER 4- OCTOBER 8



Web Inquiries by Program (September 4-October 8)

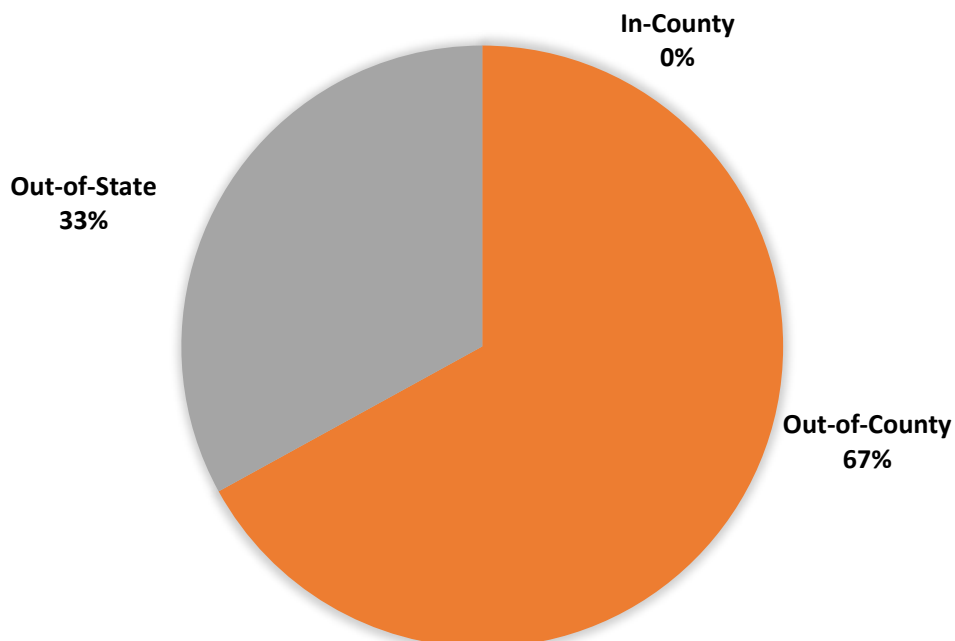


*Inquiries by program contain all degree levels available for each department (BAS, AS, and certifications)

Key West Campus Tours

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

KW CAMPUS TOURS



Student Activities

The Student Activities department continues to host a wide variety of events for students at both the Upper Keys Center and Key West Campus. Student engagement is going strong as we advance through the fall 2024 semester.

Key West Campus Student Activities

Constitution Day – September 17, 2024

The Student Activities department provided support for Constitution Day through decorations, a display table for the give-away pocket constitutions, and lunch for CFK students in attendance.



Paint Night – October 4, 2024

Marissa Owens, Manager of Recruitment, led 31 students in a festive Halloween themed paint night. With attendance increasing, a change in venue was necessary to accommodate more students. The group utilized the CFK Academy's covered patio for the event which allowed for more comfortable seating.



Upper Keys Center Student Activities

Constitution Day – September 17, 2024

The Student Activities department supported the livestream viewing of Constitution Day in the auditorium in the Upper Keys Center with a display of free pocket constitutions and pizza.



Tuga Palooza – September 19, 2024

The Upper Keys Center hosted the fifth annual Tugapalooza celebration in the Lobby. The event energy was a buzz as the students ate, played games, and tie-dyed their own Tugapalooza t-shirts.



**Alumni & Donor Relations
Scholarships**

The Coordinator of Alumni & Donor Relations has awarded all fall 2024 scholarships with the exception of the Ocean Reef Community Foundation Building Bridges Scholarship, which is a “last dollar” scholarship scheduled to be disbursed in late October after all fall expenses and aid have been accounted for.

Semester	CFK Foundation Scholarship Opportunities	Applicants
Fall 2023	29	415
Fall 2024 (as of October 11, 2024)	38	500

The annual Scholarship Social, held on September 24th at the Tennessee Williams Theatre in Key West, was a success. More than 80 students and donors attended the event, which provided recipients an opportunity to meet their donors, express their appreciation, and be recognized for their academic efforts. It also provided donors the opportunity to meet the beneficiaries of their contributions and learn more about the College and the students supported by scholarships. Three students, Kaemon Fagley, Adeline Klepper, and Jennifer Hernandez, shared their experiences as students receiving scholarships to support their academic goals.

Work is underway on the 2025 scholarship season. Spring 2025 scholarships are open and being promoted to new and current students. The deadline to apply is November 6, 2024.

Alumni

The draft Alumni Strategic Plan for 2025-2029 is in its final stages and will be submitted to the Board of Trustees for review in November.

Financial Aid and Veteran Services

The Financial Aid department continues to receive FAFSA (Free Application for Federal Student Aid) applications from students who have started the fall 2024 semester. As of October 14, 2024, the College has received 1,290 FAFSA applications for the 2024-2025 academic year, which opened on December 31, 2023. In comparison, last year on the same date, CFK received 1,232 applications, reflecting an increase of approximately five percent.

The Fiscal Operations Report and Application to Participate (FISAP) and Comprehensive Transition and Postsecondary (CTP) Programs reports were submitted to the Department of Education before the deadline of October 1, 2024.

Federal student aid for the 2024-25 academic year, which includes the Pell Grant, Federal Supplemental Educational Opportunity Grant (FSEOG), and loans, was disbursed on September 20, 2024. To qualify for this aid, students must meet all essential requirements, including completing the verification process if needed, accepting the financial aid terms and conditions, maintaining Satisfactory Academic Progress, and having adequate enrollment for the fall semester.

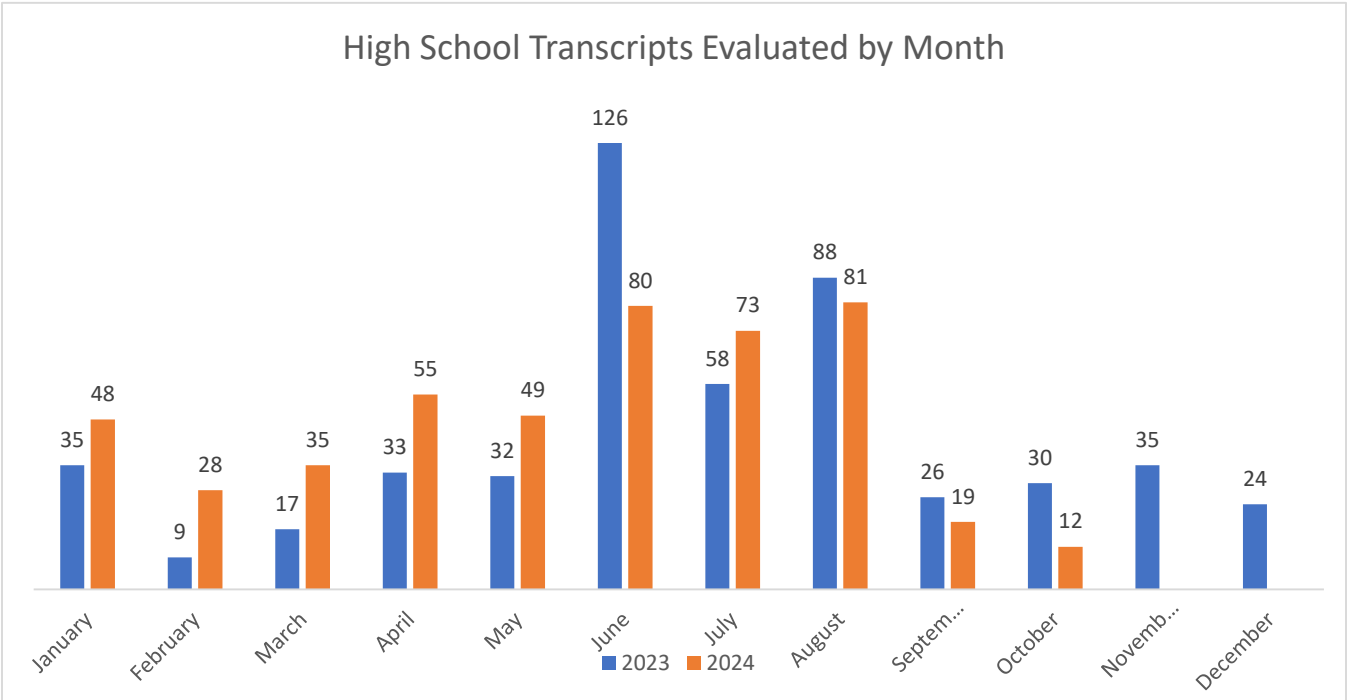
The department received twenty student applications for federal work-study positions. The department has successfully placed twelve students in work-study positions in Enrollment Services, Campus Café, Business Office, Advancement, Tuga Clinic, Public Safety, Learning Resources, and Advising Services.

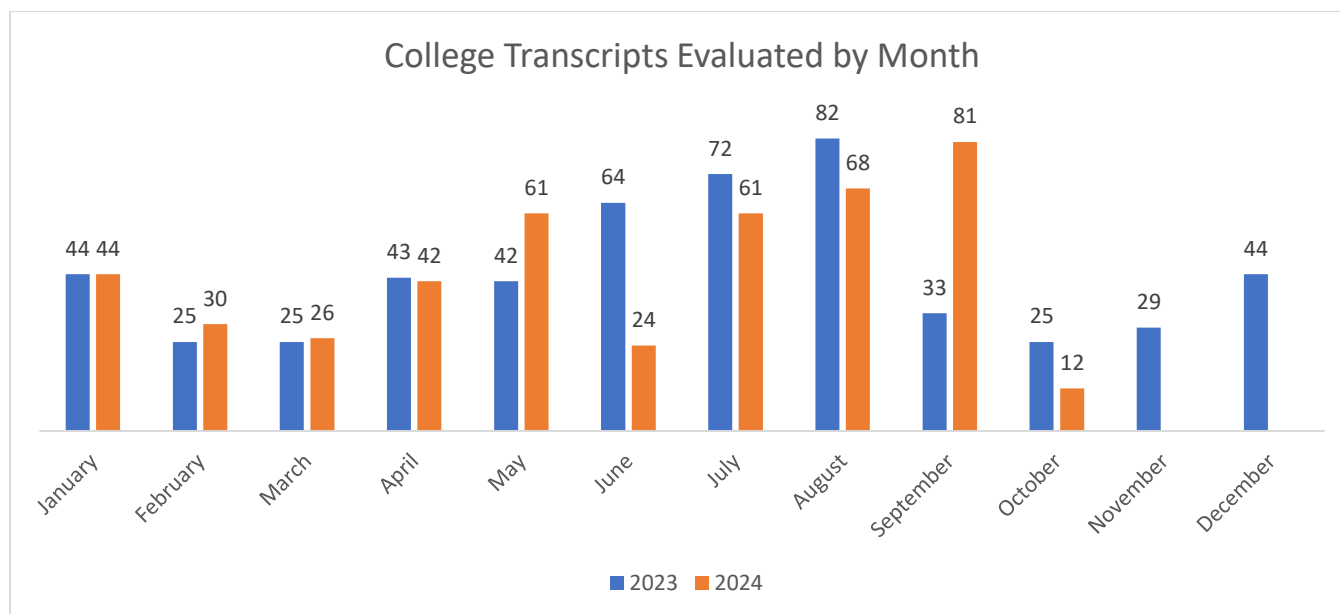
Enrollment Management

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 services 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 513 high school transcripts and 528 college transcripts.

For the calendar year 2024, as of October 16, 2024, the department evaluated 480 high school transcripts and 449 college transcripts. In the 2023 calendar year, enrollment services evaluated 454 high school transcripts compared to the 480 evaluated in the same period in 2024. Further, 455 college transcripts were evaluated in 2023 compared to the 449 college transcripts evaluated for the same period in 2024.





The Enrollment Management department welcomed Lea Hopson in October as the Coordinator of Enrollment Management. She plays a crucial role in application processing, transcript evaluations, maintaining accurate student records, and providing excellent customer service. Lea has a diverse background in higher education, having served as a student, intern, and research assistant. She holds a Bachelor of Science in Chemistry from the University of Applied Sciences Georg Simon Ohm in Nuremberg, Germany, and a Master of Science in Chemistry from Johannes Gutenberg University in Mainz, Germany.



FTE

As of October 16, 2024, the fall 2024 FTE is 427.3 compared to the three-year average of 380.0. The budgeted goal for the fall 2024 FTE is 418.0.

Athletics

CFK's Swim team attended the Mike Horgan Memorial Invitational meet October 5-6, 2024, in West Palm Beach, FL. Five team members including two female and three male swimmers, qualified for National Championships in eighteen individual events:

Ms. Lavin - 50yd butterfly; Ms. Oliverio- 50yd butterfly, 100yd IM, and 200yd backstroke; Mr. Fagley - 50yd freestyle, 50yd backstroke, 50yd butterfly, 100yd freestyle, 100yd butterfly, and 100yd backstroke; Mr. Lebsack - 50yd butterfly, 100yd freestyle, 200yd freestyle, 100yd butterfly, and 200yd butterfly; and Mr. Montiel de la Nuez - 50yd freestyle, 50yd breaststroke, and 100yd freestyle.



Mr. Lebsack, pictured, broke two school records in the 100yd butterfly and 200yd butterfly.

Aquatics

The Aquatic Center welcomed part-time Aquatics Assistant, Lauryn Robinson in October. Ms. Robinson is experienced in teaching swimming and lifeguarding. She is actively pursuing a Marine Environmental Technology degree at CFK and is an active member of the CFK Scuba Club and Aquaculture Society club at CFK.

For the month of September, instructors at the pool taught 214 children and adults swim lessons in either private or group lessons. The age group swim team, Bone Island Swim Club, has 42 members.

