

DATE: June 11, 2025
TO: District Board of Trustees
FROM: Dr. Lana Gaspari, Vice President of Advancement
DEPARTMENT: Advancement
SUBJECT: Division Report – Dr. Lana Gaspari

College & Community Engagement (CCE)
Marketing Focus- NextGen Opportunity Workforce (NOW) Scholarship

The Office of CCE promoted the Nextgen Opportunity Workforce (NOW) Scholarship virtual information session held on June 18, 2025. This scholarship is available to 2025 high school graduates in the Middle and Upper Keys who are pursuing career technical education and workforce training programs. Marketing efforts for the event consisted of newspaper ads, email outreach and social media posts. Flyers were also included in letters sent from the President of the College to the parents of each local high school graduate from Marathon High School and Coral Shores High School.

Marketing & PR- Past, Current, and Ongoing Projects

- Supported and promoted the CFK Academy’s inaugural graduation
- Supported promotional efforts for CFK Cares: Creating a Culture of Care Through Training and Connectedness including brochure development, pop-up banners, and swag
- Promoted fall scholarships
- Promoted Summer Adventure Camps
- Conducted the annual review of CFK’s website and implemented updates
- Supported the CFK Swim Around Key West (6/14)
- Promoted virtual information events for the Academic Info. Week (June 23 – 26)
- Organized a photo shoot for a 360 virtual tour of the Key West Campus
- Monitored and improved automated recruitment and admissions messages and campaigns in Ellucian CRM Recruit software

Social Media Insights (May 11, 2025 – June 10, 2025)

- Facebook- 83 new followers: 10,666
- Facebook- post reach: 400,832
 - *The number of people who saw any of our posts at least once.*



THE
COLLEGE
OF THE
FLORIDA KEYS

**NEXTGEN OPPORTUNITY
WORKFORCE - (NOW) SCHOLARSHIP**

Virtual Info Event | June 18 | 5:30 PM



Full tuition, fees, books, and educational expenses

- Available to 2025 graduates of Coral Shores High School or Marathon High School or 2025 home school graduates residing in the middle or upper Keys
- For students pursuing career technical education and workforce training programs
- FAFSA not required
- Apply now for Fall 2025- Deadline is August 10, 2025

RSVP

Contact: Marissa Owens,
CFK Manager of Recruitment,
at 305-809-3207
or recruiter@cfk.edu



cfk.edu/events

LEARN MORE AT [CFK.EDU/DISCOVER/CFK-FOUNDATION/SCHOLARSHIP-INFO](https://cfk.edu/discover/cfk-foundation/scholarship-info)

- Facebook- post engagement: 828,624
 - *The number of times people have engaged with posts through reactions, comments, shares, and clicks.*
- Instagram- 27 new followers; 2,921 in total
- LinkedIn- 16 new followers; 4,095 in total

Recruitment

The Manager of Recruitment has been working on the summer and fall 2025 recruitment cycles 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 May 5 through June 11, 2025:

Number of Recipients	Population	Message Topic/ Purpose
39	Newly admitted students for the summer 2025 semester	Register for summer 2025 classes
131	Newly admitted students for the fall 2025 semester	Register for fall 2025 classes
53	Reminder email to newly admitted students for the summer 2025 semester	Register for summer 2025 classes
438	Letters from Dr. Gueverra to the parents of Monroe County School District 2025 graduates	Key West- visit campus Marathon & Coral Shores- attend NOW Scholarship virtual information session
182	Submitted, Admitted, and Enrolled applicants in Recruit	Students who have not yet secured housing are encouraged to contact Lagoon Landing for availability

Recent Recruiting Events

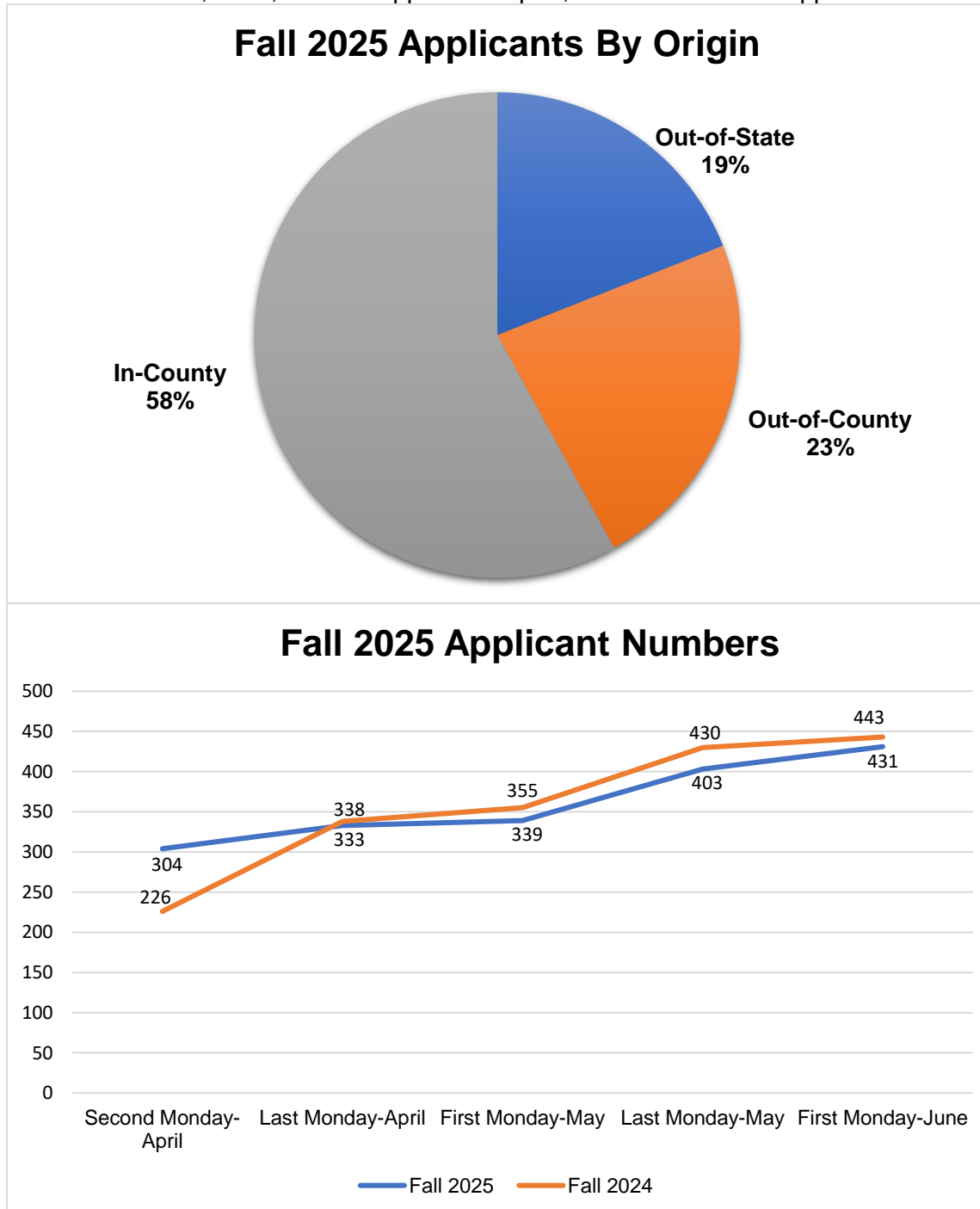
- *NOW Scholarship Information Session (Virtual)* - June 18, 2025, 5:30-6:30 p.m. - The Manager of Recruitment hosted an information session about applying to CFK and the eligibility requirements and applying to the NextGen Opportunity Workforce (NOW) Scholarship for 2025 high school graduates in the middle and upper Keys.
- *Casa Marina Health & Wellness Fair (Casa Marina)* - June 12, 2025, 11:30 a.m.-1:30 p.m. - The Manager of Recruitment and the Interim Dean of Arts & Hospitality had an information table at the Casa Marina Hotel for team members to learn more about the College’s hospitality and culinary programs.
- *Health Science Information Session (Virtual)* - June 23, 2025, 5:30 - 6:30 p.m. – College staff and students in the discipline presented information to prospective students about the EMT, Paramedic, EMS, Nursing, and BSN programs, highlighting program structure, career pathways, and enrollment requirements.
- *IPS Information Session (Virtual)* - June 23, 2025, 6:30 - 7:30 p.m. - College staff and students in the discipline presented information to prospective students about the Basic Law Enforcement and Criminal Justice programs, highlighting program structure, career pathways, and enrollment requirements.
- *General Studies and Exceptional Student Education Information Session (Virtual)*- June 24, 2025, 5:30 - 6:30 p.m. - College staff and students in the discipline presented information to prospective students about the Associate in Arts and BS- ESE programs, highlighting program structure, career pathways, and enrollment requirements.
- *Marine Engineering and Welding Information Session (Virtual)*- June 24, 2025, 6:30 - 7:30 p.m. - College staff and students in the discipline will present information to prospective students about the MEMS and Welding programs, highlighting program structure, career pathways, and enrollment requirements

Upcoming Recruiting Events

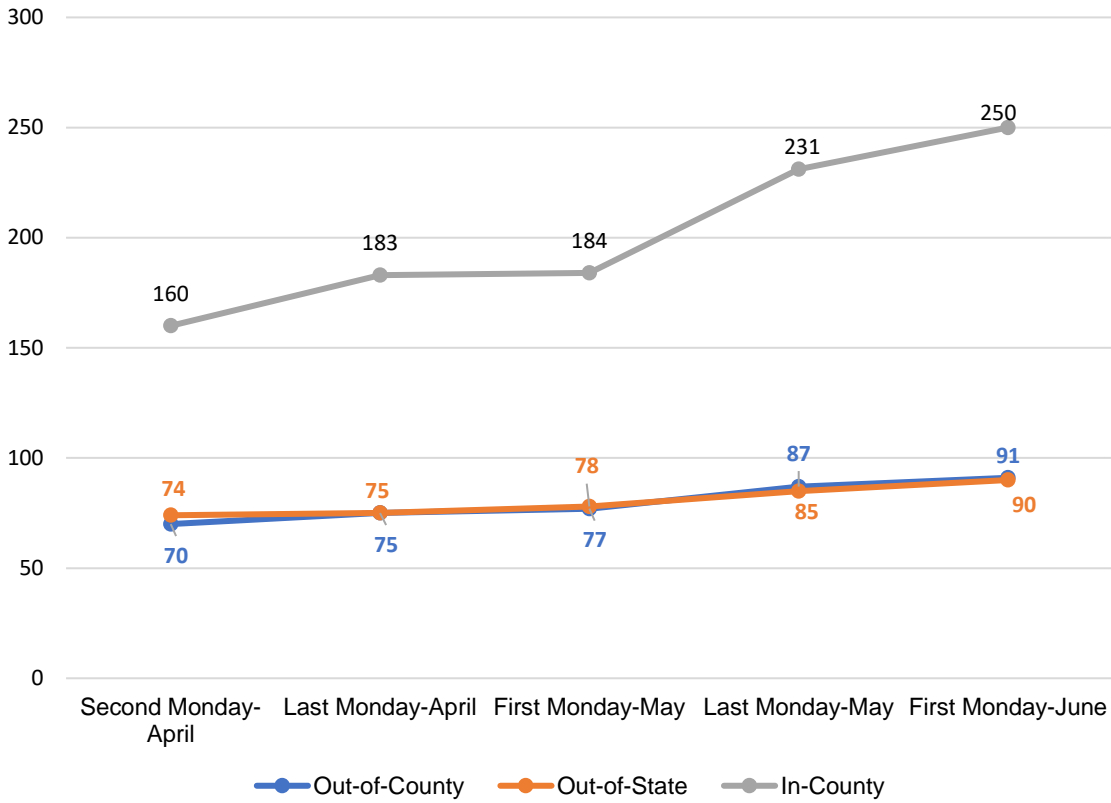
- *Engineering Technology Information Session (Virtual)* - June 25, 2025, 5:30-6:30 p.m.
- *Diving, Marine Environmental Technology, and Marine Resource Management Information Session (Virtual)* - June 25, 2025, 6:30 - 7:30 p.m.
- *Culinary Information Session (Virtual)* - June 26, 2025, 5:30-6:30 p.m.
- *Business Administration and Supervision & Management Information Session (Virtual)* - June 26, 2025, 6:30 - 7:30 p.m.
- *Fast Track to Fall (KW & UKC)* – July 30, 2025, 11:00 a.m.- 7:00 p.m.

Applicants

According to the June 9, 2025, 202530 Applicant Report CFK has received 477 applications. Last year as of the June 10, 2024, 202430 Applicant Report, CFK received 481 applications.



Fall 2025 Applicant Numbers by Area

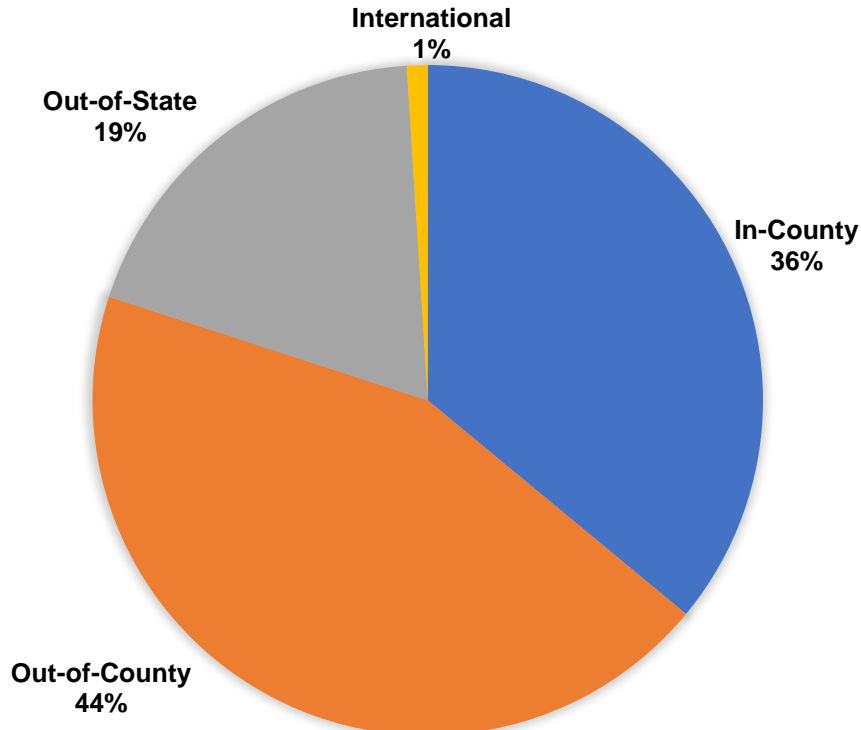


Inquiries

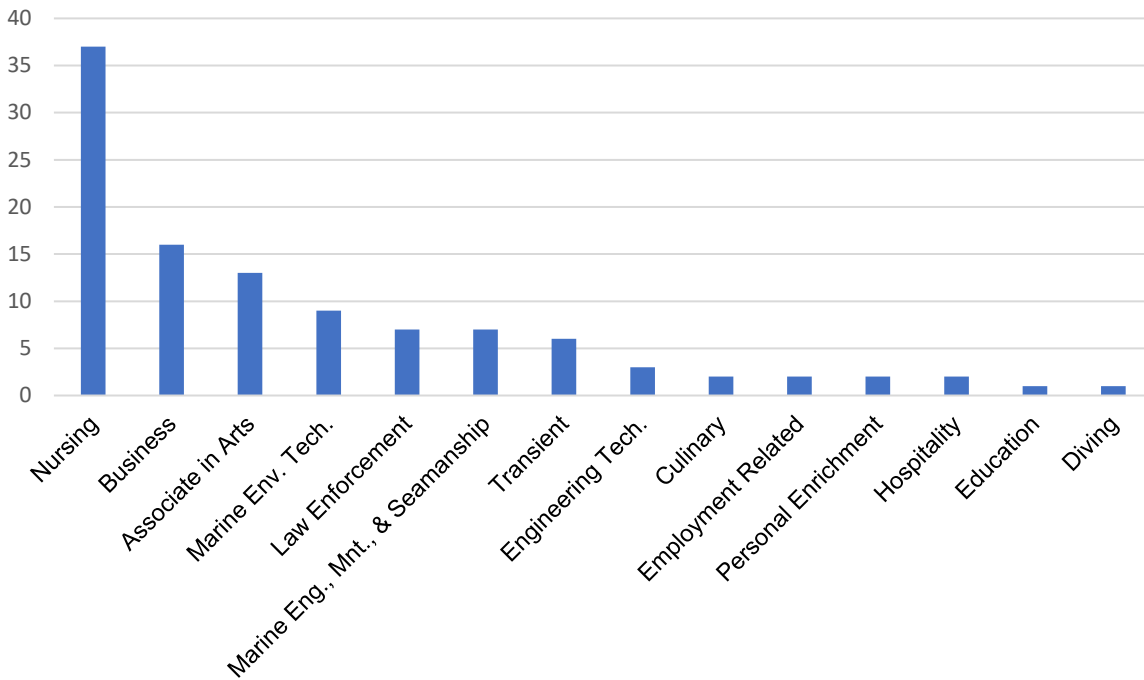
Prospective students from all over the country with various interests continue to inquire about CFK. A total of 108 inquiries have been received since the last board report.

WEB INQUIRIES BY LOCATION

MAY 5- JUNE 3



Web Inquiries by Program (May 5-June 3)

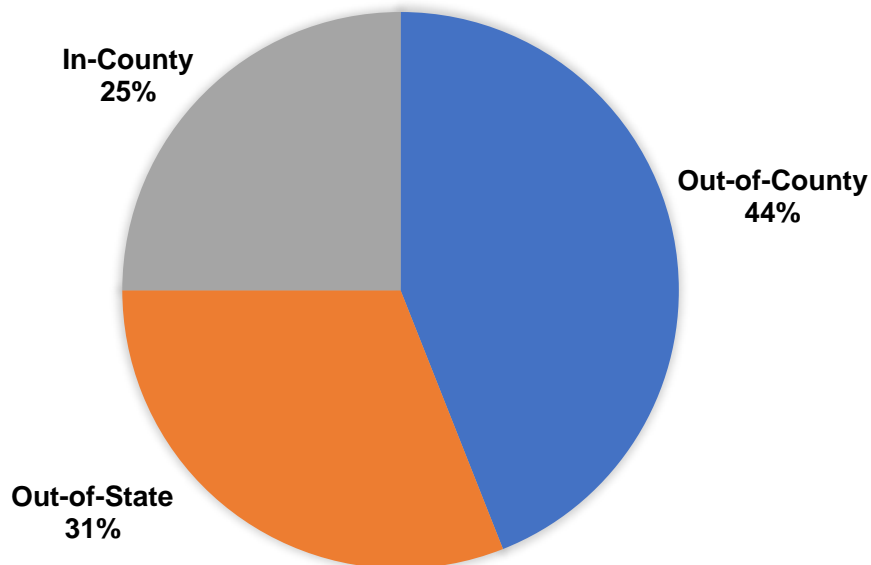


*Inquiries by program contain all degree levels available for each department (BAS, AS, and certifications)

Key West Campus Tours

Student Ambassadors lead personalized campus tours for prospective students and their families. Sixteen tours were scheduled for June.

KW CAMPUS TOURS



Student Activities

The Student Activities department is preparing for the upcoming academic year and has developed an exciting lineup of events for students in the fall semester. Event details and additional activities will be shared with students through the website, social media, emails, flyers, and the Canvas learning management system throughout the upcoming semester. The proposed dates below are for fall 2025 and may change as the semester approaches.

Key West Campus Student Activities

Welcome Back BBQ – August 18, 2025
WE (Welcome and Engagement) Team – August 19 & 20, 2025
Club Rush – August 27, 2025
Paint Night – September 5, 2025
Mind and Body Wellness Day – September 10, 2025
Constitution Day – September 17, 2025
Tuga Palooza – September 19, 2025
Bingo Night – September 22, 2025
Lunch with the President – September 24, 2025
Paint Night – October 3, 2025
Karaoke Pool Night – October 8, 2025
Student Town Hall with the President – October 14, 2025
Kahoot! Battle Royale! – October 24, 2025
Underwater Pumpkin Carving & Jack O’ Lantern Jam – October 29, 2025
Paint Night – November 7, 2025
Honors Recognition Event – November 14, 2025
Kahoot! Battle Royale! – November 19, 2025
End of Semester Social – December 5, 2025
Grad Pre-Party – December 12, 2025

Upper Keys Center Student Activities

WE (Welcome and Engagement) Team & Welcome Party – August 19 & 20, 2025
Club Rush – August 27, 2025
Mind and Body Wellness Day – September 10, 2025
Constitution Day – September 17, 2025
Tuga Palooza – September 25, 2025
Lunch with the President – October 7, 2025
Student Town Hall with the President – October 14, 2025
Kahoot! Battle Royale! – October 16, 2025
Pumpkin Extravaganza – October 30, 2025
Honors Recognition Event – November 12, 2025
Bingo Night – November 18, 2025
End of Semester Social – December 4, 2025

Scholarships, Donor Relations and Alumni

Scholarships & Donor Relations

The Coordinator of Scholarships & Donor Relations continues to oversee the summer of 2025 scholarship cycle by monitoring student progress and ensuring recipients remain on track. The Coordinator is finalizing selections for the summer of 2025 Ocean Reef Community Foundation Building Bridges Scholarship which drew 62 applicants from the Upper Keys Center. This “last dollar” scholarship covers remaining tuition and fees after other aid is applied.

The Coordinator is transitioning into the fall of 2025 scholarship cycle since a majority (33 out of 35) of the scholarships closed on June 1st. The College’s efforts led to a strong response, with 754 applicants submitted across the 33 scholarship opportunities that closed on June 1st. The review period is currently open for these scholarships, and the Coordinator is working with scholarship reviewers and tracking their progress on the opportunities to ensure all reviews are completed in a timely manner. New opportunities like the Key West Woman’s Club Scholarship (five awards at \$1,000 each) and the A.J. Hally Marine Scholarship (one award at \$2,000) remain open with a June 30th deadline.

In collaboration with the Manager of Recruitment, the Coordinator assisted with special outreach efforts to encourage incoming students to apply for the Nextgen Opportunity for Workforce (NOW) Scholarship. Efforts included a virtual information session for the NOW Scholarship, held on Wednesday, June 18 from 5:30 p.m. to 6:30 p.m., which provided an opportunity for new students to ask questions and learn more about the scholarship and application process. The NOW Scholarship is designed to support graduating seniors from Coral Shores High School, Marathon High School, and home schooled students in the Middle and Upper Keys who plan to pursue workforce programs. The application deadline has been extended to August 10 to allow additional time for interested students to apply.

Alumni

The Alumni Committee is working on implementing year-one objectives set forth in the Alumni Strategic Plan. Current tasks include analyzing current practices, identifying opportunities, and establishing practices to engage, recognize, and support alumni.

Alumni engagement efforts continue through targeted email campaigns encouraging participation in the Alumni Spotlight feature, which offers Alumni the opportunity to be showcased in *Keys Currents* magazine.

New initiatives are also underway to increase alumni involvement at upcoming events such as Community Day and VIP Series events. These include the development of promotional materials such as rack cards and the distribution of branded swag. These strategies support the ongoing development of CFK Alumni branding and will be featured in a dedicated pop-up shop at various events.

Financial Aid and Veteran Services

The Financial Aid department continues packaging financial aid for the summer of 2025. The College disbursed summer financial aid refunds to students on June 18, 2025. As of June 10, 2025, the College received 1,515 Free Application for Federal Student Aid (FAFSA) applications for the 2024-2025 Academic Year. In comparison, last year on the same date, CFK received 1,491 on the same date, reflecting an increase of approximately 1.6 percent.

The department has completed the Satisfactory Academic Progress (SAP) review for the spring of 2025 semester. A total of seven new appeals were submitted and reviewed for the summer 2025 term in addition to the eighteen appeals from the fall and spring semesters. All appeals remain under continuous monitoring until the students regain compliance with SAP standards.

Assistant Director of Financial Aid, Samira Sam, attended the Florida Association of Student Financial Aid Administrators (FASFAA) Conference in Orlando in May. The conference offered valuable opportunities for engagement, professional development, and collaboration with peers across the state. The event featured a variety of insightful sessions and networking opportunities that supported continued growth in the evolving field of financial aid.



Joanne Kertis, Coordinator for Financial Aid and Veteran Services, attended the Florida Association of Veterans Education Specialists (FAVES) Conference in St. Pete Beach, Florida. This four-day training event is designed for School Certifying Officials (SCOs) working with Military and Veteran Education Services. The training supported continued professional development and ensured up-to-date knowledge of federal regulations and best practices in serving veteran and military-affiliated students.



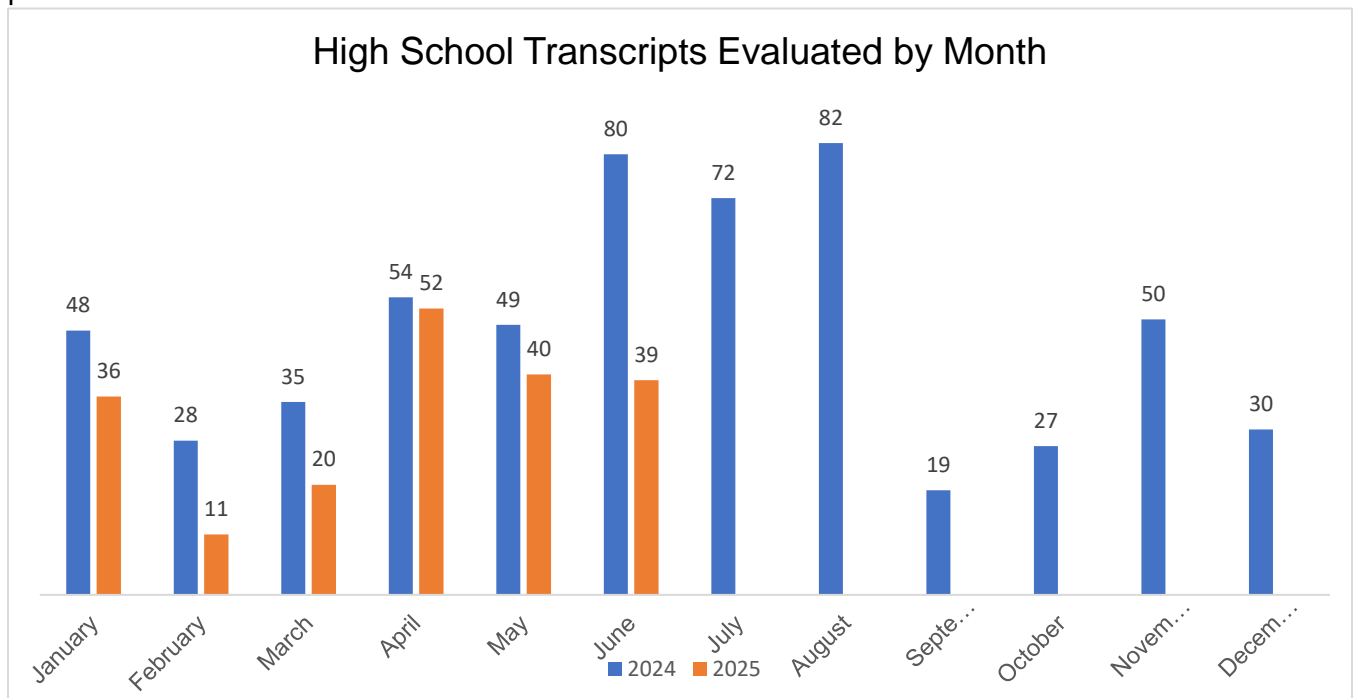
Executive Director, Andrea Wade, Assistant Director of Financial Aid, Samira Sam, Coordinator, Financial Aid, Kim Pickren, and Coordinator for Financial Aid and Veteran Services, Joanne Kertis, are participating in the Banner Back to Basics from June 23 – 25. Training will cover topics including data load and tracking, Title IV authorization, common matching, disbursement, requirement tracking, reconciliation, verification, student employment, federal and state application awards, academic progress (SAP), scholarship processing and award, return of Title IV funds, loans, FISAP, and transfer monitoring, and self-service Banner for Financial Aid.

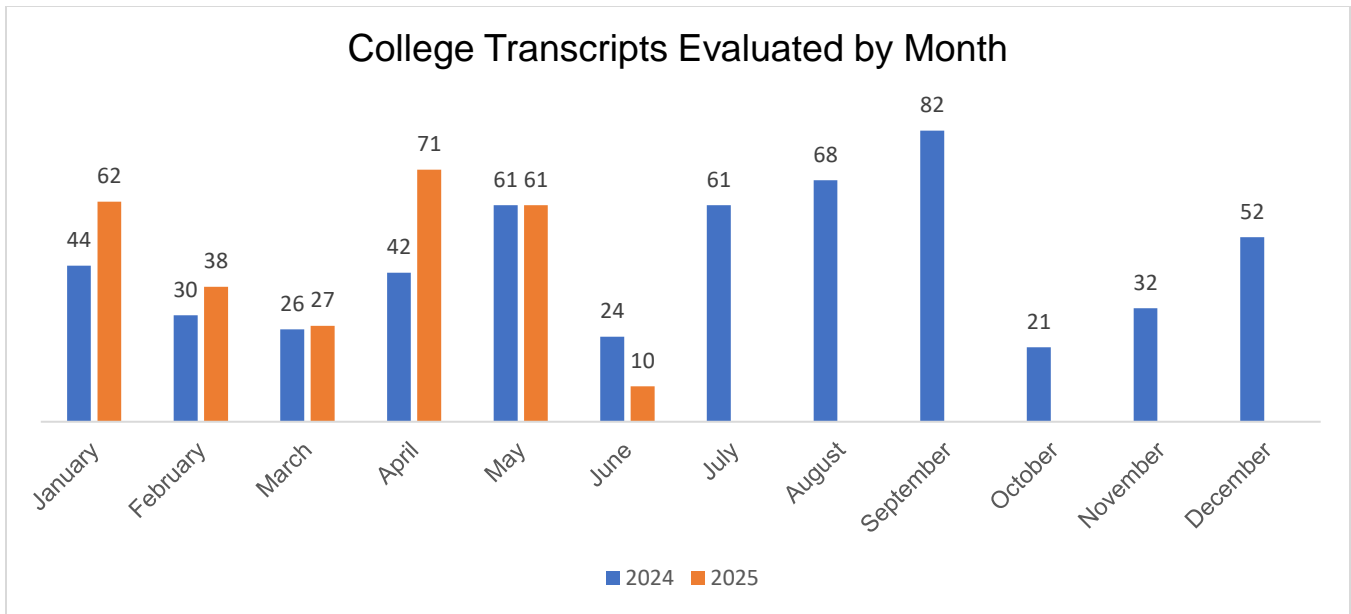
Enrollment Management

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 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 June 11, 2025, the department evaluated 198 high school transcripts and 269 college transcripts. In the 2024 calendar year, enrollment management evaluated 294 high school transcripts compared to the 198 evaluated in the same period in 2025. Further, 227 college transcripts were evaluated in 2024 compared to the 269 college transcripts evaluated for the same period in 2025.





FTE

As of June 11, 2025, the summer 2025 FTE is 172.9 compared to the three-year average of 137.9. The budgeted goal for the summer 2025 FTE is 150.0.

Student and Exchange Visitor Program (SEVP) Recertification

The U.S. Department of Homeland Security SEVP requires institutions to apply for recertification every two years to continue enrolling international students. The College has been participating in the SEVP program since 2002. The College applied for recertification on May 30, 2023 and remained in pending status until receiving approval on June 2, 2025. The College maintained contact with representatives at SEVP during this time. Recertification is due by June 26, 2025.

Athletics

Athletics are finished for the year and Men's and Women's Swimming and Diving will resume in August of 2025.

Aquatics

For the month of May, instructors at the pool taught 146 children and adult swim lessons in either private or group lessons, and Water Safety was taught to 291 elementary students during the last two weeks of May. This program emphasizes the importance of staying safe in and around the water. In addition, American Red Cross classes in Lifeguarding and Lifeguard Instructor were held for 17 students. The age group swim team, Bone Island Swim Club, has 41 members. The College hosted the annual CFK Swim Around Key West event from June 13-15, 2025. Approximately 200 swimmers competed in the various activities this year.