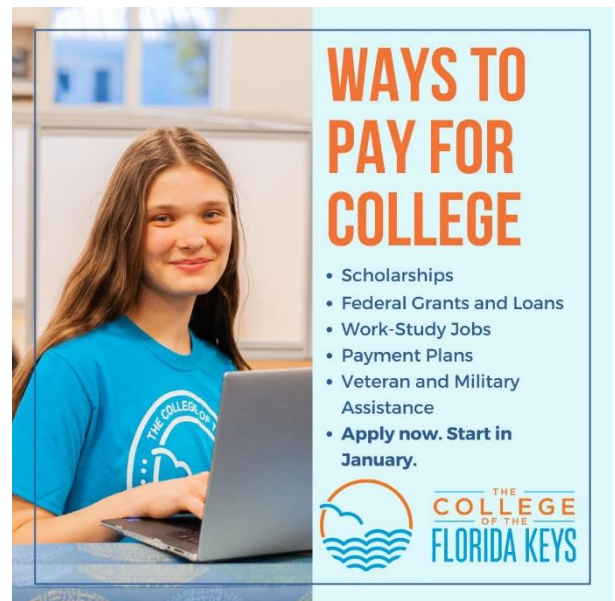


**DATE:** September 13, 2024  
**TO:** District Board of Trustees  
**FROM:** Lana Gaspari, Vice President of Advancement  
**DEPARTMENT:** Advancement  
**SUBJECT:** Division Report – Lana Gaspari

### **College & Community Engagement**

#### **Marketing Focus – *Brand Awareness Social Media Campaign***

At the beginning of 2024, the Office of College and Community Engagement changed its approach to social media advertising via Facebook and Instagram. Instead of having numerous, short-running campaigns for every recruitment event and semester, the College now runs three brand awareness campaigns per year, each with two to three ads, for eight to 10 weeks each. The newest set highlights “Ways to Pay” and marine programs (marine science, diving, and marine engineering). This campaign is running September 3 – November 15, with ads targeting populations from Keys West to Homestead. Attractive images, words as graphics, and carousel slides are used to engage audiences. The long-running campaign allows the ads to reach more people with greater frequency at a lower cost.



#### **Marketing & PR- Current and Ongoing Projects**

- Developing the 2024-25 *Keys Currents* magazine
- Coordinating photo shoots
- Promoting events: Club Rush, Paint Night, Constitution Day, CFK Poetics, and Community Day
- Gathering, posting, and moderating social media content
- Monitoring automated recruitment and admissions messages and campaigns in Ellucian CRM Recruit software

#### **Social Media Insights (August 9, 2024 – September 5, 2024)**

- Facebook- 55 new followers; 10,381 in total
- Facebook- post reach: 15,500
  - *The number of people who saw any of our posts at least once.*
- Facebook- post engagement: 4,372
  - *The number of times people have engaged with posts through reactions, comments, shares, and clicks.*
- Instagram- 69 new followers; 2,683 in total
- LinkedIn- 33 new followers; 3,926 in total

The College and Community Engagement subdivision welcomed Caeley Flowers in August as the new Assistant Director of Student Activities. She is responsible for coordinating student events, overseeing student clubs, and facilitating the student appeals process. Caeley is a CFK alumna, having earned an A.S. in Marine Environmental Technology and a B.S. in Marine Resource Management from the College. She most recently served as STEM Coordinator at the College, working in the Aquaculture Lab.



### **Recruitment**

The Manager of Recruitment has been working on fall 2024 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
127	Newly admitted students for the fall 2024 semester	Register for fall 2024 classes
247	All started applications for the fall 2024 semester	Submit your fall 2024 application
196	Newly admitted students for the fall 2024 semester	Reminder to register for fall 2024 classes
926	Current students not registered, new registered and unregistered admitted students	Attend help event to register for fall 2024 classes and set up CFK accounts
137	New fall 2024 students in the Upper Keys	UKC scholarship
334	All started applications for the fall 2024 semester	Submit your fall 2024 application for B term
192	Newly admitted students for the fall 2024 semester	Register for fall B term 2024 classes
722	Inquiries, application started, newly admitted students, and community partners	Attend Fast Track to Fall

### **Recent Recruiting Events**

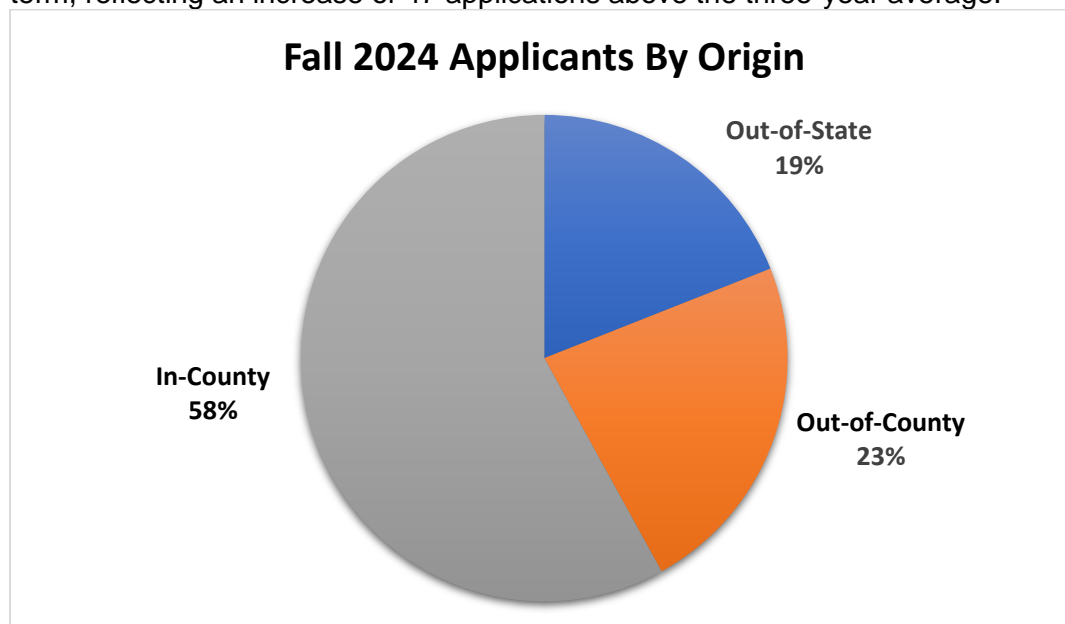
- *Health to You Community Event (KL)* – July 25 – CFK employees attended the event to share opportunities available.
- *Fast Track to Fall (KW & UKC)* – July 24, 11:00 a.m.- 7:00 p.m. – The Manager of Recruitment coordinated admissions events to assist students with CFK applications, FAFSA, and advisor meetings.
- *Monroe County School District College Fair Day September 9* – CFK employees attended college fairs at Coral Shores, Marathon, and Key West High School to share opportunities available to students.
- *Key West Chamber of Commerce Showcase of Business September 19* – CFK employees attended the Key West Chamber of Commerce Showcase of Business and shared opportunities with the community.

### Upcoming Recruiting Events

- Apprenticeship Information Session (Virtual) – September 26, 5:30 - 6:30 p.m.
- Coral Shores High School group tour (UKC) – October 4, 9:00 - 11:00 a.m.
- Future Student information session (Virtual) – October 10, 5:30 - 6:30 p.m.
- Project ACCESS information session (Virtual) – October 23, 5:30 - 6:30 p.m.
- Dual Enrollment information session (Virtual) – November 6, 5:30 - 6:30 p.m.
- Fast Track to Spring (KW & UKC) – November 20, 11:00 a.m. - 7:00 p.m.

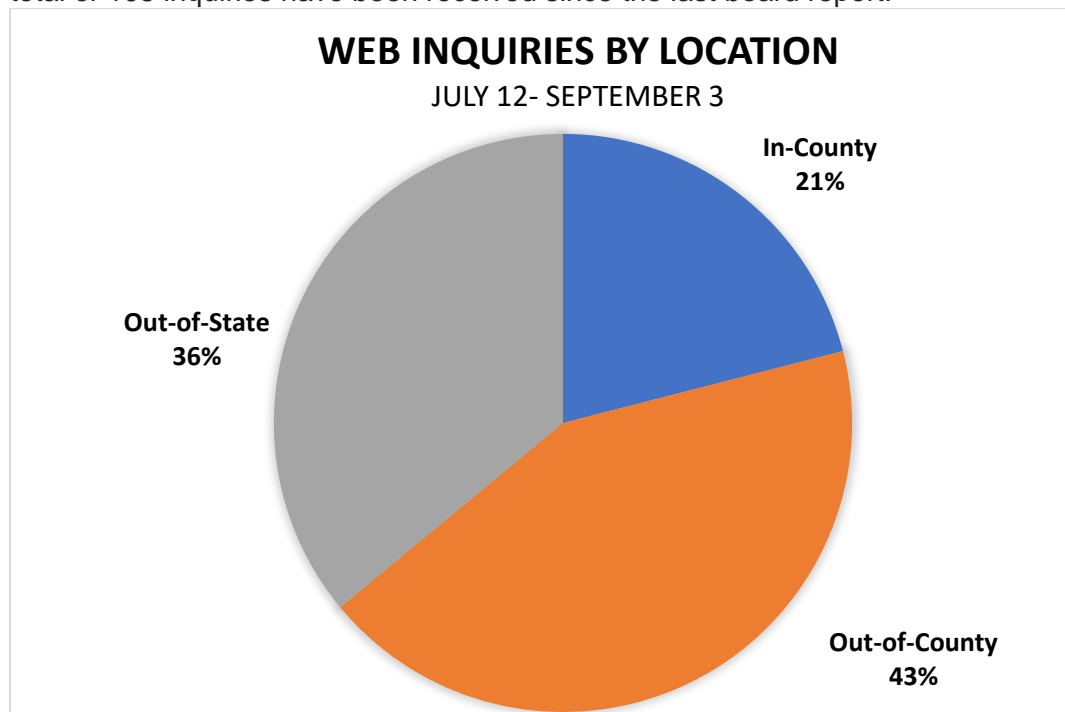
### Applicants

According to the September 9 Applicant Report, CFK has received 838 applications for the fall 2024 term, reflecting an increase of 47 applications above the three-year average.

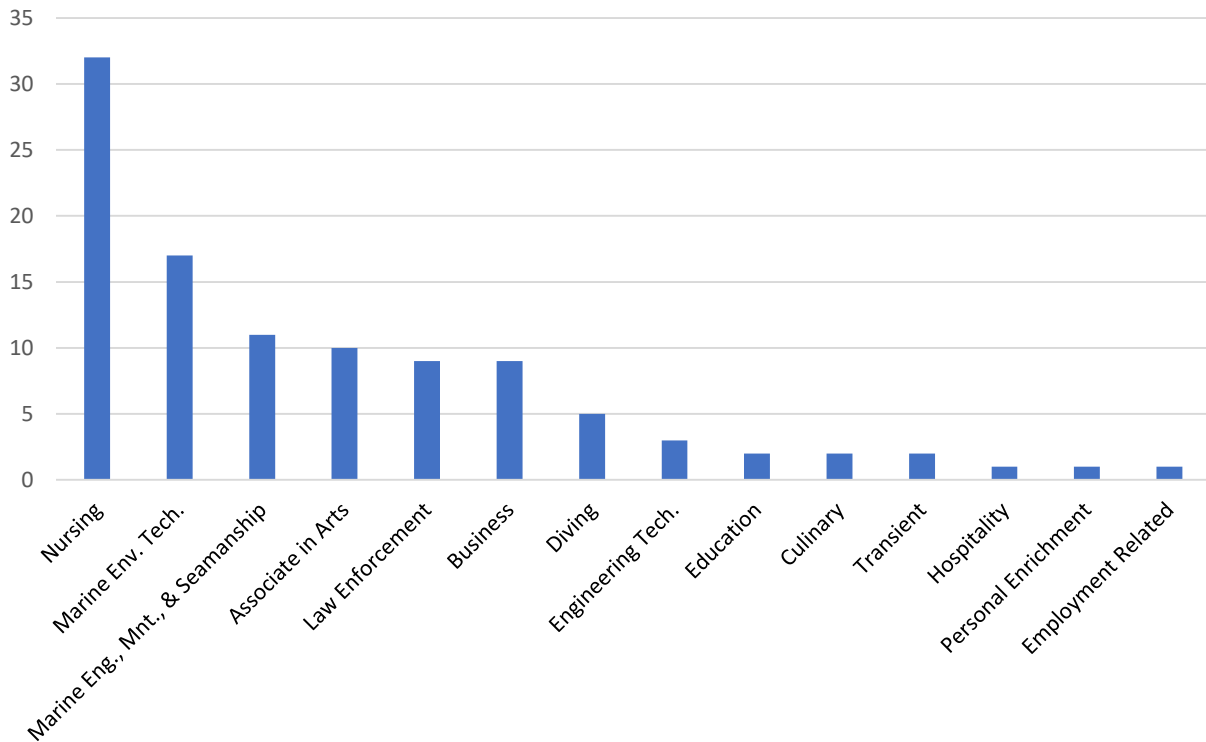


### Inquiries

Prospective students from all over the country with various interests continue to inquire about CFK. A total of 105 inquiries have been received since the last board report.



### Web Inquiries by Program (July 12- September 3)

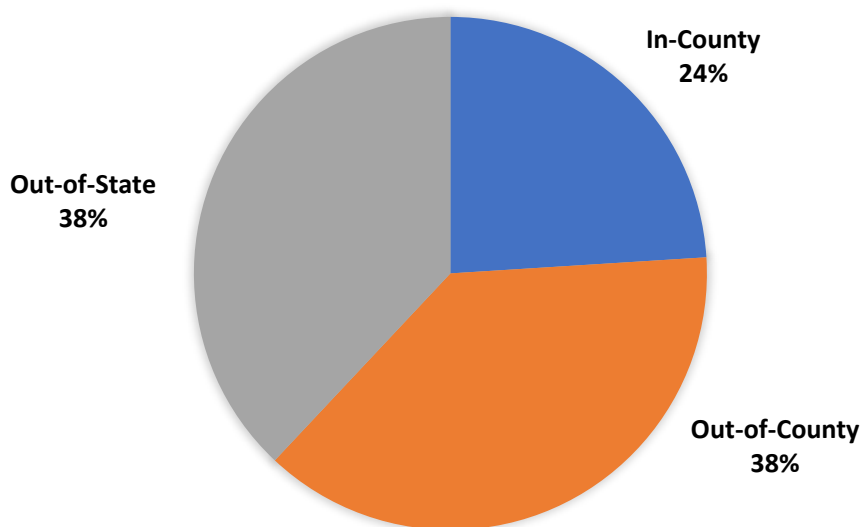


\*Inquiries by program contain all degree levels available for each department (BAS, AS, and certifications)

### Key West Campus Tours

Student Ambassadors lead personalized campus tours for prospective students and their families. Eleven tours were scheduled for August and two tours have been scheduled for September.

### KW CAMPUS TOURS



### Student Activities



The Student Activities department has had a strong start to the new academic year. Student engagement and energy is high from the Key West Campus to the Upper Keys Center.

### **Key West Campus Student Activities**

#### **Welcome Get Together– August 16, 2024**

The CFK Welcome Get Together officially kicked off the academic year! This celebration was open to all CFK students with a focus on creating a warm welcome for new Lagoon Landing residents on move-in day. During the event, students and employees shared a meal and vital information to get students well on the way to college success.



Left: Students gather along the tables in the breezeway in front of the Campus Café to relax and eat the provided snacks. Right: CFK President and CEO Dr. Gueverra addresses students and shares resources for success at the Lagoon Landing Orientation before the welcome event.

#### **WE (Welcome & Engagement) Team – August 19 - 20, 2024**

CFK employees volunteered to staff the WE Team tables during the first two days of classes. Students were greeted with friendly faces to help them in a variety of ways including receiving directions to class, information about CFK, and healthy snacks. Students were invited to compete in a scavenger hunt with their provided “Passport to CFK Resources,” which contained multiple blank administrative stamp spots. The hunt is a fun and unique way to encourage students who may not be familiar with the campus yet to meet the CFK staff to form personal connections and familiarize themselves with the campus layout in preparation for their first day of classes. The first students to complete the hunt were offered a \$10 gift card to the Campus Cafe for their enthusiastic participation.



Left: The Dean of Marine Science and Technology, Mr. Seubert, and College Success Faculty, Dr. Medyk wait ready to greet students as they arrive to campus for their first day of classes. Right: Dean Seubert and Dr. Medyk help student Carter Nassar answer a question regarding their class schedule.

#### **Club Rush – August 28, 2024**

Club Rush engagement was at an all-time high in the Library Resource Center! The Library was buzzing as students visited 14 club tables to learn about and join various clubs. Shel the Tuga also made a guest appearance to spark school spirit.



Left: Student Alexander Vida signs-up for the Student Government Association (SGA). SGA Secretary Samantha Cruz and SGA Treasurer Josh Leavell share information about the association.

Middle: CFK students pose with Shel the Tuga as they mingle with other student attendees between club booths.

Right: Club Advisor and Diving Business and Technology Faculty, Ms. Rice and Senior Specialist of the Dive Facilities Mr. Varney engage in SCUBA Club recruitment as student Ronald Petty signs up.

### **SGA Meeting – September 4, 2024**

The Student Government Association hosted their first meeting of the fall 2024 semester in the Student Activities Room of the Student Lounge. Approximately 16 students attended in person, while one student and two faculty attended virtually via Microsoft Teams. Over half of the students attending the meeting had high prospects to participate in multiple clubs outside of SGA.

### **Paint Night – September 6, 2024**

Marissa Owens, Manager of Recruitment, led 36 students to paint a Tropical Twilight sunset. Student attendance increased from approximately 30 to 36 students since the last semester.



Left: CFK students Shania Duarte-Vera, Tyler Bazan, Alexandra Nelson, and Isabel Watts model their Tropical Twilight paintings.

Right: A total of 36 students attended Paint Night, filling the breezeway.

### **Upper Keys Center Student Activities**

#### **WE Team & Welcome Back Party – August 19 - 20, 2024**

CFK employees volunteered to staff the WE Team tables during the first two days of classes. Students were greeted with friendly faces to help them in a variety of ways including receiving directions to class, information about CFK, and healthy snacks. Students were invited to compete in a scavenger hunt with their provided “Passport to CFK Resources”, which contained multiple stamp opportunities to encourage them to meet employees and become familiar with the Upper Keys Center. The first 10 students to visit all nine stations received a \$10 Publix gift card for their enthusiastic participation. The first day of WE team ended with a welcome party for all students to enjoy as they were offered pizza, drinks, and games to play as they enjoyed the cool and unwinding atmosphere of the UKC Lobby.





Top photos: The Passport to CFK Resources.

Bottom Left: A CFK nursing student is one of ten winners of the CFK Passport Scavenger Hunt.

Bottom Right: The Welcome Back Party offered students many interactive games and displays to use as icebreakers to make friends and help unwind.

## Club Rush – August 27, 2024

Club Rush introduced new and existing students to 14 student clubs. Flyers for each club were displayed in the lobby, alongside a booth with sign-up sheets where interested students could request further information



Students view sign-up sheets for student clubs and take flyers and snacks with them on their way to class.

## Alumni & Donor Relations Scholarships

The Coordinator of Alumni & Donor Relations has awarded most fall 2024 scholarships and is now focusing on the new Ocean Reef Community Foundation (ORCF) Building Bridges Scholarship. This “last dollar” scholarship, funded through a \$100,000 donation from ORCF, covers remaining eligible expenses after federal, state, and other aid are applied for Upper Keys Center students, prioritizing those pursuing credentials in career technical education and professional skills programs.

As of September 9, 45 students applied for the ORCF Building Bridges Scholarship, 29 were offered the scholarship, and 17 students accepted the scholarship. To date, \$19,429.35 has been offered for tuition and fees. Additional funding will be disbursed as students accept the scholarship and for eligible

required tools or uniforms. Among the recipients, 13 are enrolled in nursing programs, one in the paramedic program, and three in law enforcement training.

Semester	CFK Foundation Scholarship Opportunities	Applicants
Fall 2023	29	415
Fall 2024 (as of September 9, 2024)	38	485

Preparations are underway for the annual Scholarship Social on Tuesday, September 24 at the Tennessee Williams Theatre in Key West. This event provides recipients an opportunity to meet the donors of their scholarships, express appreciation, and be recognized for their academic efforts. It also provides donors the opportunity to meet the beneficiaries of their contributions and learn more about the College and the students supported by scholarships.

**Alumni**

The Alumni Task Force met on August 13 to continue work toward developing a five-year Alumni Strategic Plan. Objectives and tactics to foster engagement and cultivate a culture of philanthropy have been established, and work is underway to develop objectives that provide support and resources for alumni and current students through programs such as mentorships, internships, and/or career guidance. Results from the recent alumni survey are being used to inform strategies. The plan will go before the Board of Trustees for review in November.

Over the last couple of months, alumni have been invited to contribute life updates for the “Alumni Notes” section of the upcoming *Keys Currents* magazine.

**Financial Aid and Veteran Services**

The Financial Aid department continues to package financial aid for the fall 2024 to students who have submitted a FAFSA (Free Application for Federal Student Aid) and met all requirements. As of September 9, 2024, the College received 1,230 FAFSA applications for the 2024-25 Academic Year, which opened on December 31, 2023. Comparatively, CFK received 1,187 on the same date last year, resulting in an increase of approximately three (3) percent.

Degree audits and participation reports were concluded for the fall 2024, and adjustments were made to the student’s financial aid, as necessary. Students must attend classes the first week of a term and register for courses within their eligible program to receive financial aid.

The annual Veteran’s Administration Catalog Application for Recertification was approved on September 5, 2024. Recertification will allow the College to continue participating in and receiving veteran education benefits for our veteran beneficiaries.

The department received nineteen student applications for federal work-study positions, which will be reviewed for eligibility. Eligible students who requested to return will be assigned to their previous positions. New students will be matched with departments that requested a federal work-study assignment and interviewed by the department before being assigned.



For the 2023-24 academic year, the College received \$151,471 in Open Door Grant Program (ODGP) funds, distributed between the fall and spring. In the spring, after the financial aid team determined and communicated with the Florida Department of Education that the College had more eligible students and could utilize additional funds, the College was allocated an additional \$230,000, raising the total available to \$305,735. For the 2024-25 academic year, the College has been allocated \$488,482, which will be divided between the fall and spring terms. The Financial Aid team is currently developing an application process and procedure for the ODGP to assist with the distribution of funds.



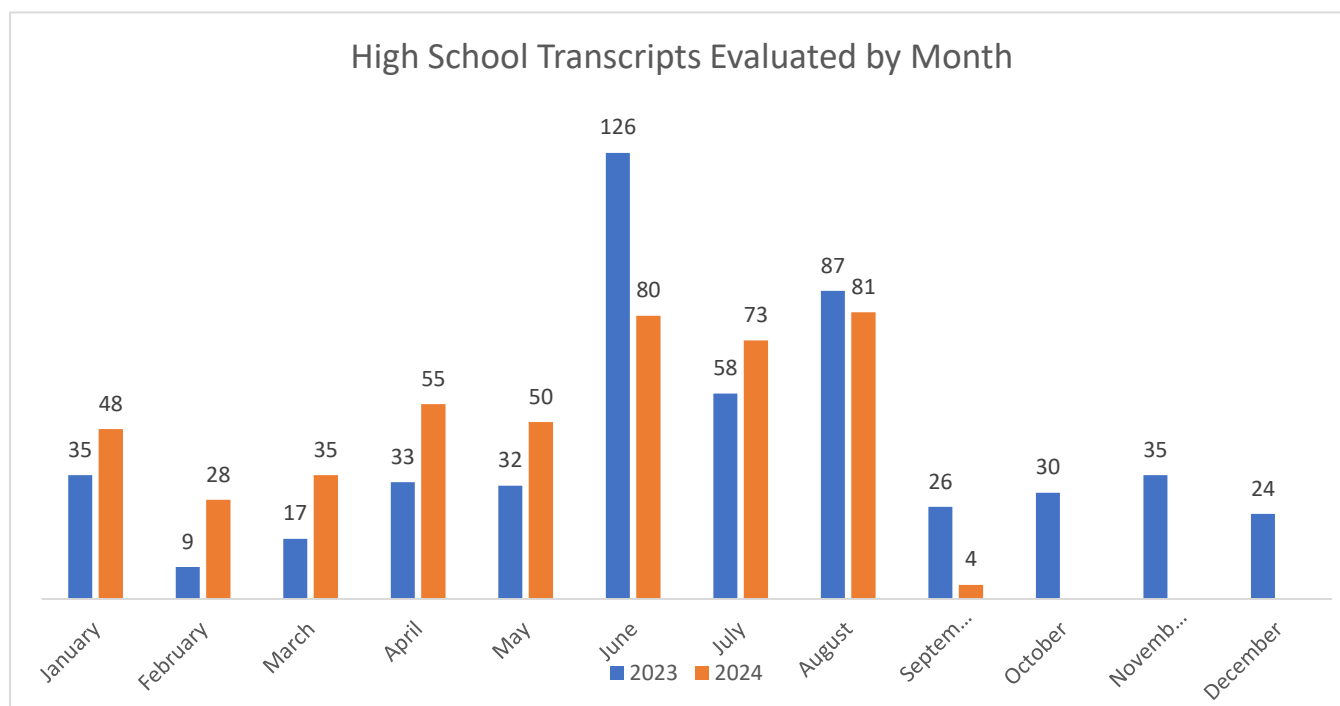
The financial aid department welcomed Ms. Joanne Kertis in August as the Coordinator, Financial Aid & Veteran Affairs. Ms. Kertis started her career at Hunter Army Airfield Base in Savannah, GA where she worked with active-duty soldiers preparing for civilian life. Ms. Kertis worked in the same position in Hawaii for eight years before moving to Key West, FL.

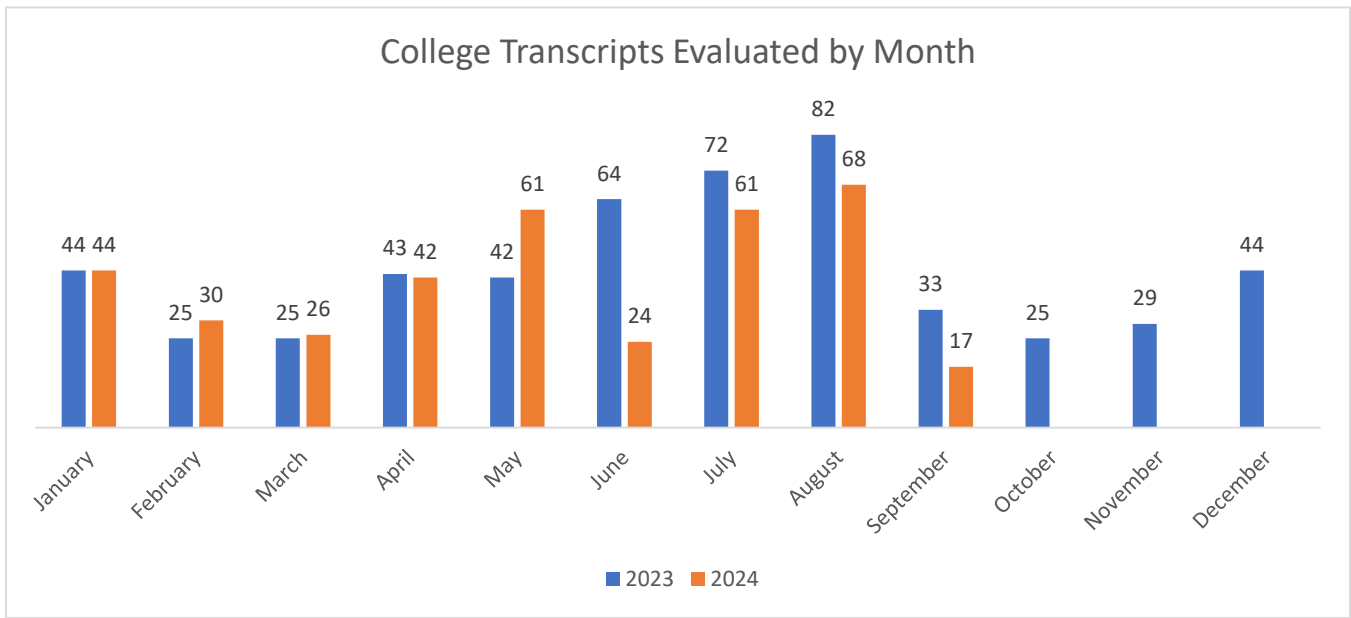
### **Enrollment Management**

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 512 high school transcripts and 528 college transcripts.

For the calendar year 2024, as of September 10, 2024, the department evaluated 454 high school transcripts and 373 college transcripts. In the 2023 calendar year, enrollment services evaluated 423 high school transcripts compared to the 454 evaluated in the same period in 2024. Further, 430 college transcripts were evaluated in 2023 compared to the 373 college transcripts evaluated for the same period in 2024.





### FTE

As of September 10, 2024, the fall 2024 FTE is 425.4 compared to the three-year average of 378.5. The budgeted goal for the fall 2024 FTE is 418.0.

### Athletics

The new year of Men's and Women's Swimming and Diving started on September 10, 2024, and will end at the NJCAA National Championships on March 5-8, 2025. This year the championships will be held in Buffalo, NY.

The returning team members, Ms. Oliverio, Mr. Fagley, Mr. Kertis and Mr. Foster will be joined by two new members who swam for Key West High School, Ms. Lavin, and Mr. Montiel as well as other students, Mr. Lebsack, Ms. Lloyd, Ms. Phillips, and Mr. Banning who will strive for excellence as student-athletes.

### Aquatics

The renovated pool opened on August 19, 2024. For the month of August, instructors at the pool taught 155 children and adults swim lessons in either private or group lessons. The age group swim team, Bone Island Swim Club, has 42 members.

CFK hosted a Labor Day weekend pool swim competition and an ocean swim the next day. Pictured is the first group of swimmers navigating the swim on Higgs beach.

