Enhancing Prospective Student Communications
Specific Goals

- Keep students engaged throughout the college decision process
- Help decrease the number of good students who opt out
- Help position FGCU as their first-choice school
- Improve efficiencies, message consistency and brand integration
Student Journey Mapping

- We focused on communications from *application submission through registration*
- We mapped out most of the correspondence a prospective student receives
- We reviewed correspondence across departments to look at quantity, messaging, tone, timing and brand consistency
- We identified key decisions points, communications gaps and opportunities for improvement
Student Journey Mapping
Here’s what we found...

• Need to streamline & consolidate our messaging to ensure *students get the information they need when they need it*

• A lack of brand consistency from one area to the next, and from one message to the next

• Need to do a better job of internally connecting our communications systems and automating some of the functions

• Identified some critical communications gaps and opportunities to be more intentional

• Need alternative methods of delivery beyond email (social media, texts, etc.)
Here’s what we’re doing about it...

- Creating a step-by-step task list to help students better understand and move them through the Admissions process.

- Revising email correspondence.

- Incorporating a series of instructional videos to help students through the Admissions / First Year process.

- Adding an “Ask Azul” feature to be implemented by: Admissions, Housing, Financial Aid & Scholarships, Records & Registration, EVO, and others.

- Prioritizing email messages, and in some cases, limiting access to prospective student emails.
Creating a **step-by-step task list** to help improve communications and guide prospective students enrolling at FGCU after they are accepted...
The task list is designed to download emails, enable how-to videos and provide feedback.

Click here to view the link: https://webdev.fgcu.edu/vzdemo
More engaging communications to address gaps...

Greetings from FGCU

We hope you are enjoying your Thanksgiving weekend. Here at FGCU we are thankful for so many things that have made our university great.

- We are thankful for our 15,000 students who have a tremendous impact on our community through their service learning, research, and internships.
- We are thankful for our 30,000+ alumni who have continued their professional goals and stay engaged with our university.
- We are thankful for our nearly 2,000 faculty and staff who invest their time and effort into making our university the best that it can be.
- Finally, we are thankful for you - without your support, we wouldn’t move forward with all of the exciting things going on around campus!

Have a unique interest? Think you are the only one who shares that interest? Think again.

Whether it’s Quidditch or hockey, politics or social justice, knitting, Greek life or dancing, there are others who share your passion or pleasure. FGCU has more than 350 registered clubs and organizations from which to choose. For instance, check out the competitive role play of the FGCU Medieval Combat Club, where “battles” yield teamwork and camaraderie.

Getting involved and having a life outside of the classroom is a special part of the higher education experience - so what will you do?
Targeted social media campaigns focused on key decisions points...

- Creating a promotional social media calendar focused on key decision points and opportunities to engage students in the life of the university
- Targeting non-responders to Eagle View Orientation registration to meet enrollment targets
- Emphasizing more attention to marketing & communications in Admissions
Data from 2018...

- Paid social media campaign, May 1-15, 2018
- To improve yield by encouraging EVO registrations
- Target: 6,000 admitted students
- 663 link clicks to EVO registration
- 11,568 viewed the ad
Data from 2019...

- Paid social media campaign, December 24-January 31, 2019
- Target: 11,500 non-responders
- Increase deposits from accepted, but non-responsive
- 473 link clicks to Admissions page
- 11,584 viewed the ad
We’re doing a better job of celebrating acceptance...
Future direction...

- Working on creating a “celebrating acceptance” video
- Continued on-going social media efforts to maximize exposure to FGCU for recruitment, acceptance, and enrollment
- Complete the communications map that will tie into the new student web and communications portal
The SS&EM Team

Deborah Wiltrout  Taelor Rimer
Kyle McCurry      Mary Larkin
Sasha Minsky      Maureen Batchelder
Tami Tassler      Jorge Lopez
Marc Laviolette   Jeff Garner
Dean Batchelder   Julie Alter-Kay
Tabitha Dawes
## Education & General Revenue Fund

Appropriated funds sources from tax revenues and lottery ticket sales, or student tuition and matriculation fees

<table>
<thead>
<tr>
<th>Education and General (E&amp;G) Revenue</th>
<th>FY 18-19 Amended Budgeted Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Revenue</td>
<td>87,427,428</td>
</tr>
<tr>
<td>Tuition &amp; Fees</td>
<td>58,120,724</td>
</tr>
<tr>
<td>Lottery</td>
<td>7,633,918</td>
</tr>
<tr>
<td><strong>Total E&amp;G Revenue</strong></td>
<td>153,182,070</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>E&amp;G Expense</th>
<th>FY 18-19 Amended Budgeted Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries and Benefits</td>
<td>113,044,144</td>
</tr>
<tr>
<td>Other Personal Services</td>
<td>7,638,734</td>
</tr>
<tr>
<td>General Expense</td>
<td>28,290,414</td>
</tr>
<tr>
<td>Capital Expenditures</td>
<td>1,247,101</td>
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<tr>
<td>Financial Aid/Scholarship</td>
<td>1,224,285</td>
</tr>
<tr>
<td>Library Resources</td>
<td>1,737,392</td>
</tr>
<tr>
<td>Unallocated</td>
<td>-</td>
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<tr>
<td><strong>Total E&amp;G Expenditures</strong></td>
<td>153,182,070</td>
</tr>
</tbody>
</table>

- E&G funds are used for operating activities only, such as, but not limited to, general instruction, public service, plant operations and maintenance, student services, furniture, equipment, libraries, administrative support, and other enrollment-related and stand-alone operations of the universities.

- Unexpended and unencumbered funds become carryforward.

- E&G funding may not be used to purchase food (outside of travel purposes), gifts, giveaways, entertainment and a number of other items.

- E&G may not be used for construction of new space, although remodeling or renovation in limited scope is permissible.
Local Funds

Fee driven revenue activities, although not limited to fee revenue alone

<table>
<thead>
<tr>
<th>Local Fund Revenues</th>
<th>FY 18-19</th>
<th>Amended Budgeted Revenue</th>
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</thead>
<tbody>
<tr>
<td>Student Activity Revenue</td>
<td>4,360,490</td>
<td>4,360,490</td>
</tr>
<tr>
<td>Athletic Revenue</td>
<td>12,113,799</td>
<td>12,113,799</td>
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<tr>
<td>Concessions</td>
<td>335,000</td>
<td>335,000</td>
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<tr>
<td>Financial Aid Revenue</td>
<td>30,030,000</td>
<td>30,030,000</td>
</tr>
<tr>
<td><strong>Total Local Fund Revenues</strong></td>
<td><strong>46,839,289</strong></td>
<td><strong>46,839,289</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Student Related Expenditures</th>
<th>FY 18-19</th>
<th>Amended Budgeted Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries and Benefits</td>
<td>6,964,887</td>
<td>6,964,887</td>
</tr>
<tr>
<td>Other Personal Services</td>
<td>2,184,522</td>
<td>2,184,522</td>
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<tr>
<td>General Expense</td>
<td>5,879,472</td>
<td>5,879,472</td>
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<tr>
<td>Capital Expenditures</td>
<td>100,000</td>
<td>100,000</td>
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<tr>
<td>Financial Aid/Scholarship</td>
<td>31,275,000</td>
<td>31,275,000</td>
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<tr>
<td><strong>Total Student Related Expenditures</strong></td>
<td><strong>46,403,881</strong></td>
<td><strong>46,403,881</strong></td>
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</tbody>
</table>

- Each of these funds serves to support the specific activity related to the revenue indicated. In the case of concessions, the revenue stream is associated with vending commissions.
- Athletics and Student Activity fees defined in BOG regulations, with specific language on use, process for increasing fees and other matters.
- Financial Aid is limited to financial aid and scholarship, each of which have guidelines depending upon the funding source.
Grants & Auxiliary

Grants represent sponsored research and specific funding sources

Auxiliary revenues are derived from university business operations that are self-supporting through fees, payments and charges

<table>
<thead>
<tr>
<th>Grant and Auxiliary Revenue</th>
<th>FY 18-19 Amended Budgeted Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grant Associated Revenue</td>
<td>12,714,989</td>
</tr>
<tr>
<td>Auxiliary Revenue</td>
<td>50,161,157</td>
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<tr>
<td>Total Grant and Auxiliary Revenues</td>
<td>62,876,146</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Grant &amp; Auxiliary Activities</th>
<th>FY 18-19 Amended Budgeted Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries and Benefits</td>
<td>19,324,884</td>
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<tr>
<td>Other Personal Services</td>
<td>3,400,567</td>
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<tr>
<td>General Expense</td>
<td>17,004,817</td>
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<tr>
<td>Capital Expenditures</td>
<td>513,021</td>
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<tr>
<td>Financial Aid/Scholarship</td>
<td>80,000</td>
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<tr>
<td>Transfer to DSO</td>
<td>18,395,928</td>
</tr>
<tr>
<td>Total Grant &amp; Auxiliary Expenditures</td>
<td>58,719,217</td>
</tr>
</tbody>
</table>

Grants revenues are specifically provided to execute a given function, and their use is restricted to that activity only.

Auxiliary activities must be self-supporting, and cannot be supported by state funds.

Auxiliary revenues have greater flexibility than appropriated funds and can be used for construction without state approval unless debt is involved.
Carryforward

Carryforward funds represent the unencumbered, unexpended balances of Education and General Revenue funds at the end of the fiscal year.

Carryforward shall be used for operating activities only except where expressly allowed by law. Operating activities included, but are not limited to, unfunded enrollment growth, potential budget reductions, anticipated increases in university operations.

At any time the unencumbered available balance in the E&G fund of the university board of trustees approved operating budget falls below 7 percent of the approved total, the president shall provide a written notification and explanation to the Board of Governors.

At Florida Gulf Coast University, recent utilizations of carryforward have centered around maintenance, remodeling, and most recently investment in a new Enterprise Resource Planning system.

Carryforward may not be used for the construction of new buildings or projects above a threshold set by the Board of Governors.
Carryforward

Carryforward funds represent the unencumbered, unexpended balances of Education and General Revenue funds at the end of the fiscal year.

The uses of Carryforward have recently been defined by SB 190 as follows:

- Operating expenditures that are nonrecurring
- Any purpose specified by the board or in the General Appropriations Act
- Commitment to a previously appropriated PECO project which required additional funds for completion and is on the PECO list
- Completion of renovation, repair or maintenance project up to $5 Million
- Replacement of a minor project that does not exceed 10,000 GSF in size up to $2 Million
- Completion of a remodel or infrastructure project up to $10 Million if Educational Plant Survey recommended per Florida Statute 1013.31
- Repair or replacement due to a natural disaster
- Spending of the 7 percent only with a demonstrated emergency, with approval by the Trustees and the Board of Governors
**Fixed Capital Outlay**

Funding sourced for the construction of new buildings on campus

- **Public Education Capital Outlay (PECO)** – Funded by the Gross Receipts Tax, which is a 2.5 percent levy on the gross receipts of electric, gas and telecommunications. This tax is devoted entirely to the PECO and Debt Service Trust fund and is the major state source of revenue dedicated to k-20 facilities. Funds are used for renovation/remodeling, new construction and/or land acquisition. This is the primary source of funding for construction in the State University System.

- **Capital Improvement Trust Fund Fee (CITF)** – Funded by student fees and used for student related projects. This fee can be no more than 10 percent of tuition. Board Regulation 7.003(16).

- **Other State Sources** – General Revenue or Lottery may also be directed for construction in the General Appropriations Act.

- Self-supporting activities such as Housing, Athletics, Research, etc., do not receive Fixed Capital Outlay funding.

- Tuition is expressly prohibited as a funding source.

- Additional Reports Required – Senate Bill 190 requires added reporting of the use of carryforward and projects in general.
Definitions
Florida Statute 1013.01

- **Maintenance and Repair** – means the upkeep of educational and ancillary plants, including, but not limited to, roof or roofing replacement short of complete replacement of membrane or structure; repainting of interior or exterior surfaces; resurfacing of floors; repair or replacement of glass; repair of hardware, furniture, equipment, electrical fixtures, and plumbing fixtures; and repair or resurfacing of parking lots, roads, and walkways. The term “maintenance and repair” does not include custodial or grounds keeping functions, or renovation except for the replacement of equipment with new equipment of equal systems meeting current code requirements, provided that the replacement item neither places increased demand upon utilities services or structural supports nor adversely affects the function of safety to life systems.

- **Remodeling** – means the changing of existing facilities by rearrangement of spaces and their use and includes, but is not limited to, the conversion of two classrooms to a science laboratory or the conversion of a closed plan arrangement to an open plan configuration.

- **Renovation** – means the rejuvenating or upgrading of existing facilities by installation or replacement of materials and equipment and includes, but is not limited to, interior or exterior reconditioning of facilities and spaces; air-conditioning, heating, or ventilating equipment; fire alarm systems; emergency lighting; electrical systems; and complete roofing or roof replacement, including replacement of membrane or structure. As used in this subsection, the term “materials” does not include instructional materials.