

# Overall Enrollment Initiatives First-Time Freshman

## External Recruitment

### IN-DISTRICT, OUT-OF-FSW AREA, OUT-OF-STATE

In-District	HS Visits	FL College Fairs	Non-Trad Events (i.e. Business, GED, Veterans)
Number	34	10	9
Counties Served	Charlotte, Collier, Glades, Hendry, Lee		

Out-of-FSW Area	HS Visits	FL College Fairs	NACAC College Fairs
Number	20	30	2 <sup>1</sup>
Counties Served	Broward, Dade, Desoto, Hernando, Hillsborough, Manatee, Nassau, Pasco, Sarasota <sup>1</sup> Miami & Tampa		

Out-of-State	HS Visits	Regional, Other College Fairs	NACAC College Fairs
Number	15	0 <sup>2</sup>	6
States Visited	Massachusetts (Boston), Michigan (Detroit & Grand Rapids), New Jersey (Seacaucus), Ohio (Cleveland, Columbus & Cincinnati)		

<sup>2</sup>Limited offerings for spring regional college fairs, or events do not coincide with travel schedules for planned national fair events.

### NACAC FAIRS

Date	Location	Target Market	# of Leads
February 22	Miami, FL	Out-of-area FSW	
March 1	Tampa, FL	Out-of-area FSW	
March 30 & 31	Detroit, MI	Midwest	
April 1	Grand Rapids, MI	Midwest	
April 9 & 10	Boston, MA	Northeast	
April 11	Columbus, OH	Midwest	
April 12	Cleveland, OH	Midwest	
April 22 & 23	New Jersey (Seacaucus)	Northeast	

## Media, Social Media, Print Materials (in conjunction with Studio FSW)

Marketing, Media, Social Media, Print Materials	Target Audience(s)	Launch Date
<b>FSW Viewbook</b>	HS College Fairs, NACAC Fairs, HS Visits, Community Events, Mailings, Walk-ins, Purchased Names	Completed on 8/30/14; document editing starting in January '15 for next edition.
<b>Radio ads</b>	Potential Students, Parents, Professionals looking to advance or change fields	Studio FSW to provide dates as part of bridge campaign and Open Houses
<b>TV ads</b>	Potential Students, Parents, Professionals looking to advance or change fields	Studio FSW to provide dates as part of bridge campaign and Open Houses
<b>Social Media</b>	General Public/users who follow our accounts (FB, Twitter/Instagram)	On-going Fee Waiver Week – March 16, 23, 27 Open House – March 30, April 6 Priority Application Deadline (summer) – April 9, 15 Application Deadline (summer) – April 27, May 4 Priority Application Deadline (Fall)* – July 10, July 17 Saturday Hours (Fall)* – July 27, August 1 Application Deadline (Fall)* – August 7, August 14

## Special Events

Special Events	Target Audience(s)	Launch Dates
College Week Live—Virtual College Fairs and Chat Function (6 “All Access” Events scheduled for spring 2015)	All prospective students	January 15 February 19 March 19 April 16 May 21 South East Colleges Day – Date TBD
Free Application Fee Week	All prospective students for Summer '15, Fall '15, Spring '16. Will provide in-school support for fee waiver week.	March 23-29

Open House Week	All prospective students	April 7 (Collier) April 8 (Thomas Edison – Lee) April 9 (Charlotte)
FSW-FGCU Partnership Info Sessions	All prospective students	Dates TBD, but potential for events from March – June, sessions at all campus locations
Scholarship Award Yield Event (tentative- to be discussed further in Scholarship meeting)	All new Presidential Honors students (plus other honors or scholarship awardees as appropriate)	May 14 or 15/June 11 or 12
Admissions Information Sessions	All prospective students	May, June & July – all locations i.e. “Get the Facts Fridays” – first and third Fridays of the month before or after regularly scheduled tours (daytime) – marketed in HS before the end of the academic year and through targeted traditional student mailing lists
Finish @ FSW	Non-trads, stop outs and students who didn’t complete a degree at another institution	May, June & July – all locations, evening program tailored to non-trad audience and marketed accordingly
Veterans Information Session	Veterans and eligible family members	March 26-29, all locations and in partnership with Veterans Office

## Emails

Special Email Campaigns	Target Audience(s)	Launch Date
Fee Waiver Week	All prospects	March 2, 18, 23, 27
Open House Week	All prospects, applicants, new admits	March 18, April 2, 6
Saturday Hours (Aug 1)	All prospects and admits not enrolled	July 20, 27
Applied/Admitted, not a FL resident	New applied/admitted non-FL resy w/ FL address	April 1, May 5 (Summer), July 27, August 17 (Fall)*

**See Appendix I for schedule of ongoing “Maintenance Emails”**

## Call Campaigns

Call Campaigns	Target Audience(s)	Launch Date
<b>Applied</b>	Proactive calls to new Summer/Fall '15 applicants – thank you for applying, please submit documents	February 1 – weekly lists from Processing team
<b>Applied, documents needed</b>	Summer/Fall '15 applicants who need to submit documents to be admitted or to finalize their applications i.e.- HS transcript, residency.	March 9
<b>Admitted, CISQ not completed</b>	Admits for Summer/Fall '15 who need to complete their online career assessment.	March 16 (Summer) April 28 (Fall)
<b>Admitted, not enrolled</b>	Students admitted for Summer/Fall '15 but not yet enrolled in courses.	April 20 (Summer) July 6 (Fall)
<b>Attended Orientation, not registered</b>	Students who have completed Summer/Fall '15 orientation session but not yet registered	April 1 (Summer) July 6 (Fall)
<b>Applied, no FAFSA on file, scholarship info (Fall only) (Mark to discuss with Catherine Morgan prior to beginning).</b>	Students applied/admitted for Summer/Fall '15 with no FAFSA on file	February 9 (Summer/Fall) March 9 (Summer) June 22 (Fall)

## Direct Mailings

Direct Mail Campaigns	Target Audience(s)	Launch Date
<b>Free App Fee week/Open House/Scholarship deadline/Name change logo</b>	Prospects/ Applicants/ New Admits	Week of Feb 16, Week of March 16 (free app fee, Open House, Name change)
<b>Still Time to Apply for Fall!/ name change</b>	Prospects	Week of June 15
<b>Saturday Hours Postcard</b>	Prospects/ Applicants/ New Admits	Week of July 13
<b>Denied FGCU letter</b>	FGCU admits denied from the 5 county local area	Ongoing as list provided by FGCU
<b>School Counselor Mailings</b>	School counselors communications and mailings on important topics	Ongoing
<b>Dual Enrolled to FTIC</b>	Dual Enrolled 2014-2015 Students	March

<b>postcard and e-mail</b>	with 2015 grad dates – encourage to apply for admission	
<b>AVID Coordinator Mailing</b>	Invitation for on-campus presentation and tour sent to AVID coordinators at participating schools in Lee, Collier, Hendry, Glades, Desoto, Hardee, Okeechobee counties	Mailed to 14 contacts/schools in target counties the week of January 12
<b>TRiO Coordinator Mailing</b>	Invitation for summer on-campus presentation and tour sent to targeted TRiO coordinators across Florida	February

## On-Campus Tours

<b>On-campus tours</b>	<b>Target Audience(s)</b>	<b>Launch Date</b>
<b>Campus tours (regular)</b>	All Prospects	Charlotte & Lee: Mondays & Wednesdays at 10am & 3pm  Collier: Tuesdays & Thursdays at 9am & 1pm  Hendry-Glades: By Appointment
<b>Immokalee Foundation</b>	High school seniors	January 6
<b>Grace Place</b>	Juniors and seniors	January 16
<b>New Horizons</b>	Students served by New Horizons in grades 9-12	January 30
<b>Lee District Schools ESE Program</b>	ESE program seniors from Lee public high schools in East zone (4 schools total). Hosted South and West groups in fall 2015.	January 30
<b>Paul Laurence Dunbar Middle School AVID Group</b>	7 <sup>th</sup> and 8 <sup>th</sup> grade AVID students	February 6
<b>Golden Gate High School AVID Group</b>	Seniors involved in AVID	February 9
<b>Lely High School AVID Group</b>	Seniors involved in AVID	March 11
<b>LaBelle High School</b>	Seniors – Visit split between HG center and Lee campus	March 27
<b>AVID Coordinator Mailing</b>	Invitation for on-campus presentation and tour sent to AVID coordinators at participating schools in Lee, Collier, Hendry, Glades,	Mailed to 14 contacts/schools in target counties the week of January 12

	Desoto, Hardee, Okeechobee counties	
<b>TRiO Program Mailing</b>	Invitation for summer on-campus presentation and tours for TRiO programs across the state of Florida	Mailing targeted for February
<b>Other Program Targets</b>	Investigating academies and special college readiness programs in Charlotte, Collier, Hendry-Glades and other relevant areas for group visit invitation mailing	Mailing targeted for February

## HS Guidance Counselors

HS Guidance Counselors	Target Audience(s)	Launch Date
<b>Counselor newsletter</b>	All school counselors	Feb, April
<b>Counselor follow-up</b>	All school counselor connections from visits, fairs, etc... emails and handwritten thank you. Always attempt to schedule next visit prior to leaving current visit.	Ongoing
<b>Targeted e-mails on important subjects (i.e. scholarship application deadline, DE testing, etc.)</b>	Five county area school counselors	As needed
<b>School Counselor Mailing</b>	School counselors in five county area to include counselor connections newsletter and poster	February 16
<b>Additional mailings</b>	Targeted packets to out-of-area/state counselors (i.e. athletes, scholarship students, high volume apps, etc.)	February – April as schools are identified

## Admissions Staff Training

Training	Topics	Launch Date
<b>College-wide training (New Admissions Counselors)</b>	Overview of all needed information (i.e. DE, program offerings, adaptive services, international, etc.)	As needed, bi-weekly team meetings also to continue to reinforce needed training
<b>Processing training</b>	Updates college-wide	Jan. 22
<b>Processor Retreat</b>	Updates and planning	February tentative
<b>Recruiter Update Training</b>	Updates/reestablish training	February/As Needed

## Academic Meetings

<b>Academic Meetings</b>	<b>Assigned Liaison</b>	<b>Topics to Cover</b>	<b>Meeting Dates</b>
<b>School of Education</b>	Yareli Medrano	Academic updates, recruitment updates	1-2 during spring semester
<b>School of Health Professions</b>	Rachel Bussell	Academic updates, recruitment updates	1-2 during spring semester
<b>School of Business and Technology</b>	Ivan Guerrero	Academic updates, recruitment updates	1-2 during spring semester
<b>School of Arts and Humanities</b>	Adela Lozano	Academic updates, recruitment updates	1-2 during spring semester
<b>School of Pure and Applied Sciences</b>	Ashley Dome	Academic updates, recruitment updates	1-2 during spring semester

# Appendix I

## Recurring enrollment emails leading up to Summer and Fall semester start.

### Prospect, Applicant and/or Admit email, All student email

Subject	Categories	Description	StartDate
<b>Fall '15 Priority Scholarship Deadline Email</b>	Email;Applicants;Prospects;New Admits (Not Registered);New Admits (Registered)	2/3,2/17, 2/27 Magnet Mail Prospects -- Apply Now Applicants -- Submit Documents by deadline New Admits -- Submit Documents by deadline	2/3/2015
<b>Spring '15 B Application Deadline + Resy paperwork Email</b>	Email;Applicants;Prospects;New Admits (Not Registered)	1/13, 2/11, 2/24 (combined with resy) Magnet Mail Prospects -- Apply Now Applicants -- Submit Documents by deadline Admits (CA with holds) -- Submit Documents by deadline	2/11/2015
<b>Summer '15 Priority Registration for housing and honors students Email</b>	Email;Current (Registered);New Admits (Not Registered)	2/12 (Portal Announcement), 2/26, 3/12 BB Connect for Current Students, Magnet Mail for New Admits	2/12/2015
<b>Fall '15 Priority Scholarship Deadline Email</b>	Email;Applicants;Prospects;New Admits (Not Registered);New Admits (Registered)	2/3,2/17, 2/27 Magnet Mail Prospects -- Apply Now Applicants -- Submit Documents by deadline New Admits -- Submit Documents by deadline	2/17/2015
<b>Summer '15 Registration opens for degree-seeking-dual enrollment and early admit students Email</b>	Email;Current (Registered);New Admits (Not Registered)	2/17 (Portal Announcement), 3/3, 3/16 BB Connect for Current Students, Magnet Mail for New Admits	2/17/2015
<b>Spring '15 A Last Day of Classes</b>	*Event		2/23/2015
<b>Spring '15 B Application Deadline + Resy paperwork Email</b>	Email;Applicants;Prospects;New Admits (Not Registered)	1/13, 2/11, 2/24 (combined with resy) Magnet Mail Prospects -- Apply Now Applicants -- Submit Documents by deadline Admits (CA with holds) -- Submit Documents by deadline	2/24/2015
<b>Spring '15 B Application Deadline</b>	*Event;Email	1/13, 2/11, 2/24 (combined with resy) Magnet Mail Prospects -- Apply Now Applicants -- Submit Documents by deadline Admits (CA with holds) -- Submit Documents by deadline	2/25/2015
<b>Summer '15 Priority Registration for housing and honors students Email</b>	Email;Current (Registered);New Admits (Not Registered)	2/12 (Portal Announcement), 2/26, 3/12 BB Connect for Current Students, Magnet Mail for New Admits	2/26/2015



<b>Fall '15 Priority Scholarship Deadline Email</b>	Email;Applicants;Prospects;New Admits (Not Registered);New Admits (Registered)	2/3,2/17, 2/27 Magnet Mail Prospects -- Apply Now Applicants -- Submit Documents by deadline New Admits -- Submit Documents by deadline	2/27/2015
<b>Fall '15 Priority Scholarship Deadline</b>	*Event;Email	2/3, 2/17, 2/27	3/1/2015
<b>Fee Waiver Week Email</b>	Email;Prospects	3/2, 3/18, 3/23, 3/27 Magnet Mail	3/2/2015

Apply during fee waiver week

<b>Spring Break -- College Closed</b>	*Event		3/2/2015
<b>Summer '15 Registration opens for degree-seeking-dual enrollment and early admit students Email</b>	Email;Current (Registered);New Admits (Not Registered)	2/17 (Portal Announcement), 3/3, 3/16 BB Connect for Current Students, Magnet Mail for New Admits	3/3/2015
<b>Summer '15 Open Registration Email</b>	Email;Current (Registered);New Admits (Not Registered)	3/6 (Portal Announcement), 3/20, 4/6 BB Connect for Current Students, Magnet Mail for New Admits	3/6/2015
<b>Summer '15 Priority Registration for housing and honors students</b>	*Event;Email	2/12 (Portal Announcement), 2/26, 3/12 BB Connect for Current Students, Magnet Mail for New Admits	3/12/2015
<b>Summer '15 Priority Registration for housing and honors students Email</b>	Email;Current (Registered);New Admits (Not Registered)	2/12 (Portal Announcement), 2/26, 3/12 BB Connect for Current Students, Magnet Mail for New Admits	3/12/2015
<b>Spring '15 B Florida Resy Status</b>	*Event;Email	1/13, 2/11, 2/24 (combined with app deadline) Magnet Mail Prospects -- Apply Now Applicants -- Submit Documents by deadline Admits (CA with holds) -- Submit Documents by deadline	3/13/2015
<b>Summer '15 Registration opens for degree-seeking-dual enrollment and early admit students</b>	*Event;Email	2/17 (Portal Announcement), 3/3, 3/16 BB Connect for Current Students, Magnet Mail for New Admits	3/16/2015
<b>Summer '15 Registration opens for degree-seeking-dual enrollment and early admit students Email</b>	Email;Current (Registered);New Admits (Not Registered)	2/17 (Portal Announcement), 3/3, 3/16 BB Connect for Current Students, Magnet Mail for New Admits	3/16/2015
<b>Fee Waiver Week Email</b>	Email;Prospects	3/2, 3/18, 3/23, 3/27 Magnet Mail	3/18/2015

Apply during fee waiver week

<b>Summer '15 FA Priority Application Deadline + Open House Email</b>	Email;Applicants;Prospects;New Admits (Not Registered)	3/18, 4/2, 4/15 Magnet Mail Prospects—Apply Now Applicants—Submit Documents by deadline Admits (CA with holds) -- Submit Documents by deadline  ALL – Attend Open House	3/18/2015
<b>Summer '15 Open Registration Email</b>	Email;Current (Registered);New Admits (Not Registered)	3/6 (Portal Announcement), 3/20, 4/6 BB Connect for Current Students, Magnet Mail for New Admits	3/20/2015
<b>Fall '15 Priority Registration for housing and honors students Email</b>	Email;Current (Registered);New Admits (Not Registered)	3/23 (Portal Announcement), 4/8, 4/22 BB Connect for Current Students, Magnet Mail for New Admits	3/23/2015
<b>Fee Waiver Week</b>	*Event;Email	3/2, 3/18, 3/23 Magnet Mail  Apply during fee waiver week	3/23/2015
<b>Fee Waiver Week Email</b>	Email;Prospects	3/2, 3/18, 3/23, 3/27 Magnet Mail  Apply during fee waiver week	3/23/2015
<b>Fall '15 Registration opens for degree-seeking-dual enrollment and early admit students Email</b>	Email;Current (Registered);New Admits (Not Registered)	3/25 (Portal Announcement), 4/10, 4/24 BB Connect for Current Students, Magnet Mail for New Admits	3/25/2015

<b>Fee Waiver Week Email</b>	Email;Prospects	3/2, 3/18, 3/23, 3/27 Magnet Mail	3/27/2015
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Apply during fee waiver week

<b>Summer '15 FA Florida Resy Status Email</b>	Email;Applicants;Prospects;New Admits (Not Registered)	4/1, 5/5 Magnet Mail Applicants/Admits—notify Non-FL Residents of Residency Status 4/7, 4/21, 5/1 (combined with app deadline) Magnet Mail Applicants—Submit Documents by deadline Admits (CA with holds) -- Submit Documents by deadline	4/1/2015
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<b>Summer '15 FA Priority Application Deadline + Open House Email</b>	Email;Applicants;Prospects;New Admits (Not Registered)	3/18, 4/2, 4/15 Magnet Mail Prospects—Apply Now Applicants—Submit Documents by deadline Admits (CA with holds) -- Submit Documents by deadline  ALL – Attend Open House	4/2/2015
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<b>Sumer '15 Open Registration Email</b>	Email;Current (Registered);New Admits (Not Registered)	3/6 (Portal Announcement), 3/20, 4/6 BB Connect for Current Students, Magnet Mail for New Admits	4/6/2015
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<b>Summer '15 FA Priority Application Deadline + Open House Email</b>	Email;Applicants;Prospects;New Admits (Not Registered)	3/18, 4/2 (combined with Priority App Deadline) & 4/6 Magnet Mail	4/6/2015
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Attend Open House

<b>Summer '15 Open Registration</b>	*Event;Email	3/6 (Portal Announcement), 3/20, 4/6 BB Connect for Current Students, Magnet Mail for New Admits	4/6/2015
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<b>Open House</b>	*Event;Email	3/18, 4/2 (combined with Priority App Deadline) & 4/6 Magnet Mail	4/7/2015
		Attend Open House	
<b>Summer '15 FA Application Deadline + Resy Paperwork Email</b>	Email;Applicants;Prospects;New Admits (Not Registered)	4/7, 4/21, 5/1 (combined with resy) Magnet Mail Prospects -- Apply Now Applicants -- Submit Documents by deadline Admits (CA with holds) -- Submit Documents by deadline	4/7/2015
<b>Fall '15 Priority Registration for housing and honors students Email</b>	Email;Current (Registered);New Admits (Not Registered)	3/23 (Portal Announcement), 4/8, 4/22 BB Connect for Current Students, Magnet Mail for New Admits	4/8/2015
<b>Open House</b>	*Event;Email	3/18, 4/2 (combined with Priority App Deadline) & 4/6 Magnet Mail	4/8/2015
		Attend Open House	
<b>Open House</b>	*Event;Email	3/18, 4/2 (combined with Priority App Deadline) & 4/6 Magnet Mail	4/9/2015
		Attend Open House	
<b>Fall '15 Registration opens for degree-seeking-dual enrollment and early admit students Email</b>	Email;Current (Registered);New Admits (Not Registered)	3/25 (Portal Announcement), 4/10, 4/24 BB Connect for Current Students, Magnet Mail for New Admits	4/10/2015
<b>Summer '15 FA Priority Application Deadline Email</b>	Email;Applicants;Prospects;New Admits (Not Registered)	3/18, 4/2, 4/15 Magnet Mail Prospects -- Apply Now Applicants -- Submit Documents by deadline Admits (CA with holds) -- Submit Documents by deadline	4/15/2015
<b>Summer '15 FA Priority Application Deadline</b>	*Event;Email	3/18, 4/2, 4/15 Magnet Mail Prospects -- Apply Now Applicants -- Submit Documents by deadline Admits (CA with holds) -- Submit Documents by deadline	4/16/2015
<b>Fall '15 Open Registration Email</b>	Email;Current (Registered);New Admits (Not Registered)	4/20 (Portal Announcement), 5/5, 5/19 BB Connect for Current Students, Magnet Mail for New Admits	4/20/2015
<b>Summer '15 FA Application Deadline + Resy Paperwork Email</b>	Email;Applicants;Prospects;New Admits (Not Registered)	4/7, 4/21, 5/1 (combined with resy) Magnet Mail Prospects -- Apply Now Applicants -- Submit Documents by deadline Admits (CA with holds) -- Submit Documents by deadline	4/21/2015
<b>Fall '15 Priority Registration for housing and honors students</b>	*Event;Email	3/23 (Portal Announcement), 4/8, 4/22 BB Connect for Current Students, Magnet Mail for New Admits	4/22/2015

<b>Fall '15 Priority Registration for housing and honors students Email</b>	Email;Current (Registered);New Admits (Not Registered)	3/23 (Portal Announcement), 4/8, 4/22 BB Connect for Current Students, Magnet Mail for New Admits	4/22/2015
<b>Fall '15 Registration opens for degree-seeking-dual enrollment and early admit students</b>	*Event;Email	3/25 (Portal Announcement), 4/10, 4/24 BB Connect for Current Students, Magnet Mail for New Admits	4/24/2015
<b>Fall '15 Registration opens for degree-seeking-dual enrollment and early admit students Email</b>	Email;Current (Registered);New Admits (Not Registered)	3/25 (Portal Announcement), 4/10, 4/24 BB Connect for Current Students, Magnet Mail for New Admits	4/24/2015
<b>Summer '15 FA Application Deadline + Resy Paperwork Email</b>	Email;Applicants;Prospects;New Admits (Not Registered)	4/7, 4/21, 5/1 (combined with resy) Magnet Mail Prospects -- Apply Now Applicants -- Submit Documents by deadline Admits (CA with holds) -- Submit Documents by deadline	5/1/2015
<b>Summer '15 FA Classes dropped for non-payment and then daily Email</b>	Email;Current (Registered)	4/28 (Portal Announcement), 5/1, 5/4 BB Connect	5/1/2015
<b>Summer '15 FA Application Deadline</b>	*Event;Email	4/7, 4/21, 5/1 (combined with resy) Magnet Mail Prospects -- Apply Now Applicants -- Submit Documents by deadline Admits (CA with holds) -- Submit Documents by deadline	5/4/2015
<b>Fall '15 Open Registration Email</b>	Email;Current (Registered);New Admits (Not Registered)	4/20 (Portal Announcement), 5/5, 5/19 BB Connect for Current Students, Magnet Mail for New Admits	5/5/2015
<b>Summer '15 FA Florida Resy Status Email</b>	Email;Applicants;Prospects;New Admits (Not Registered)	4/1, 5/5 Magnet Mail  Applicants/Admits—notify Non-FL Residents of Residency Status  4/7, 4/21, 5/1 (combined with app deadline) Magnet Mail  Applicants—Submit Documents by deadline  Admits (CA with holds) -- Submit Documents by deadline	5/5/2015
<b>Summer '15 FA(B) Last Orientation</b>	*Event;Email	Begins after Advising for Summer opens Last Orientation date not indicated: New Admits -- MWF approx. 1 week after admit Reminder Email (admits who have not completed) -- 15th of every month	5/7/2015

<b>Summer '15 FA Florida Resy Status</b>	*Event;Email	4/1, 5/5 Magnet Mail  Applicants/Admits—notify Non-FL Residents of Residency Status  4/7, 4/21, 5/1 (combined with app deadline) Magnet Mail  Applicants—Submit Documents by deadline  Admits (CA with holds) -- Submit Documents by deadline	5/18/2015
<b>Fall '15 Open Registration</b>	*Event;Email	4/20 (Portal Announcement), 5/5, 5/19 BB Connect for Current Students, Magnet Mail for New Admits	5/19/2015
<b>Fall '15 Open Registration Email</b>	Email;Current (Registered);New Admits (Not Registered)	4/20 (Portal Announcement), 5/5, 5/19 BB Connect for Current Students, Magnet Mail for New Admits	5/19/2015
<b>Summer '15 B Application Deadline + Resy Paperwork Email</b>	Email;Applicants;Prospects;New Admits (Not Registered)	5/22, 6/5, 6/19 (combined with resy) Magnet Mail Prospects -- Apply Now Applicants -- Submit Documents by deadline Admits (CA with holds) -- Submit Documents by deadline	5/22/2015
<b>Memorial Day -- College Closed</b>	*Event		5/25/2015
<b>Fall '15 Housing Application Deadline</b>	*Event	No emails if waitlist	6/1/2015
<b>Summer '15 B Application Deadline + Resy Paperwork Email</b>	Email;Applicants;Prospects;New Admits (Not Registered)	5/22, 6/5, 6/19 (combined with resy) Magnet Mail Prospects -- Apply Now Applicants -- Submit Documents by deadline Admits (CA with holds) -- Submit Documents by deadline	6/5/2015
<b>Summer '15 B Application Deadline + Resy Paperwork Email</b>	Email;Applicants;Prospects;New Admits (Not Registered)	5/22, 6/5, 6/19 (combined with resy) Magnet Mail Prospects -- Apply Now Applicants -- Submit Documents by deadline Admits (CA with holds) -- Submit Documents by deadline	6/19/2015
<b>Summer '15 A Last Day of Classes</b>	*Event		6/22/2015
<b>Summer '15 B Application Deadline</b>	*Event;Email	5/22, 6/5, 6/19 (combined with resy) Magnet Mail Prospects -- Apply Now Applicants -- Submit Documents by deadline Admits (CA with holds) -- Submit Documents by deadline	6/22/2015

<b>Fall '15 FA Priority Application Deadline Email</b>	Email;Applicants;Prospects;New Admits (Not Registered)	6/26, 7/3, 7/16 Magnet Mail Prospects—Apply Now Applicants—Submit Documents by deadline Admits (CA with holds) -- Submit Documents by deadline	6/26/2015
<b>Fall '15 FA Priority Application Deadline Email</b>	Email;Applicants;Prospects;New Admits (Not Registered)	6/26, 7/3, 7/16 Magnet Mail Prospects—Apply Now Applicants—Submit Documents by deadline Admits (CA with holds) -- Submit Documents by deadline	7/3/2015
<b>Independence Day -- College Closed</b>	*Event		7/3/2015
<b>Summer '15 B Florida Resy Status</b>	*Event;Email	5/22, 6/5, 6/19 (combined with app deadline) Prospects -- Apply Now Applicants -- Submit Documents by deadline Admits (CA with holds) -- Submit Documents by deadline	7/6/2015
<b>Fall '15 FA Priority Application Deadline Email</b>	Email;Applicants;Prospects;New Admits (Not Registered)	6/26, 7/3, 7/16 Magnet Mail Prospects—Apply Now Applicants—Submit Documents by deadline Admits (CA with holds) -- Submit Documents by deadline	7/16/2015
<b>Fall '15 FA Priority Application Deadline</b>	*Event;Email	6/26, 7/3, 7/16 Magnet Mail Prospects—Apply Now Applicants—Submit Documents by deadline Admits (CA with holds) -- Submit Documents by deadline	7/17/2015

<b>Fall '15 FA Application Deadline Email</b>	Email;Applicants;Prospects;New Admits (Not Registered)	7/20 & 7/27 (combined with Saturday Hours), 8/13 Magnet Mail  Prospects—Apply Now  Applicants—Submit Documents by deadline  Admits (CA with holds) -- Submit Documents by deadline	7/20/2015
<b>Fall '15 FA Application Deadline Email</b>	Email;Applicants;Prospects;New Admits (Not Registered)	7/20 & 7/27 (combined with Saturday Hours), 8/13 Magnet Mail  Prospects—Apply Now  Applicants—Submit Documents by deadline  Admits (CA with holds) -- Submit Documents by deadline	7/27/2015
<b>Fall '15 FA Florida Resy Status Email</b>	Email;Applicants;Prospects;New Admits (Not Registered)	7/27, 8/17 Magnet Mail Applicants/Admits -- notify Non-FL Residents of Residency Status 7/20 & 7/27 (combined with Saturday Hours), 8/13 (all combined with resy status) Magnet Mail Prospects—Apply Now Applicants—Submit Documents by deadline Admits (CA wi	7/27/2015
<b>Saturday Hours</b>	*Event;Email	7/20 & 7/27 (combined with App Deadline)  Prospects—Apply Now  Applicants—Submit Documents by deadline  Admits (CA with holds) -- Submit Documents by deadline	8/1/2015
<b>Summer '15 B Last Day of Classes</b>	*Event		8/7/2015
<b>Fall '15 FA Application Deadline Email</b>	Email;Applicants;Prospects;New Admits (Not Registered)	7/20 & 7/27 (combined with Saturday Hours), 8/13 Magnet Mail  Prospects—Apply Now  Applicants—Submit Documents by deadline  Admits (CA with holds) -- Submit Documents by	8/13/2015



		deadline	
<b>Fall '15 FA Application Deadline</b>	*Event;Email	7/20 & 7/27 (combined with Saturday Hours), 8/13 Magnet Mail	8/14/2015
		Prospects—Apply Now	
		Applicants—Submit Documents by deadline	
		Admits (CA with holds) -- Submit Documents by deadline	
<b>Fall '15 FA Florida Resy Status Email</b>	Email;Applicants;Prospects;New Admits (Not Registered)	7/27, 8/17 Magnet Mail Applicants/Admits -- notify Non-FL Residents of Residency Status 7/20 & 7/27 (combined with Saturday Hours), 8/13 (all combined with resy status) Magnet Mail	8/17/2015
		Prospects—Apply Now	
		Applicants—Submit Documents by deadline	
		Admits (CA wi	
<b>Fall '15 FA(B) Last Orientation</b>	*Event;Email	Begins after Advising for Fall opens Last Orientation date not indicated: New Admits -- MWF approx. 1 week after admit Reminder Email (admits who have not completed) -- 15th of every month	8/19/2015
<b>Fall '15 FA Florida Resy Status</b>	*Event;Email	7/27, 8/17 Magnet Mail Applicants/Admits -- notify Non-FL Residents of Residency Status 7/20 & 7/27 (combined with Saturday Hours), 8/13 (all combined with resy status) Magnet Mail	8/27/2015
		Prospects—Apply Now	
		Applicants—Submit Documents by deadline	
		Admits (CA wi	
<b>Labor Day -- College Closed</b>	*Event		9/7/2015
<b>Fall '15 B Application Deadline + Resy Paperwork Email</b>	Email;Applicants;Prospects;New Admits (Not Registered)	9/10, 9/24, 10/6 (combined with resy) Magnet Mail Prospects -- Apply Now Applicants -- Submit Documents by deadline Admits (CA with holds) -- Submit Documents by deadline	9/10/2015
<b>Fall '15 B Application Deadline + Resy Paperwork Email</b>	Email;Applicants;Prospects;New Admits (Not Registered)	9/10, 9/24, 10/6 (combined with resy) Magnet Mail Prospects -- Apply Now Applicants -- Submit Documents by deadline Admits (CA with holds) -- Submit Documents by deadline	9/24/2015
<b>Fall '15 B Application Deadline + Resy Paperwork Email</b>	Email;Applicants;Prospects;New Admits (Not Registered)	9/10, 9/24, 10/6 (combined with resy) Magnet Mail Prospects -- Apply Now Applicants -- Submit Documents by deadline	10/6/2015

		Admits (CA with holds) -- Submit Documents by deadline	
<b>Fall '15 A Last Day of Classes</b>	*Event		10/7/2015
<b>Fall '15 A Final Exams</b>	*Event		10/8/2015
<b>Fall '15 B Application Deadline</b>	*Event;Email	9/10, 9/24, 10/6 (combined with resy) Magnet Mail Prospects -- Apply Now Applicants -- Submit Documents by deadline Admits (CA with holds) -- Submit Documents by deadline	10/8/2015
<b>Fall '15 B Florida Resy Status</b>	*Event;Email	9/10, 9/24, 10/6 (combined with resy) Magnet Mail Prospects -- Apply Now Applicants -- Submit Documents by deadline Admits (CA with holds) -- Submit Documents by deadline	10/21/2015
<b>Veterans Day -- College Closed</b>	*Event		11/11/2015
<b>Thanksgiving Break -- College Closed</b>	*Event		11/26/2015
<b>Fall '15 FB Last Day of Classes</b>	*Event		12/4/2015
<b>Fall '15 FB Final Exams</b>	*Event		12/5/2015
<b>Holiday Break -- College Closed</b>	*Event		12/21/2015
<b>Spring '16 Commencement</b>	*Event		5/6/2016

