

April 2026

Business Meeting

Presented by the Moore Agency

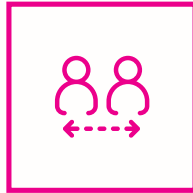
Understanding Social Media Statistics



Impressions

The number of times someone saw our post.

A new impression is counted even if the post was seen multiple times by the same user.



Reach

The number of times a new user sees the content.

A great way to track how many people are viewing the content over time.



Engagements

A user saw the post and then took action.

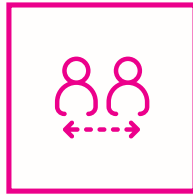
Engagement shows that not only are people seeing the content, but also want to engage with the page.

Social Media Statistics



Impressions

Increase of **150%** from last year



Reach

Increase of **175%**

Videos continue to be the most popular content.



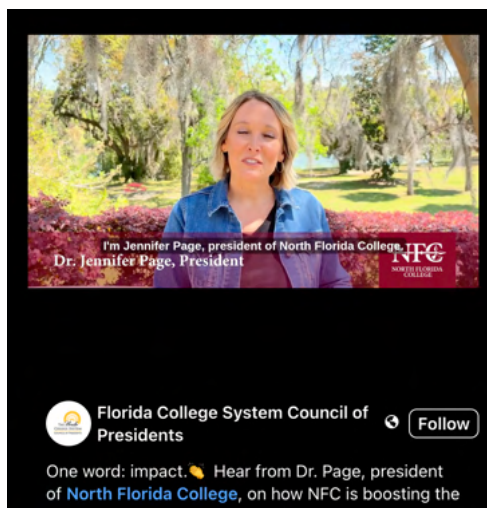
Engagements

Increase of **698%**

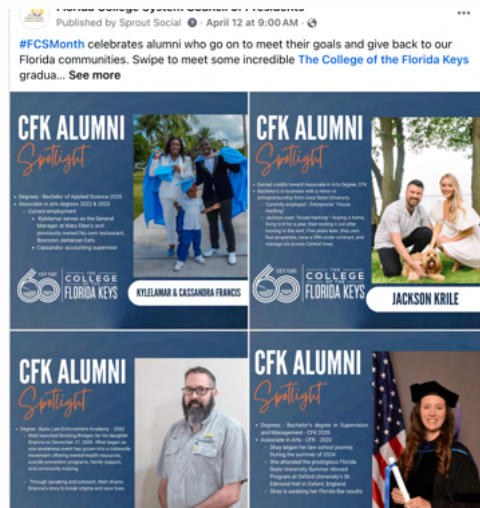
Cities With Top Engagement

- Tallahassee
- Jacksonville
- Panama City
- Tampa
- Pensacola

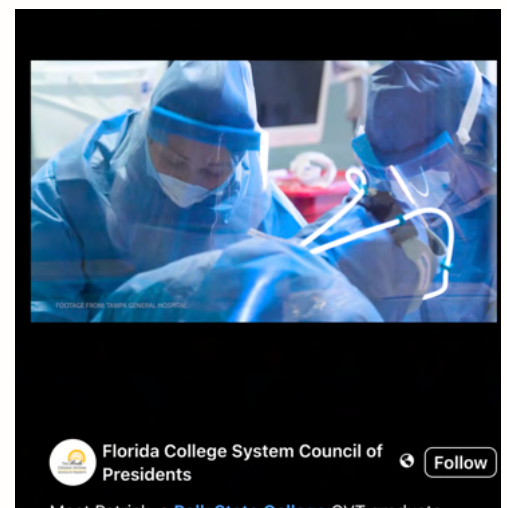
Top Performing Highlights



FCS Month Video
North Florida College



FCS Month Testimonials
College of the Florida Keys



FCS Month Video
Polk State College

Top Performing Highlights



Military Family Month
Florida Department of Education



Awards + Accomplishments
Miami Dade College

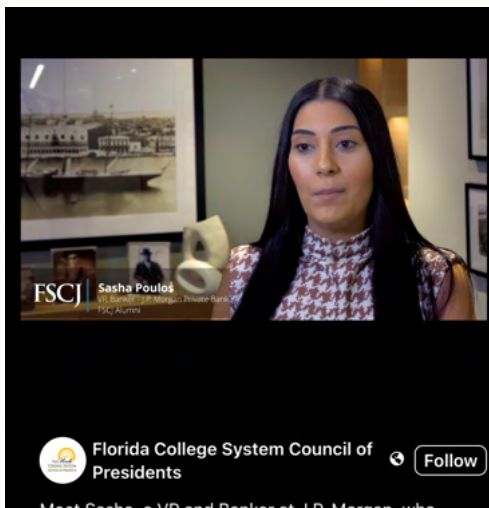


Awards + Accomplishments
Florida Southwestern State College

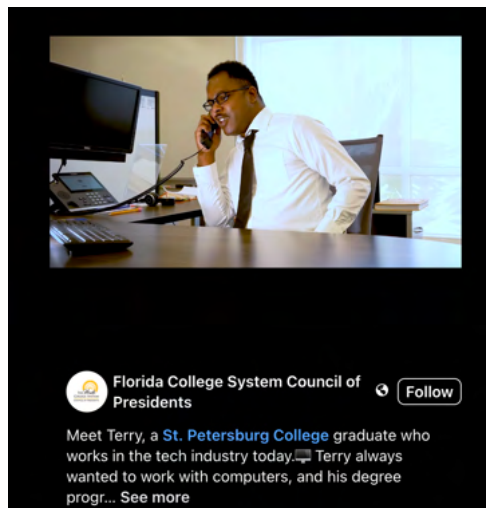
MOORE M.

5

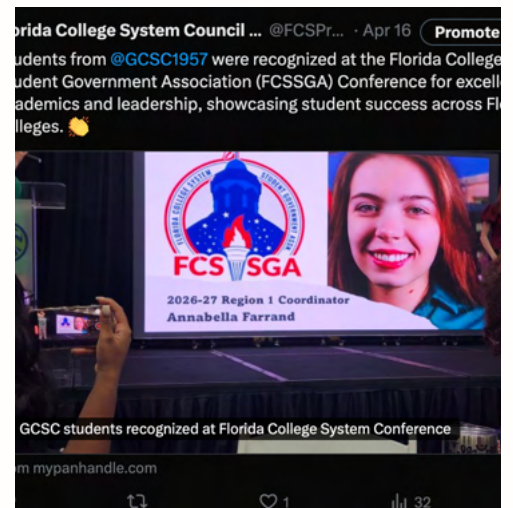
Top Performing Highlights



FCS Month Video
Florida State College at Jacksonville



FCS Month Video
St. Petersburg College



Awards + Accomplishments
Gulf Coast State College

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6

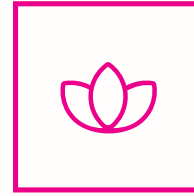
Current Campaigns: April - May 2026

Overview of Content



April

- FCS Month, highlighting unique programs and campuses at each college



May

- Military Appreciation Month, featuring veterans on campus & leading the institution
- May 3: National Teachers Day, featuring education programs
- May 6: National Nurses Day, featuring health sciences programs

Legislative Materials

Enhancing Florida's Talent

For the ninth consecutive year, Florida proudly holds the ranking as the top state for higher education by U.S. News & World Report. The Florida College System (FCS) remains the state's largest higher education and workforce training system.

Legislative Booklet

The Florida College System (FCS) requests significant new funding distributed through the established funding formula for the Program Fund.

The FCS is committed to keeping college affordable for students while also meeting each college's unique funding needs. With these funds, the FCS will:

- Keep postsecondary education affordable for Florida's citizens.
- Recruit and retain the best faculty.
- Invest in innovative ways to support students.
- Continuously improve outcomes.
- Increase capacity to serve more students and provide work-based learning opportunities.

In 2024-25 the Florida College System realized:

- Enrollment in Florida's 28 state and community colleges increased by 7.2%.
- More than a 4% increase in student completers; and
- An 8.3% increase in student industry certifications.

The Council supports the Governor's budget recommendations, including:

\$90M	\$130M	\$44M	\$100M
for program and operational funding	for program and operational funding	for program and operational funding	for program and operational funding

Legislative One Pager

Preparing The Workforce Of Tomorrow

The Florida College System is the workforce engine of the state, and each college is tailoring programs to meet the regional needs. According to The Florida Council of 2025 "Regional Future" report, Central West Florida boasts a world-class healthcare network, cutting-edge technology companies, and digital connectivity through the state's rapid expansion.

Central West Florida: Citrus, Hernando, Hillsborough, Manatee, Pasco, Polk, and Sarasota Counties

Education, Logistics & Commerce

St. Petersburg College is in a leading program annually, providing hundreds of students who consistently meet or exceed program goals. The college is currently in a strategic partnership with the state to strengthen leadership capacity across the state's workforce system.

IT & Technology

Hillsborough College is meeting the surging demand for cybersecurity professionals through the launch of a cutting-edge cybersecurity suite at the Dale Mabry Campus, staffed with state-of-the-art technology. Real-world students train on the most advanced industry platforms.

Florida Institute of State College is home to the Tampa Bay region's first associate degree in Information Systems Operations, giving students direct entry into one of the nation's fastest-growing technology sectors.

St. Petersburg College is nationally recognized as a Center of Academic Excellence in Cyber Defense, offering Associate and Bachelor of Applied Science degrees in Cybersecurity.

Healthcare

St. Johns River State College's nursing program continues to receive national recognition for its performance in national rankings.

PHSC's Bachelor of Science in Nursing students achieved a 100% pass rate on the NCLEX-RN in the first year and 87% of the total pass rate on the NCLEX-RN.



Workforce One Pagers

Legislative Priorities 2026 – prioritizing items that value value

Recurring, Program Fund Dollars Through the Formula

The Florida College System (FCS) requires investment in order to meet demand and exercise its full capacity to serve Florida and use the economy with much-needed workforce talent. Enrollment in the FCS has increased 7% prior year. We are seeking a commensurate increase in college program funds.

Represents value and impact. Last year the FCS enrolled nearly 880,000 students, and awarded more than 100,000 degrees, certificates, and industry certifications. FCS graduates earn competitive wages with an average salary of \$72,850 for 2022-23 baccalaureate graduates and \$72,560 for associate in science degree as based on the highest quarter wages for the year following graduation.

FCS is the workforce engine for the state, producing much-needed talent. To ensure workforce program to-date and aligned with emerging needs requires investment in equipment, software, labs, curriculum, a payee partnership.

It is imperative that we recruit and retain outstanding faculty members across all programs. In some areas to the starting salaries for K-12 teachers are higher than those for new faculty members.

Sustain exceptional student outcomes and our place as #1 in higher education in the U.S., we must continue to invest in innovative student success strategies.

Program costs on those things that are simply costs to continue and the transition to the State Group Health insurance program.

In additional resources and expanded capacity, the FCS could serve even more students. It is estimated that 1.9M adults in Florida with some college units but no credential and 1.8M without a high school diploma. For 30 people move to Florida every day. With additional investment in the FCS, the colleges can expand capacity.

\$123.8M for Maintenance, Repair, Renovation, and Remodeling

The FCS has not received funding for deferred maintenance and repair since 2019 except for 2022 when federal COVID-related dollars (CARES) were distributed to the colleges for this purpose. FCS funding based on estimated available revenues. The dollar amount, \$23.8M for the FCS, was determined by a state formula that considers building age and value. The goal is to prolong the useful life of the facilities.



Legislative Priorities

Content Request

Please submit by Monday, May 4

Many of you, your trustees, students, alumni, faculty, and staff are veterans, and we would be grateful if you could help us highlight their stories. Email a short video testimonials (*max 45 seconds*), or a quote and accompanying headshot, from your college presidents, trustees, students, and faculty/staff are veterans to honor their service.

Example 1:

“Serving in the military taught me the value of discipline, teamwork, and service—values I continue to live out every day in my role at [College Name]. After transitioning from active duty, I found a strong support system here that welcomed my experience and encouraged my continued growth. Today, I’m proud to support students, many of whom are veterans themselves, as they pursue their educational goals. Working at my college allows me to keep serving—this time by helping open doors to opportunity and strengthening our community. During Military Appreciation Month, I’m grateful to be part of a campus that truly honors those who have served.”

Example 2:

After serving in the U.S. military, [Name] brought a lifelong commitment to service to [College Name], where they now work as [Job Title/Department]. Today, [Name] supports students and colleagues across campus, including fellow veterans navigating their own educational journeys. During Military Appreciation Month, we are proud to recognize [Name] and all the veterans who strengthen our campus community through their service—both in uniform and beyond.

Follow us on Social @FCSPresidents

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