Report for Kelli W Canup at KILM

Region: Eastern

Below is a summary of scores and feedback from all the usable evaluations which were submitted for you during the 2026 Flight Training Experience Award application period. Many flight training providers receive exceptionally high scores so we also share with you the distribution of the overall aggregate scores for comparison.

1. Eligibility

To be eligible for an award, you needed to receive at least 5 unique evaluations, each at least 80% complete

A survey response was considered 'usable' if the respondent answered at least 80% of the questions required for scoring.
A CFI was considered 'eligible' for an award if they received at least 5 unique, usable responses.
Average scores were based on all usable responses received and have been rounded where necessary.
Your percentile rank was calculated by comparing your score to scores of all other (nominated/eligible) CFIs. Percentile ranks were calculated at both national and regional levels and may have been rounded.
Your performance (percentile rank) compared to all other eligible CFIs in your region was one of many factors that informed award decisions.

You received 22 evaluations.

2. Free Responses

At the end of each evaluation, we ask the following open-ended question:

Why should or shouldn't your CFI win a Flight Training Experience Award?

3. Individual Overall Scores & Responses

Total Score	Student Review

90.00	Kelli Canup SHOULD win a Flight Training Experience Award. To confirm my opinion, I referenced the Flight Instructors Model Code of Conduct listed on the AOPA website. Kelli demonstrates all principles and recommended practices listed in the Code of Conduct. She exemplifies the characteristics of a Model Flight Instructor in all her actions. My reference submitted to the flight school on her behalf is below: I recently received my PPL in an Archer using various instructors. Each was good, but their main goal was to build time while instructing me techniques to specifically to pass my check ride. We own a Cirrus, so after achieving my PPL, I utilized Kelli as my CSIP for transition training. From the first moment, I was taken back with Kelli's enthusiasm for flying. Her primary concern was safety. We discussed flight safety in greater detail than others previously had. She genuinely cared about risk mitigation, decision making, and my understanding of the principles. In flight, she was encouraging and honest. She corrected and exposed the weak areas that needed improvement for my own safety and success. At the end of each day of our training, she questioned if I had not only learned but had fun in that training session. Kelli wants to ensure she shares not only her knowledge but her passion in training. I was inspired by Kelli to learn more about the aviation community surrounding me. Kelli is not only a wonderful instructor, but she is also involved and invested in the industry. Kelli serves the community as a FAASTeam member, and she promotes safety through FAA and local aviation events. Her commitment to the industry and to developing others is obvious in everything she does. Kelli is a natural leader and she is truly an exceptional instructor. She brings experience, energy, and heart to her teaching. Kelli is a dedicated instructor and is a very deserving recipient of the AOPA Flight Instructor Training Excellence Award.
90.00	I've flown with Kelli for several years now. I began the journey as a rusty pilot and was coached through my instrument rating and am now working on my commercial. Aside from being an amazing teacher and exceptional mentor, flying with Kelli has reenforced in me a strong emphasis on procedural adherence, ADM, and ultimately safety above all else. Stated differently, even if I'm not making a living by flying doesn't mean that I can't conduct myself as, and be, a professional pilot. From an instructional style standpoint, Kelli is a gifted teacher. She does an amazing job of clearly communicating constructive feedback and helping me to understand what areas I can develop, balanced with always keeping flying fun and engaging. Flying a lesson or recurrent training with Kelli has never felt like a chore; I always leave the airport feeling that the time was very well invested. Similarly, I am very grateful for Kelli's investment in our local aviation community and the impact her commitment has had on so many pilots. As an aside, I once asked my 5 year old son if he'd like me to teach him to fly one day. His response was, "No, I want Ms. Kelli to teach me".
88.00	I've had the privilege of training with Kelli Canup, Chief Pilot at Cape Fear Coastal Aviation, for over 10 years, and I can confidently say she is one of the best flight instructors on the planet. Her patience, professionalism, and high standards have pushed me to become a better and more confident pilot. She's demanding in all the right ways—never compromising on safety or proficiency—yet always approachable, supportive, and genuinely fun to fly with. Beyond her exceptional skills as an instructor, Kelli has built an incredible flight school, Cape Fear Coastal Aviation, from the ground up, complete with a well-structured and effective training syllabus and a team of top-notch instructors who reflect her commitment to excellence. She single-handedly built a custom syllabus for each rating/certification. The flight training syllabus developed by Kelli is one of the best I've have seen as it is comprehensive, well-paced, and tailored to real-world aviation. Kelli's leadership, vision, and passion for aviation are evident in every aspect of the school. Kelli has also given back so much to our local general aviation community, serving as local FAA Safety Team (FAAST) representative, active in the local flying club and as chief pilot of Cape Fear Coastal Aviation, and I am grateful to be part of the flying community she has created. She has and continues to champion for general aviation in a manner that is unmatched. I'm truly grateful for all of the training Kelli has provided me over the years and I continue to enjoy on-going proficiency training with her and her mentorship as a professional pilot. Her dedication to her students and love for aviation are evident in every lesson. Her support and guidance throughout my aviation journey have been invaluable!
87.00	Kelli Canup is a dedicated flight instructor who continually demonstrates instructional skill, professionalism, and a deep commitment to aviation safety and student development. I've had the pleasure of knowing Kelli for the past 4 years and she has been a huge role model not only as a flight instructor, but also as a human being. She never fails to greet every person she sees with a big smile and a positive attitude. She has the ability to make complex topic clear and engaging, creating a productive learning environment for each student. Beyond flight training, Kelli actively contributes to the aviation community by organizing forums as an FAA Safety Team representative, and volunteering to MC for the ILM GA day. She is dedicated to hold the highest standards of aviation education and serves as a role model for the flight instruction industry!
90.00	Kelli has provided recurrent and transition training to me for over 4 years now. Her safety-focused and friendly approach to flight training is second to none! She always provides fun and challenging lessons that allow for me to expand my own skillset in a safe environment, while also being a great resource of experienced aviation knowledge.

88.00	Kelli is not just a great flight instructor she is a great coach. As an old guy returning to aviation after a 50-year layover I can attest; she has been nothing but patient and encouraging. Her standards are the highest and safety is paramount. No matter how many times I may have to try an Approach she is always calm, patient and quick to point out what I did right, not just what I have to improve. To me she is the quintessential Flight Instructor. Ed Brophy Instrument Student
87.00	I wish the skies were filled with more of Kelli's students. Kelli is the most competent and compassionate instructor I could have ever worked with, and still train with today. Not only does Kelli have the patience needed to help students on day 1 of their flying journey, she also has a teaching style that makes "practice" harder than the "game". In other words, Kelli wants to make sure the exercises and pressure she puts her students through in training is more challenging the what her students would see when they are flying on their own time. This style of teaching saved my wife and I on a flight where we had an engine failure during a cross country. All of the training Kelli put me through immediately kicked in, and because of that I was able to calmy go through my checklists, communicate, and focus on flying the airplane to have a safe landing. That is the best measure of a great instructor!
90.00	As a student pilot, finding the right flight instructor makes all the difference. I consider myself incredibly fortunate to have trained with Kelli Canup, who guided me through both my private pilot's license and instrument rating. Kelli is not only an exceptional CFI/CFII but also a remarkable mentor, role model, and aviation professional. Her commitment to safety, education, and shaping the next generation of pilots is truly deserving of recognition. From my first ground lesson, Kelli demonstrated strong communication skills, breaking down complex aerodynamic principles and flight maneuvers into clear, accessible explanations. She listens actively, identifies confusion even when unspoken, and adapts her teaching style in real time — a skill that reflects both subject matter expertise and her deep understanding of how people learn. Kelli's professionalism sets a high standard for everyone around her. From punctuality and thorough pre-flight briefings to meticulous aircraft care, Kelli consistently models what it means to be a skilled, safety-minded pilot. More than just teaching the mechanics of flight, Kelli shows her students how to be responsible, capable contributors to the aviation community. Flight training is humbling, and Kelli delivers specific, actionable feedback in a manner that builds confidence and motivation. She is the consummate professional: calm, prepared, and focused, always prioritizing her students' growth above personal convenience. Kelli exemplifies situational awareness, constantly monitoring the aircraft, the environment, and her student – all without being overbearing. Kelli encourages thoughtful decision-making and allows room for (safe) mistakes, fostering real-world judgment. Her use of scenario-based training creates realistic challenges that sharpen my skills far beyond checkride preparation. Her confidence in the cockpit is reassuring but never arrogant. On the rare occasion when Kelli doesn't have the answer, she treats it as a shared learning moment - modeling curiosity, humility, and her commitment to lifelong learning. What truly sets Kelli apart, though, is her passion - not just for flying, but for instructing. Her enthusiasm is contagious. She celebrates progress, personalizes lessons to keep students engaged, and always keeps sight of the bigger goal: not just earning ratings, but becoming a safe, proficient, and confident pilot for life. Kelli's commitment to aviation safety and professionalism has earned her the respect and trust of colleagues across the airport – from air traffic controllers in the tower to maintenance personnel and line service technicians on the ramp. Being an exceptional instructor isn't about flight hours alone – it's about developing people. Kelli does that with purpose, heart, and integrity. She has helped me grow not only as a pilot but also as a decision-maker and member of the aviation community. I am proud to support Kelli's nomination for the AOPA Flight Training Excellence Award and can say without hesitation that she is one of the best instructors in the skies today.
90.00	Kelli Canup was my flight instructor on a Cirrus advanced transition course, and a biennial flight review. I am continuing my training with her in areas related to currency and proficiency. She is always prepared and clearly explains the goals that need to be accomplished. Kelli expects a high degree of precision in aircraft handling and following proper procedures. At the times I did not achieve those standards she was always patient and encouraging. She helped me to meet those requirements, she would say, "we will get there." Her focus is to make me as safe as possible with my flying. Kelli's students are fortunate that not only is she a great pilot, but she is also able to translate that into an excellent teacher. Without a doubt she should win a Flight Training Experience Award.
90.00	Kelli should absolutely receive this award as she is an incredible instructor. She always is ready to instruct and has a huge incentive on safety! With her thousands of hours of dual given she is by far the best instructor I have ever had the pleasure of receiving instruction from!

90.00	Kelli should win a flight training experience award because she is a great teacher, focuses on safety, is dedicated to student success, and is a great leader. Kelli consistently goes above and beyond what is expected as a flight instructor. She cares about her students success and helps them become skilled, confident pilots. My aviation journey started with Kelli when she did my first ever discovery flight. Now she is my boss, the chief pilot of the school I instruct at. Although she was not my primary instructor, Kelli was always there to give advice and guidance on topics I was struggling on. Now as my boss, she is always willing to help with any troubling student or any problems I might have.
90.00	This instructor is an amazing instructor to work alongside and is absolutely deserving of this award. Mrs. Kelli exemplifies everything an aviation instructor should be. Not only does she practice everything the FOI's mention in regards to flight instruction, she is also a leader who practices proactively. Meaning, she doesn't wait for any members of our team to receive a violation or deviation to be grounds for remedial training. She is way ahead of the curve and is always promoting proficiency flights so these violations/deviations never occur! This leadership style is something that is needed in all avenues of aviation and I am extremely blessed to have a coworker and leader with this mindset because it has shaped me into the pilot I am today.
89.00	Kelli is an amazing instructor friend and mentor! Exceptionally safe and knowledgeable and very consistent every single day. I'd recommend Kelli to anyone seeking training.
86.00	Kelli Canup should 100% win a Flight Training Experience award. Kelli is one of the most safety geared instructors I have ever met. She goes above and beyond for every student she interacts with. Each student she trains leaves their lessons with more confidence than when they walked in. She takes the time to pre-plan lessons, review with students and help push students to their greatest. They leave her training prepared to be the best pilot they can be!
90.00	There is no better choice than Kelli for this award. Kelli is an amazing instructor and leader in our local aviation community and deserves so much praise for all that she does for the future of the aviation industry. I started my flight training 7 years ago at another flight school here in Wilmington and even though she worked for a different school, I learned early on that Kelli is the instructor that everyone at ILM strives to be. She is involved in so much at our airport whether it is flight training, leading FAASafety meetings or organizing community events, she is always helping others. It was a huge honor to be hired to work under her after receiving my CFII and she is by far the best boss that I could ask for. She has created a great syllabus for our school and takes the time to know every one of our students by name and creating a great environment for learning. She has taught me how to be a great instructor and is always helping me to continue to grow as a pilot. She really is the best person and pilot that I know and I hope that she gets the recognition that she truly deserves. Every airport needs a Kelli Canup and we are very lucky that we get to have her in our community.
90.00	Kelli Canup deserves this award for several reasons. Kelli introduced me to the aviation community in Wilmington, NC. I had just moved to town as a newly rated instrument pilot and was looking to continue my training. Kelli took the time to meet with me in person to discuss the various aviation organizations she was associated with and how I could best achieve my goals. She also took the time to show me some aircraft in the Cape Fear Flying Club. This interaction with Kelli set me up for success. I joined the Cape Fear Flying Club and completed my commercial through CFII with Cape Fear Costal Aviation. I am now a CFI at Cape Fear Costal Aviation and Kelli is my Chief Pilot. Kelli has put together an amazing team of flight instructors. She is very good at finding knowledgeable, skilled, and personable people. Because of her leadership and guidance, Cape Fear Costal Aviation has been nominated for flight school of the year! Kelli has been a great mentor for me as a newer CFI. Her guidance on how to handle different challenges and best serve my students has been invaluable. As a person, Kell is extremely kind, caring, and driven. This is reflected in the way she interacts with everyone on a daily basis. Throughout my personal aviation journey, I have trained with four different organizations and with 5+ instructors. I cannot think of anyone more deserving of this award than Kelli Canup.
90.00	Kelli and I have known each other for over 12 years as I was one of 3 founding members of Cape Fear Flying Club in Wilmington NC that was awarded one of the first Club Scholarships from AOPA. I have since flown with her for all of my flight reviews along with getting my instrument rating, she is all business as it should be when it comes to IR. Kelli exemplifies every aspect of professionalism on the ground to the airplane, nothing is ever missed! Not only is she the top echelon of flight instruction, she is a wonderful wife to Eric Canup (Director of Flight Operations at Live Oak Bank) and mother to two beautiful girls. She encompasses every aspect of safety, knowledge and always emphasizes the importance of emergency procedures and being proficient rather than just current. She is always a phone call away and we truly have built such a professional relationship flying together it just feels like your going flying with Mom. In my eyes, she has been the biggest blessing to my flying and keeping me the safest Father to my family when flying. Regards, Zachary J. Schuman

90.00	I have had the pleasure of flying with Kelli Canup several times, and I can honestly say that she is one of the best instructors that I have ever flown with. Kelli has been incredibly thorough in our pre-flight briefings, weather briefings, contingency planning, and risk assessments. It is very clear that Kelli works hard to instill a very strong safety culture from the get-go, and I feel that this has helped to set myself and other students up for long term success as pilots. When I first began flying with Kelli, she took time to review the flight training that I had received previously, learn about my goals, and my strengths and weaknesses. Her teaching methods have been very relaxed, understanding and not pushy. She always checks to make sure that I thoroughly understand what she has been teaching, and strives to help me to exceed the Airmen Certification Standards. Unlike other instructors that I have flown with in the past, Kelli makes me feel like she is committed to my success as a student and a pilot, and has helped to introduce me to resources and people that can help me as I continue to progress through my training. I would love to see Kelli recognized by AOPA for her hard work in setting a new standard for flight training, and for her dedication to her students.
90.00	I am proud to recommend our Chief Pilot, Kelli Canup, for the Flight Training Experience Award. Kelli brings a positive and motivating mindset to everything she does, whether she's in the cockpit, teaching in the classroom, or leading her team. Her dedication to her students' success is unmatched, and she continually goes above and beyond to ensure each student receives the best possible training experience. One of Kelli's greatest strengths is her ability to adapt her teaching methods to fit each individual's learning style. She recognizes that every student learns differently and takes the time to find the approach that works best for them. This flexibility and patience have made her an incredibly effective instructor and mentor. Beyond her excellence as a flight instructor, Kelli is deeply involved in the aviation community. She actively supports and participates in aviation events, encouraging others to grow, learn, and stay passionate about flying. Her leadership, professionalism, and enthusiasm inspire everyone around her, and she continues to make a lasting impact on both her students and colleagues. Kelli truly embodies what it means to be an exceptional instructor and aviation leader, and she is more than deserving of this recognition.
90.00	I strongly support the idea of Kelli getting this award. Having met Kelli in 2022, I have heard great thing about her but, came to a conclusion myself of how great, not only as a flight instructor, but as a person, she is. Kelli and I worked together on the club and as well as the flight school. She was more than a fellow instructor, she was a mentor. Kelli taught me how to be a more professional and safer flight instructor as well on how to be a successful chief flight instructor. I owe her for my story and success and I see on a daily basis how people are better pilots getting training from her. It's like a different perspective from among other instructors, I couldn't explain. Students hand pick her for their training, recurrent, flight reviews and etc., it's like she's the right one to go to always.
88.00	Out of the almost 5 years I've known her I've never met a more dedicated instructor and mentor. She is the gold standard for flight training.
86.00	Kelli is an incredibly passionate aviator and she shares her passion with her students and those around her. I've been able to watch Kelli mentor several younger instructor pilots in the Cirrus product and her dedication to safety, standardized operations and building a strong team are unparalleled and ultimately led to the flight school (Cape Fear Coastal Aviation) being awarded Rising Star within the Cirrus Flight Training Network. In her role at the flight school she conducts weekly safety and team meetings, promoting communication between instructors which helps all student's success while keeping staff informed of important safety items. Not only is Kelli a consummate professional but she is warm, friendly and caring. Customers and colleagues trust her and really enjoy learning from her.

4. Aggregate Overall Score (Range: 0 to 100)

This is the overall score you received from your customers in the 2026 Flight Training Experience Award application period:

Your Score: 89

4.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 86
Your national percentile ranking: 89%

Regional Average: 86
Your regional percentile ranking: 87%

4.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 87
Your national percentile ranking: 98%

Regional Average: 87
Your regional percentile ranking: 96%

5. SubScore Summary for at KILM

Region: Eastern

The remaining sections summarize your individual subscores (range: 0 to 100) as they apply to each of the four areas from our Flight Training Experience Research: Educational Quality, Customer Focus, Community, and Information Sharing. You will also find national and regional averages, for benchmarking.

Subscore Summary:

	Your Score	National Avg
Educational Quality	100	98
Customer Focus	100	97
Community	97	92
Information Sharing	98	94
NetPromoter Score	100	95
Overall Total	99	95

6. Educational Quality Scale (Range: 0 to 100)

This is the score you received from your customers, derived solely from the questions related to Educational Quality; offering effective training from professional instructors who are dedicated to students' success

Your Score: 100

6.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 98
Your national percentile ranking: 83%

Regional Average: 98
Your regional percentile ranking: 79%

6.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 99
Your national percentile ranking: 90%

Regional Average: 99
Your regional percentile ranking: 88%

6.3 Responses per Question

My CFI consistently used a training syllabus that I could consult.

Response Choice	Frequency	%
Strongly Agree	22	100%

My CFI tailored their lessons plans to accommodate my personal strengths and weaknesses.

Response Choice	Frequency	%

Strongly Agree	22	100%

I felt safe flying with my CFI.

Response Choice	Frequency	%
Strongly Agree	22	100%

My CFI helped me feel prepared for unexpected situations in flight.

Response Choice	Frequency	%
Strongly Agree	22	100%

7. Customer Focus Scale (Range: 0 to 100)

This is the score you received from your customers, derived solely from the questions related to Customer Focus; adding value by demonstrating professionalism and engagement with students

Your Score: 100

7.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 97
Your national percentile ranking: 83%

Regional Average: 97
Your regional percentile ranking: 80%

7.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 98
Your national percentile ranking: 89%

Regional Average: 98
Your regional percentile ranking: 89%

7.3 Responses per Question

My CFI patiently helped me understand difficult concepts.

Response Choice	Frequency	%
Strongly Agree	22	100%

I feel like my CFI made efficient use of my time.

Response Choice	Frequency	%
Strongly Agree	22	100%

My CFI was not invested in my success.

Response Choice	Frequency	%
Strongly Disagree	22	100%

My CFI was reliable and on-time for scheduled lessons

Response Choice	Frequency	%
Strongly Agree	22	100%

8. Community Focus Scale (Range: 0 to 100)

This is the score you received from your customers, derived solely from the questions related to Community; emphasizing social connections and accomplishments.

Your Score: 97

8.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 92
Your national percentile ranking: 80%

Regional Average: 92
Your regional percentile ranking: 78%

8.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 94
Your national percentile ranking: 86%

Regional Average: 94
Your regional percentile ranking: 86%

8.3 Responses per Question

After training with my CFI,I feel like amember of the general aviation community.

Response Choice	Frequency	%
Strongly Agree	22	100%

My instructor expressed that people like me should not fly.

Response Choice	Frequency	%
Strongly Agree	1	4.55%
Neither agree nor disagree	5	22.73%
Strongly Disagree	16	72.73%

My CFI introduced me to students, new pilots, and members of the local aviation community.

Response Choice	Frequency	%
Strongly Agree	22	100%

My CFI shared relevant information to help me continue flying after training (e.g. how to find flying clubs, purchase an aircraft, or start an aviation career)

Response Choice	Frequency	%

Strongly Agree	22	100%

9. Information Sharing Scale (Range: 0 to 100)

This is the score you received from your customers, derived solely from the questions related to Information Sharing; educating and empowering students to make informed decisions about flight training investments.

Your Score: 98

9.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 94
Your national percentile ranking: 81%

Regional Average: 94
Your regional percentile ranking: 78%

9.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 95
Your national percentile ranking: 90%

Regional Average: 95
Your regional percentile ranking: 91%

9.3 Responses per Question

I always understood the steps required to reach my flight training goals with my CFI.

Response Choice	Frequency	%
Strongly Agree	22	100%

My flight training with my CFI has required more time and/or money than I expected.

Response Choice	Frequency	%
Neither agree nor disagree	2	9.09%
Somewhat Disagree	3	13.64%
Strongly Disagree	17	77.27%

Sometimes I did not know what my flight lessons would cover.

Response Choice	Frequency	%
Strongly Disagree	22	100%

My CFI introduced me to online resources (like flight planning tools or weather sources) and showed how they can be used to aid my decision making.

Response Choice	Frequency	%
Strongly Agree	22	100%

10.Net Promoter Score

10.1 Questionaire Responses

The Net Promoter Score is generated by asking customers how likely they would be to recommend a given product or service - in this case, your services as a flight instructor to another potential customer, on an 11 point scale.

How likely are you to recommend your CFI to someone interested in flight training?

Response Choice	Frequency	%
10	22	100%

10.2 NPS Grouping

Responses to this question are then used to sort customers into one of three groups:

Detractor: Less likely to use your services again and may not speak highly of your services to others.

Passive: Generally somewhat satisfied, passive respondents likely won't help or hurt your business in talking to other people.

Promoters: Ideally, all of your customers would be promoters. Promoters would fly with you again in the future and would tell others how great they think you are.

Response Choice	Frequency	%
Promoter	22	100%

10.3 Standardized Score Calculation

The overall Net Promoter Score is calculated by subtracting the percentage of your customers who are 'detractors' from the percentage of your customers you are 'promoters.' Thus, the overall Net Promoter Score can range from - 100 to 100.

For more information on the Net Promoter Score and how to interpret it, check out: https://www.medallia.com/net-promoter-score

Your Score: 100

10.3.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 95
Your national percentile ranking: 60%

Regional Average: 96
Your regional percentile ranking: 56%

10.3.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 97
Your national percentile ranking: 62%

Regional Average: 98
Your regional percentile ranking: 58%