

## UF Online Advising Group Meeting 7/3/14

1. TJ – working with Pearson, trying to ramp up marketing efforts. “Landing Pages” have been created. Each program has a specific landing page. TJ will forward to each department for feedback. Ads on Facebook, LinkedIn and Gmail, also paid search promotion. If you click on an ad, you’ll be taken to a landing page. The url is info.ufonline.ufl.edu where it lands. The point is to drive people to the spot, where they can’t do anything other than provide name, email and phone number. TJ was successful in getting a link to the website after people put in their information.

This whole thing is part of the marketing push that Pearson is doing. They didn’t want to give the link to the website until the enrollment coaches and program coaches can talk to them. The enrollment coaches walk the students through the website. TJ is maintaining the balance between UF and Pearson on this front.

Per Melissa, Dacia was asking for publications in the office. TJ said they’re working to get her what she needs for recruitment materials. Not sure what the “rules” will be about distributing the brochures outside of the landing pages.

LinkedIn page is set up for purposes of ads. 20 followers on LI. TJ sent out the call for materials to add to social media – stories, faculty, etc.

BA minor is good to go, GY minor is coming, CSE major and minor? Working through UCC now.

Director’s search – position closed last week. Committee reviewing next week. Trying to whittle down to 8 and then 3. Hope is for offer by September sometime

By September there will be a new Pearson marketing campaign since what they have isn’t working, especially for FTIC’s.

Q: Is it a big deal if we don’t get FTICs?

A: per Melissa, the administration want to know that we’ve done everything possible to recruit them if the numbers aren’t there. Melissa said admissions is working with Pearson to help with marketing efforts, since we are more experts in recruiting them than Pearson is. Melissa discussed a few markets that should be tapped - using print marketing is one of them.

Consensus is that we don’t have a specific number of FTIC’s, but we want to try and get them. There are expectations for out of state numbers, though, to fund the program

Right now we have a little over 20 FTICs for 148, 6 were accepted for 145/6, 4 of which started.

Application cycle closes 7/1/15 for FTICs starting 158. 7/15/15 is credential deadline, where file has to be completed.

TJ is working with UFIT and Pearson to get the notes and demographic information that Pearson is collecting on our students so that we can see who they are talking to and what they are talking about.

Melissa said they are going to do an FTIC denial analysis. Our transfers are more in denials than acceptances. FTICs are the same – more denials than acceptances.

2. Melissa – working with TJ for one stop website. Introduced Kendra Hamilton, who came over from OUR. They are fully trained on residency, fielding residency calls. Email address is live, she will send it out to everyone. Rule is, general student question goes to general email, emails from higher ups goes to Melissa. [OneStop@ufonline.ufl.edu](mailto:OneStop@ufonline.ufl.edu) is the OneStop email, but if we need generalized ones, let TJ know. There's also [info@ufonline.ufl.edu](mailto:info@ufonline.ufl.edu) and [webmaster@ufonline.ufl.edu](mailto:webmaster@ufonline.ufl.edu)

Working on a prep talk webinar. Tammy asked Pearson to do it, but one stop will be involved. Heads up that the FYF discussion for UFO is happening, right now we don't have the numbers yet but we could fold them into a different one. There's not an online version yet, but it's in the works.

TJ: there is a 1 cr course offered by the Library, trying to get a UF Online section.

3. Dr. Spillane introduced Dr. Lora Levett, CJ program. She is directing the UF Online CJ program from now on.

Conversation headed toward acceptance rates and requirements, Pearson is frustrated that our standards are so strict.

Discussion of Pearson having presence in classes, TJ explained that professors are emailed to alert them of Pearson's presence in the course. Discussion continued about ways to make the faculty more aware and comfortable with the process.

Q: what is a professor going to hear back from the Pearson people?

A: from various group members - Responses from group are that faculty haven't had feedback from the program coach. They are not able to be removed from the roster.

Toby: the records Pearson keeps fall under FERPA, so the student owns them, so it's important that we know how they make notes, what they say, etc. since it's open to the student upon request.

Q: some of the faculty who have taught online for a while are wondering how to get the students to do a better job being an online learner.

A: DSO is working on workshops, CLAS is helping with that effort.

Toby – ISIS admin screens – ufoo screen. Look at students who are UFO, UT6-9, aggregates their courses, determines which students have courses that are used and unused. Showed how to utilize screen