

UFO Advising Group Meeting 7/31/14

UFO updates

Dr. Harfe – new director search was unsuccessful, so it will be reopened with a new title. Was executive director, will now be Assistant Provost and Executive Director or Asst. Provost of UF Online, or something to that effect. Hoping to draw a bigger applicant pool. Timing – Dr. McCollough sent the description back to the committee yesterday, should be posted now or in the next week. Will be open for short time, likely. Want to get it moving as quickly as possible.

Pearson has brought up to Dr. Harfe that they are going to start doing h.s. fairs where students and parents attend. They haven't given us dates yet, October may be first one. Dr. Harfe will get Criser hall involved, he would like to have one of us go with them to the fairs, to go with the person who is being trained by us currently. These are general fairs, not just Pearson, these are the big college fairs. We want a booth either next to, or continuous with the UF booth. We want to make sure we are UF online, with UF there.

Discussion about fairs, promoting FTICs, etc.

Glenn – trip to Pearson – met with PCs, ECs, and Associate directors and project manager. Had q&a with each group. They had some questions, like what is an E grade? Which shows us where they are, training wise. Definitely highlights that more training is needed. Looked at their access, which is only a few admissions screens and the holds screens. They can't see readmit differences. Suggestions include providing info to basic student information. They are very interested and would like to know more. We gave them the UF nametag, but they aren't trained. Negative experiences reflect negatively on UF, not Pearson. Glenn would like to continue to travel to them periodically and to bring different departments with him in the future.

Q: in the fall Pearson said they were going to be categorizing students based on at-risk factors. Can they do that w/o access or knowing what an E grade is.

A (from Glenn): they can see what they are doing now, but they don't have the context to know if Cs are good or bad for that student based on transcript.

Glenn – they have a rich CRM where they track application process to the most minute detail. They keep a detailed notes system of every email and conversation, which could be helpful for us.

One Stop, Melissa – the One Stop has purchased Salesforce licenses for the CRM. One of the main reasons we picked it was because of the reporting capabilities. She wants to know what reports would be helpful and what frequency would we like to have those done. Will send a call for a wish list. They will be importing data from GATA/NERDC, but it is limited based on what screens are available to them. Pearson will have access to what Melissa provides them. The data going into Melissa's system is currently admissions, but wants student data from OUR and SFA added in. not sure if advisors will have access, limited number of licenses. This is only being used for UFO right now. Considering for campus.

General

TJ – promoting individual courses, excited about doing that. Can profile professors, can profile classes, etc.

Pearson thought that the system was down because 2 students were having trouble paying for LINKS because of an issue on their record.

Melissa – there have been some technical problems with the Gator1 card verification emails. The automated emails were not going out, 36 went out this morning, 47 went out to another group as well. Melissa is trying to get a list of what was sent out to share with Pearson. Be aware in case we hear of it. Also, UFO students have a visually different card, and they don't pay transportation fees, so they do not get to ride the bus for free. Glenn – can UF residential students who are moving to UFO keep using an active gator1 card? What is the cut off date for services? Glenn has mentioned it to BSD.

Greek life – according to Jeanna, via Daniel, they can continue to participate but they cannot join after starting UFO. Can still participate in student activities, and under some circumstances can be leaders in the organization. Referenced Daniel's email.

In Kris' absence – is FYF going to be ready for fall? Answer – we don't know.

MAC1140 has been added for 148 this week, already has students in it.

Melissa – the one stop team is putting together a social media year round campaign of information to send back to students

They just got done doing the 3 day admissions retreat with the admissions office folks. Good experience.

Passed out updates to admission policies – specific question: if they are lower division trn from res to UFO, will college have say – answer is yes. College will be making decision for lower division transfers, only when transferring from res to UFO.

Had demo with online forms company. Working to prioritize form order. UPET is high up if not first on the list. Training will be needed for staff who will be processing it.

New application for next academic year is being redesigned by admissions, creating new questions for UFO, supposed to go live August 15th. Should that change, they will update that on social media and front lines.

TJ asked if we will have direct links from the website to the application, Melissa isn't sure.

Dr. Harfe asked who changed out the essays. Pat Herring, Shondra, and Melissa were asked to do that by Tammy Agaard.

Trying to make the application so different that prospective students cannot accidentally apply to UF Online. This is for FTICS, and transfers.

TJ – going forward with new IPEDS ID for UF Online. Shouldn't impact students, but it is moving forward for fall, hopefully. FTIC's that are full time this fall will go under the new ID. Other students will be under old IPEDS number. IPEDS only tracks full-time students.