



UF Online Advising Group Meeting Minutes
Thursday 6/2/16, 2:00 PM, 200 Farrior Hall

I. Updates

1. UFO Deadlines, Events, and Reminders (Glenn)
 - a. Welcome Dr. Jeannie Starobin as the new UF Online Associate Director for Student Success and Engagement
 - i. Tentative start date is mid July
 - b. Immunization update
 - i. Immunization requirement for UFO Alachua county residents or students who opt in to the Fee Package has been pushed back a year
 - ii. Will be required in 2017
 - c. Additional courses have been added to UF Online, including some education and music electives.
 - i. If there are courses that are needed, let Glenn know.
 - d. An email went out yesterday to current UF Online students who haven't registered for either a Summer B or Fall course reminding them to register for classes.
 - i. The messaging of the email did not reference a limited number of seats, but emphasized that registration opened in March and students should try and register as early as possible.
 - ii. This type of messaging will continue in the future to allow for more focus on incoming students later.
 - iii. The email is sent from a main UF Online email account with Glenn's signature on it.
 - iv. Most of the responses to previous emails were very positive.
 - v. The email links to contact information for UF Online advisors.
 - vi. Future emails can be sent directly from each UF Online advisor to allow for more personalization and hopefully improve the open/response rate.
 - vii. There is a suggestion made to remind students that they don't have to pay when they register, which would hopefully improve registration rate.
 - viii. The email references important dates and deadlines, and future emails will add the date when fees are due.
 1. Students can't pay until the first day of classes
 2. Tuition balance may not be generated until 3 weeks before classes
 - ix. The email system being utilized can track open rate and what links were clicked on.
 - e. Preview for PaCE 2015 cohort
 - i. If student is transitioning and taking on-campus classes during Summer B only
→ Attend June 13
 - ii. If student is transitioning and taking on-campus classes during Fall
→ Attend July 18
 - f. Preview for PaCE 2016 cohort will be offered: July 11, July 29 and August 12.
 - g. UFO Application Deadline

2. Semester	Application Deadline*	File Completion Deadline	Classes Start
Summer 2016	Mar 28, 2016	Apr 11, 2016	May 9, 2016
Fall 2016 <i>Priority Deadlines</i>	June 1, 2016	June 15, 2016	Aug 22, 2016
Fall 2016 <i>Extended Deadlines</i>	June 13, 2016	June 27, 2016	Aug 22, 2016
Spring 2017	Oct 5, 2016	Oct 19, 2016	Jan 4, 2017

Fall application deadline was extended, and new dates are reflected on the chart above

2. Marketing/Communication (Kathy)
 - a. Marketing materials are available for distribution- brochures, sunglasses, etc.
 - b. FPEA Conference
 - i. Judy, Shane, Kathy, and Meredith attended the Florida Parent Educator Association conference last week in Orlando
 - ii. They spent 24 hours on the exhibit hall floor
 - iii. UF was the only large university in attendance
 - iv. Feedback from attendees was very positive
 - v. Hopefully should result in enrollment increases long-term
 - vi. Many of these students are already doing online and dual enrollment coursework
 - vii. Many of the homeschool parents also expressed interest in completing a degree through UF Online, particularly the RN to BSN option
3. Student Affairs (Kim)
 - a. The new VP for Student Affairs started yesterday
4. Career Resource Center (Monica)
 - a. June 14th: Just-in-time Virtual Career Fair is taking place
 - b. These have been very popular in the past
5. Links Orientation (Kris)
 - a. Most of the Summer B students have completed Links
 - b. Emails will go out to the Fall students who have not yet completed Links
6. Preview (Kris)
 - a. PaCE 2015
 - i. June 13th PaCE 2015 Preview has 5 students registered for that session now
 - ii. Kris will email the advisors who have students at that session
 - b. PaCE 2016
 - i. College Sessions: 10:05 to 10:50 and 10:55 to 11:40
 - ii. All of those college sessions will be held in the Reitz Union
 - iii. In the next few weeks, there will be a College session planning meeting
 - iv. Kris will email the College point of contact for this meeting
 - c. Opt-In Fee Package
 - i. Health Insurance is not included in the opt-in package
 - ii. The goal is to have the opt-in package running by July 1st
 - iii. Included: Activity and Service, Transpiration, Health (access to SHCC), Athletics
 - iv. Students can purchase access to the UF health insurance plan if they choose
 1. The option to purchase health insurance is done on a case-by-case basis
 2. UF Online students can purchase the UF health insurance
 3. Students do not have to opt in to the fee package to purchase health insurance
 4. UF Online students are not required to demonstrate proof of health insurance, unlike residential students.
 - v. Students who opt-in to the fee package are not required to have health insurance
 - vi. They will have to provide immunization paperwork for the 2017 academic year.

- vii. Football tickets- Students who opt-in to the fee package will have the same access to purchasing student football season tickets as residential students
 - viii. Students who do not opt-in can purchase season tickets at the non-discounted rate.
7. Enrollment Management: ROC (Melissa)
- a. Fall 2016 application deadline was extended
 - b. Applications are being processed faster than they were previously
 - c. Applications are no longer being rolled over to the next term
 - i. The previous year's date is skewed since it includes a year's worth of rollover applications
 - ii. The only rollover in the current cycle would just be students who asked to roll over.
 - iii. Estimated that hundreds of the incomplete applications from last year's cycle can be contributed to rollover applications.
 - d. While applications are technically down, applications are up in that this year did not factor in rolled applications.
 - e. There are 828 incomplete applications for Fall 2016
 - f. There are 87 applications that have been referred, 80 of which have been referred to the colleges for review
 - g. Admitted students and denied students are both down from last year
 - h. Strategy moving forward is to do targeted outreach to the students with incomplete applications for Fall 2016 and previous cycles.
 - i. In the long term, ROC will be hiring an application manager to do outreach from the time a student applies to when they complete their application
 - i. This positive will also help with yield for current students.
 - j. On June 14th, there will be a Welcome Webinar hosted by ROC and NSFP for new students.
 - i. There may be a 2nd one as well depending on need.
 - ii. There will be someone available during the webinar to help students complete Links
 - k. Melissa attributes the increase to higher quality leads and more personalized interactions.
 - l. Recruiters prioritize out-of-state leads, but in-state students are still much more common
 - i. Students can be matched based on their interest score and the quality of the lead
 - m. The numbers posted do not include readmitted students
 - n. ROC did 4 webinars during May, and there will be 2 additional webinars in June for prospective students
 - o. ROC is still looking for new students but the main focus will be on helping students complete their applications.
8. Enrollment Management: OneStop (Daniel)
- a. OneStop will be taking over the readmission process
 - b. Shane's vacant position was filled, and a new assistant position for the OneStop will be posted (if it is not already)
 - c. OneStop is working with NSFP on the welcome webinar
9. Curriculum Monitoring (Toby)
- a. PaCE transition for Fall eligible students will run after the add/drop period for Summer B (early July)
 - i. Summer is one term, so students cannot be transitioned for Summer B if they took UFO courses in Summer A.
 - ii. In future years, students can transition for either Summer or Fall
 - iii. They can't take Summer A courses to be transition eligible, then transition for Summer B
 - b. If you make students eligible before that system runs, please make a note of the students who you made eligible.
 - i. We aren't sure how these students will be impacted after the system runs
 - c. Toby has invited advisors through the UAC to help with the creation of the new compass/degree audit system
 - i. Goal is to have advisors provide input on how the degree audits work

- ii. Start date for the new degree audits is March 2018
 - iii. Audits have to go back 8 years to cover past catalogs
 - iv. College representatives will be invited towards the end of the year to help with the audits
10. Colleges/departments (all)

II. **Resources:**

- 1. UF Online Advising dashboard: <https://www.advising.ufl.edu/UFO-Dashboard/>
- 2. UF Online Handbook: <http://handbook.uflonline.ufl.edu/advising/>
- 3. PaCE Transition Form: http://uflonline.ufl.edu/_content/forms/pace-transition-form.pdf
- 4. PaCE Contract: <http://www.admissions.ufl.edu/pdf/PaCE%20Contract%202016.pdf>

Next Meeting: 2:00 July 7, 2016, location TBA