



UF Online Advising Group Meeting  
Thursday 9/8/16, 2:00 PM, 160 Pugh

- 1) UFO updates and news – (TJ)
  - a) Semester is off to a good start
  - b) Almost 50% of PaCE students opted in to the fee package
  - c) 13% of non-PaCE students opted in
  - d) About 300 students total opted in to the Fee Package
  - e) TJ will send the final numbers out and see if anyone outside of Alachua County opted in.
  - f) Jeannie is going to look at how the opted-in students are utilizing CWC services
  - g) Delivery payments have been sent out to the college, and it is on its way
    - i) Refer to TJ for any questions about how much the payment is for
- 2) Student Success Initiatives – (Jeannie)
  - a) Jeannie is trying to visit all of the advisors and associate deans to look at the Plaza and find ways how student engagement/involvement can help with advising and other administrative functions.
  - b) There is a Student Advisory Committee now actively meeting, and they'll get email invites to join the Plaza tomorrow.
  - c) Please let Jeannie know when she can visit with you to discuss the Plaza and how you can potentially contribute
  - d) She'll also be benchmarking students to see how they are doing academically and how we can provide additional services to them.
- 3) UFO Deadlines, Events, Reminders, and Announcements – (Glenn)
- 4) Important Dates

Spring 2017 schedule of classes published	October 7
Spring UFO application Deadline	October 17
Spring Advanced Registration	Opens October 31
Spring UFO File Completion Deadline	November 1
Fall Classes End	December 7
Fall Final Exams	December 10 – 16
Fall Commencement	December 16-17
Fall final grades available	December 21
UF Closed	December 26 – Jan 2 (reopens Jan 3)

- a) Post-bac Reminders
  - i) Students applying as Post-Bacs were previously required to explain why they are coming back for a 2<sup>nd</sup> degree.
  - ii) Post-Bac students are NOT eligible to graduate with Honors
  - iii) Students cannot receive the same degree twice

- (1) For Example, if they had previously earned a BA from UF and CLAS, and come back to receive a second BA from UF/CLAS, you will not receive a 2<sup>nd</sup> degree
  - (a) First degree is from UF in this situation
- (2) They'll get a notation on their transcript saying that they completed a second major
- (3) TJ is going to check if that information is published and have that added to the website
- (4) Students in this situation cannot earn a minor, since they aren't getting a degree
- (5) They can, however, earn a certificate
- (6) TJ will try to run a program to evaluate if any students currently fall under this situation
- iv) OneStop is processing Post-Bac applicants as transfer students
  - (1) If their first degree is from UF, they become a readmission application
  - (2) There is a question about paper Post-Bac applications
    - (a) There shouldn't be paper Post-Bac applications so students need to be aware that they have to apply to UF Online
    - (b) Please let the OneStop know if you receive a paper Post-Bac.
- 5) Marketing/Communication (Kathy)
  - a) Kathy has hired 3 student assistants to help with marketing
    - i) They'll be helping with Social Media, student testimonials, faculty features/course highlights, content marketing, internal communications (for faculty and UF staff), and market research.
  - b) They have also hired a graphic designer and a position just closed for a full time marketing and communications specialist.
    - i) The marketing/communications specialist will help primarily with email marketing
    - ii) Kathy is hoping to have this specialist on board in late October/early November
  - c) Please remember to allow students to complete a student testimonial
    - i) Please send these to Kathy so we can have a representative from each major
    - ii) You can send alumni from UF (non-UFO) so they can show what students can do with that particular degree.
    - iii) They'll do photos of these students as well as video testimonials
  - d) Sports Marketing Partnership with IMG
    - i) There will be a huge push next week for a football ticket package giveaway
    - ii) They'll do a similar giveaway for basketball season
    - iii) There will be a video advertisement on the UF Athletics website.
  - e) Homecoming Event
    - i) They are inviting UFO students to the Homecoming Game.
    - ii) Gator Friday- email promotion going out encouraging students to wear Orange and Blue on Friday
      - (1) There will be a drawing associated with this promotion for free tickets.
      - (2) Please wear Orange and Blue on Fridays and take pictures to send to Kathy, so she can feature them in emails, social media, etc.
    - iii) Faculty and Staff will be invited to a tailgate event on the Reitz Union North lawn before the Homecoming game

- (1) The tailgating event is free (each faculty/staff can bring up to 3 guests) but you must pay for your own football game ticket
  - (2) About 50 people have already RSVP'd to the tailgate
- iv) The plan is to make the Homecoming tailgate a tradition each year
- v) All of the Fall advertising campaigns have launched- 70% out of state, 30% in state
  - (1) The amount of inquiries has greatly increased
  - (2) They received over 500 inquiries this week (a new high)
  - (3) They are featuring 5 majors (business, biology, sport management, public relations, and environmental management) in the ads
    - (a) The general ads have been more successful
    - (b) Kathy will be meeting with reps from each major to develop a major specific marketing plan (meetings to be held in October)
    - (c) Other majors will be added once the first 5 majors have been developed
  - (4) In state marketing is being spent on travel to college fairs, state colleges, etc. instead of being spent on advertising.
- vi) Website overhaul
  - (1) 160 Over 90 will be working on a new website
  - (2) The plan is to have the new website up in January
- vii) In light of ITT Tech closing
  - (1) Evie did an interview with WUFT about the closing
  - (2) More than 3700 students in Florida has been impacted by the closing
  - (3) Sen. Bill Nelson has reached out to each institution to ask how they can assist these students.
  - (4) UF Online may see an influx of these students
  - (5) UF does not accept credits from ITT Tech, but there will be some outreach to these students
- 6) Student Affairs (Kim)
- 7) Career Resource Center (Natalie)
  - a) All new incoming students (residential, UFO, PaCE) now have access to Gator Career Link
    - i) They do have to activate their account
  - b) The CRC's offices will be renovated soon- end of Spring 2017 semester
    - i) CRC is meeting with key stakeholders to get feedback about what to include in the new facility
    - ii) CRC is inviting us to a Faculty/Staff feedback session on Friday, September 16<sup>th</sup> from 10AM-11:30 AM in the Career Resource Center
  - c) Career Showcase is on September 27<sup>th</sup> and 28<sup>th</sup>
    - i) Will be in Southwest Rec Center this year due to O'Connell Center renovation
    - ii) UFO and PaCE students are welcome to attend
  - d) Graduate and Professional Fair day is on October 24<sup>th</sup>
    - i) There will be a virtual component for employers and students who can't attend in person
- 8) Links Orientation (Kris)
  - a) Opt In follow up

- i) There were a few small issues in terms of students accessing the gym but those have been resolved not
  - ii) For students who do not opt in: Student Health Care Center is phasing out their separate opt-in membership
    - (1) Students instead will pay their health insurance co-pay if they do not opt it
  - iii) Counseling and Wellness Center
    - (1) Has a bridge fee for students who already have a relationship with the CRC but aren't taking classes in that particular term
      - (a) Bridge fee is NOT designed for UFO/PaCE students who haven't opted in
    - (2) For students who don't opt in: they can call the CWC and be referred to a local resource
    - (3) Dean of Students Office Care Team can also connect them with assistance
    - (4) DSO will be looking at usage of services for student who opt in, or use CWC/student rec
  - b) Links
    - i) Live date for Spring 2017 will be early November (potentially mid October at the earliest)
      - (1) Kris will reach out to new advisors to film welcome videos
    - ii) Redesign for Spring should be ready to go
    - iii) Support in the room for students pushing the release of Links earlier to help facilitate the advisor/registration process
  - c) PaCE 2015
    - i) 89 students from PaCE 2015 transitioned for either Summer or Fall
    - ii) About 120 remaining PaCE 2015 students are still in UFO, and they will still be going through the same transfer preview process
    - iii) Kris doesn't have the exact date yet but there will likely be a session in early December and early January for these students to attend
  - d) PaCE 2016
    - i) NSFP will not be mandating that they attend a transfer Preview since they are attending a Preview prior to starting
    - ii) Question is asked about students attending a transfer Preview if they want to
      - (1) Kris would prefer them not to since the Preview registration process does not really allow for that
      - (2) The college can mandate that they attend a transfer session- if so, let Kris know
      - (3) Otherwise, they should be discouraged from attending a transfer session since they already attending the PaCE session prior to starting at UF
    - iii) Opt in deadline
      - (1) Discussion about the deadline for opting in to the fee package
      - (2) The departments involved wanted the deadline to be before drop/add
      - (3) If you have a student who wants to opt in but misses the deadline for an extenuating circumstance, refer them to Kris
    - iv) Kayleigh Damphousse is a new Assistant Director at NSFP, will be working with UFO, PaCE, and Links
- 9) Enrollment Management: ROC & OneStop (Melissa, Daniel)

- a) Fall 2016
  - i) 2245 students enrolled, an additional 600 students from last year (about 50% of the new students are PaCE, 50% are UFO)
    - (1) When you look at the total UF Online growth (+600), new students are 19.3% (116) of that growth with continuing students (+484) being 80.7% of our total UF Online YOY enrollment growth.
    - (2) Readmits would be in the non-PaCE group, and in “new student” counts, not continuing student counts
    - (3) UFO (non-PaCE): 519 Fall admits, 70 of which are readmits
      - (a) Readmits include students transitioning from campus to UFO
      - (b) The expectation is that the readmit % is going to be higher for UFO than UF residential
      - (c) 408 of those 519 students enrolled
    - (4) Denial rate: 55% this year, up from 48% last year
      - (a) Due to a higher number of people applying
    - (5) They are revising the transfer student pre-requisites on the website to make them easier to understand, particularly for out of state students
  - ii) Yield: 79% yield rate, up from 70% last year with Pearson
  - iii) Florida enrollment and out of state enrollment are both up
    - (1) 27% of applicant pool was out of state, and 19% of admits were out of state
      - (a) Out of state denial rate was higher than in state, and yield rate for out of state was lower than in state
      - (b) About 50% of out of state UFO admits were new admits
  - iv) PaCE
    - (1) 448 confirmations, 428 enrolled after Drop/Add
      - (a) A 95% yield rate
    - (2) 90 students transitioned to campus for Summer or Fall (success!)
  - v) Marketing spend was about half of what Pearson had spent last year, and enrollments are up (success again!)
- b) Spring 2017
  - i) Last year at this time: 757 applications for Spring, 224 completed files
  - ii) Today: 998 applications for Spring, 414 completed files
  - iii) Shane is leading the on-the-ground recruiting efforts
  - iv) They'll also be working with about 800 high school counselors in Florida
    - (1) They'll be hosting a virtual information session targeted specifically to these students
    - (2) Evie will also be attending the high school counselor breakfasts
- c) Admissions deadlines have been posted for the entire academic year
  - i) Melissa will send out a link to the deadlines as well as the stats
- d) 3 new recruiters have been added and will be starting next week
- e) Decision makers for transfer applications
  - i) Administration has asked for information about denial analysis, and Melissa will be reaching out with more information

f) Daniel has been involved in the COMPASS process to make sure that UFO is well represented

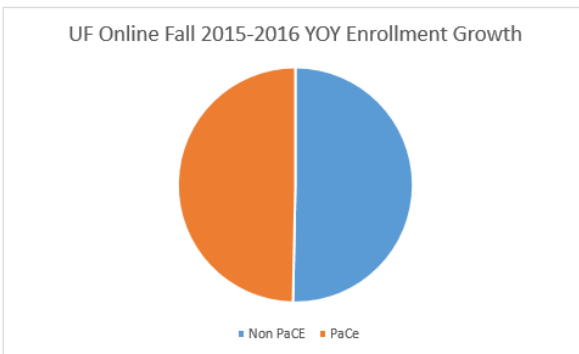
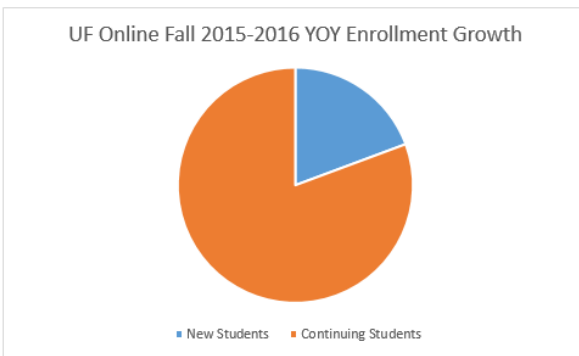
10) Curriculum Monitoring (Toby)- N/A

11) Colleges/departments (all)- N/A

### Fall 2016 Enrollment Statistics

#### UF Online is up 600 enrollments from last Fall (a 36% YOY Enrollment growth)

- When you look at the total UF Online growth (+600), Non-PaCE enrollment was 50.3% of that growth (+302) with PaCE enrollment (+298) being 49.7% of the total UF Online YOY Enrollment growth. Interesting to see that our growth was split almost perfectly evenly among both cohorts.
- When you look at the total UF Online growth (+600), new students are 19.3% (116) of that growth with continuing students (+484) being 80.7% of our total UF Online YOY enrollment growth.



### Non-Pace

Total enrollment is up 302 (21.8%).

- Florida enrollment is up 286 (22.6%)
- Out of state enrollment is up 16 (12.9%).
  - 2015: 1388 total non-Pace students; 124 out of state = 8.9% of 2015 Non-Pace population was out of state.

- 2016: 1690 total non-Pace students, 140 out of state = 8.3% of 2016 Non-Pace population is out of state.

### PaCE Enrollment

Total enrollment is up 298 (116%).

- Florida enrollment is up 288 (116.6%)
- Out of state enrollment is up 10 (100%).

### Total UF Online Enrollment

Total UF Online enrollment is up 600 (36.5%)

- Florida enrollment is up 574 (38.0%)
- Out of state enrollment is up 26 (19.4%)
- Note: 49% of all out of all state enrollments were newly admitted Fall students. (78 of the total 160 Fall out of state enrollments are new students).

Application deadlines for entire academic year are up at:

Application Deadlines			
Semester	Application Deadline*	File Completion Deadline	Classes Start
Spring 2017	Oct 17, 2016	Nov 1, 2016	Jan 4, 2017
Summer 2017	Feb 27, 2017	Mar 31, 2017	May 8, 2017
Fall 2017	June 12, 2017	July 14, 2017	Aug 21, 2017

Final decisions are rendered on a rolling basis.

\* Applications submitted after the stated deadlines may be considered on a case-by-case basis.

Note: The deadlines above are for students planning to enroll in one of the [fully-online degrees offered through UF Online](#). If you are looking for the application deadlines for UF's face-to-face programs, visit the [Application Deadlines page](#) maintained by the UF Office of Admissions.

Next Meeting will be on September 22<sup>nd</sup> in Pugh 160

### Resources:

1. UF Online Advising dashboard: <https://www.advising.ufl.edu/UFO-Dashboard/>
2. UF Online Handbook: <http://handbook.ufonline.ufl.edu/>