



UF Online Advising Group Meeting
Thursday 6/1/2017, 2:00 PM
Presentation Room, Farrior Hall

- 1) Approval of May 4 Minutes
 - a) Minutes are approved.
- 2) UFO Updates and News – (TJ)
 - a) TJ will be out of town in parts of June but can still be reached via email.
 - b) Evie will also be out of town in parts of June as well.
 - c) Glenn will be traveling in June but reachable via email.
 - d) The money for delivery payments for Summer A/C will be distributed very soon.
 - e) If you have any questions about the financial calculations, let TJ or Barbara know.
 - f) Summer B will use the existing funding model, and the new funding model (version 3.0) will go into effect in Fall.
- 3) UFO Deadlines, Events, Reminders, and Announcements – (Glenn)
 - a) There is a new minor in Health Promotion joining UF Online.
 - i) It is 15 credits.
 - ii) It is a great fit for any students interested in a health related field.
 - iii) It has been added to the UF residential catalog for 2017-2018, but has not yet been added to the UF Online minor list.
 - (1) The requirements are identical, so you can use the UF residential minor requirements while the UF Online minor is being added.
 - b) The new 2+2 program students (Microbiology and Fire and Emergency Services) will be moved into the UF Online cohort after Summer B Add/Drop, and they can register for Fall UFO courses starting on July 5th.
 - c) Evie Cummings will be speaking at the next UF Online Advising Group Meeting, which is on July 6th.
 - d) See the summer schedule at the end of the minutes for the Summer meeting dates. Regularly scheduled meetings, held biweekly, will resume on August 24th.
 - e) Please keep an eye on TJ's report called Invalid Cohort Registrations, and check to make sure that your students are appropriately registered in the right sections.
 - i) Most often, it has been UF Online students registered for non-UF Online sections.
 - ii) The issues are most presented with students moving from UF residential to UF Online, or PaCE students transitioning to campus.
 - iii) Please make sure to double check that student's registration before transitioning them to campus.
- 4) Student Success and Engagement (Jeannie, Meredith)
 - a) At the July meeting, there will be more to report regarding the Fall Welcome event, as well as a demonstration of the UF Plaza.

- i) The Welcome event will be on August 18th to pair with convocation, which is being held on the same day.
- 5) PaCE (Meredith, Nicole)
 - a) Meredith will be developing some documents to help improve the flow and processes for PaCE.
- 6) Marketing/Communication (Kathy)
 - a) Costs per lead went down by about 20%, and the amount of leads grew by over 80%.
 - b) The majority of the marketing spend has already happened, and applications are up about 300 year over year.
 - c) Marketing and the ROC team are now collaborating on outreach, including on a Facebook Live session in the stadium yesterday (May 31st).
 - i) The advantage of Facebook Live is that everyone who has liked the UF Online page will get a notification about the session.
 - d) The Finish at UF campaign continues to get a great response from the state colleges, so the plan is to continue to grow that campaign.
 - i) Meetings with Broward College and Santa Fe College are in the near future.
 - e) New email campaigns will focus on the program pre-requisites for that student's major of interest.
 - f) Search Engine Optimization will be a focus moving forward, so Kathy and her team will be working with departments to focus on that more.
 - g) Marketing is also hiring a Junior Graphic Designer as well as a Marketing Specialist.
- 7) Career Resource Center (Kelly)
 - a) The Just in Time virtual career fair is on June 20th, and is open to students in all majors.
 - i) It is also open to alumni.
 - ii) Employers from a variety of fields will be participating.
 - b) The CRC is under renovation.
 - i) The Career Planning staff are in a temporary space in the Reitz Union Gallery.
 - ii) All of the remaining CRC staff are in Yon Hall.
 - iii) Please make sure to direct students to the Reitz Union Gallery.
- 8) Links Orientation (Kris, Kayleigh)
 - a) PaCE Preview
 - i) There will be 2 more PaCE Previews, July 10th and July 24th.
 - ii) The May 22nd PaCE session went really well.
 - iii) The July sessions will be much larger, and have a capacity of 180 students each.
 - iv) The August 14th session will not run.
 - v) There will be a few students that attend the August 15th- 16th session (probably about 10-12 students).
 - vi) If you speak with students who need to register for the August session, have them email Kris directly to arrange that.
 - b) Optional Fee Package
 - i) 60% of students attending the May 22nd session opted in to the Fee Package.
 - ii) Students who opt in to the fee package will get the free 250 pages to print per semester, in addition to all other fee-supported activities.

iii) If you have opt in questions, or have students with opt in questions, please direct those questions to Kris directly.

(1) If you have any students wanting to use the Student Legal Services office, let Kris know.

9) Enrollment Management: ROC & OneStop (Melissa, Daniel)

a) Melissa and Daniel were unable to attend the meeting, but wanted to share the following updates:

i) "Overall, application volume is up 249 from this time last year. You may notice that we're down 87 admits from this time last year, but we have 140 more completed files pending decisions at this time compared to last year. Eighty of these 140 files are sitting with decision makers in the college. If you're a decision maker, please check your queue so additional decisions can be rendered. We know the next two weeks will bring a surge of applications as we approach our application deadline of June 12th. Earlier decisions on the current files will make the Fall rush less painful for all of us later. Thanks for your help keeping our candidates moving through the process."

Measurement	2017	2016	YOY Difference
Applications	1570	1321	+249
Admits	97	184	-87
Denials	141	136	5
Current Denial Rate	59%	42%	+17%
Completed Files, Pending Decisions	371	231	+140

ii) Also, UF Online will be participating in the on campus Open House on July 22nd.

10) Curriculum Monitoring (Toby)

a) Toby is done with the CALS audits, and is currently working on CLAS audits.

b) The plan is to be done with the CLAS audits at the end of June.

c) He'll be reaching out to CALS and CLAS to meet with their advisors and review the audits.

d) Advisors will be able to start entering exceptions in the new audits starting in March 2018.

e) Students can use the new audits starting in May 2018.

f) But, degrees will not be certified in the new audits until December 2018.

g) Registration will be in the old system for Summer 2018 and in the new system for Fall 2018.

h) Toby will be speaking at the next UAC meeting on June 15th.

i) The transfer course evaluation process may be changing.

ii) Out of state and private school courses would be sent directly to departments, so the departments can make the decision and Admissions can code it prior to the student being admitted to UF.

iii) They would be establishing equivalencies, so any student who took that course at that institution will have it automatically count as the predetermined equivalent.

- iv) The equivalencies would have expiration dates so the courses will have to be reviewed again after a period of time.
 - v) The intention is, eventually, to provide the equivalency information to students (in a later phase).
 - vi) Advisors would still have discretion to do course substitutions.
 - vii) The new audit system will also allow for more specific course substitutions (called course directives in the new system).
 - i) The new degree audits will only go back to the 2011 catalog year.
 - j) Quest
 - i) Dr. Lindner presented at the May Faculty Senate meeting.
 - ii) There will be more conversations again in Fall.
 - iii) The most recent proposal transformed the 1st year experience into 5 courses instead of just 1 (although IUF 1000 will still be one of the courses included in the 1st year experience).
 - iv) The 2nd year experience courses will be either a natural or social science.
 - v) The 3rd year experience is still the experiential learning component.
 - vi) Some of the major questions now focus on how many courses to offer in the 1st and 2nd years, and what constitutes experiential learning.
 - vii) The current plan is to pilot Quest in Fall 2018 for a small population of students, and then to roll it out completely in Fall 2019.
- 11) Colleges/Departments (Leigh)
- a) Leigh Smadbeck will be leaving UF in June and has taken an advising position at UNC-Wilmington- congrats Leigh!

Summer Meeting Schedule:

Thursday, June 1

Thursday, July 6

Thursday August 3

Thursday, August 24- biweekly meetings will resume from that point forward.