



UF Online Advising Group Meeting  
Thursday 8/24/2017, 2:00 PM  
Presentation Room, Farrior Hall

- 1) Approval of 8/3 minutes
  - a) Minutes are approved.
- 2) UFO Deadlines, Events, Reminders, and Announcements – (Glenn)
  - a) Glenn provided a quiz to the group with some important UF Online facts and figures.
  - b) Seats
    - i) See flyer about new UF Online course ANS 4932 – Meat Processing. 2 credits
    - ii) Many popular courses still have plenty of seats, such as:
      - (1) ANT 3520 – Skeleton Key Forensic
      - (2) ART 1010C – Non-Major Photography
      - (3) CCJ 4934 – Media and Crime
      - (4) CJC 4010 – Intro to Corrections
      - (5) CJE 3114 – Intro to Law Enforcement
      - (6) CLP 3144 – Abnormal Psychology
      - (7) DEP 3053 – Developmental Psychology
      - (8) EDF 1005 – Intro to Education
      - (9) SPM 3012 – Sport and Society
      - (10) SYP 3000 – Society and Individual
      - (11) SYP 3510 – Deviance
- 3) Student Success and Engagement (Jeannie)
  - a) Collecting student stories
  - b) Plaza Demo
    - i) If you have any new advisors, and you'd like to link them to a major, please send their information to Jeannie.
    - ii) Students are automatically added to groups for their major and geographic group.
      - (1) They can move themselves to different groups as well.
      - (2) Soon, they'll also be adding students to individual cohorts as well (for example, a Spring 2018 start date cohort).
        - (a) This will allow more catered information for students who started in that particular term.
        - (b) There will just be one PaCE group.
        - (c) For the cohorts, FTICs and transfer students will be in the same group.
    - iii) All of the students starting in Fall 2017 saw a video of Jeannie demonstrating the Plaza in LINKS.
      - (1) There has been a "stream" of students joining as a result, although many students have not yet created a profile.

- iv) Jeannie has hired a student to help monitor and initiate conversation in the Plaza.
- v) Questions:
  - (1) Is the Plaza robust enough to have the Links orientation built into the Plaza?
    - (a) Jeannie is working with Joleen's team to have a Plaza button added into Canvas courses.
    - (b) The hope is to add some information to the Plaza that can only be found in the Plaza, to encourage more students to utilize it.
  - (2) Advisors asked about how to post in their major groups and how to create news posts.
    - (a) It was discovered that advisors are not currently in their major groups, and cannot create news posts, so Jeannie is working to resolve this in the future.
- vi) Jeannie will be running a competition and will bring homemade cookies (of the winner's choosing) for the advisor who has the most posts in the Plaza during the month of September.
- c) Meredith thanked everyone who was able to attend the UF Online Pre-Convocation event last Friday, August 18<sup>th</sup>.
  - i) Having the UF IT Help Desk there was a hit!
  - ii) Please send any feedback you have about the event to Meredith.
- d) Tailgate Events
  - i) Meredith and Jen Ford will be attending the UF Tailgate in Dallas next Saturday, September 2<sup>nd</sup>, before the UF Michigan football game.
    - (1) They'll be passing out hand fans with information about UF Online to those in attendance.
      - (a) The fans will be tied into a promotion that Gator Athletics is running, which will start on Monday.
    - (2) 5,000 people are set to attend.
    - (3) The tailgate is free for anyone to attend.
    - (4) Meredith is reaching out to UF Online students in Texas to encourage them to attend.
  - ii) The Homecoming Tailgate is October 7<sup>th</sup> at the Reitz Union North Lawn.
    - (1) Please promote this event and attend as well.
    - (2) Bring your colleagues, students, and families!
    - (3) If you have students interested in coming to a football game this year, this would be a good one to attend!
    - (4) The Tailgate is free!
    - (5) There is a ticket block set aside, and a link to buy into the ticket block is in the Eventbrite invitation.
    - (6) Students have already been invited, and Evie will send out an invitation to faculty and staff.
- 4) Marketing/Communication (Kathy)
  - a) Kathy's team will be coordinating with the Athletics department and UF social media for the UF Michigan game.
  - b) There will be a special UF Online Snapchat filter in both Dallas and Gainesville.

- c) More information will be released on Monday when the UF Athletics promotion is released.
  - d) Kathy showed the “1<sup>st</sup> Chomp in the Swamp” video:  
<http://floridagators.com/news/2017/8/8/football-first-chomp-at-swamp-initiative-winners-announced.aspx?path=football>
  - e) The contest winners will get an arranged tour from Athletics, and Jeannie and Meredith will be coordinating meetings with advisors and faculty members.
    - i) Once their travel plans have been set, Jeannie and/or Meredith will reach out to you.
  - f) The marketing spend has been set, and the majority of the campaign is geared in-state, and towards state college AA graduates.
  - g) Melissa and the ROC team will be on the road meeting with advisors and going to state colleges for transfer fair visits.
- 5) Career Resource Center (Kelly)
- a) Career Showcase is being held on September 26<sup>th</sup> and 27<sup>th</sup> from 9AM-3PM in the Exactech Arena at the Stephen C. O’Connell Center.
  - b) 270 employers are signed up for the Career Showcase.
- 6) Enrollment Management: ROC & OneStop (Daniel)
- a) Daniel is working with TJ to get the “click to chat” program working on the website.
    - i) It is currently being demoed on the UF Online Handbook.
    - ii) The hope is to roll it out officially in the next few weeks.
    - iii) If advisors are interested in how it works, let Daniel know.
  - b) Victoria (new assistant director for ROC) and Sterling (new admissions officer for ROC) are both starting tomorrow, August 25<sup>th</sup>.

Fall 2017 UF Online Advising Group Meeting Schedule. All meetings begin at 2:00 in Farrior Hall Room 2000 (Presentation Room on 2nd Floor).

Aug	24
Sept	7, 21
Oct	5, 19
Nov	2, 16, 30
Dec	14