



UF Online Advising Group Meeting

Thursday 8/2/18, 2:00 PM

Large Conference Room, 2024 Farrior Hall

- 1) Approval of 7/5/18 minutes (attached)
 - a) Minutes are approved
 - b) Meeting Attendees: Glenn Kepic (UFO Curriculum/CLAS); Jeannie Starobin (UFO Student Success); Brittany Schambow (HHP); Paul Higgeson (HHP); Tori Houghton (OneStop); Nicole Raymond (CLAS); Leland Henry (CJC); Bridget Dunbar (CJC); Erica Alexander (HHP); Fallen Lee (CLAS); Kevin Bird (EG); Aaron Ganas (ED); Laura Beth Lancaster (CLAS); Kelly Stalter (CLAS); Tatiana Quiroga (UFO Marketing); Kathy Harper (UFO Marketing); Dom DeFeo (WCB)
- 2) UFO Deadlines, Events, Reminders, and Announcements – (Glenn)
 - a) Fall 2018 registration is similar to last year.
 - i) We are on target to break the 3000 student mark this year.
 - b) All of the PaCE specific previews are done for this year.
 - c) Glenn is transitioning back to the College of Liberal Arts and Sciences full time.
 - i) He will still be working with CLAS UF Online, but will no longer be in the central UF Online office in Tigert.
 - ii) This will be effective September 7th.
 - d) Gator1 ID Card Appointment
 - i) Kelly in CLAS has experienced many students who confuse their Gator1 ID card appointment with their advising appointment.
 - ii) Paul in HHP reports that has happened once recently as well.
 - iii) Glenn proposes that we talk with Kris and Kayleigh from NSFP to try and clarify the language in Links.
 - iv) Glenn is going to request that all advisors have access to view Links so we can see the pre-registration process.
 - v) Hopefully, by the next meeting, we can develop a list of recommendations for updates to Links.
- 3) Student Success and Engagement (Jeannie, Meredith)
 - a) A new version of the Plaza is in the works.
 - i) Jeannie will send out an email to the group with a survey; the survey will ask for feedback about the Plaza.
 - ii) The new version is in the pre-production stage and Jeannie will send out links to the Plaza when she can!
 - b) UF Online Fall Welcome Event

- i) Sunday, August 19th from 4-6:30PM in Emerson Alumni Hall
 - (1) Light refreshments will be served!
 - ii) Please come if you can, and families are welcome to attend as well.
 - iii) About 125 RSVPs so far, the bulk of whom are PaCE students.
 - (1) There are about a dozen non-PaCE students registered.
 - iv) Meredith will send out an email to the group of who is registered so you can see who is attending from your college.
 - v) Presentations by: UF IT, Dr. Marchman and Chris Newsom (discussing academic integrity/proctoring), CITT, Jeannie (the Plaza), Evie (welcome to UF Online!), and UF Libraries.
 - c) There will be no Fall 2018 UF Online Commencement Event in December.
 - i) The plan is to still hold a Spring 2019 UF Online Commencement Event.
 - d) UF Online Homecoming Tailgate
 - i) There will be a UF Online Homecoming Tailgate on Saturday, November 3rd
 - ii) Students, faculty, staff, and families are welcome to attend!
 - iii) More details to come!
 - e) Registration Reminder Emails
 - i) The student success team sends out emails to students to remind them to register for Fall 2018 classes.
 - (1) If you'd like them to send emails to your students, they can do that, and send them to look like it is from your email account.
- 4) Enrollment Management: ROC & OneStop (Tori)
 - a) UF Admissions Open House was a success!
 - i) All of the UF Online breakout sessions were full.
 - b) ROC
 - i) Getting ready for Fall travel.
 - ii) Brianna is the new ROC recruiter and she should be ready to go in the next few days.
 - iii) ROC met with Educational Sciences and they are working on the content for the UF Online website.
 - iv) The media plan launched for Spring, and we are 8 weeks away from the October 1st Spring deadline.
 - v) Webinars
 - (1) Advisors are welcome to participate in the admissions webinars, and feel free to send any feedback to Tori.
 - (2) Link to the webinar schedule: <https://ufonline.ufl.edu/events/>
 - c) OneStop
 - i) 5 Guild admits so far, 4 from Walmart and 1 from Discover
 - (1) 4 of those students are out of state.
 - ii) All OneStop transfer decisions should be made by the end of the week.
 - (1) They may not yet be included in tomorrow's admission numbers.
 - iii) The goal is to have FTIC decisions made by Wednesday of next week.
 - iv) Dan is working with the Slate team to test the new system.
- 5) PaCE (Meredith, Nicole)
 - a) Opt-In
 - i) About 340 incoming PaCE students have opted in to the fee package.
 - ii) UF Online and PaCE students (pre-transition) are not required to pay the same fees required of residential students.

- iii) They can opt in to pay those fees, for about \$46.21 per credit hour (same as residential cost).
- iv) Fees covered:
 - (1) RTS Bus Transportation
 - (2) Athletics
 - (3) Counseling and Wellness Center
 - (4) Recreation Sports
- v) Students who opt in will get a white fee-paying ID card, and students who do not opt in get an orange non-fee paying ID card.
- vi) Students have to opt in by August 21st in order to be opted-in for Fall 2018.
- vii) Amber and Kayleigh do Optional Fee Package webinars to inform students about this option.
- b) PaCE Preview
 - i) All of the PaCE specific Preview sessions have concluded.
 - ii) We had about 189 students at the last PaCE Preview session.
 - iii) We expect some PaCE students will attend the August 16-17 session.
 - (1) There are 7 PaCE students currently signed up for this session.
- 6) Marketing/Communication (Kathy)
 - a) The media plan launched yesterday.
 - i) This plan is all digital marketing.
 - ii) For this plan, UF Online is advertising on Hulu and Instagram.
 - iii) Instagram launches on Monday, August 6th and Hulu launches at the end of August.
 - b) News blog
 - i) Tatiana, who is the editor of the news blog, and her student assistant, have produced a series of student profiles.
 - ii) As Tatiana publishes those profiles, she will reach out to the advisor for that major and the communications person in that college to let them know about the profile and to ask for feedback.
 - iii) If you have any students who would be great stories, please share them with the marketing team.
 - c) Email campaign
 - i) Marketing is looking at revamping the existing email campaigns
 - ii) Marketing is looking at doing an email campaign geared specifically to the state college honors association students.

Next Meeting: August 30th at 2PM in Farrior 2000