

UF ONLINE

UNIVERSITY *of* FLORIDA

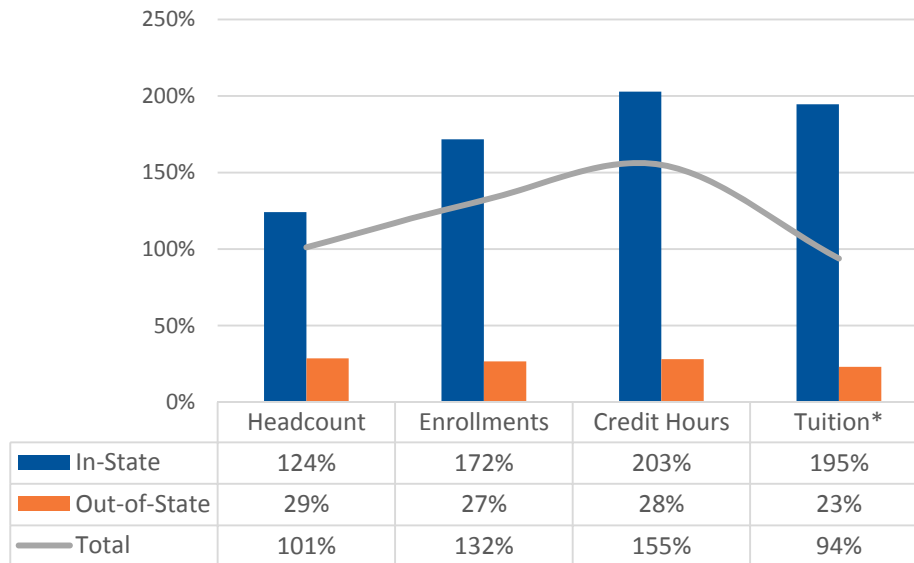
UF Online Presentation to the Innovation & Online Committee

Florida Board of Governors
University of Florida
Gainesville, Florida

September 2, 2015

Actual vs. Business Plan Projections

% of Business Plan Projections Reached
for Academic Year 2014-15



Actual vs. Plan differs on 3 points:

- More in-state students than expected
- Not as many out-of-state
- Students enrolling in more classes for more credits

For fall 2015:

- ~1,600 students
- 300+ new FTIC's – 12 times more than fall 2014

AY 2014-15	In-State			Out-of-State			Total		
	Actual	Plan	%	Actual	Plan	%	Actual	Plan	%
Headcount	1,229	990	124%	90	315	29%	1,319	1,304	101%
Enrollments	5,785	3,370	172%	338	1,271	27%	6,123	4,641	132%
Hours	20,514	10,110	203%	1,071	3,814	28%	21,585	13,924	155%
Tuition	\$2,213,624	\$1,137,376	195%	\$374,339	\$1,621,035	23%	\$2,587,963	\$2,758,410	94%

Persistence Rates & Graduates

Fall 2014 to Spring 2015 Persistence Rate*

Criminology	87%
Business	88%
Geology	71%
Health Education	88%
Environmental Management	100%
Psychology	80%
Sport Management	80%
Telecommunication	100%
Average	87%

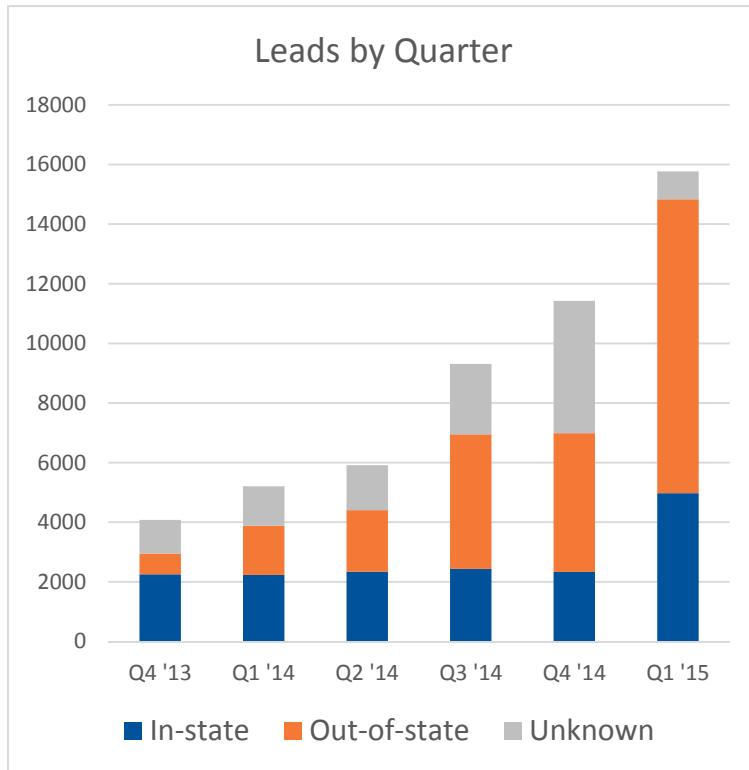
UF Residential: **90%**
 ASU Online: **80%**
 Penn State World Campus: **72%**

Graduates

	2014 Spring	2014 Summer	2014 Fall	2015 Spring	2015 Summer	Total
CALS	2		1	3	1	7
WCBA	40	50	58	44	39	231
HHP	16	11	15	8	19	69
CLAS	2	4	8	13	5	32
Total	60	65	82	68	64	339

* Institutions normally calculate retention rates from fall term to the subsequent fall term.

Out of State Progress



- Targeting states with high student populations
- Geo-targeted advertising in the southeast where UF brand recognition is strong
- Identifying markets where UF Online out of state tuition is competitive with in state tuition
- Competitive out of state tuition
 - UF Online out of state: \$500
 - ASU Online: \$490 - \$553
 - Penn State World Campus: \$535

	In State Leads	Out of State Leads
Spring 2015	47%	53%
Summer 2015	36%	64%

Revenue

	FYE June 30, 2015	Budget FY 2015	Fav <Unfav> Variance
Tuition			
In-State	2,209,136	1,137,375	1,071,761
Out of State	359,627	1,621,035	(1,261,408)
State Subsidy	5,000,000	5,000,000	
Total Revenue	\$7,568,763	\$7,758,410	(\$189,647)
Expenses			
Production	1,649,217	3,132,000	1,482,783
Delivery	1,008,258	3,420,000	2,411,742
Enrollment Management	248,029	794,169	546,140
Direct Administration	693,200	520,000	(173,200)
P3 Services	2,874,390	3,427,571	553,181
Overhead	24,832	528,631	503,799
Technology	383,352	1,341,443	958,091
Student Support	1,281,422	121,368	(1,160,054)
Total Expenses	\$8,162,700	\$13,285,182	\$5,122,482
Net Margin	(\$593,937)	(\$5,526,772)	\$4,932,835

1. Positive variance of **\$4,432,835**
2. Actual and forecasted revenue totals are close.
3. 91% of tuition is from in-state instead of 41% as forecasted.
4. Positive variance is due to savings on expenses (especially in Production and Delivery)
5. Overspend on student support is due to reclassifying the 24/7 help desk expenses as student support rather than technology.

Student Attributes

	UF Online Spring 2015	UF Online Fall 2015	UF Main Fall 2014
Avg Age	30 57% of students below 30	28 65% of students below 30	21 97% of students below 30
Female	53%	56%	54%
Transfer	89%	73%	21%
In State	92%	91%	95%
Ethnicity	68% White (non-Hispanic) 15% Hispanic 8% African-American	65% White (non-Hispanic) 17% Hispanic 8% African-American	58% White (non-Hispanic) 20% Hispanic 7% African-American
Part Time < 12 hours	66%	55%	17%
Avg UF GPA	2.88	2.98	3.34

Current Majors

College	Major	2014-2015 Academic Year	2015 Fall	2016 Spring
CLAS	Anthropology		Y	Y
CLAS	Biology	Y	Y	Y
WCBA	Business Administration	Y	Y	Y
CLAS	Computer Science	Y	Y	Y
CLAS	Criminology & Law	Y	Y	Y
CALS	Environmental Management	Y	Y	Y
CLAS	Geology	Y	Y	Y
CLAS	Geography		Y	Y
HHP	Health Education & Behavior	Y	Y	Y
NR	Nursing			Y
CLAS	Psychology	Y	Y	Y
CLAS	Sociology		Y	Y
HHP	Sport Management	Y	Y	Y
JM	Telecommunication Media & Society	Y	Y	Y

Majors

	2013–14	2014–15	2015– 16	2016–17	2017– 18	2018– 19
Original Plan	<ul style="list-style-type: none"> • Business Administration • Sport Management • Criminology • Health Education • Environmental Management 	<ul style="list-style-type: none"> • Biology • Psychology • Telecom • Mechanical Engineering¹ • Nursing¹ 	<ul style="list-style-type: none"> • Sociology • Industrial Engineering¹ • Accounting¹ • Microbiology & Cell Science¹ • Physiology & Kinesiology¹ 	<ul style="list-style-type: none"> • Public Relations • Chemistry¹ • Civil Engineering¹ • Health Science • Elementary Education 	<ul style="list-style-type: none"> • Chemical Engineering • Journalism • Architecture • Political Science • Computer Science² 	<ul style="list-style-type: none"> • Food Science & Human Nutrition • Electrical & Computer Engineering • Animal Science • History • Economics²
Revised Plan		<ul style="list-style-type: none"> • Computer Science • Geology 	<ul style="list-style-type: none"> • Anthropology • Geography • Nursing 	<ul style="list-style-type: none"> • Digital Arts & Sciences • Economics • Finance • Industrial Systems Engineering 	<ul style="list-style-type: none"> • Microbiology & Cell Science • General Business w/ Accounting Minor • Physiology & Kinesiology 	<ul style="list-style-type: none"> • Chemistry • Civil Engineering • Mechanical Engineering

¹ Moved to a later term. ² Moved to an earlier term.

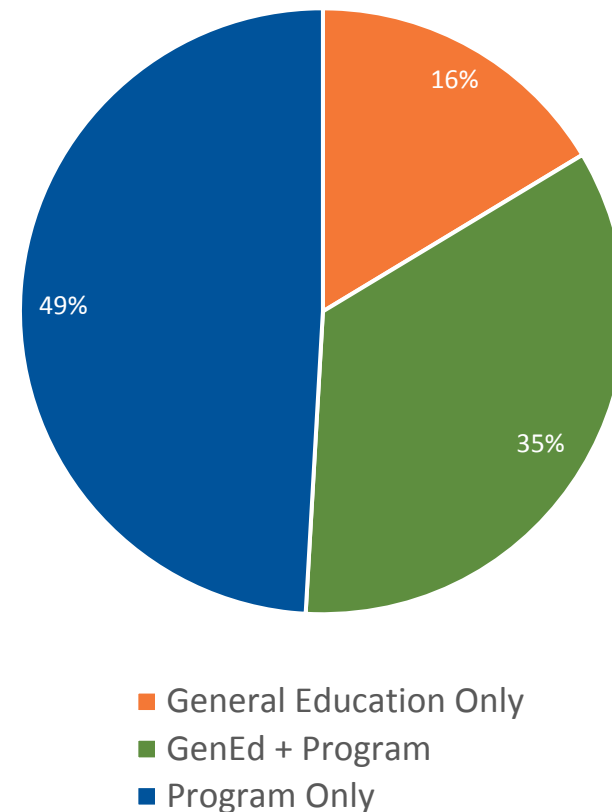
- The timing for some majors has changed.
- With bootcamps starting in summer 2016, majors with intensive labs will be scheduled (Chemistry, Physiology and Kinesiology, Civil Engineering, and Mechanical Engineering).
- Non-existent resident majors have been eliminated (Health Science and Elementary Education).

Course Production

	Plan	Actual
Number of Courses	160	176
Avg Cost per Course	\$21,250	\$19,744

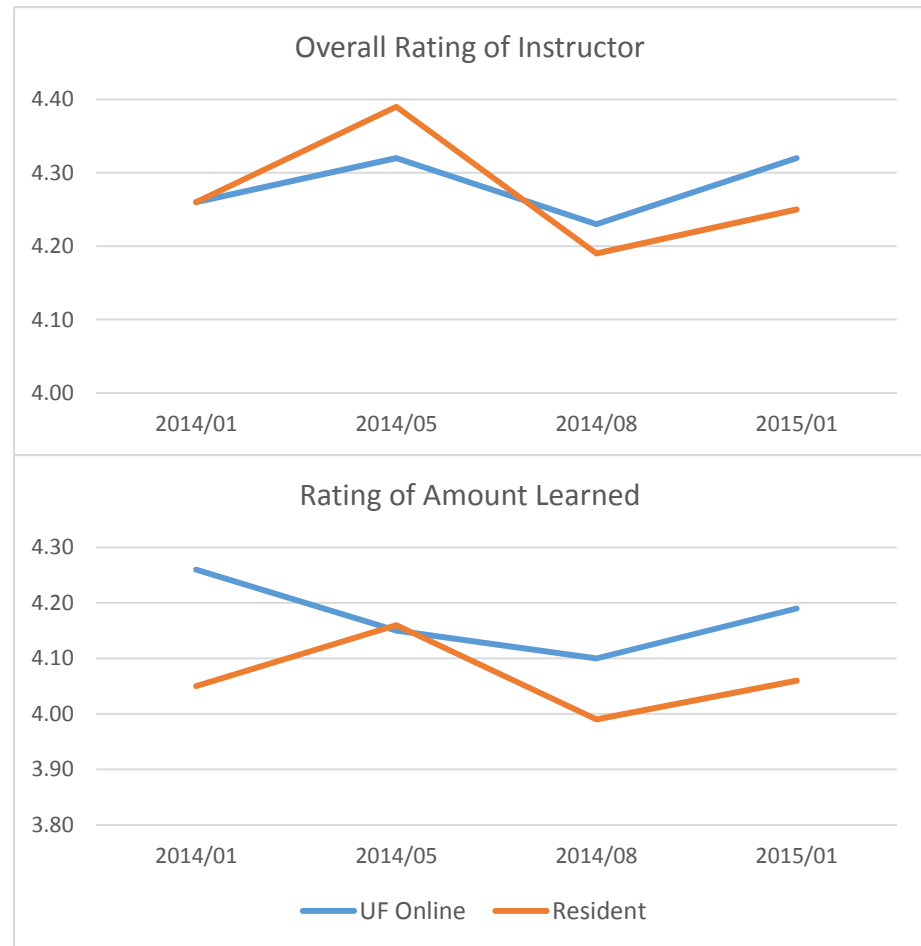
- 46 additional courses to be offered in spring of 2016 bringing the **projected total to 222**
- Cost per course expected to rise due to increased production for STEM courses and labs

Courses Fulfilling General Ed & Program Requirements
Projected for Spring 2016



Course Evaluations

- Response rates for UF Online students are comparable to on-campus students.
- UF Online students rate their learning experience close to or slightly better than on-campus students.



Critical Components

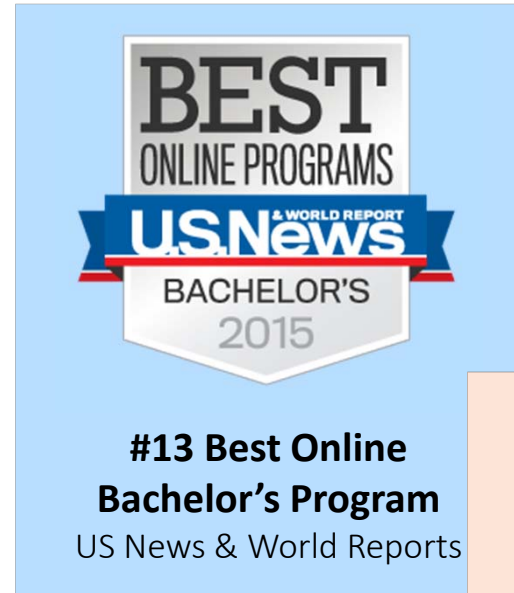
	Business Plan	Implemented
Public/Private Partnership	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> *
Online Learning Institute	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Director	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Contact Center (OneStop)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Financial Aid	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
24/7 Help Desk	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Faculty Development	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
E-texts	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Quality Assurance	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Orientation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Career Resource Center	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Counselling & Wellness	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recreational Sports	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Academic Advising	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Library Access	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Alternate Tuition Plans	<input checked="" type="checkbox"/>	<input type="checkbox"/>
State Authorizations	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Academic Integrity	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Successes & Accolades

Savings for Florida Residents

Standard UF Tuition & Fees	28,800 x \$210.43 =	\$6,060,384
UF Online Tuition & Fees	28,800 x \$129.18 =	\$3,720,384
	Savings:	\$2,340,000

The return on the \$20,000,000 investment of state funds to date is 10%.



- **#1 Top College for Criminology Offered Online**
College Factual
- **#7 Top Smart Choice Schools for Online Bachelors in Business Administration**
Super Scholar

- **#1 Top Online Psychology Degree**
Affordable Colleges Online
- **#2 Best Online Psychology Program**
The Best Schools

New Initiatives

- **Teaching Innovations**

- Adaptive Learning
- Social Learning

- **Fortress Education**

Exploring options for expansion into international markets particularly in Brazil

- **EdAssist**

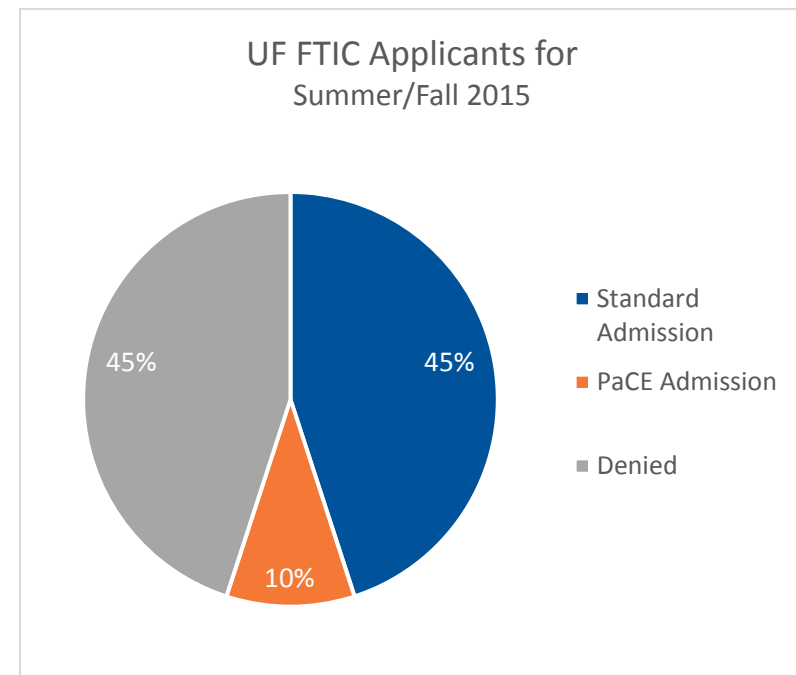
Connecting with corporate clients and their employees to maximize the benefits of corporate tuition assistance programs

- **Combined Degree Programs**

Developing curricular pathways for students to enroll in graduate level classes and pursue an advanced degree while still an undergraduate

- **Pathway to Campus Enrollment (PaCE)**

Through PaCE UF has been able to offer admission to over 3,000 additional applicants, an increase of 22% in the size of UF's admitted pool. Over 270 students have accepted the offer to enroll at UF through PaCE.



The Year Ahead

1. Engage on the future of UF Online

- Campus wide dialogue on how to shape the future of UF Online as *the top online undergraduate program in the country*
- Fresh look at strategic goals, operations, and vendors
- Update our Business Plan

2. Sustain & grow enrollment

- Continue our strategic marketing: in-state market saturation; boost out of state and global awareness
- Augment our offerings with additional, meaningful majors and courses

3. Boost the online student experience

- Foster community and opportunities to connect, collaborate, and network
- Continue to tailor student orientation and to ensure continued support for the online student

4. Lead online learning through innovation & discovery

- Ensure UF Online is a learning program, able to grow and adapt, informed by OLI of the latest research to deliver dynamic programs.
- Explore innovative pilots with faculty leaders (e.g., virtual labs).

5. Continued operational excellence

- As we grow, continue to gain strategic efficiency and find savings
- Use metrics and feedback to guide growth

Challenges

Online
Intensive Labs

Textbook
Affordability

Cost of
Assessment


Student
Engagement

Recruiting
Out-of-state
Students

Student Feedback

“I have achieved one of my greatest dreams! I am a Florida Gator...and it's one of the best feelings in the whole world! Thank you UF Online for giving me the opportunity to earn my degree on my terms and my time. I couldn't have done it without you.”

D. Miles, BSBA, 2014



Mariah Shae Martinez reviewed University of Florida Online — 5★
April 8 · 🌐

From the beginning of the application process, all the way through getting enrolled, UF online staff has been incredibly helpful, accommodating, and patient. I'm loving my classes as well! UF really has the online schooling option down to a science (an easily understandable science)!

Live Laugh Love Which major u pick
April 15 at 7:41am · Like · 👍 1

Mariah Shae Martinez I chose the Telecommunications major.
April 15 at 7:45am · Like · 👍 1

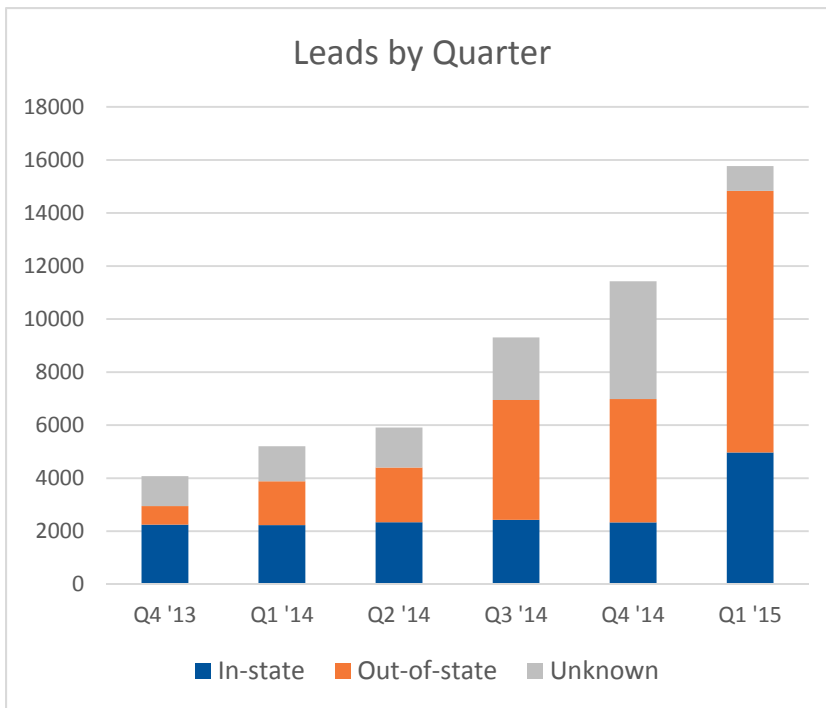
Live Laugh Love Are you liking how the system is set up and it's more simple than going to a class?
April 15 at 9:03am · Like

Mariah Shae Martinez The system is organized very well. I chose online because I have an infant and want to be at home with her. It's not more simple than going to a class, just different.
April 15 at 10:23am · Like

Recruitment

Lead Volume

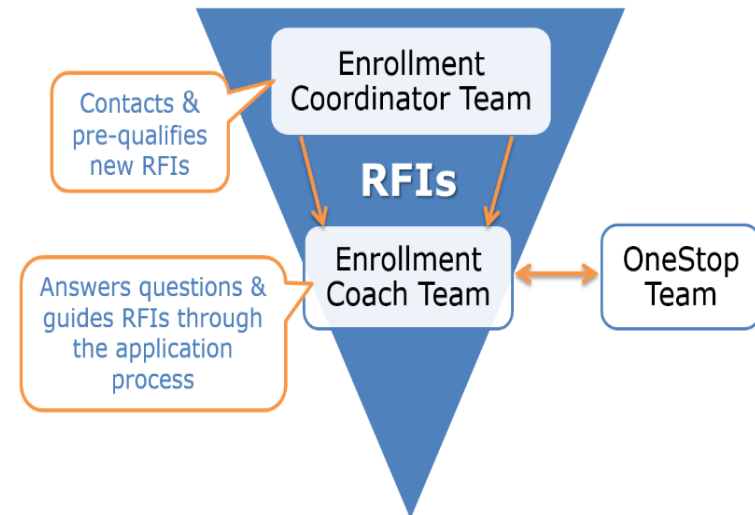
The volume of leads continues to increase with particularly strong growth in the number of leads from outside of the state



Note: The issue of "Unknown" leads was fixed in 2015. All channels now report on this data element.

Recruitment Process

The recruitment team works closely with the UF Online OneStop to follow up with the 5,000+ monthly requests for information (RFIs).



Marketing Strategy

Primary components

- Position UF Online as the best value among top-tier online undergraduate programs.
- Drive national and local lead generation through value, brand and degree-specific messages on targeted media channels.

Foundational messaging to support the marketing strategy

Excellent	Affordable	Extensive	Convenient
<ul style="list-style-type: none">• Top-tier University• Emphasis on highly respected ranking• Join the Gator Nation	<ul style="list-style-type: none">• Affordable excellence without compromise• Deeply discounted tuition• Low cost for high quality	<ul style="list-style-type: none">• 14 bachelor's programs by spring 2016	<ul style="list-style-type: none">• Transfer credits accepted• 100% online• Progress at your own pace from wherever you are

Application of foundational messaging

Be Greater. Be a **Gator**.

Learn more about the top-tier degrees now available 100% online from the University of Florida.

Gators, At Your Service

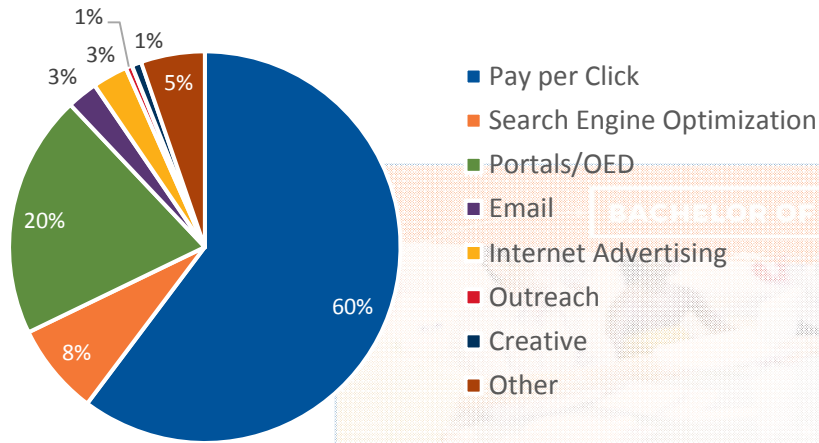
UF's technical assistance, academic advising and other resources help you make the most of your online education.

Great Value. Greater Degree.

Our affordable tuition rates and financial aid options make the University of Florida a great place to earn a top degree, for less.

Marketing Spend & Assets

Spend by Channel for Q1-Q2 2015



Selection of Marketing Assets

BACHELOR OF ARTS IN SOCIOLOGY

Great is making the world a better place.

It takes great passion to study the causes and consequences of human behavior. When you choose the **UF Online Bachelor of Arts in Sociology degree**, you earn the same career-building credentials as our on-campus students. Our interdisciplinary curriculum offers a unique focus on social inequalities and social diversity. Earning a degree in a field you love is great, but earning a degree that can help you get hired is even greater.

Program Highlights

- Prepare for careers in social and community services, health and counseling services, market research, administrative management and human resources management.
- Learn about the most pressing social problems in health, marriage and families, crime and deviance, U.S. and global poverty, and inequality.
- Receive extensive skills training in research, data analysis and communication.
- Benefit from 100% online coursework so flexible you can complete your general education requirements concurrently with your degree-specific courses.

A Great Curriculum | Possible Course Topics

- Principles of Sociology
- Criminology and Deviance

FINISH WITH A WEALTH OF KNOWLEDGE

NOT A PILE OF DEBT.

Funding your college education doesn't have to break the bank. At **\$129.18** per credit hour, you will receive one of the lowest in-state tuition rates available to Florida residents when you transfer to UF Online. It's not how you start that matters. It's how you finish. FinishatUF.com

FLEXIBLE

Bachelor's in Anthropology

- ✓ 100% Online
- ✓ Nationally Ranked
- ✓ Join the Gator Nation

JOIN THE GATOR NATION

○ Program Brochure

○○ Newspaper Ad

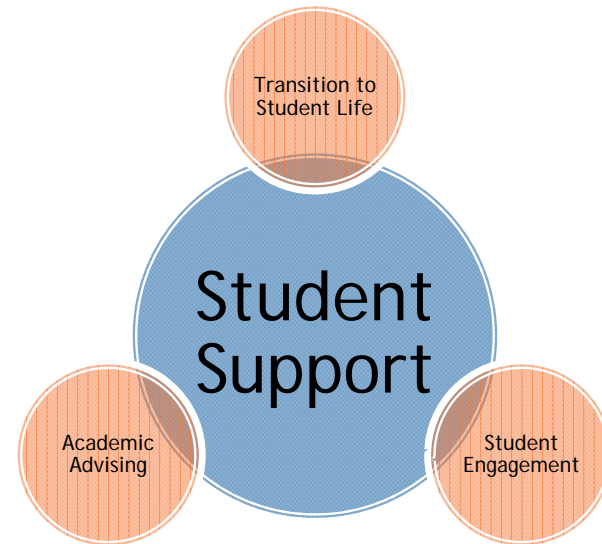
○○○ General Brochure

○○○ Web Banner Ad

○○○○ Booth

Student Support

- Transition support
 - LINKS, online orientation
 - First Year Florida, one credit success seminar
- Specialized advisors in the colleges and departments
- Student engagement opportunities
 - Career counseling
 - Virtual job fairs
 - Wellness social media campaigns
 - Counselling through the U Matter We Care Program



“There are a lot of resources available to me even though I'm not in Gainesville.”

Carrie, 1HH, Sport Management major

“I really appreciate the extra effort y'all put in to make sure we know what we're doing and how to do what needs to be done.”

Selena, 3LS, Criminology major

Research: Online Learning Institute

- Fully staffed with four eminent scholars from the Colleges of Education, the Arts, Engineering, and Journalism & Communications
- Funded from UF general budget
- **Projects in Progress:**
 - Assessment of Psychology courses
 - Assessment of Warrington College of Business courses
 - Evaluation of SmartThinking (online tutoring) as a supplemental resource
 - Impact of tuition on students' perceptions of online programs
- **Projects Planned:**
 - Survey of PaCE students
 - Attention and metacognition in online environments
 - Enhancing learning, civility and trust in large online classes
 - Supporting high-quality online discussion
- **Proposals submitted:**

As of August 2015, 11 proposals submitted to eight agencies with a total ask of nearly \$21,000,000. No awards have been made, but most proposals are pending.