University of West Florida
2012 Work Plan Update
• Freshman Class 1,463 +17%
• 12,021 Students Fall 2011
• Ethnic Diversity Fall 2011 34%
• 1,950 Units On-Campus Housing
• FTIC Applications up 125%

• Accepts up 120%
• Transfers Accepts up 11%
• 2,849 Military Students
• 450 Online Courses
• 30,000 UWF Grads in NWFL
Recognition Partnerships Programs

Forbes, One of America’s Top Colleges

U.S. News and World Report, One of the Top Online Education Programs

“Green College”

One of the best colleges in the Southeast

2011 “Great Colleges to Work For”

2011 Military Friendly School

NAVY FEDERAL

G.I. JOBS
High Quality Student Learning

**Academic Quality**
- Student Development – 21st Century skills
- Strong Mentoring Program
- Service Learning Activities

**Operational Efficiency**
- Enhanced Advising
- Robust Student Living & Learning Environment
- Career Advising

**Return on Investment**
- Increased Graduate and STEM Degrees
- Outsourcing and Renegotiating Contracts
- Creation of the Business Enterprises DSO
Key Performance Indicators

Academic Quality and Operational Efficiency

- **Average SAT Scores and GPA**
- **Freshman Retention Rate** -2.1%
- **FTIC Graduation Rate**
  - 4yr. -1.2%
  - 6yr +.2%
- **AA Transfer Graduation Rate**
  - 2 yr -4.6%
  - 4 yr -6.3%
Key Performance Indicators

Return on Investment

- Bachelors Degrees Awarded  +11.5%
- Graduate Degrees Awarded  +48.9%
- Graduate Degrees in STEM  +9.1%
- Annual Gifts Received  +13.5%
Purposeful Growth

ENROLLMENT PLAN

NEW PROGRAMS

Undergraduate Headcount (Fall)
Graduate Headcount (Fall)
Non-Degree Headcount (Fall)
FTE (Annual) - SUS Definition
Differential Tuition

Institutional Investment

Recruit

Retain

Specialized Program
Differential Tuition

Student Success Plan

Undergraduate Research

2 + 2 Enrichment
Capital Improvement TF

Intramural Athletic Fields

Field House Bleacher Install