A presentation to the Florida Board of Governors: Innovation and Online Committee

Dr. Pam Northrup,
Associate Provost
Executive Director, Innovation Institute
University of West Florida
Introduction

• The University of West Florida was named as the lead institution in Chapter 1006.735, Complete Florida... “for the purpose of recruiting, recovering, and retaining the state’s adult learners and assisting them in completing an associate degree or a baccalaureate degree that is aligned to high-wage, high-skill workforce needs.”
Recruit and retain adults to degree completion

Recommend streamlined strategies for admissions and registration

Recommend reduced costs

Connect adults to careers in Florida

OUR CHARGE
Organization of Project

• Lead Institution: The University of West Florida
  – Dr. Pam Northrup, Associate Provost/Executive Director Innovation Institute – Leading Complete Florida
  – Complete Florida Team (Enrollment, Admissions, Registrar, Financial Aid, IT, Distance Learning, College Reps, Advising, Military Education, Accreditation)
  – Institutional Advisory Team (Provost, Vice Provost, Associate Provost, College Deans, AVP Enrollment Management)
OUR PARTNERS

- Barry University
- Hodges University
- St. Thomas University
- Florida Gulf Coast University
- IRSC (Indian River State College)
- University of Central Florida
- FIU (Florida International University)
- Palm Beach Atlantic University
- University of West Florida
- St. Petersburg College
- Florida Virtual Campus
- DEO (Florida Department of Economic Opportunity)
- DANTES
- State University System of Florida Board of Governors

The Florida College System
Organizational Structure

• Statewide Complete Florida Team
  – Rebecca Rust, Department of Economic Opportunity
  – Dr. Richard Stevens, Director, Academic and Student Affairs, Florida Board of Governors
  – Abbey Ivey, Director of Academic Affairs, Division of Florida Colleges
  – Dr. John Oppor, Executive Director, Distance Learning and Member Services, FLVC
  – Taheesha Quarrels, Strategic Planning Defense Activity for Non-Traditional Educational Support (DANTES)
Organizational Structure

- **Statewide Complete Florida Team**
  - **Vicki Westergard**, Executive Director, e-Campus; St. Petersburg College
  - **Jana Kooi**, President Open Campus, Florida State College at Jacksonville
  - **Paul O’Brien**, Vice President of Institutional Technology, Indian River State College
  - **Dr. Joyce Elam**, Dean, University College, Florida International University
  - **Dr. Tom Cavanagh**, Associate Vice President Distributed Learning, University of Central Florida
  - **Dr. Cathy Duff**, Associate Vice President, Academic & Curriculum Support, Florida Gulf Coast University
Organizational Structure

• Statewide Complete Florida Team
  – Dr. Karen Rasmussen, Associate Director, Innovation Institute, University of West Florida
  – Dr. Andrea Allen, Dean, School of Adult and Continuing Education, Barry University
  – Dr. Kim Spiezio, Executive Vice President of Academic Affairs and Provost, Hodges University
  – Dr. Patricia Bassett, Director of Online Learning, Palm Beach Atlantic University
  – Rev. Edward A. Blackwell, Jr., Ed.D., Director, University Planning and Academic Compliance, St. Thomas University
Primary Strategies for Success
1. Primary Market

- 2.2 million adults in Florida some college/no degree
- 43,091 SUS “non-completers” with initial entry dates (to an SUS institution) from 2003 to 2011
- Estimate similar numbers for Florida College System
- 33% of veterans have some college and no degree

Complete Florida is a strategy to bring these adults back to school and connect them to a career

http://blip.tv/thebif/the-complete-florida-initiative-6767072
COMPLETE FLORIDA is proud to serve active duty military and veterans through this program.
2. Targeted Curriculum

- Degree programs aligned to career and workforce demands in Florida at the A.A., A.S. and bachelors levels
  - Information Technology
  - Healthcare
  - Business
  - Education
COMPLETE FLORIDA offers degrees that match the workforce needs of the state. Getting a degree provides a great opportunity for **future jobs and career advancement**.
COMPLETE FLORIDA will offer
50 DEGREE PROGRAMS

Associate of Arts SPC, FSCJ and IRSC

Business and Management
- Management and Organizational Leadership, BAS
- Technology Management, BAS
- General Business, BS
- BBA Finance
- Supply Chain Management, AS,
- Industrial Management Technology, AS,
- Logistics, BAS,
- Supervision and Management, BAS,
- IT Management, BAS,
- Organizational Management, BAS,
- Business Administration, BS,

Training and Development Specialists
- BBA Human Resource Management,

Public Relations Specialists
- Communications Arts, Organizational Communications, BA,
- Converged Communications, BS,
- English/Technical Communications, BA,

Education
- Early Childhood Education, B.,
- Technical Education and Industry Training, BS,
- Exceptional Student Education, BS
COMPLETE FLORIDA will offer
50 DEGREE PROGRAMS

General Completion
• Career and Professional Education, BS, UWF Liberal Studies, B.A. Interdisciplinary Studies, BA/BS,

Healthcare
• Healthcare Administration, BS, Healthcare Informatics, AS, Health Services Administrator, BAS
• BSN,
• Nursing (AS to BSN and RN to BSN),
• Health Services Administration, BS,
• Health Science, BS

Information Technology
• Computer Networking, AS,
• IT Security, AS,
• Interdisciplinary Information Technology: Networking/Telecommunications,
• Interdisciplinary Information Technology: Cyber Security,
• Computer Science, BS
• Bioinformatics, BS,
• Computer Forensics, BS,

Professional Studies/Social Science
• Criminal Justice, BS
• Legal Studies, BS
• Fire Science, AS,
3. Complete Florida Partners

Partner Institution

- Local Marketing
- Admission & Enrollment
- Degree Programs
- Award Degree
- Partner to solve specific issues

Focused Services: UWF as Lead Institution

- Statewide Marketing
- Streamlined Application Process
- Concierge-Based Support
- Accelerated Model Development
- Connection to Internships and Jobs
4. Adult Student Experience

- **Common “marketplace”** for prospective students to learn about distance learning programs that work well for degree completion.
- **Streamlined process** to admit adults who have some college and no degree.
  - Common Application
  - Re-admission
  - Conditional Admissions
- **Accelerated model** to get students to completion more quickly
  - Prior Learning Assessment
  - Competency-Based Education
  - Accelerated Starts
  - MOOCs (developmental)
4. Adult Student Experience

- Partnering with institutions around the state to offer the **best services and support** available
  - Concierge-based support for all Complete Florida students
  - Dedicated enrollment/advising at all institutions
  - Statewide Military Coach

- **Connecting degrees to workforce needs** and encouraging students throughout their experience toward a better future.
FLVC + COMPLETE FLORIDA

FLVC Student Services woven into Complete Florida
FLVC Distance Learning Course Catalog
CRM Messaging Tool
Collaborative Development of Workflow for Streamlined Admissions
Implementation Status
• Information Technology Program (110 students)
  – Interdisciplinary Information Technology – Networking and Telecommunications, UWF

• Healthcare Program (120 students)
  – RN to BSN, UWF
May 2014 Start

- **Associate of Arts** – St. Petersburg College
- **MOOCs**
  - Developmental Math MOOC – St. Petersburg College
  - Safety Function Action for Disaster Responders MOOC – Barry University
- **Information Technology Programs**
  - Computer Networking, A.S. – St. Petersburg College
  - Interdisciplinary Information Technology – Networking and Telecommunications, B.S. - UWF
- **Healthcare Programs**
  - RN to BSN – UWF
  - Emergency Management, B.S. – Barry University
  - Health Records and Information Management, B.S. – St. Thomas University
- **Business & Management**
  - Industrial Management, A.S. – Florida State College at Jacksonville
  - Organizational Leadership, B.A. – St. Thomas University
  - Fire and Emergency Services Management, B.S. – St. Thomas University
  - Supervision and Management, B.S. – Florida State College at Jacksonville
  - Business Administration, B.S. – Florida State College at Jacksonville
- **Professional Studies & Social Sciences**
  - Career and Professional Studies, B.S. – University of West Florida
- **Education**
  - Early Childhood Education, B.S. – Florida State College at Jacksonville
Performance Measures

- Entry attributes (# of credit hours, good standing)
- Enrollments by Institution
- Military and Veterans
- Financial Aid Receipt
- Target “early alerts”
- Persistence semester to semester
- Persistence rate
- Time to degree
- Graduation
- Employment
Projected Enrollments

IN FIVE YEARS

• Students in Florida 10,000

IN TEN YEARS

• Students in Florida 20,000
Get credit for what you know and complete your degree sooner than expected.

Sign up Today!
Complete Florida
Your Complete path to a College Degree!
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For more information about Complete Florida, http://completeflorida.org

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