

# Widening Participation

UF Online Annual Report: 2018-2019  
and  
Our Plan for the Future: 2020-2024

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**UF** **ONLINE**  
UNIVERSITY *of* FLORIDA

[UFONLINE.UFL.EDU](https://ufonline.ufl.edu)

# The Unique UF Online model

- Students learn from the same UF Faculty that teach on campus.
- Students earn the same UF degree that's regionally and nationally accredited.
- We apply the same UF admissions standards.
- UF students – residential and online – are supported with a rich student experience.

## *Plus*

- A Dedicated Academic Advisor for each online student. All in their own virtual campus.
- Cutting edge courses + experiential learning programs + undergrad research + more
- Affordable Excellence: UF Online students pay 40% lower tuition and fees than campus
  - Students pay only 3 fees: Capital Improvement, Financial Aid, and Technology.  
No Distance Learning Fee. Students may customize further with the Optional Fee Package.

# Today

- 1) UF Online 2018-2019 Annual Report Presentation
  - ❖ Exceeding National Benchmarks: 3 Key Areas of UF's Impact
- 2) Status of Implementation of UF Online Business Plan, 2019-2024
  - ❖ UF Online Advisory Board requested revised projections to focus on continued expansion but *first and foremost a focus on quality programs and student experience.*

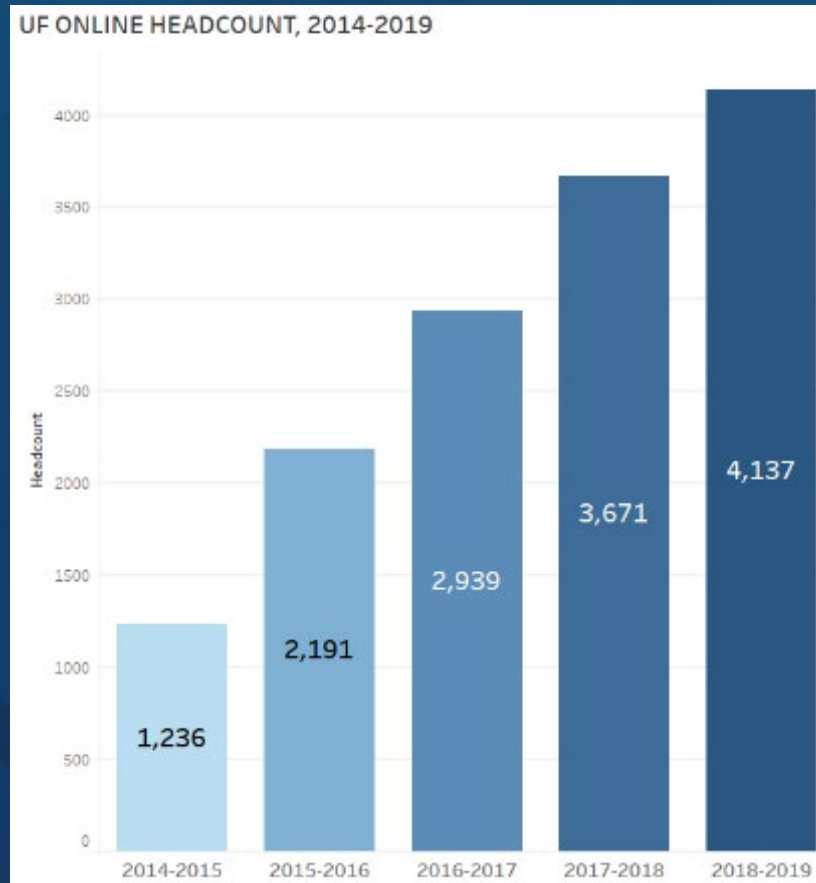
# UF is Widening Participation

## *Outpacing National Trends in Higher Education*

College enrollments declining across higher education:

- College enrollment in the U.S. has decreased for the 8th year in a row, now a drop of more than 10% since 2010-2011
- Four-year public institutions saw a drop of 0.9% YOY
- *UF Online grew 12% YOY*

[Source: National Student Clearinghouse Research Center Spring 2019 Report](#)



Online enrollments are only up slightly across U.S. institutions:

- National online enrollment up .7% while overall declines
- Majority of growth remains at graduate level and not in bachelor's degree programs

• [Source: Inside Higher Ed Online Education Ascends](#)

# UF Offers **Unique** Online Academic Majors and Experiences

## **Arts, Communication, and Journalism Majors:**

- B.A., Digital Arts and Sciences, UF College of the Arts
- B.H.S., Communication Sciences and Disorders, UF Public Health and Health Professions
- B.S., Advertising: Persuasive Messaging, UF College of Journalism and Communications
- B.S., Journalism: Sports & Media, UF College of Journalism and Communications

## **Education Major:**

- B.A., Education Sciences, UF College of Education

## **First Online major in Tourism:**

- B.S., Tourism, Event and Recreation Management, UF College of Health and Human Performance

## **STEM Majors + Bootcamp Labs :**

- Majors in Microbiology & Cell Biology (B.S.); Biology (B.A); Env Management (B.S.)
  - *Microbiology Labs in Bootcamp formats*
  - *Chemistry Labs in Bootcamp formats*
- Computer Science, B.S. – fastest growing major!
- Plus, fostering STEM Faculty engagement, systemwide: STEMPowered

## **UFO-X: Experiential Learning Opportunities (11)**

- Biology Field Work: Treetop Biodiversity (5 weeks)
- International Studies (1 week; Paris or Costa Rica)
- Reporting from MLB spring training (1 week)
- Documentary-style Story making (1 week)

# UF Online Bachelor's Degrees (25)

*\*new*

- *B.S., Advertising: Persuasive Messaging \**

- B.A., Anthropology

- B.A., Biology

- B.A., Business Administration

- |                       |                      |
|-----------------------|----------------------|
| • Anthropology        | • Geology            |
| • Economic Geography  | • Mass Communication |
| • Educational Studies | • Sociology          |
| • General Business    | • Sport Management   |

- B.S., Business Administration

- B.H.S., Communication Sciences & Disorders

- B.S., Computer Science

- B.A., Criminology

- B.A., Digital Arts and Sciences

- B.A., Education Sciences

- B.S., Environmental Management

- B.S., Fire & Emergency Services

- |                        |                              |
|------------------------|------------------------------|
| • Fire Management      | • Emergency Medical Services |
| • Emergency Management |                              |

- B.A., Geography

- *B.A., Environmental Geosciences \**

- B.A., Geology

- B.S., Health Education & Behavior

- *B.S., Journalism: Sports and Media \**

- B.S., Microbiology & Cell Science

- B.S.N., Nursing

- B.A., Psychology

- B.A., Public Relations

- B.A., Sociology

- B.S., Sport Management

- B.S., Telecommunication Media & Society

- *B.S., Tourism, Event and Recreation Management\**

# Providing High Value for Students: Keeping College Affordable

	Average Debt	% of students that borrowed
UF Online	\$18,146	43%
Florida average	\$24,428	44%
US average	\$29,200	65%

**UF Online is most affordable  
online bachelor's in state system,  
the country**



**To date, UF online has saved  
Floridians over \$17.6 million in  
tuition and fees alone.**

- In two years, UF Online decreased the percentage of borrowers from 53% to 43%. At the same time, average debt was reduced, as well.

- *Source: The Project on Student Debt*  
<https://ticas.org/our-work/student-debt/>



# #4

BEST ONLINE  
BACHELOR'S  
PROGRAM



ALL 4 THE GATORS,  
STAND UP AND HOLLER!

**UF** ONLINE



#2

2020 BEST ONLINE  
BACHELOR'S PROGRAM  
FOR VETERANS

**BEST**  
ONLINE PROGRAMS

& WORLD REPORT  
**U.S. News**

VETERANS  
BACHELOR'S  
2020

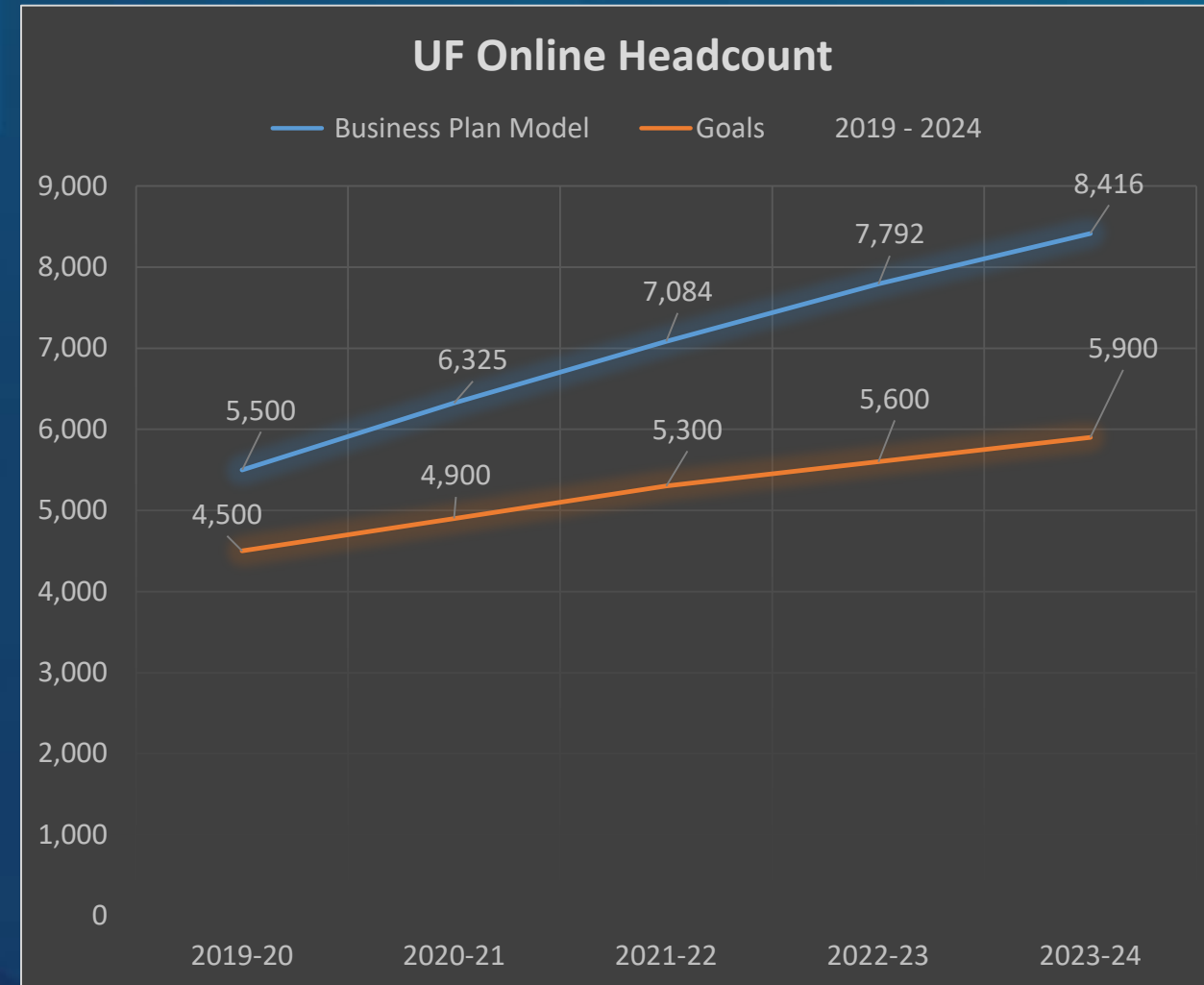
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# UF Online Headcount Goals

- Continued focus on expansion,
- Great demand for admissions yet recognition of challenging admissions denial rates (55% denied overall; some majors 70% denial rate; FTICs highest denial rate), and
- Lower than anticipated enrollments from Walmart, Disney, & Discover.

AY	Business Plan	Revised
2019-20	5,500	4,500
2020-21	6,325	4,900
2021-22	7,084	5,300
2022-23	7,792	5,600
2023-24	8,416	5,900



# UF Online Business Plan, 2019-2024

- Goal 1: Robust Student Learning via UF Online
  - \*UF Faculty leading in research, course design and teaching\*
- Goal 2: Smart Design of Academic Programs
  - \*Workforce-relevant and rigorous academic pathways\*
- Goal 3: Supported Online Student Experience
  - \*Ensuring each UF Online student a personal UF academic advisor\*
- Goal 4: Strategic Marketing and Recruitment
- Goal 5: Smart Growth and Data-Driven Operations

***THANK YOU***

