

UF Online



Presentation to Innovation and Online Committee

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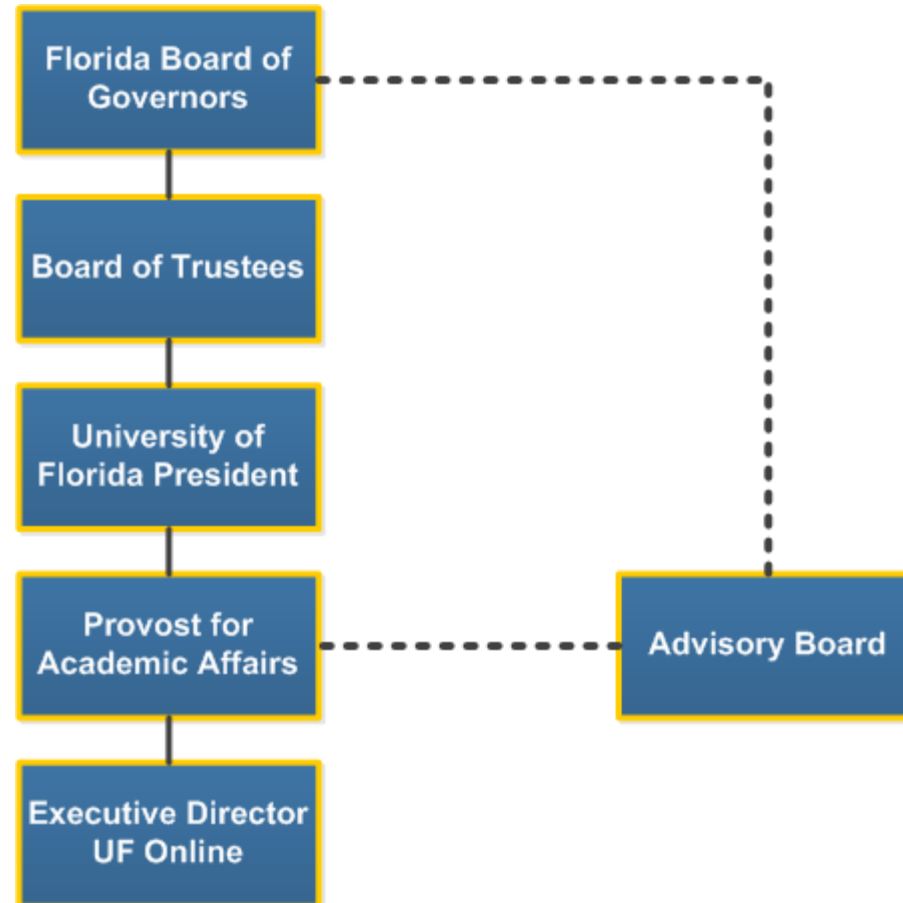
**Provost and Senior Vice President for Academic Affairs
University of Florida**

March 19, 2014

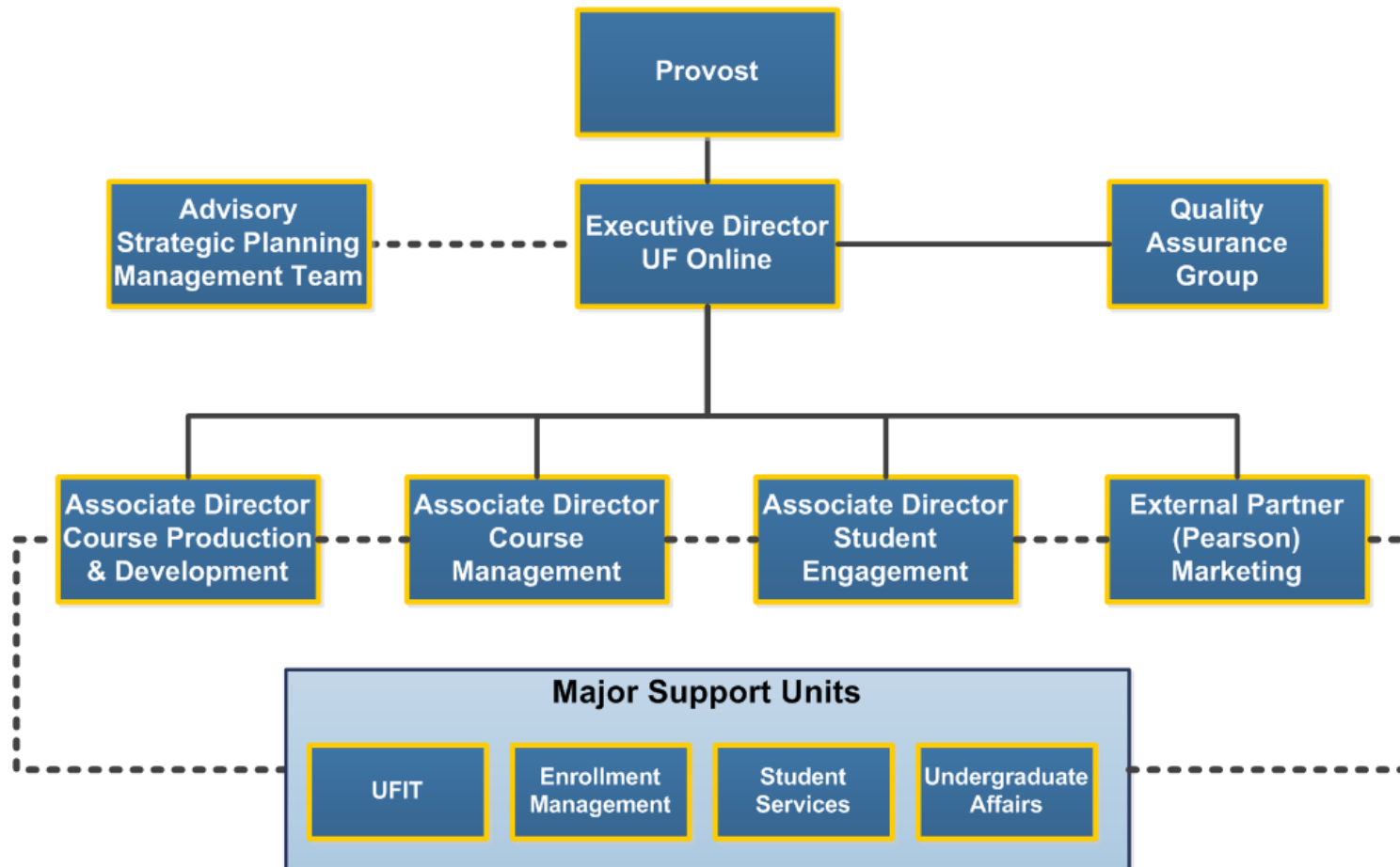
Office of the Provost

UF | UNIVERSITY of
FLORIDA

Organization



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Pearson Learning:

- Market research
- Marketing services
- Enrollment management support services
- Persistence/retention programs
- Proprietary digital content
- On-demand student support
- Joint research and support

Implementation Status: Up and Running!

Student Demographics:

- 583 students enrolled in one or more sections
 - (296 Male, 287 Female)
 - (197 Full time, 386 Part time)
 - 539 Florida residents
 - 32 Lower division, 551 Upper division

Enrollment in Majors

- **12 Environmental Management (Agriculture)**
- **401 General Business**
- **43 Health Education & Behavior**
- **62 Sport Management**
- **65 Criminology & Law**

Sections

- **12 offered by AG**
- **4 offered by AR**
- **16 offered by BA**
- **2 offered by FA**
- **24 offered by HH**
- **37 offered by LS**
 - **26 additional courses will pilot summer 2014**
 - **53 additional courses to pilot fall 2014**

Applicants

Applications for Admission for Summer and Fall 2014

| Applied Major | Applicants | Applied Status | | | Final Action | | |
|----------------|------------|----------------|------------|------------|--------------|-----------|-----------|
| | | Freshman | Transfer | Pending | Admitted | Denied | Cancelled |
| BIO | 15 | 15 | 0 | 9 | 3 | 3 | 0 |
| CJ | 75 | 10 | 65 | 66 | 4 | 4 | 0 |
| GBA | 10 | 10 | 0 | 9 | 0 | 1 | 0 |
| GY | 2 | 0 | 2 | 2 | 0 | 0 | 0 |
| HEB | 64 | 14 | 50 | 54 | 6 | 3 | 1 |
| IBA | 316 | 21 | 295 | 227 | 37 | 40 | 0 |
| IS | 28 | 4 | 24 | 22 | 1 | 4 | 0 |
| PSY | 69 | 13 | 56 | 53 | 2 | 9 | 0 |
| SPM | 37 | 5 | 32 | 28 | 2 | 7 | 0 |
| <i>totals:</i> | <i>616</i> | <i>92</i> | <i>524</i> | <i>470</i> | <i>55</i> | <i>71</i> | <i>1</i> |

| Final Action Details | | | | | |
|----------------------|----------|----------|----------|-----------|----------|
| Admitted | | Denied | | Cancelled | |
| Freshmen | Transfer | Freshmen | Transfer | Freshmen | Transfer |
| 3 | 0 | 3 | 0 | 0 | 0 |
| 2 | 2 | 1 | 3 | 0 | 0 |
| 0 | 0 | 1 | 0 | 0 | 0 |
| 0 | 0 | 0 | 0 | 0 | 0 |
| 0 | 6 | 1 | 2 | 0 | 1 |
| 0 | 37 | 0 | 40 | 0 | 0 |
| 0 | 1 | 1 | 3 | 0 | 0 |
| 0 | 2 | 2 | 7 | 0 | 0 |
| 1 | 1 | 0 | 7 | 0 | 0 |
| 6 | 49 | 9 | 62 | 0 | 1 |

| | |
|------------|--|
| BIO | BIOLOGY |
| CJ | CRIMINOLOGY |
| GBA | BUSINESS ADMINISTRATION - GENERAL STU |
| GY | GEOLOGY |
| HEB | HEALTH EDUCATION AND BEHAVIOR |
| IBA | GENERAL BUSINESS |
| IS | INTERDISC STUDIES/AG |
| PSY | PSYCHOLOGY |
| SPM | SPORT MANAGEMENT |

Plans and Goals

Continue to add majors at rate of 5 per year.

Upcoming in 2014-15:

- Telecommunications
- Computer Science
- Nursing
- Biology
- Psychology

Goals

- 35 programs in next ten years
- 24,000 students annually
- Expand availability of General Education courses to SUS and FCS students throughout the state
- Expand availability of dual enrollment courses to high school students throughout the state

Strategies for Success

- Vigorous Recruitment
- Development of Online Student Services
- High Quality Production Values
- Energetic retention/coaching/tutoring partner (Pearson Learning)
- Leveraging UF's brand in partnership with Pearson Learning and 160/90

Primary Challenges

- Marketing and recruitment of students – particularly incoming freshmen
- Student engagement
- The state of the art in academic analytics
- Delivery of laboratories

Measuring Performance

- Are we meeting the goals laid out in the business plan?
- Retention metrics
- Assess progress to degree (Requires definition of “appropriate” progress to degree in online setting)
- Student engagement and satisfaction
- Post-graduation employment
- Employer satisfaction

Support Needed from BOG

- Thanks for the support and guidance you have already given
- Work together to minimize duplication of offerings – we now have most of the Gen Ed core and many upper division offerings on line, so there is no point in duplicating these offerings elsewhere in the system
- A little patience, and confidence that this will work in a rapidly evolving environment!
- Dedicated funding for UF Online Research Center. A system-wide asset for the research, development, and dissemination of innovation and best practices in online learning.

