

UF Online Comprehensive Business Plan

Appendix L: Performance Measures & Benchmarks 2013-2019

Metrics derived from CS/CS/Senate Bill 1076: (g) Beginning January 2014, the university shall offer high-quality baccalaureate degree programs that:					
1	Bill 1076: Accept full-time, first-time-in-college students Goal: Enrollment of full-time, first-time-in-college students Objective: TBD				
	EVAL DATA	MEASURE	DATA SOURCE	METRIC	NOTES
ORIGINAL PLAN			Office of Admissions and Enrollment Management	Report the number of enrolled students that are: <ul style="list-style-type: none"> Full-time, first-time Part-time, first-time Full-time, not first-time Part-time, not first-time 	These four cohorts a) aligned with new IPEDs reporting cohorts, b) include counts of transfer students (not first time), and c) allow for an understanding of the entire student body. Due to the UF admissions cycle, FTIC students will be enrolled for the first time in summer 2014.
2014-2015 AY REPORT	Official university data collection records	See attachment 1 for supporting data.			
2	Bill 1076: Have the same rigorous admissions criteria as equivalent on-campus degree programs Goal: Online admission criteria equivalent to residential program for FTIC students at UF. Objective: OL and residential students are evaluated for admission based on the same criteria.				
	EVAL DATA	MEASURE	DATA SOURCE	METRIC	NOTES
ORIGINAL PLAN	Official university data collection records	Mean weighted GPA and mean SAT scores	Office of Admissions and Enrollment Management	TBD	
2014-2015 AY REPORT				UF Online students were evaluated based on the same criteria (weighted GPA, rigor of curriculum [AP/IB/AiCE/dual enrollment], test scores, essay and extracurricular activities) as residential students.	Based on the pool of applicants the middle 50% GPA and test scores will vary from year to year

3	Bill 1076: Offer curriculum of equivalent rigor to on-campus degree programs Goal: OL and residential programs should have identical student learning outcomes and Academic Learning Compacts (ALC) Objective: To insure that UF Online courses offer the same quality education as residential courses.				
	EVAL DATA	MEASURE	DATA SOURCE	METRIC	NOTES
ORIGINAL PLAN	TBD	TBD	TBD	OL and residential programs should have identical ALCs	
2014-2015 AY REPORT	Academic Learning Compacts	UF Online programs use the same Academic Learning Compacts as the resident versions of the programs. UF Online is working with UF's Office of Institutional Assessment to pilot outcome tracking within Canvas (for UF Online and Resident programs) during spring 2015.			
4	Bill 1076: Offer rolling enrollment or multiple opportunities for enrollment throughout the year. Goal: To offer additional, appropriate opportunities for enrollment Objective: Identify and test opportunities				
	EVAL DATA	MEASURE	DATA SOURCE	METRIC	NOTES
ORIGINAL PLAN	TBD	TBD	TBD	Report student headcounts by term for both OL and residential students at UF	
2014-2015 AY REPORT		See Attachment 2 for headcount data.	Office of Admissions and Enrollment Management		Admissions has implemented rolling admissions for FTIC and transfer students allowing multiple entry points to UF Online. Policies have been adjusted to allow deferral of admission decisions for up to one year and automatically migrating incomplete applications to the next term for up to one year from initial application term.
5	Bill 1076: Do not require any on- campus courses. However, for courses or programs that require clinical training or laboratories that cannot be delivered online, the university shall offer convenient locational options to the student, which may include, but are not limited to, the option to complete such requirements at a summer-in-residence on the university campus. The university may provide a network of sites at convenient locations and contract with commercial testing centers or identify other secure testing services for the purpose of proctoring assessments or testing. Goal: TBD Objective: TBD				
	EVAL DATA	MEASURE	DATA SOURCE	METRIC	NOTES
ORIGINAL PLAN	NA	NA	NA	Narrative section in annual report	The annual report will include a narrative with a status on lab location and testing centers.

2014-2015 AY REPORT					A chemistry “bootcamp” has been developed for summer 2015 which will allow students to conduct intensive labs on campus or at research centers around Florida.
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6 Bill 1076: Apply the university's existing policy for accepting credits for both freshman applicants and transfer applicants.
Goal: TBD
Objective: TBD

	EVAL DATA	MEASURE	DATA SOURCE	METRIC	NOTES
ORIGINAL PLAN	TBD	TBD	Office of Admissions and Enrollment Management	Number of credits awarded for both online and residential students	
2014-2015 AY REPORT		Average transfer credits for UF Online is 84 transfer credits. This exceeds the numbers for our residential population. However, the number of credits accepted into a residential degree program is limited to 60.			

Additional measures proposed by UF

7 Bill 1076: N/A
Goal: OL program maintains student engagement at the same level as residential students
Objective: OL students will be engaged in the learning process as evidenced by student and faculty survey responses and CMS analytics

	EVAL DATA	MEASURE	DATA SOURCE	METRIC	NOTES
ORIGINAL PLAN	Survey data demonstrating that OL students are engaged in the learning process and analytics of CMS	Percent of positive survey respondents and percent of indicators of student engagement	Student engagement survey instrument and CMS		Relevant categories of questions from the survey will be reported and used to determine how results will be used to improve program strategies related to student engagement.
2014-2015 AY REPORT		The Quality Assurance committee uses the student feedback from the UF Faculty Evaluation to inform recommendations for course improvement. Login data from the Course Management System have not been available to the reviewers thus far, however, UF is currently working with Instructure to access this information. Response rates in student evaluations for UF Online sections have been comparable to rates for residential sections with some variation			

		between colleges (around 40% for spring and 30% for summer terms).			
8	Bill 1076: N/A Goal: Ensure OL student retention rate is comparable to online peer institutions Objective: OL students will have retention rates comparable to online peer institutions				
	EVAL DATA	MEASURE	DATA SOURCE	METRIC	NOTES
ORIGINAL PLAN	Student retention data	Annual student retention data	University of Florida and Peer Institutions data	TBD	Data will be also provided to compare retention rates of OL FTIC students to FTIC residential students and retention rates of OL Transfer students to Residential Transfer students.
2014-2015 AY REPORT		See attachment 3 for retention data for the UF Online population only. These data do not address the larger question of how UF Online retention rates compare to other institutions or to residential students, but it does demonstrate strong retention rates so far for UF Online students.			
9	Bill 1076: N/A Goal: Ensure OL student 6-year graduation rate is comparable to online peer institutions Objective: OL students will have graduation rates is comparable to online peer institutions				
	EVAL DATA	MEASURE	DATA SOURCE	METRIC	NOTES
ORIGINAL PLAN	Official university data collection and peer institution records	6-year graduation rate	Official university data collection and peer institution records	Graduation rates for UF Online programs, identical to peer institutions	Data will also be provided to compare OL FTIC student graduation rates to FTIC residential students and graduation rates of OL Transfer students to Residential Transfer students.
2014-2015 AY REPORT					
10	Bill 1076: N/A Goal: Minimum increase of academic programs of 5 per year to a maximum of 35 Objective: Achieve an annual minimum addition of 5 academic programs				
	EVAL DATA	MEASURE	DATA SOURCE	METRIC	NOTES

ORIGINAL PLAN	Official university data collection records	Total annual count of OL academic programs	TBD	TBD	
2014-2015 AY REPORT		Five majors were included in the original launch in January of 2014. By fall 2014, 5 additional majors had been added. Five more majors are scheduled to be added by fall 2015.	University Undergraduate Catalog		
11	Bill 1076: N/A Goal: Provide a curriculum consistent with employment opportunities and lifelong learning Objective: TBD				
	EVAL DATA	MEASURE	DATA SOURCE	METRIC	NOTES
ORIGINAL PLAN	TBD	TBD	Student Placement Survey; FETPIP in state	1. Percent of OL Bachelor's graduates employed and/or continuing their education further 1 year after graduation 2. Median average fulltime wages of undergraduates employed in Florida one year after graduation	
2014-2015 AY REPORT					

Attachment 1: UF Online Full-Time & Part-Time Enrollment

First Time in College

	Spring 2014	Summer 2014	Fall 2014	Spring 2015	Summer 2015
Full-Time	0	1	8	2	1
Part-Time	0	7	8	5	19
Total	0	8	16	7	20

Not First Time in College

	Spring 2014	Summer 2014	Fall 2014	Spring 2015	Summer 2015
Full-Time	204	62	332	337	147
Part-Time	394	437	544	622	652
Total	598	499	876	959	799

Note: For purposes of this report full-time is based on 12 or more credit hours for the entire term

Attachment 2: UF Online and Residential Enrollment

	Spring 2014	Summer 2014	Fall 2014	Spring 2015	Summer 2015
UF Online	598	507	892	966	819
Residential	47,999	29,330	49,505	47,880	29,887
Grand Total	48,597	29,837	50,397	48,846	30,706

Notes:

UF Online data taken from the following dates:

- Spring 2014 - May 1, 2014
- Summer 2014 - Student Information File Submitted 9/29/14 – August 8
- Fall 2014 – November 10, 2014
- Spring 2015 – Student Information File Submitted June 11, 2015
- Summer 2015 – Un-finalized data from SIF as of August 4, 2015

Residential data taken from SIF for Spring 2014, Summer 2014 and Spring 2015 and SIFP for Fall 2014 and un-finalized data from SIF for Summer 2015

Attachment 3: Persistence Rates

Spring 2014 to Fall 2014

Degree Programs	Spring Enrolled	Spring Total minus Grads	Fall Enrolled	Persistence Rate
Criminology & Law	65	59	53	90%
General Business	412	323	279	86%
Health Education & Behavior	44	30	27	90%
Environmental Management	12	11	10	91%
Sport Management	63	51	42	82%
Total	596	474	411	87%

Summer 2014 to Fall 2014

Degree Programs	Summer Enrolled	Summer Total minus Grads	Fall Enrolled	Persistence Rate
Criminology & Law	67	63	61	97%
General Business	356	307	284	93%
Health Education & Behavior	31	23	23	100%
Environmental Management	15	15	14	93%
Sport Management	38	35	29	83%
Total	507	443	411	93%

Fall 2014 to Spring 2015

Degree Programs	Fall Enrolled	Fall Total minus Grads	Spring Enrolled	Persistence Rate
Biology	1	1		
Criminology & Law	104	97	84	87%
General Business	541	484	427	88%
Geology	7	7	5	71%
Health Education & Behavior	93	88	77	88%
Environmental Management	21	20	20	100%
Psychology	45	45	36	80%
Sport Management	76	66	53	80%
Telecommunication	4	4	4	100%
Total	892	812	706	87%