



STATE
UNIVERSITY
SYSTEM
of FLORIDA
Board of Governors

AGENDA

Advisory Board for UF Online

April 7, 2016

9:00 a.m.– 10:00 or upon adjournment

Conference Call

Dial-in: 1-888-670-3525; Passcode: 144 275 1317 #

Chair: Mr. Carlos Alfonso

Members: Vice Chair Ned Lautenbach, Mr. Ernie Friend, Dr. John Watret

1. Call to Order and Opening Remarks Chair Carlos Alfonso
2. Approval of Minutes of Meeting held November 30, 2015 Chair Alfonso
3. Updates and Discussion Ms. Evie Cummings
*Assistant Provost and
Director, UF Online*
4. Public Comment Chair Alfonso
5. Concluding Remarks and Adjournment Chair Alfonso

**STATE UNIVERSITY SYSTEM OF FLORIDA
BOARD OF GOVERNORS
Advisory Board for UF Online
April 7, 2016**

SUBJECT: Approval of Minutes of November 30, 2015, Meeting

PROPOSED ADVISORY BOARD ACTION

Approval of summary minutes of the meeting held on November 30, 2015.

BACKGROUND INFORMATION

Advisory Board members will review and approve the summary minutes of the meeting held via conference call on November 30, 2015.

Supporting Documentation Included: Summary Minutes for November 30, 2015

Facilitators/Presenters: Chair Carlos Alfonso

MINUTES
STATE UNIVERSITY SYSTEM OF FLORIDA
ADVISORY BOARD FOR UF ONLINE
CONFERENCE CALL

November 30, 2015

1. Call to Order

Chair Carlos Alfonso convened the meeting at 10:30 a.m. on November 30, 2015, with the following members present: Ned Lautenbach and John Watret.

2. Minutes

Ned Lautenbach moved that the Advisory Board approve the minutes of the meeting held on September 2, 2015, as presented. Dr. John Watret seconded the motion, and the members concurred.

3. Annual Report

Chair Alfonso stated that the Advisory Board had previously reviewed the draft annual report and asked UF Online staff to note any changes made since then. Dr. Andy McCollough stated that the annual report mentions that Pearson Learning Solutions had been given notice of termination, with a 180-day period to discuss the possibility of a different type arrangement. Those discussions did take place and both parties agreed that full termination would be more advantageous to both of them. As of December 23, 2015, the contract will be terminated.

Dr. McCollough said that Pearson had been doing marketing, recruitment, and retention. He said that UF Online will be bringing recruitment and retention in-house and has gone forward with a firm, 160over90, for marketing services to penetrate both the local and national markets. Evie Cummings stated that UF Online hopes to have the marketing campaign launched on February 1, 2016.

Mr. Lautenbach inquired about programs that UF Online had chosen not to implement that had been in the original business plan. Dr. McCollough stated that UF Online had reshuffled the deck, primarily because of difficulties related to providing labs online. Those programs will be coming online, though, just at a different time than originally anticipated.

Dr. Watret asked where state authorization was reflected in the budget, and Dr. McCollough stated that the university was subsidizing the cost of state authorization for UF Online.

Mr. Lautenbach moved that the 2014-15 annual report be approved, and Dr. Watret seconded the motion. The members concurred.

4. Statutory Changes

Ms. Cummings stated that UF Online staff were finding savings and efficiencies, while making sure they were best positioning the program going forward.

She said that, unlike other online programs in the state, UF Online is prohibited from assessing the distance learning fee and wanted to explore to what extent they could recoup their costs by assessing it. Staff looked at the cost of proctoring, which is estimated to be \$10 per credit hour. She said that, ultimately, those costs should go down as the size and use of proctoring increases. She indicated that there are amazing pressures on online education to ensure academic integrity, not just in assessments, but also in validation of identify, etc.

Dr. Watret said that the cost of online education has been the same or, in some cases, even more than the cost of face-to-face instruction. Dr. McCollough said UF Online wants to ensure the financial viability of the program, consistent with what's going on around the country. Ms. Cummings said additional revenue would allow UF Online to increase its program offerings.

Mr. Lautenbach moved to affirm the importance of academic integrity in the online environment and to recognize that additional revenue would increase the potency and dissemination of program offerings. He moved further that UF Online should develop for consideration by the UF Board of Trustees several options for increasing revenue, with justifications for each. Such options should include, but not be limited to, assessing distance learning fees, restructuring in-state and out-of-state tuition, and re-evaluating the business plan for additional efficiencies. Dr. Watret seconded the motion and members concurred.

5. Public Comment

There were no public comments.

6. Concluding Remarks and Adjournment

Chair Alfonso adjourned the meeting at 11:19 a.m.

Carlos Alfonso, Chair

Nancy C. McKee, Executive Director

STATE UNIVERSITY SYSTEM OF FLORIDA
BOARD OF GOVERNORS
Advisory Board for UF Online
April 7, 2016

SUBJECT: Updates and Discussion

PROPOSED ADVISORY BOARD ACTION

For Information and Discussion

BACKGROUND INFORMATION

Ms. Evie Cummings, Assistant Provost and Director of UF Online, will inform the Advisory Board of enhancements to UF Online, trends in enrollment and student location, the new marketing campaign, and updating the business plan.

Supporting Documentation Included: PowerPoint slides

Facilitators/Presenters: Ms. Evie Cummings

UF ONLINE

UNIVERSITY *of* FLORIDA

A visit with the UF Online Advisory Board

April 7, 2016

Ms. Evangeline “Evie” Cummings
Assistant Provost and Director of UF Online

Agenda

- ▶ UF Online Enhancements
 - Marketing
 - Recruitment
 - Advising
- ▶ Trends in enrollment and student location
- ▶ Update: UF Online new marketing campaign
- ▶ Discussion: Updating UF Online Business Plan

UF Online Enhancements

Three critical areas were directly impacted by the termination of our contract with Pearson. Our transition is now complete and we have new functions in place with great talent driving us forward. UF Online is better positioned to grow and serve students.

Marketing

- Created and filled a new position of Associate Director of Marketing & Communications.
- Contracted a new marketing firm, 160over90, the agency of record for UF.
- Launched a new advertising campaign in February 2016.
- To save costs will hire an in-house graphic designer and students to assist with producing and executing the marketing campaign including social media campaign.

Recruitment

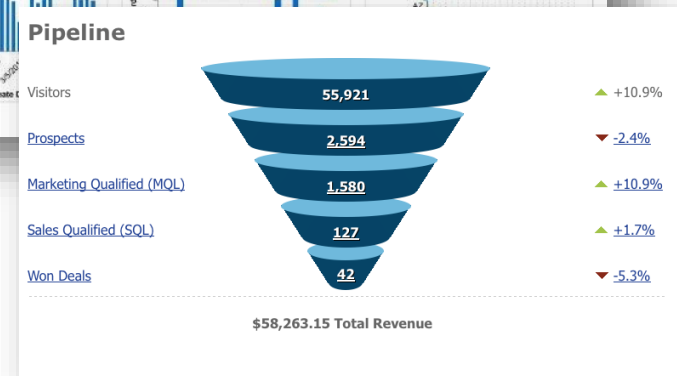
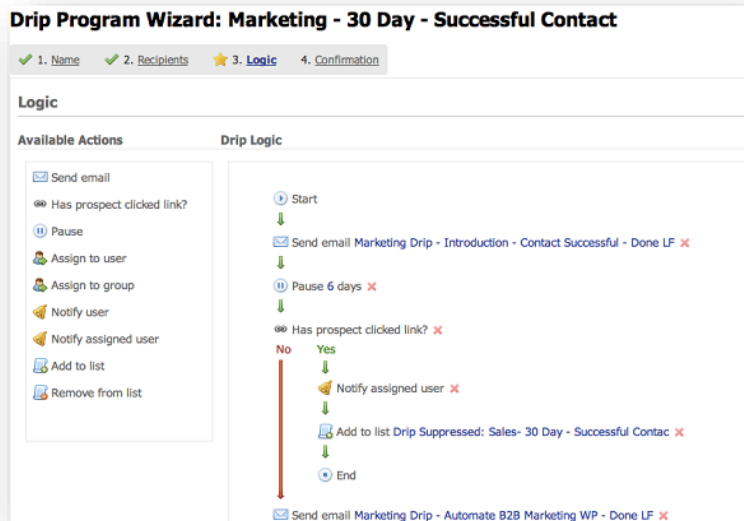
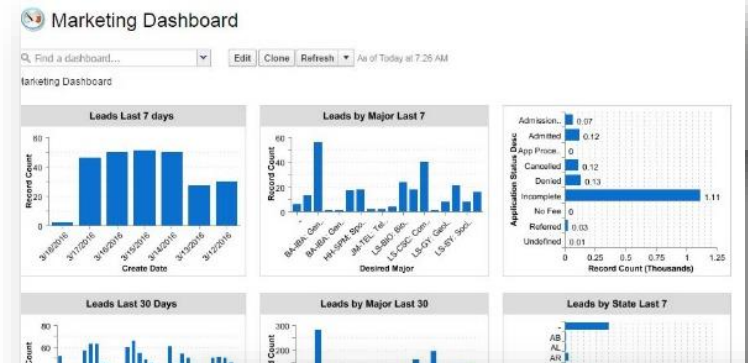
- Created and launched a new UF Online Recruitment & Outreach Center (ROC).
- Established the Office of UF Online Enrollment Services to oversee the ROC and the OneStop so that recruitment and admissions processes are closely aligned.
- Hired 4 recruiters with plans to hire additional recruiters.
- Hired additional personnel in the UF Online OneStop Center to assist with admissions and recruitment.

Advising & Retention

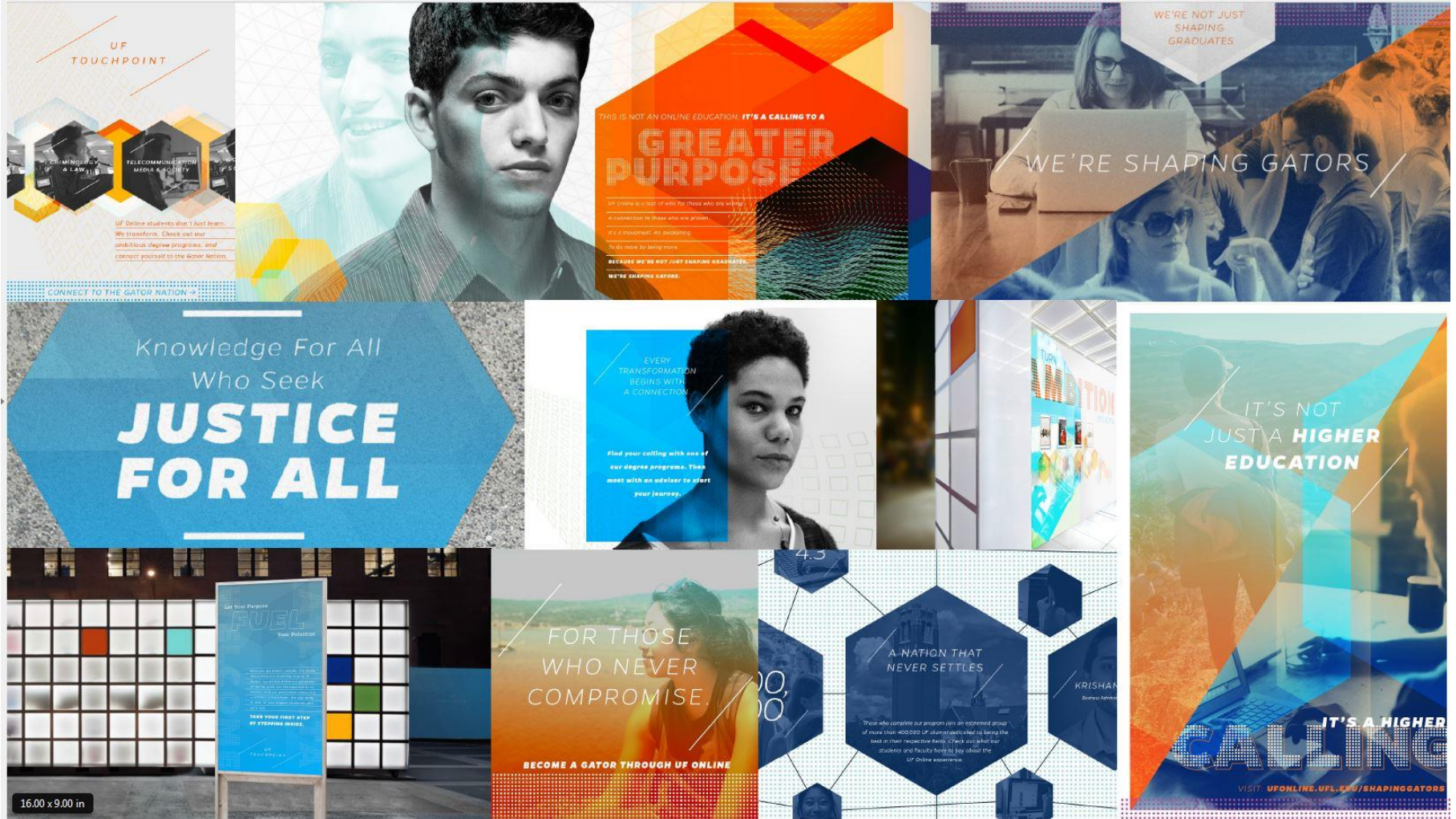
- Academic advisors have absorbed the role performed by Pearson Program Coaches and have become the primary contact for students with any questions related to UF Online programs.
- Hired additional UF Online advisors and/or advising staff in 4 of the colleges with UF Online majors.
- Will hire an Associate Director of Student Engagement & Success.

Marketing enhancements

- ▶ New tools – Salesforce/Pardot
 - Marketing automation
 - Advanced tracking & reporting
- ▶ Branding and Messaging



Branding & Creative



Marketing campaign

- ▶ 70% Out-of-State targeted markets
 - Atlanta, GA
 - Charlotte, NC
 - Dallas, TX
 - Houston, TX
 - New York City, NY
 - Washington, DC
- ▶ 30% In-State targeted markets
 - Jacksonville
 - Miami
 - Orlando
 - Tallahassee
 - Tampa
- ▶ FTIC
- ▶ Influencer
- ▶ Transfer
- ▶ Military
- ▶ Major Specific
- ▶ General
- ▶ Digital
 - Google Search, Google Remarketing, WAZE
- ▶ Email
 - Great Homeschool Conventions, American School Counselor Association
- ▶ Outdoor
 - Billboards, Transit Shelters
- ▶ Radio
 - NPR, Pandora, Spotify
- ▶ Social Media
 - Facebook, Twitter

Geographic
Targeting

Message
Customization

Multi-Media
Approach

Print/Outdoor

AN EDUCATION FOR THOSE
WHO **NEVER COMPROMISE**

UF ONLINE
UNIVERSITY of FLORIDA

IT'S NOT JUST A
HIGHER EDUCATION
**IT'S A HIGHER
CALLING**

At the University of Florida, our passions go beyond our walls — and so do our opportunities. UF Online offers flexible four-year programs with the same faculty and rigor that make us a leading institution. And our graduates earn the same elite degree they'd receive on campus.

Contact us with those who want to pursue college on their own terms, and we'll connect them to a greater purpose.

OPEN NEW MINDS TO THE
NEW POSSIBILITIES AT
UFONLINE.UFL.EDU/CALLING

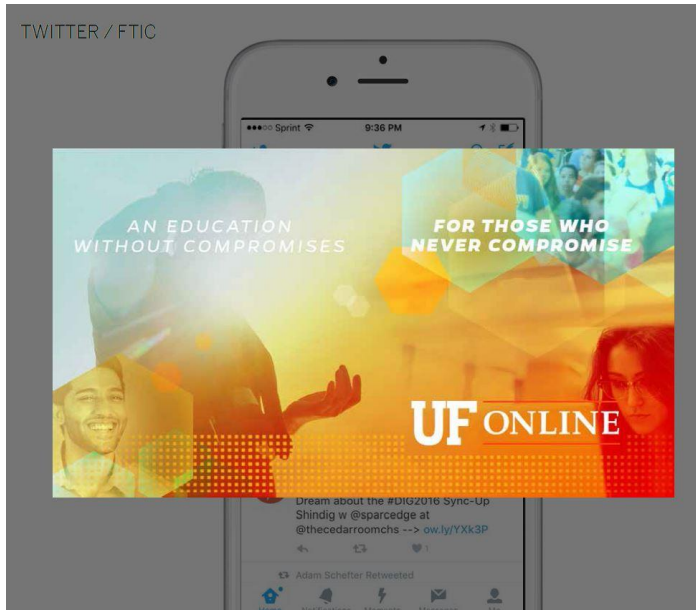
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**FIND PURPOSE
IN YOUR POTENTIAL**

TRANSFER YOUR STUDIES. TRANSFORM YOURSELF.

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Social Media



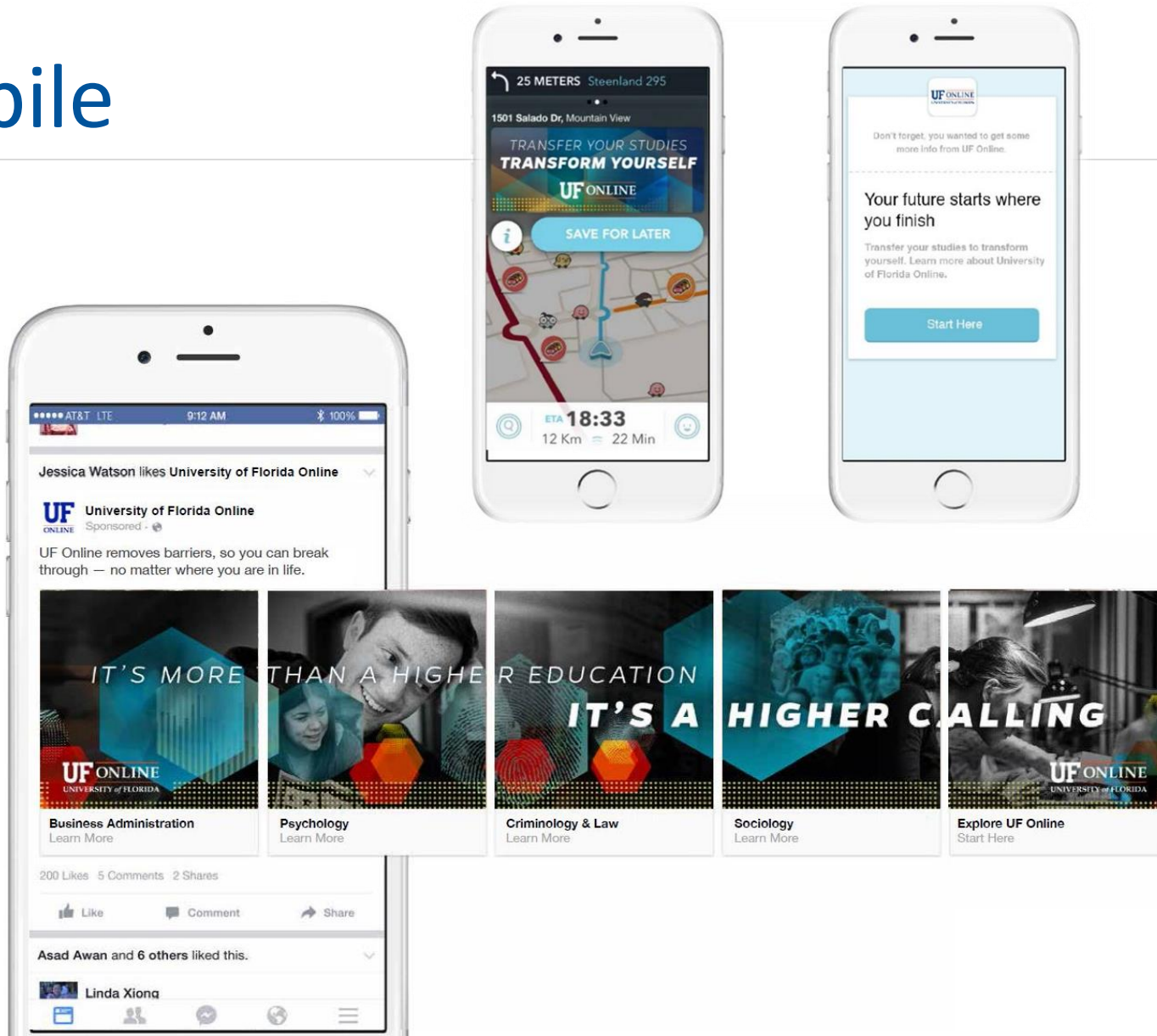
Biology



Geology



Mobile



UF Online Trends

- ▶ Enrollment continues to grow:
 - Anticipate a modest leveling off during summer; gains in fall
- ▶ Some students relocating to Gainesville
 - For students currently enrolled in one or more classes:
 - 15.5% of non-PaCE UF Online students reside in Alachua County.
 - 50.9% of students admitted through PaCE in Alachua County.
- ▶ Improving the Student Experience
 - Optional Fee Package in fall 2016
 - New in-person “Preview” orientation for new PaCE students
 - Launching a new “UF Online Plaza” for students
 - Working to welcome ROTC students into PaCE

UF Online strategic growth

- ▶ We are expanding degree offerings
 - 14 online majors and 3 minors right now
 - New nursing major offered this spring (RN to BSN)
 - UF's 13 online undergraduate certificates being made available to degree-seeking students in UF Online at reduced tuition rate for UFO only
 - 2 new majors coming this fall: for a total of 16 majors
 - Digital Arts and Sciences
 - Public Relations
- ▶ Expanding analysis into future growth areas:
 - *New*, Virtual Lab Taskforce; recommendations by Jan 2017
 - *New*, Online Teaching Teams Workgroup ; findings by Jan 2017

Advisory Board Discussion

- ▶ Updating the UF Online Business Plan
- ▶ New strategic goals based on campus listening sessions
 - Strategic Deployment of Premier Online Programs
 - Continual Innovation in Undergraduate Online Learning
 - Faculty Leadership in Online Teaching
 - Student Success and Engagement
 - Commitment to Academic Integrity
 - Smart Recruitment
- ▶ Recalibrating enrollment projections post-Pearson