

8/31 – 9/1 BOG MEETING



2021 ACCOUNTABILITY PLAN
DR. PATRICIA OKKER, PRESIDENT

New College
THE HONORS COLLEGE of Florida

KEY PBF METRICS

5 Academic Progress Rate

	2015-16	2016-17	2017-18	2018-19	2019-20		2020-21	2021-22	2022-23	2023-24	2024-25
actual	84.3	78.8	75.9	85.9	80.3						
approved goals	83.0	85.0	80.0	80.0	82.0		84	86	89	92	.
goal met?	√	X	X	√	X	proposed	80	82	84	85	86

4 FTIC Four-Year Graduation Rate

	2012-16	2013-17	2014-18	2015-19	2016-20		2017-21	2018-22	2019-23	2020-24	2021-25
actual	52.5	53.6	55.7	57.9	53.9						
approved goals	56.0	55.0	55.0	57.5	60.0		62.5	65.0	67.5	70.0	.
goal met?	X	X	√	√	X	proposed	54.8	57.0	59.0	62.0	66.0

1 % of Bachelor's Graduates Enrolled / Employed (\$25k+)

	2014-15	2015-16	2016-17	2017-18	2018-19		2019-20	2020-21	2021-22	2022-23	2023-24
actual	41.8	54.2	53.0	65.3	51.4						
approved goals	45.0	46.1	55.0	58.0	61.0		64	67	70	73	.
goal met?	X	√	X	√	X	proposed	55	58	61	64	67

ENROLLMENT



Fall Headcount

[degree-seeking students]

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
UNDERGRADUATE										
FTIC: New	233	203	197	150	160	145	165	180	195	210
FTIC: Returning	531	534	496	457	389	360	333	340	353	386
Transfer	97	101	115	94	93	85	102	108	110	112
Post-Baccalaureate	0	0	0	2	4	2	2	2	2	2
GRADUATE										
Master's	14	21	29	24	29	28	28	35	40	40
TOTAL	875	859	837	727	675	620	630	665	700	750

FALL 2022 ENROLLMENT CHALLENGE



Fall Headcount [degree-seeking students]

	2016	2017	2018	2019	2020	2021	2022
UNDERGRADUATE							
FTIC: New	233	203	197	150	160	145	165
FTIC: Returning	531	534	457	457	389	360	333
Transfer	97	104	94	94	93	85	102
Post-Baccalaureate	0	0	2	2	4	2	2
GRADUATE							
Master's	14	21	29	24	29	28	28
TOTAL	875	859	837	727	675	620	630

Graduating
May 2022

We need:

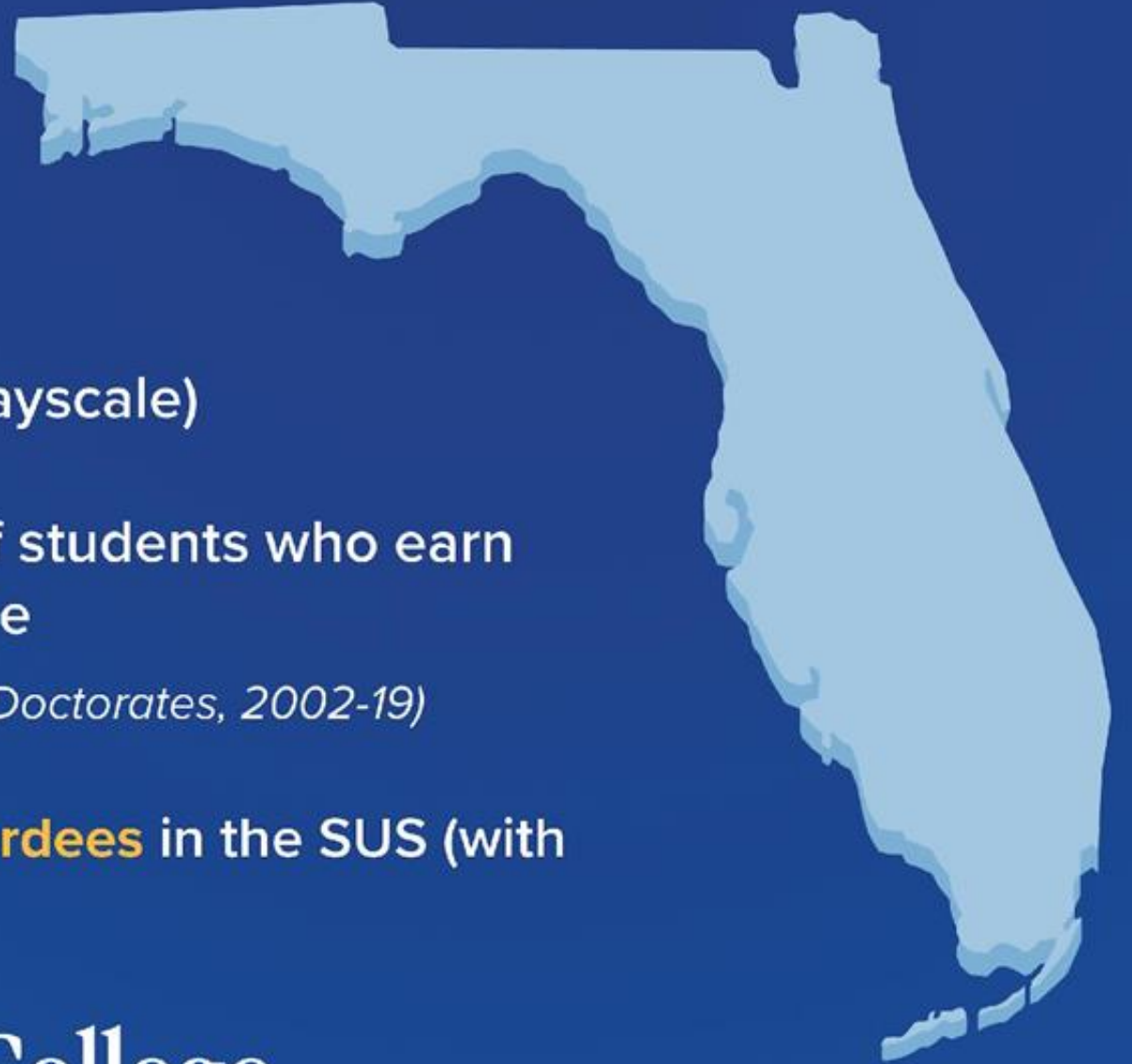
+14% FTIC

+3% persistence

+20% transfer

to achieve Fall
2022 enrollment
projections

+10 total enrolled



- **70%** of alumni live in Florida
- **\$98,600** median mid-career salary (Payscale)
- **No. 1** public university in proportion of students who earn Science & Engineering doctoral degree
(National Science Foundation Survey of Earned Doctorates, 2002-19)
- NCF produces **11% of the Fulbright awardees** in the SUS (with 0.3% of SUS enrollment)

HONORS & ACCOLADES

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#6 Public Liberal Arts College
#14 Most innovative school
#57 Best School for Undergraduate Teaching



#4 of Top 20 Public Best Schools for Making an Impact
#7 of Top 20 Public Best Schools for Financial Aid
#27 of Top 50 Best Value Public Colleges



#2 Public Liberal Arts College in the U.S.



#39 Best Small Colleges & Universities in the U.S.



Top 10 Best Buy Public Colleges in the Nation



#23 of 100 Best Values in Public Colleges



Best Value College

5

KEY STRATEGIES



1

ADMISSIONS MARKETING RESEARCH

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- Internal vs. external identity/mission
- Testing recruiting messages

PRIMARY FOCUS

Enrollment

Academic Progress

Graduation Rate

Employment



2

RECRUIT NEW STUDENT POPULATIONS

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- Transfer students
- Select graduate programs
- Degree completion

PRIMARY FOCUS



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3

DATA ANALYTICS & CAMPUS OUTCOMES

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- Track key measures
- Ensure data are accurate and accessible
- Initial focus: Retention

PRIMARY FOCUS

Enrollment



Academic Progress



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4

ENHANCE STUDENT LIFE

.....

- New VP for Student Affairs
- Enhanced wellness/recreation
- Community-based activities

PRIMARY FOCUS

Enrollment



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5

INTEGRATE CAREER & ACADEMIC EDUCATION

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- Individualized career coaches
- First-year seminars
- Faculty development
- Internships

PRIMARY FOCUS

Enrollment

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5

KEY STRATEGIES

1

ADMISSIONS MARKETING RESEARCH

2

DATA ANALYTICS & CAMPUS OUTCOMES

3

ENHANCE STUDENT LIFE

4

RECRUIT NEW STUDENT POPULATIONS

5

INTEGRATE CAREER & ACADEMIC EDUCATION



THANK YOU!



New College
THE HONORS COLLEGE of Florida

