



STATE
UNIVERSITY
SYSTEM
of FLORIDA
Board of Governors

AGENDA

Advisory Board for UF Online

Conference Call
Dial-in 1-888-670-3525; Passcode 144 275 1317 #
April 26, 2017
8:30 a.m. – 10:00 a.m. or upon adjournment

Chair: Mr. Carlos Alfonso

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

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| 1. Call to Order and Opening Remarks | Chair Carlos Alfonso |
| 2. Approval of Minutes of Meeting held October 13, 2016 | Chair Alfonso |
| 3. Highlights of UF Online's Progress | Ms. Evie Cummings |
| a. Overview | Ms. Cummings |
| b. Academic Advising Expansion | Mr. Glenn Kepic |
| c. Marketing Campaign | Ms. Kathy Harper |
| d. Admissions and Enrollment Growth | Ms. Melissa Emmett |
| e. Student Success and Engagement | Ms. Jean Starobin
Mr. TJ Summerford |
| 4. Strategies to Expand Academic Offerings | Ms. Cummings |
| 5. Concluding Remarks and Adjournment | Chair Alfonso |

STATE UNIVERSITY SYSTEM OF FLORIDA
BOARD OF GOVERNORS
Advisory Board for UF Online
April 26, 2017

SUBJECT: Approval of Minutes of October 13, 2016, Meeting

PROPOSED ADVISORY BOARD ACTION

Approval of summary minutes of the meeting held on October 13, 2016.

BACKGROUND INFORMATION

Advisory Board members will review and approve the summary minutes of the meeting held on October 13, 2016.

Supporting Documentation Included: Summary Minutes for October 13, 2016

Facilitators/Presenters: Chair Carlos Alfonso

MINUTES
STATE UNIVERSITY SYSTEM OF FLORIDA
ADVISORY BOARD FOR UF ONLINE
UNIVERSITY OF FLORIDA
GAINESVILLE, FL
October 13, 2016

1. Call to Order

Chair Carlos Alfonso convened the meeting at 10:00 a.m. on October 13, 2016, with the following members present: Vice Chair Ned Lautenbach, Mr. Ernie Friend, and Dr. John Watret. A quorum was established.

2. Approval of Committee Meeting Minutes

Chair Alfonso moved that the committee approve the minutes of the meeting held on April 7, 2016, as presented. Mr. Friend seconded the motion, and the members concurred.

3. UF Online Annual Report

Ms. Evangeline (Evie) Cummings provided an update on UF Online

- UF denied 60% of applicants because they did not meet the university's admission standards;
- Many UF Online programs have an experiential learning component, such as required internships;
- UF has saved in-state students around \$5 million in tuition; and
- A faculty advisory group will be looking at virtual labs.

From 2013 to 2015, the initial launch and first phase of UF Online was primarily due to the significant investment in a private partner. The second phase, 2015-2018, is to sustain growth. She said the last phase is for 2018 and beyond, when UF Online will expand further and switch to a service organization, with the colleges in the primary role.

Ms. Cummings said that individual colleges have not been stopped from doing instructional design; there needs to be an appropriate balance between the nodes and centralized services. She is setting up quarterly meetings with deans and associate deans. She said that over 200 on-campus faculty are teaching online.

Mr. Lautenbach moved approval of the annual report. Dr. Watret seconded the motion and the members concurred.

4. Comprehensive Business Plan

Dr. Tammy Aagard said that enrollment consists of 2,245 students total, which is a growth of 600 students over last fall's enrollment. Of that total, 19% are new students and 81% are continuing students. Ms. Cummings indicated that the actual growth rate will be lower than the rate Pearson originally projected. Pearson originally projected over 300% growth rate, but she said it would be closer to 30%. More of the new students are going full time, which could potentially be influenced by PaCE. She said that last fall, 50% of PaCE students lived in Gainesville. Dr. Aagard said that in the PaCE program, 90 students transitioned to campus after just two semesters, with the help of the IB program, dual enrollment, AP, etc.

Ms. Cummings stated that the persistence rate is 80% for UF Online students compared to 96% for on-campus students.

5. New Marketing Team and Recruitment Center

Ms. Kathy Harper said that the only leads they buy are from ACT and SAT, which are coordinated with the residential Office of Admissions.

She said that email reporting is a tactic that is used to see the percentage of people who opened the email, how many people clicked on the link embedded in the email, and if the email was forwarded. This creates conversations between the prospective student and recruiters and allows the student to respond directly to those emails.

The yield of acceptance to enrollment was 79% in the fall.

6. Amendments to the Business Plan

Ms. Cummings said the first amendment to the comprehensive business plan reflects that UF no longer has the public-private partnership. Amendment two updates the chart that captures the planned offerings and majors, minors, and certificates. The final amendment updates the projections following the termination of the Pearson contract.

TJ Summerford said that the continuation rate is 75% from fall to fall and one reason why some students discontinue is because of life circumstances.

Mr. Lautenbach moved the approval of the amendments to the business plan Dr. Watret seconded the motion and the members concurred.

7. Academic Programs

Ms. Joleen Cannon explained that UF Online is engaged with a company called Labster, a lab simulation to support online learning. For physics, they are using IO Labs for online courses. They are learning what can be done with labs online and what should be done face-to-face. Ms. Cummings stated that it is an upfront cost of about \$75,000 to Labster to make a custom designed lab simulation.

Dr. Lora Levett, professor at UF, teaches both face-to-face courses and online courses. She indicated that her online discussion boards generate more responses and participation than in her face-to-face classes.

Mr. Glenn Kepic gave a presentation about academic advising at UF. The ratio between students and advisors is 250:1. Private providers say the optimum ratio is 150:1. Academic advisors respond quickly to emails throughout the day, are available outside regular business hours, and can be reached by many different platforms, such as phone, email, video conferencing, etc.

8. Student Engagement: UF Plaza Demo

Dr. Starobin explained the UF Plaza and what it provides to students. She said it is a bridge for online students to staff and faculty and it provides connections and community to a virtual world. It is a support system full of resources, and is also a way students can connect with each other by class and geographically. In the Plaza, academic advisors are able to give feedback to students to further help them with UF Online.

9. Operating Procedures

Mr. Lautenbach moved that the Chair and Vice Chair be elected by the majority vote in the October meeting of each even-numbered year, with the term of office commencing on the first day of November following the October election. Dr. Watret seconded the motion and the members concurred.

10. Election of Chair and Vice Chair

Mr. Lautenbach moved Carlos Alfonso for Chair. Dr. Watret seconded the motion and the members concurred.

Dr. Watret moved Ned Lautenbach for Vice Chair. Mr. Friend seconded the motion and the members concurred.

11. Public Comment

There were no public comments.

12. Guided Tour of UF Online Recruitment Center

The board members took a tour of the UF Online Recruitment Center.

13. Concluding Remarks and Adjournment

Chair Alfonso adjourned the meeting at 2:55 p.m.

University of Florida

UF Online Advisory Board

April 26, 2017

UF ONLINE
UNIVERSITY of FLORIDA

UF Online 2017

- Progress toward the UF Online Comprehensive Business Plan (Plan)
 - Meeting and exceeding enrollment projections,
 - Meeting and exceeding goals for fully-online academic pathways: nationally recognized programs plus STEM plus lab innovations in 2017
 - Adhering to Plan tenets: Growing revenue, cutting costs, partnerships, and smart investments
- Recall UF Online's 3-phased growth pathway: Where are we?
 - *Phase I: Initial Launch, 2013 – 2015*
 - Phase II: Ensuring Sustaining Growth: Excellence in all Operations, 2015-2018
 - Keeping costs low: In-house centers up and running; Optional fees popular with students
 - Cost savings + greater tuition remaining at UF = funds diverted more to academics (faculty hires, academic advisors) plus lab innovation pilots; Plus new in-house student success Assoc and Asst Dirs.
 - Phase III: Further expansion, 2018 +
 - Focusing on ensuring 30% annual expansion of the capacity of existing programs.

UF Online Degrees

* Denotes new programs in 2017 – 4 new majors, multiple tracks and specializations, and 1 new minor

Anthropology	Biology	Business Administration (BS)	Communication Sciences & Disorders*	Business Administration (BA)* <i>Specializations:</i> <ol style="list-style-type: none"> 1. Anthropology 2. Business & Economic Geography 3. Educational Studies 4. General Business 5. Geology 6. Mass Communication 7. Sociology 8. Sport Management
Computer Science	Criminology	Environmental Management	Geography	
Geology	Health Education & Behavior	Microbiology & Cell Science*	Nursing	
Psychology	Public Relations	Sociology	Sport Management	
Telecommunication Media & Society				Fire & Emergency Services* <i>Tracks:</i> <ol style="list-style-type: none"> 1. Fire Management 2. Emergency Management 3. Emergency Medical Services

Minors

Anthropology
Business
Accounting*
Geography
Sociology
Mass Communications

UF Online Leadership in STEM Labs

- Faculty leaders plus a dedicated STEM Instructional Design team
- UF Online Director chairs the SUS-wide Florida taskforce on Labs for Online students
 - Inventory complete
 - Next: Gaps analysis, current offerings assessment, recommendations by late fall



DR. BRIAN HARFE, PH.D.

ZOO3603
Evolutionary
Developmental Biology

Office Hours:
Tuesday 11:00-12:00
or by appointment
via the Canvas mail tool

Syllabus | Course Overview | Course Questions | Instructors | Modules

Multimedia Presentations

Campus Lab Tours and Demonstrations

Faculty Interviews

State-of-the-Art Online Lab simulation

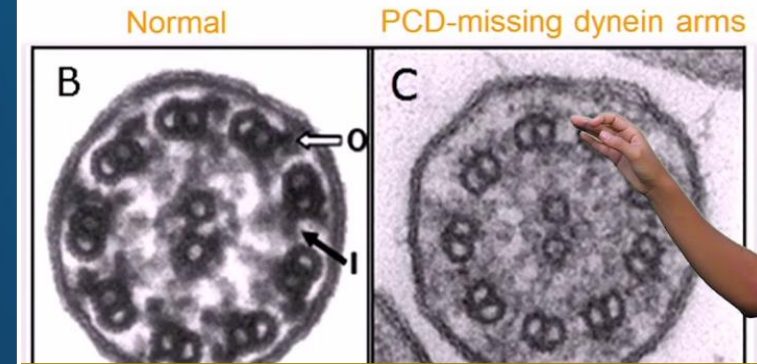
At-home Assignments

The screenshot shows a course page for 'ZOO3603 Evolutionary Developmental Biology' by Dr. Brian Harfe, Ph.D. The page includes a navigation menu with links for Syllabus, Course Overview, Course Questions, Instructors, and Modules. Below the navigation menu is a large image of a hellgramite (amphibian larva) in a naturalistic setting. To the right of the image is a large orange hexagonal callout box containing a list of course features: Multimedia Presentations, Campus Lab Tours and Demonstrations, Faculty Interviews, State-of-the-Art Online Lab simulation, and At-home Assignments.

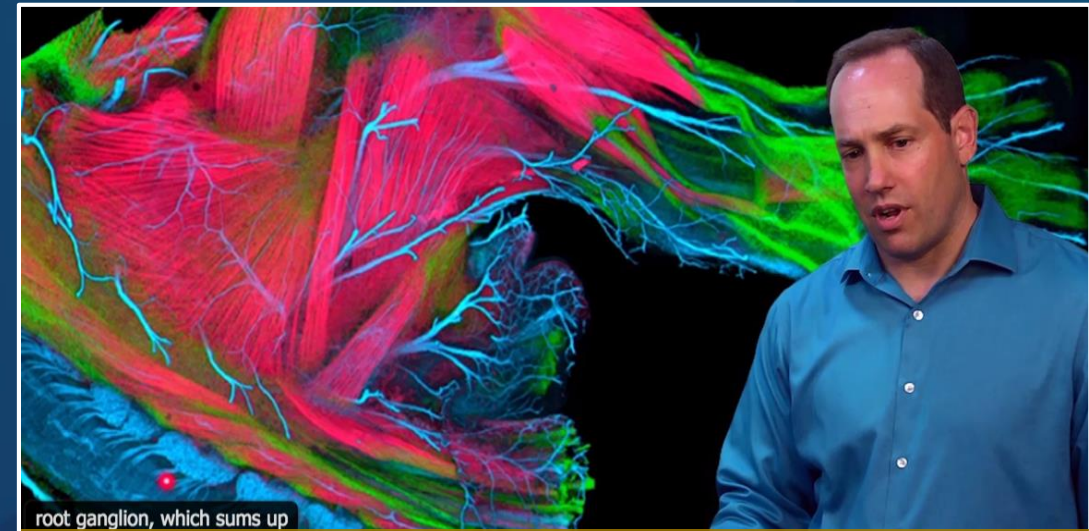
Multimedia Presentation in the Online Classroom to enhance STEM learning

Using an iPad during a green-screen recording, professors can **zoom in on specific items such as images or videos taken** of specimens here on campus or in the scientific community allowing students to see anatomical structures in more directed and detailed way than even face-to-face students.

Dynein arms are missing in some patients with primary cilia dyskinesia



Dr. Christy Larkins, guest lecturer, shares research on left/right limb development.



Dr. Brain Harfe, course instructor, illustrates limb anatomy.

Management Improvements

Effective July 1, 2017, UF Online increasing resources out to Colleges and providing better, enhanced centralized services and support:

- UF Online increased funding allocation in 3 areas:
 - (1) online course delivery (teaching),
 - (2) online student academic advising and student success, and
 - (3) support for faculty course production and innovation.
- Centralization of all UF Online course production work
 - Center for Online Innovation and Production (COIP) launch by July: will serve as central hub of UF Online production needs, course enhancements, UF Online faculty support for course refreshes, and innovative STEM lab pilots

Academic Advising

Glenn Kepic

Associate Director of Academic Advising and Curriculum, UF Online

Academic Advising Expansion

- UF Online maintaining a 250:1 student to advisor ratio while growing rapidly
 - Job posting out 4/11/17
- Significant PaCE students and family engagement between Feb – May by advisors in each college
- Gearing up for 2nd-ever live PaCE orientation this summer
 - More engagement plus added system efficiencies: Last year 100% of PaCE students registered at orientation well in advance of the semester.



Spring 2017 Graduation Profile

Overall UF Online has over 830 graduates since spring 2014 and including this spring

- 151 students have applied for graduation in spring 2017
- Many will be walking at Commencement along with UF residential graduates
- Many will attend the first ever *UF Online Graduation Reception* in the F Club at Ben Hill Griffin Stadium

Spring 2017 UF Online Graduates by College and Major

College	Graduates	Majors
Agricultural & Life Sciences	7	Environmental Management
Journalism & Communications	10	Telecommunication
Business	42	Business Administration
Liberal Arts & Sciences	55	5 BIO, 15 CJ, 1 GPY, 3 GY, 26 PSY, 5 SY
Health & Human Performance	37	20 Health Education & Behavior, 17 Sport Management

Graduating Student Snapshots

Female, 34 years old
Criminology

- Upper Division Transfer (3 previous Florida institutions)
- Enrolled in UF Online so that she could stay at home with her five children while completing her degree

Female, 21 years old
Criminology

- Admitted to the first class of UF Online Fall 2014 as FTIC
- Enrolling in UF Online allowed her to continue her competitive shooting career

Female, 35 years old
Health Education & Behavior

- Upper Division Transfer (4 previous out of state institutions)
- Military spouse
- Cancer survivor
- “It has been my lifelong dream to graduate from UF. My husband is active duty Army. UF Online provided the flexibility to complete my degree from any base on my own schedule. After I was accepted into UF Online, I was diagnosed with stage three breast cancer. I endured chemotherapy, radiation, and a double mastectomy through my junior year. Despite these complications, I was able to remain in my program and finish my degree on time.”

Male, 61 years old
Psychology

- Readmission
- Successful career after leaving UF without a degree in 1983. Always dreamed of completing what he started.
- Career highlights: Certified Project Manager, Network Security Professional, International Technical Speaker and Trainer, Top Level Military Security Clearance
- Ignored friends, family, and coworkers who called him “crazy” for going back to school. UF Online made his lifelong dream a reality.

Marketing: Raising Awareness

Kathy Harper

Associate Director, Communications and Marketing, UF Online

Marketing and Awareness Focus Areas

Finish@UF for Florida's AA grads

In-State Influencers

Out-of-State Applicants

Gator Nation Awareness



Finish@UF

- Target Audience: in state students who have earned their AA degree from a Florida state college
- A simplified marketing package for the existing articulation agreement between SUS institutions and state colleges
- Highlights:
 - Accelerated admissions
 - Guaranteed transfer of 60 credits
 - No General Education requirements

UF ONLINE University of Florida Online ✓
Written by Infinity Marketing [?] · February 20 · 🌐

Santa Fe College students, earn a true University of Florida degree, fully online.

**START A SAINT.
FINISH A GATOR.**

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UNIVERSITY of FLORIDA

Finish@UF
Your online gateway to a UF education. Same professors. Same coursework. Same respect from future employers. Apply by June 12th. #GatorsOnline

INFO.UFONLINE.UFL.EDU [Learn More](#)

91,725 people reached

👍 Like 💬 Comment ➦ Share

👤 Jason Bennett, Mel Lissa and 142 others Top Comments ▾

Reaching the Gator Nation: Sports Marketing

Football and Basketball Pilot Campaign Results



Increase Awareness

- Digital Ad Campaigns
 - Banner Ads
 - Video Pre-Roll
 - Email Blasts
- Radio
 - 30 second spot and live read:
 - One football game
 - All men's basketball games Dec. & Jan.
- In Arena Signage
 - 3 logo stanchion rotations for 4 minutes per game for all men's and women's home basketball games



Generate Leads

- Two social media contests for VIP prize package to a game

Football	Basketball
1M	332K + 909K
IMPRESSIONS	IMPRESSIONS
431K	159K
REACH	REACH
75%	76%
CONVERSION RATE	CONVERSION RATE
5,115	3,143
ENTRIES	ENTRIES

Engage Students & Alumni

- Homecoming Tailgate
- UF Online ticket block for game
- Ticket contest on Twitter
- UF Traditions weekly emails during football season



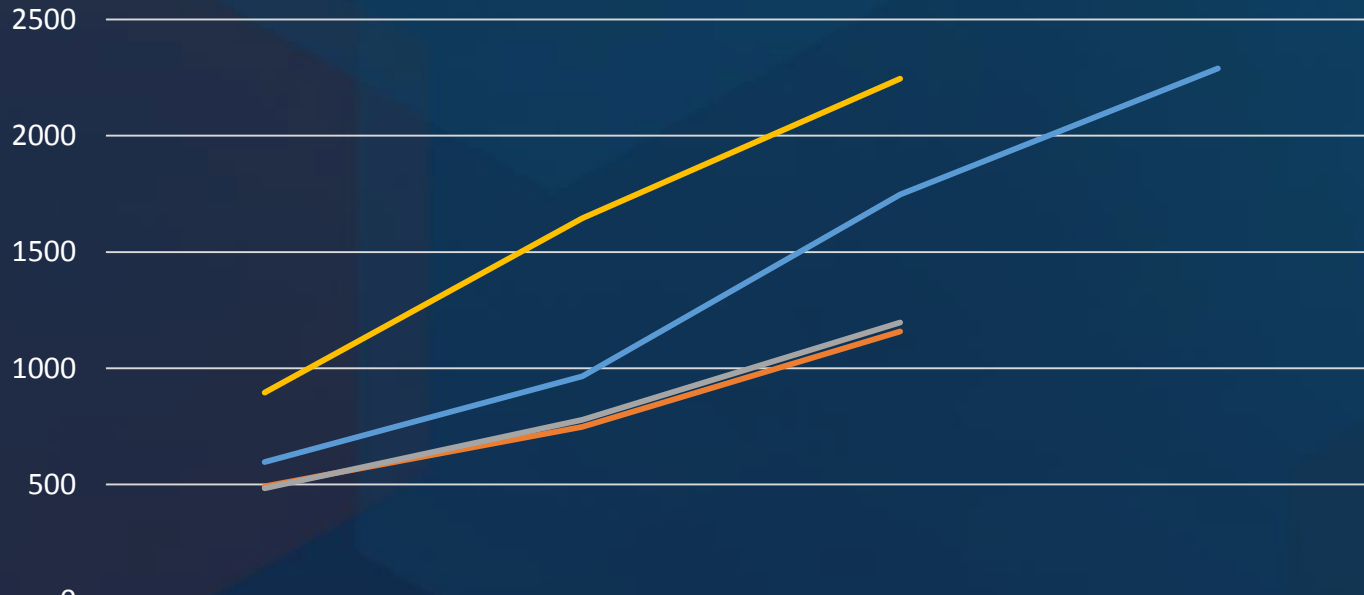
Admissions & Enrollments

Melissa Emmett

Director, UF Online Enrollment Management Services, Enrollment Management

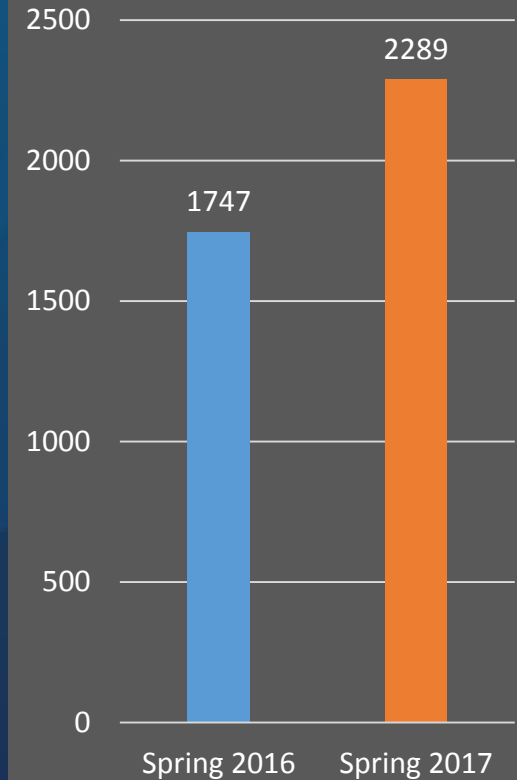
The Steady Growth of UF Online

Year over Year Enrollment (All Terms)

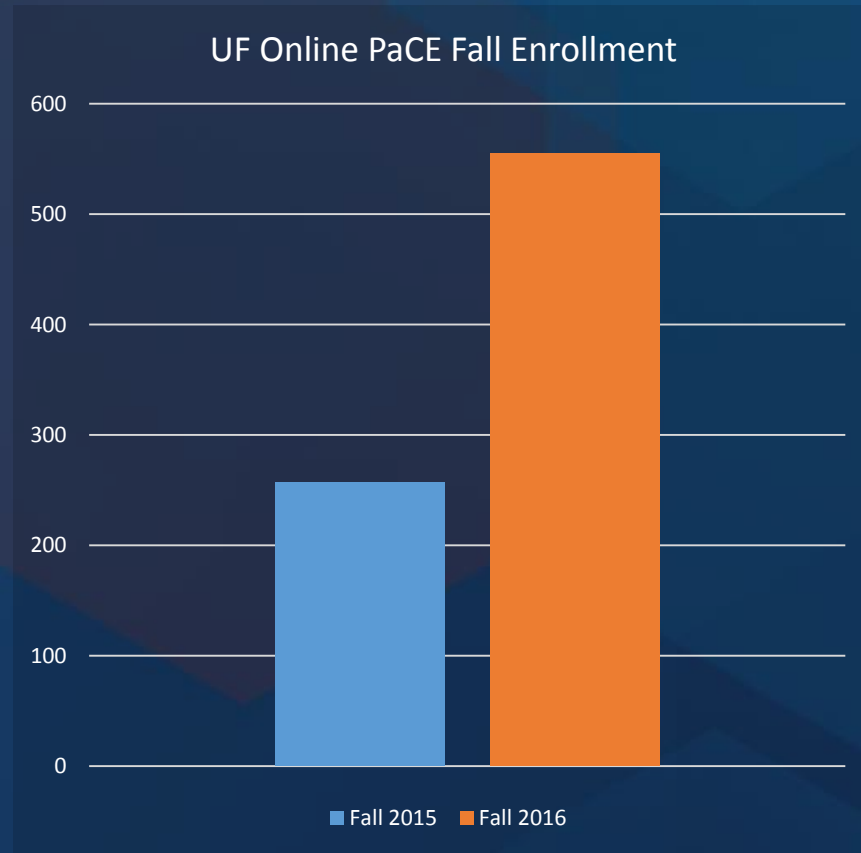


	2014	2015	2016	2017
Spring	597	966	1747	2289
Summer A/C	492	748	1158	
Summer B/C	484	779	1197	
Fall	895	1645	2245	

Spring Enrollment
36% Increase



UF Online Enrollments in PaCE:



2015 – 2016

- Up 298 Enrollments
- 116% YOY Growth

2017

- 121 PaCE students transitioned to campus as of Spring 2017
- Fall 2017 Contract Deadline: May 1
- PaCE Preview – face to face orientation

Admissions Selectivity

- UF Online remains a selective program. Not all applicants satisfy admissions requirements.
- Denial rate approaching 60%
 - Actively tracking denials and reasons for denials to inform strategies.
- Committed to helping applicants understand the admissions requirements:
 - Improved website layout/content
 - Setting up major specific email campaigns
 - Monitoring marketing channels and spend
 - Exploring programs to address prereq gaps

Reasons for Denials

1. GPA
Deficits

2. Missing
Prerequisite(s)

3. Multiple
Reasons

4. Other

UF Coral Gables

- Grand opening: February 6, 2017
- Two full-time Enrollment Management staff
- Increased physical presence in tri-county area (Miami Dade, Broward, Palm Beach)
- UF Online Student Success and Engagement team using space for student, family PaCE advising and student engagement events



Student Success & Engagement

Jean Starobin,

Associate Director, Student Success and Engagement, UF Online

UF Online Plaza

- UF's virtual campus for all online students is now available to all current UF Online students!
- Large push for fall: Fall 2017 admits will be introduced to the Plaza during orientation
- Students pre-organized into groups based on academic affiliation, geographic home location
- Students already creating their own groups based on shared interests

The screenshot shows the UF Online Plaza website. At the top, there is a navigation bar with the UF ONLINE Plaza logo, and links for MY FEED, DISCOVER, NEWS, EVENTS, RESOURCES, and LINKS. Below the navigation bar is a large banner image of a busy university plaza with many students walking and sitting on benches. Underneath the banner, there are three main content sections: 'Campus Updates' featuring a woman's portrait and a 'read more +' link; 'Academic Advisor Key Part of Student Success' with a quote and a 'read more +' link; and 'Take A Relaxation Break!' with a video thumbnail and a 'read more +' link. On the right side, there are sections for 'Notifications' (stating 'You have no notifications.'), 'Latest Tweets' (showing a tweet from @UFonline), and a small video player at the bottom right with the text 'WHERE BIOLOGICAL BECOMES MORE LOGICAL' and 'UF ONLINE UNIVERSITY OF FLORIDA'.

UF Online Connections Events and Programs

- Events planned for new, current, and graduating students
- New functional team committed to creating and cultivating face to face events
- New Student Advisory Board to provide feedback and consultation on initiatives.



Graduation
Celebration

honoring the **UF ONLINE** UNIVERSITY of FLORIDA Class of 2017

JOIN US FOR A SPECIAL CELEBRATION HONORING THE UF ONLINE CLASS OF 2017.

Saturday, April 29 from 3:30 - 6:00 p.m.
at
The F Club at Ben Hill Griffin S

[RSVP NOW](#)

Student Engagement programs:

UF Online 2017 Connections Events

- Feb 27th and 28th PaCE student/family meetings in Coral Gables Facility
- Mar 25th Inaugural Connections event at Coral Gables Facility
- Apr 29th Inaugural Commencement Reception for Spring 2017 UF Online graduates
- Aug 5th* Commencement Reception for Summer 2017 UF Online graduates
- Aug 18th Pre-Convocation Workshop and Reception for all incoming UF Online (including PaCE) students
- Sept 2nd UF vs. Michigan football game event in Texas
- Oct 7th UF Online Homecoming Tailgate
- Dec 16th* Commencement Reception for Fall 2017 UF Online graduates

Student Engagement program:

UF Online PaCE Engagement

- UF Online Coral Gables meetings over 2 days to explain program to students/families.
 - Over 50 people took advantage of meeting times
- Florida Days events in Gainesville
 - 5 days of tabling at resource fair
 - 15 presentation sessions for admitted PaCE students and family members
 - Projected to interact with over 300 interested parties across 5 events
- PaCE Ambassador program in development for Fall 2017 implementation
- Dedicated PaCE email inbox for direct communication about program

Discussion Topic

What strategies could be explored to expand academic offerings?

University of Florida

Go Gators!

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