

# ADVISORY BOARD | University of Florida Online

## AGENDA

UF Online Advisory Board Conference Call

March 26, 2020

3:30 pm – 4:00 pm

Dial in: 1-888-585-9008. Conference Room Number: 305-002-533 #

- |                                       |                                 |
|---------------------------------------|---------------------------------|
| 1. Call to Order and Opening Remarks  | Chair John Watret               |
| 2. Updates Related to the Coronavirus | Ms. Evie Cummings,<br>UF Online |
| 3. Closing Remarks and Adjournment    | Chair Watret                    |

**Advisory Board for UF Online**  
March 26, 2020

**SUBJECT: Updates Related to the Coronavirus**

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**PROPOSED ADVISORY BOARD ACTION**

For Information

**AUTHORITY FOR ADVISORY BOARD ACTION**

Section 1001.7065(4), Florida Statutes

**BACKGROUND INFORMATION**

Ms. Evie Cummings, Assistant Provost and Director of UF Online, will provide an update regarding ways in which UF Online has been addressing – and plans to address - issues related to the coronavirus.

As background, attached is her description of activities as of March 16.

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**Supporting Documentation Included:** March 16 Email excerpt from Evie Cummings

**Facilitators/Presenters:** Ms. Evie Cummings

## Status of UF Online Efforts Related to Coronavirus

March 16, 2020

(Email excerpt from Evie Cummings to Nancy McKee on March 16, 2020)

### 1. Full team is ready for fully remote work:

UF Online front office is fully remote capable now. Some laptops pending. I have, for weeks, encouraged UF teams writ large for such a capability. Relying on colleges to work with their faculty.

### 2. Fortifying and reviewing our communication channels:

Last week we reviewed and reconfirmed the accuracy of our contact lists, email lists and email groups. Also our communication channels have been reviewed to ensure we can have clear and consistent messaging ready for UF online instructors (using accurate lists by term: those teaching in summer may not also be teaching right now etc) plus for advisors, and of course the means to quickly reach our fully online students across the country (segmented by location and by active, enrolled and newly admitted). Planning now to be able to tailor messages accordingly to those groups, in complete coordination with overall university messaging.

### 3. Determining the latest on where our students are/live:

Last week we encouraged our online students to ensure their location info is up to date with UF. For an online program like us this means that our students are across 10 colleges but physically spread out across the state and across the country, plus some overseas. Our data lead built a great tableau heat map depicting where our students are so that we may be mindful of their local situation and be able to tailor messaging - but also so that we will be able to reversely identify faculty and advisors with students in outbreak areas. Location data is key.

With this data we can help ease the communication burden to ensure that faculty teaching online already know if one of their students may be in an acutely affected part of the country. We do this during wildfires, storms, already.

### 4. Review of currently active and big marketing campaign running in Florida and in key states :

Did this 3 weeks ago. Asked, is there anything to halt? Pull? Let's be sensitive. Also considering cutting back to save up funds on this important but nonessential component of what we do during this upcoming period of increased budget uncertainty.

Today I've asked the team to halt all ads we can halt, effective April 1. We're discussing that this afternoon.

### 5. Two Scenarios for Budget planning:

Examining two scenarios. One, status quo revenue but increase in outlays to colleges to fuel more online activity in late summer and fall. (What if we had more demand?)

Scenario two: what if students disenroll, plus faculty aren't available to teach online and therefore offerings decline and our revenue takes a big dip. How would we prioritize expenses: what would be a "must fund" what would be a luxury. Assistant Dir of Finance lead is planning for both scenarios.

### 6. Review of Event planning:

UF Online Chief of Staff compiled an inventory of all upcoming UF Online sponsored events thru end of calendar year. We've gone over the list and have a plan for each to either cancel and /or provide a fully remote participation option. Mostly the latter.

### 7. Conducting ongoing but only relevant messaging to our online students:

## Status of UF Online Efforts Related to Coronavirus

March 16, 2020

(Email excerpt from Evie Cummings to Nancy McKee on March 16, 2020)

Started 2 weeks ago with simply sharing helpful tips with students from trusted sources like the CDC on how to stay healthy (hand-washing etc). Always in line with UF messaging.

Last week we added in a messaging element that asks them to (1) ensure their locations are up to date with UF given they are UF Online students, (2) reminding them to join us in the UF Plaza and (3) encouraging them to check their official UF email more often than they do now.

### 8. Ensuring redundancy of key UF Online functions

What I told my team: If there's something you do that is core to ufo operations and no one else currently can do it, we need a backup plan (a backup person or persons or processes) for when you need to take time off for illness (this is true all year round!).