

A grayscale photograph of a University of Florida campus scene, featuring a wide walkway lined with tall palm trees. In the background, there are several buildings, including a prominent tower with a clock face. The scene is overlaid with a semi-transparent blue and orange geometric design. The text 'OFFICE OF ADMISSIONS' is written in white, bold, sans-serif font, underlined with a thick orange bar. Below it, 'ANNUAL REPORT' is written in a smaller, blue, sans-serif font.

OFFICE OF ADMISSIONS

ANNUAL REPORT

2016

UF UNIVERSITY of
FLORIDA



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DIRECTORS WELCOME

Dear Colleagues:

We are pleased to present to you the 2015-2016 Annual Report of the activities and accomplishments of the Office of Admissions! Throughout the report, you will see the results of our commitment to serve prospective and current students, families, faculty, staff, alumni, school-based and community staff, and more.

Our staff has worked tirelessly to ensure that prospective students have received courteous and respectful treatment throughout the admissions process. From processing application documents, to answering phone and email inquiries, to greeting prospective students both on

and off campus, to evaluating applications for admission, our staff is aware of the importance of these responsibilities. Our activities within the Office of Admissions affect not only the University of Florida, but also impact the plans and expectations of prospective students and their families.

During the coming year, we will continue to implement technology that will help us to improve our processes and to gain efficiencies in our day to day operations. It will be our privilege to continue to provide excellent care to all we serve.

Rick Bryant

Director of Admissions Operations

Andrea Felder

Director of Freshman and International Admissions

“ Our office is charged with an awesome and humbling responsibility.



Mission, Vision and Values for the Office of Admissions

Mission Statement

The Office of Admissions develops and implements outreach, application and selection processes to build a vigorous learning community that supports the university's mission and values.

Vision Statement

Providing exceptional service to students and the campus community, encouraging today's accomplished students to become tomorrow's distinguished leaders.



Values

- Professionalism
- Excellence
- Integrity
- Diversity
- Civility

OFFICE OF ADMISSIONS

Who we are—

The Office of Admissions is located on the second and third floors of Criser Hall. The Welcome Center facility is located in the Reitz Union at the Museum Road entrance. Organizationally, Admissions is one of the three functional offices that makes up the Division of Enrollment Management under the leadership of the Vice President and Associate Provost for Enrollment Management. With an annual operating budget of \$3.4M, the Office of Admissions has 56 full-time employees organized under a two-director model: Director for Freshman and International Admissions and the Director of Admissions Operations. In addition to a director, each section is supported by two associate directors and three assistant directors; professional and clerical staff resources are distributed across the sections.

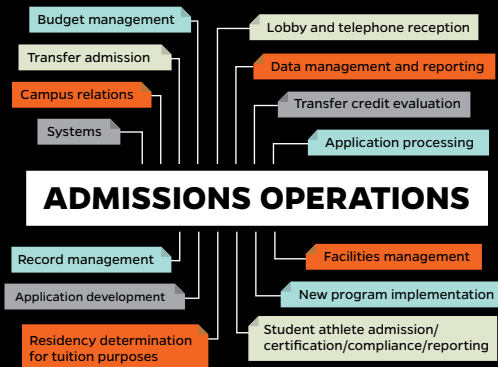
What we do—

The effectiveness of our office is deeply rooted in a philosophy of collaboration and teamwork. Neither section is staffed, or otherwise resourced, to accomplish all of its responsibilities. A strong sense of 'shared mission' and commitment to providing excellent service is engrained into our office culture.

Admissions Operations is responsible for application servicing for all levels of student entry into the university: beginning freshmen, transfers from other colleges and universities, graduate students, and students applying to professional school programs.

“ At the University of Florida, the Office of Admissions is first and foremost a service office.

Admissions Operations is responsible for application servicing for all levels of student entry into the university: beginning freshmen, transfers from other colleges and universities, graduate students, and students applying to professional school programs.

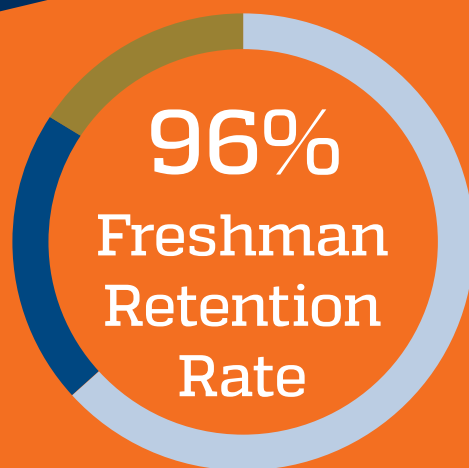


The Freshman and International Admissions section is responsible for all aspects of the freshman outreach program, international recruitment strategies and international credential evaluation including



FRESHMAN ADMISSION

The University of Florida continues its commitment to a selective admission process and subscribes to a holistic review of all freshman applicants. Our admission system is driven by the desired values and character of our campus community as a whole; and the potential for each individual to contribute to, or benefit from, becoming associated with the UF community.



enrollment target:
6,700 incoming freshmen

FRESHMAN APPLICATIONS: Summer/Fall 2016

“The freshman admission process is one of the highest-profile activities in the Office of Admissions.”

6,987 Enrolled in Freshman Class

32,275 Applications

13,810 Admits

42.8% Admit Rate

BY RESIDENCY - INTERNATIONAL

Enrolled	11	122	202	821	5,808
Admits	17	258	569	3,006	9,966
Applicants	50	925	1,966	6,851	22,490

MILITARY	UNDETERMINED	INTERNATIONAL	NON-FLORIDA	FLORIDA
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BY GENDER



13,921 Applications
5,5613 Admits
2,917 Enrolled



18,5298 Applications
8,286 Admits
4,038 Enrolled

NOT REPORTED

56 Applications
11 Admits
5 Enrolled

- 32,275 Total Applications
- 13,810 Total Admits
- 6,960 Total Enrolled

At UF, we attract learners, leaders and thinkers from different parts of our country and globe. Our differences are part of what makes the University of Florida a world-class university with a diverse perspective. Our commonalities include the desire to learn in an environment that attracts the best students and embraces diversity.



Diversity *

ETHNICITY	APPLICANTS	ADMITS	ENROLLED
Asian (A)	2,248	1,280	675
African-American (B)	2,853	859	415
Hispanic (H)	7,384	2,593	1,310
American Indian/Alaskan (I)	60	15	8
Multi-Racial	1,277	565	309
Non-Resident Alien (O)	1,966	569	202
Pacific Islander (P)	43	18	11
White (W)	15,831	7,569	3,860
Not Reported (X)	613	342	170
TOTAL (Reported Race Code)	32,275	13,810	6,960

* Totals do not represent 100% of applicants. Florida Board of Governors reporting requirements do not capture ethnicity for resident alien or international students.

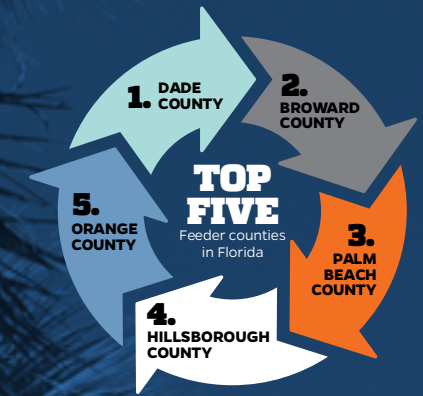
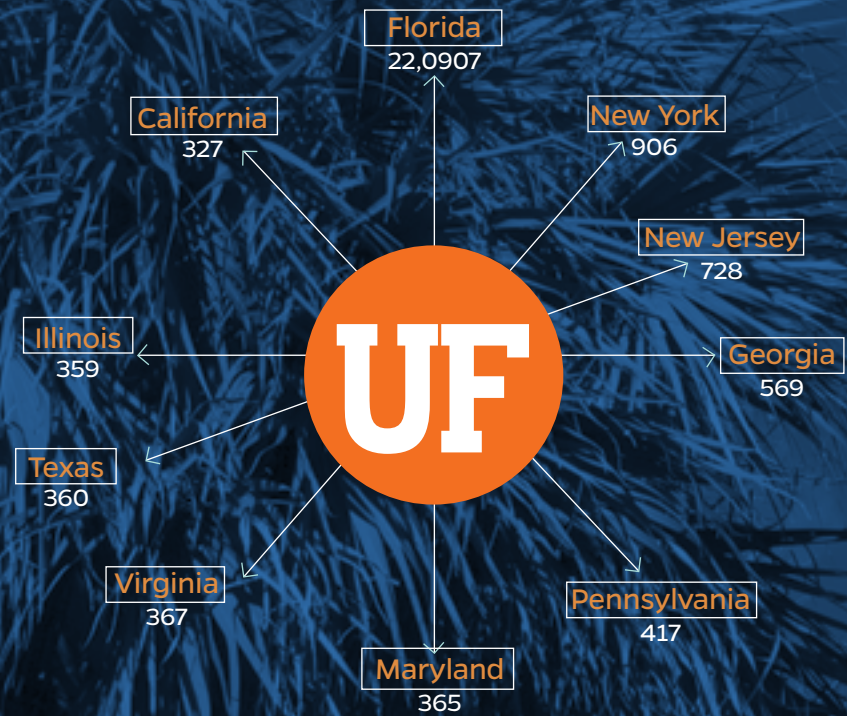
The Middle 50 % of Freshmen Admitted

GPA >> 4.2-4.5
ACT >> 28-32
SAT >> 1810-2060

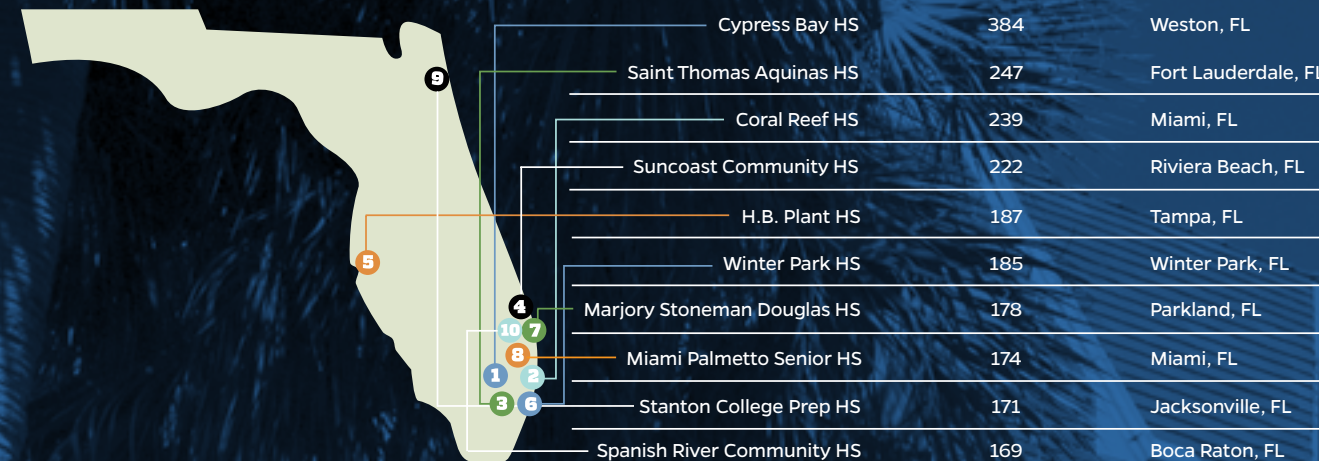
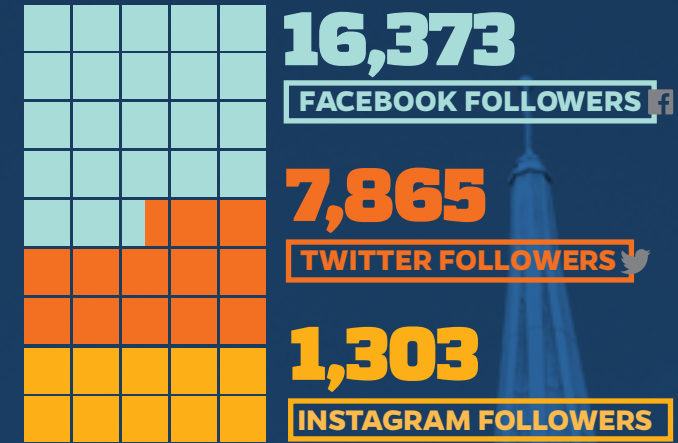
The Middle 50 % of Freshmen Enrolled

GPA >> 4.2-4.5
ACT >> 27-31
SAT >> 1790-2030

Top 10 Feeder States



COUNTY	#APPLICANTS
MIAMI DADE	3,125
BROWARD	3,124
PALM BEACH	1,968
HILLSBOROUGH	1,954
ORANGE	1,760



Freshman Scholarships

The University of Florida Office of Admissions offers financial awards through a number of programs designed to help shape the incoming freshman class. Awards are based on a selection process that takes into consideration a number of factors including, but not limited to, scholastic achievement. While some of the award programs are cash awards, most scholarship programs administered by the Office of Admissions are tuition-reduction or tuition-waiver awards. All programs are awarded by semester and all have continuance requirements based on academic performance standards. The total annual scholarship budget is \$6.0 million.



SCHOLARSHIP PROGRAM	AWARD AMOUNT PER YEAR	NEW STUDENTS AWARDED 2016
Presidential	\$ 5,000	165
Presidential Gold	\$ 8,000	39
Presidential Platinum	\$10,000	25
Alumni*	\$ 8,000	52
Sunshine*	\$16,000	47
Gator Nation*	\$20,000	38

* Tuition reduction waiver awards

RECRUITMENT



27,862

IN-STATE VISITORS TO THE WELCOME CENTER VISITORS PROGRAMS

620,487

TOTAL EMAILS SENT

198

STUDENTS WHO BECAME GATORS FOR A DAY

73

NON-FLORIDA HIGH SCHOOL VISITS

290 COLLEGE FAIRS IN FLORIDA

3 ADMISSIONS AMBASSADOR EVENTS

10,062

SCHOOL GROUP VISITORS TO THE WELCOME CENTER

5

COUNSELOR EVENTS

11 VENDOR CAMPAIGNS

38 TARGETED EMAIL CAMPAIGNS

IN-STATE YIELD EVENTS **7**

11

COUNTRIES VISITED

14,031

OUT-OF-STATE VISITORS TO WELCOME CENTER PROGRAMS

11

STATES VISITED

1 FALL OPEN HOUSE

The Office of Admissions invests considerable time and effort to plan and execute a recruitment program that shapes our freshman class; and, by extension, the UF campus community. The “reach” of our recruitment effort expands every year as we search nationally and even globally to add to the rich character of our campus.

INNOVATION ACADEMY

The Innovation Academy (IA) is one of the nation's most forward-looking undergraduate programs, providing students with a small-cohort experience focused on innovation, creativity, entrepreneurship, ethics and leadership. Students are enrolled during the spring-summer academic year and have the fall semester to explore off-campus experiential pursuits, such as study abroad, internships, research or online courses.

Innovation Academy Majors

MAJOR	APPLICATIONS	ADMITS	*ENROLLED
Accounting	23	10	4
Advertising	15	6	4
African American Studies	1	0	0
Agricultural Education and Communication	13	1	1
Animal Sciences	69	18	12
Anthropology	12	3	1
Biology (LS)	216	45	18
Biology (AG)	136	32	16
Business Administration - General Studies	121	40	24
Chemistry	76	22	9
Computer Science	180	49	23
Digital Arts and Sciences	17	8	3
English	10	2	0
Entomology and Nematology	4	1	0
Finance	59	21	7
Geography	8	4	3
History	13	6	2
Industrial and Systems Engineering	48	12	5
Information Systems	3	0	0
Journalism	27	11	4
Management	55	18	11
Marketing	62	20	9
Mathematics	17	8	2
Plant Science	9	3	0
Political Science	83	39	17
Psychology	114	31	13
Public Relations	17	6	1
Sociology	13	2	1
Sustainability and the Built Environment	20	6	5
Telecommunication	49	16	7
TOTAL	1,490	440	202

* Because the Innovation Academy uses a Spring/Summer academic calendar, these 'Enrolled' numbers represent new students matriculating in the spring semester 2016.

“The Office of Admissions at the University of Florida works with students and families who have very high expectations and a great deal of emotional investment in preparing for admission to the university.

PATHWAY TO CAMPUS ENROLLMENT

PaCE

Pathway to Campus Enrollment (PaCE) provides the University of Florida with expanded opportunities to offer admission to more of the best and brightest students throughout Florida and the nation. By enrolling in PaCE, students begin their studies in our UF Online program. Once students have completed 60 total hours of transferable work and have met other tracking requirements, they may transition to campus. The PaCE program offers an excellent academic experience combining online and campus-based learning.

PaCE Majors

MAJOR	ACCEPTED
AGRICULTURAL AND LIFE SCIENCES	49
AGRICULTURAL EDUCATION AND COMMUNICATION	1
AGRICULTURAL OPERATIONS/MANAGEMENT	2
ANIMAL SCIENCES	3
DIETETICS	4
FAMILY, YOUTH AND COMMUNITY SCIENCES	4
FOOD AND RESOURCE ECONOMICS	3
FOREST RESOURCES AND CONSERVATION	3
INTERDISCIPLINARY STUDIES	2
MICROBIOLOGY AND CELL SCIENCE	17
NATURAL RESOURCE CONSERVATION	1
NUTRITIONAL SCIENCES	7
WILDLIFE ECOLOGY AND CONSERVATION	2
BUSINESS ADMINISTRATION	111
BUSINESS ADMINISTRATION - GENERAL STUDIES	111
DESIGN, CONSTRUCTION AND PLANNING	20
ARCHITECTURE	15
INTERIOR DESIGN	3
SUSTAINABILITY AND THE BUILT ENVIRONMENT	2
HEALTH AND HUMAN PERFORMANCE	23
HEALTH EDUCATION AND BEHAVIOR	6
RECREATION, PARKS AND TOURISM	1
SPORT MANAGEMENT	16
JOURNALISM AND COMMUNICATIONS	105
ADVERTISING	14
JOURNALISM	51
PUBLIC RELATIONS	19
TELECOMMUNICATION	21
LIBERAL ARTS AND SCIENCES	133
EXPLORATORY	45
ANTHROPOLOGY	5
CLASSICAL STUDIES	2
COMPUTER SCIENCE	21
ENGLISH	14
HISTORY	11
LINGUISTICS	9
MATHEMATICS	7
PHILOSOPHY	2
SOCIOLOGY	8
SPANISH	2
STATISTICS	5
SUSTAINABILITY STUDIES	2
NATURAL RESOURCES AND ENVIRONMENT	2
ENVIRONMENTAL SCIENCE 2	2
THE ARTS	5
DANCE	1
DIGITAL ARTS AND SCIENCES	4
GRAND TOTAL	448

SANTA FE COLLEGE PARTNERSHIPS

The Office of Admissions has collaborated with the College of Engineering, the College of Design, Construction and Planning, other Enrollment Management offices, and officials from Santa Fe College to implement the Gator Engineering at Santa Fe (GE@SFC) and Gator Design and Construction at Santa Fe (GDC@SFC). These innovative partnerships are designed to expand opportunities for aspiring students to earn degrees from the University of Florida.

Students offered these opportunities will begin their studies at Santa Fe College where they are provided special advising and other support that will lead to an accelerated transfer to the UF campus. Students must meet established benchmarks in order to be eligible for transfer. The Colleges of Engineering and Design, Construction and Planning selects students for participation in this program from a cohort of promising applicants identified by the Office of Admissions.

COLLEGE OF DESIGN, CONSTRUCTION AND PLANNING

MAJOR	APPLICATIONS	OFFERS	ACCEPTED
Architecture	135	71	28
Construction Management	29	16	7
Interior Design	44	21	5
Landscape Architecture	3	2	1
TOTAL	211	110	41

COLLEGE OF ENGINEERING

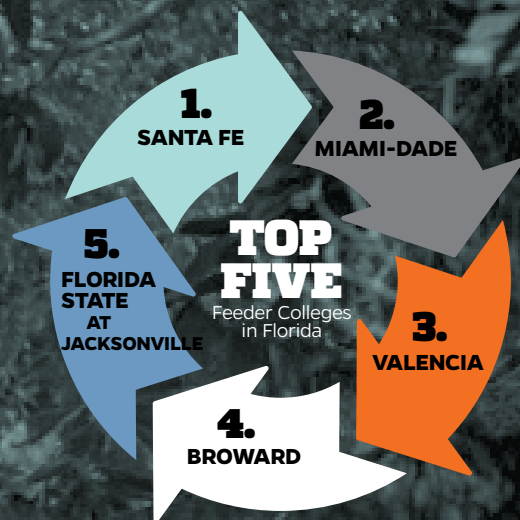
MAJOR	APPLICATIONS	OFFERS	ACCEPTED
Computer Engineering	156	60	10
Computer Science	254	83	27
Digital Arts and Sciences	35	10	3
Electrical Engineering	98	33	18
Environmental Engineering Sciences	58	21	11
Materials Science and Engineering	7	2	2
Nuclear Engineering	33	12	4
TOTAL	641	221	75



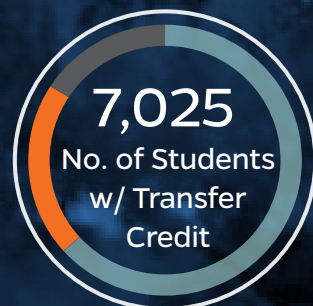
TRANSFER ADMISSION

The University of Florida welcomes applications from students coming from other institutions who wish to earn a UF degree. Students transferring into the university are a valued part of our campus community and add to its rich diversity. Transfer admission to UF is governed by Board of Governors' regulation, particularly as it relates to upper-division transfer students coming from the Florida College System (FCS), formerly the Florida community colleges.

Transfer coursework is articulated in the Office of Admissions and is one of our most critical functions. Coursework from institutions across the country and around the world is evaluated and made part of the University of Florida record.



Transfer Credit Evaluation



TRANSFER ADMISSION BY COLLEGE

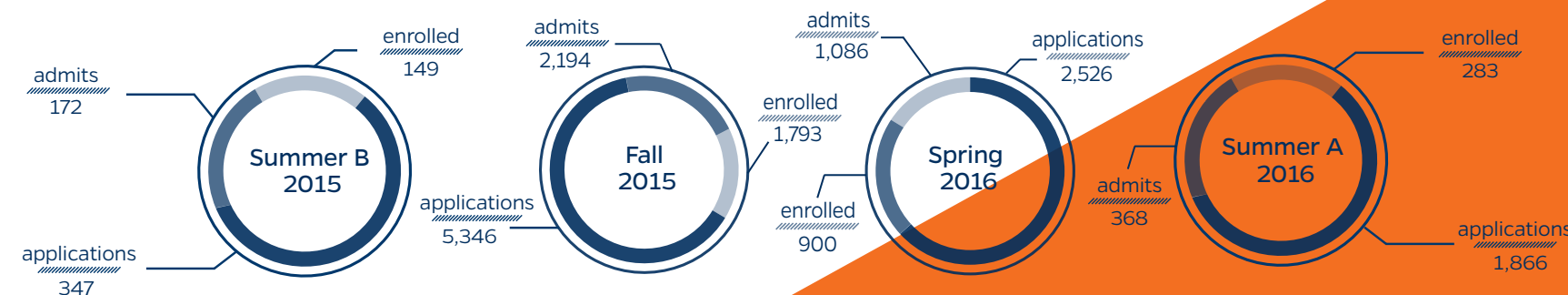
Summer B 2015 - Summer A 2016

COLLEGE	APPLICATIONS	ADMITS
Accounting	155	14
Agricultural and Life Sciences	1,203	579
The Arts	266	133
Business Administration	1,563	477
Construction Management	118	73
Design, Construction and Planning	126	93
Education	127	53
Engineering	822	302
Health and Human Performance	653	214
Health Professions	286	78
Journalism	524	296
Liberal Arts and Sciences	3,809	1,459
Natural Resources and Environment	23	5
Nursing	410	44
TOTAL	10,085	3,820

“ A student's college choice is a life-changing decision. Our goal is not to merely recruit the finest students for UF but to establish lifelong relationships between the university and these students and their families with whom we interact. A strong component of admissions is relationship building. UF is a large campus, but no student here is just a number. We value students, one applicant at a time.

Transfer Applicant Pool

	APPLICANTS	ADMITS	ENROLLED
Summer B '15	347	172	149
Fall '15	5,346	2,194	1,793
Spring '16	2,526	1,086	900
Summer A '15	1,866	368	283
TOTAL	10,085	3,820	3,125



GRADUATE and PROFESSIONAL ADMISSIONS

More than 200 graduate programs available

The Office of Admissions provides application support and service to more than 200 graduate departments on the UF campus. Online application development, fee and residency processing, credential and degree verification, and departmental referral are all services to University of Florida graduate programs. The Office of Admissions recognizes its considerable responsibility in supporting this critically important area of the university's mission.

“Recognizing our considerable responsibility in supporting this critically important area of the university's mission.”

where do you want YOUR education to take YOU?

GO global

PROFESSIONAL PROGRAMS

Summer B 2015 - Summer A 2016

PROGRAM	APPLICATIONS	ADMITS
Dentistry	663	100
Law	1,278	800
Medicine	2,477	148
Nursing Practice	137	37
Pharmacy	1,039	454
Physical Therapy	610	64
Physician Assistant	1,173	65
Veterinary Medicine	766	114
TOTAL	8,143	1,782

GRADUATE ADMISSIONS

Summer B 2015 - Summer A 2016

PROGRAM	APPLICATIONS	ADMITS
Accounting	340	136
Agriculture	1,252	588
Architecture	515	340
The Arts	434	212
Business	3,069	1,531
Building Construction	203	156
Dentistry	252	13
Education	1,053	642
Engineering	5,893	2,735
Health and Human Performance	479	263
Health Professions	1,750	492
Interdisciplinary	48	30
Journalism	509	198
Liberal Arts & Sciences	4,478	1,107
Law	236	187
Medicine	370	100
Nursing	57	26
Pharmacy	719	345
Veterinary Medicine	160	106
TOTAL	21,817	9,207

INTERNATIONAL ADMISSION

Each year more than 6,000 students from more than 131 countries enroll at the University of Florida. We are proud of the quality, diversity and uniqueness of these applicants. Our international admissions staff is familiar with the educational systems of most countries and considers these applications within the context of the students' distinct educational environments. We also work closely with the UF International Center to help support these students once they are on campus.

Freshman Admission

1,966

TOTAL APPLIED

ADMITTED
569

202
ENROLLED



Transfer Admission

TRANSFER APPLICANT POOL

	APPLICANTS	ADMITS	ENROLLED
Summer B '15	24	7	7
Fall '15	746	272	175
Spring '16	292	108	84
Summer A '16	122	31	23
TOTAL	1,184	418	289

TRANSFER ADMISSION BY COLLEGE

COLLEGE	APPLICATIONS	ADMITS	ENROLLED
Accounting	66	3	2
Agricultural and Life Sciences	106	50	40
The Arts	29	15	11
Business Administration	218	45	32
Construction Management	3	3	3
Design, Construction and Planning	30	20	12
Education	2	1	1
Engineering	275	105	73
Health and Human Performance	28	10	5
Health Professions	12	4	3
Journalism	55	26	18
Liberal Arts and Sciences	329	130	80
Natural Resources and Environment	1	0	0
Nursing	21	2	2
TOTAL	1,175	414	282

“The international admission process is designed to foster a global campus community that aligns with the university’s commitment to diversity.”

TOP 10 COUNTRIES

China	653
Venezuela	179
India	144
Philippines	138
Brazil	115
Cuba	87
Columbia	83
Canada	75
Jamaica	72
South Korea	61

PROFESSIONAL PROGRAMS

Summer B 2015 - Summer A 2016

PROGRAM	APPLICATIONS	ADMITS
Dentistry	159	13
Law	63	21
Medicine	126	13
Nursing Practice	4	1
Pharmacy	128	46
Physical Therapy	21	2
Physician Assistant	30	2
Veterinary Medicine	14	1
TOTAL	545	99

GRADUATE ADMISSIONS

Summer B 2015 - Summer A 2016

PROGRAM	APPLICATIONS	ADMITS
Accounting	158	17
Agriculture	566	159
Architecture	340	197
The Arts	121	33
Business Administration	1,534	662
Building Construction	174	134
Dentistry	76	1
Education	282	144
Engineering	4,904	2,052
Health and Human Performance	139	71
Health Professions	459	123
Interdisciplinary	15	11
Journalism	320	79
Liberal Arts & Sciences	3,002	662
Law	92	74
Medicine	158	18
Nursing	14	4
Pharmacy	237	45
Veterinary Medicine	24	7
TOTAL	12,615	4,493

SPECIAL PROGRAMS

UF Online Degree Program

The Office of Admissions was instrumental in the launch of the first public, completely online undergraduate degree program in Florida. UF Online is an exciting new expansion of the University of Florida opportunity with enormous potential. Applicant support is provided through a contract vendor specializing in online educational program support and a campus-based support unit in the Division of Enrollment Management, called OneStop. The Office of Admissions developed the online application form, the roll-out marketing strategy, and trained support staff from both the vendor and OneStop staff.



UF Online - Freshman

PROGRAM	APPLICATIONS	ADMITS
Anthropology	8	1
Biology	51	13
Computer Science	59	23
Criminology & Law	43	8
General Business	118	24
Geography	0	0
Geology	7	1
Health Education and Behavior	13	4
Interdisciplinary Studies	16	0
Psychology	65	13
Sociology	9	2
Sport Management	25	4
Telecommunication	14	1
TOTAL	428	94

UF Online - Transfer

COLLEGE	APPLICATIONS	ADMITS	ENROLLED
AGRICULTURAL & LIFE SCIENCES	103	32	13
BUSINESS ADMINISTRATION	1,050	340	179
HEALTH & HUMAN PERFORMANCE	392	148	65
JOURNALISM & COMMUNICATIONS	98	50	21
LIBERAL ARTS & SCIENCES	1,598	447	157
NURSING	113	36	27
TOTAL (COLLEGES)	3,354	1,053	729

Certificate Programs

Formalizing the certificate application and awarding structure at the University of Florida is a significant achievement. The Office of Admissions was at the center of a project team comprised of Admissions, Registrar, Enterprise Systems and Academic Affairs to develop an entirely new infrastructure to support application, approval, advising, awarding and recording of earned academic certificates.

Almost 18 months in development, the new UF Certificate System was initiated by a directive from the Office of the Provost to comply with requirements of our accrediting agency, Southern Association of Colleges and Schools (SACS) and the reporting requirements of State University System Board of Governors. SACS identified institutionally awarded certificates as academic credentials that were recognized in academia and in the work environment; as such, certificates are required to have the necessary measure of institutional oversight as might be required for a major, minor or even a degree. All academic entities at UF offering certificate programs are required to participate in the new system Spring 2015.

CERTIFICATE PROGRAMS

Summer B 2015 - Summer A 2016		
COLLEGE	APPLICATIONS	ADMITS
Agricultural and Life Sciences	558	313
The Arts	70	24
Business Administration	35	26
Construction Management	72	28
Dentistry	25	15
Design, Construction and Planning	8	6
Education	239	127
Engineering	266	171
Health Professions	229	121
Journalism and Communications	226	122
Liberal Arts and Sciences	388	325
Medicine	318	153
Nursing	56	18
Pharmacy	578	340
Veterinary Medicine	339	198
TOTAL	3407	1987

UF is ranked one of the top 100 universities worldwide.

“Formalizing the certificate application and awarding structure at UF is a significant achievement.”



2016 HIGHLIGHTS

- Pat Herring, Director of Admission Operations, retired from the university in January after many years of service to constituents across the state and beyond.
- Following a national search, we were pleased to hire our very own Rick Bryant as the permanent Director of Admission Operations. Rick has served in many capacities at the University of Florida. Most recently, he was the Associate Director of Admissions Operations. Rick will lead all application services, technology, residency for new students, data management, as well as transfer, graduate and professional school admissions. We are grateful to have him serve in this capacity.
- UF is a member of the Coalition for Access and Affordability. Beginning with the fall 2017 entering class, we will use the Coalition Application exclusively for our freshman application.
- UF Online students (including PaCE students) have been offered an optional fee package that will allow online students access to on-campus health facilities, students recreational centers, student athletic tickets, and transportation services.

TEAMWORK



We look forward to new challenges that will arise in 2017. Our staff remains committed to improving efforts to recruit, evaluate, and enroll future students.





Design: Academic Publications
Office of Admissions, Division of
Enrollment Management

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