ANNUAL REPORT

SUPPORTING TEACHING, RESEARCH AND SERVICE

Office of the University Registrar
Division of Enrollment Management

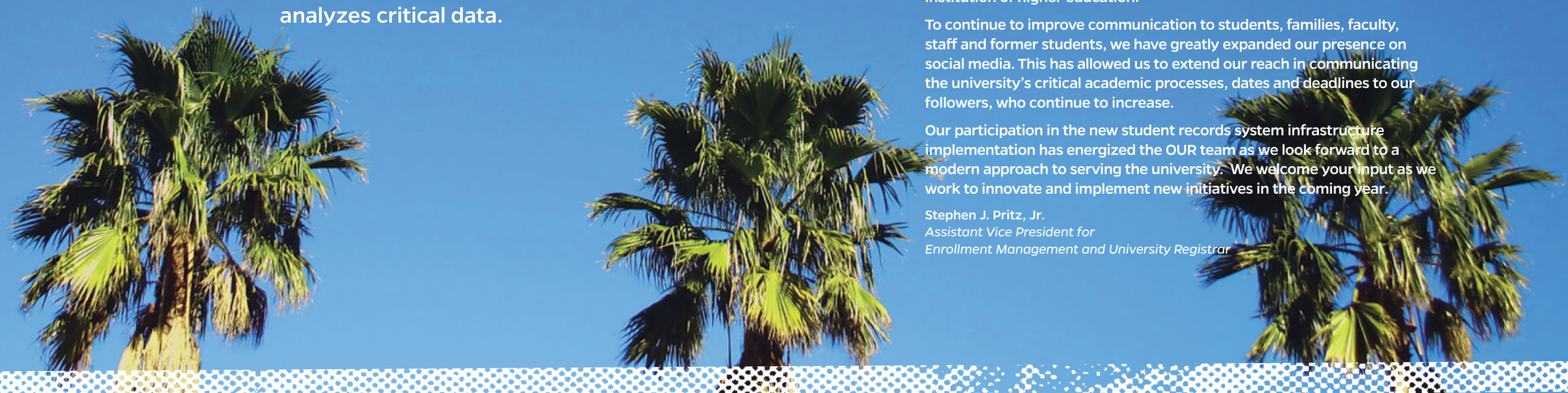
UF | UNIVERSITY of FLORIDA

VISION

Transcending expectations through collaborative synergy and solutions.

MISSION

The Office of the University Registrar provides responsive, considerate and knowledgeable service; ensures adherence to academic policy; creates, safeguards and preserves academic records; collects and analyzes critical data.



REGISTRAR MESSAGE

I am pleased to share this annual report highlighting the work of the Office of the University Registrar (OUR) in supporting the university community. We are so fortunate to be a part of such a wonderful team and look forward to supporting the University of Florida's future successes.

Over the past decade, the needs of those we serve have changed dramatically, as our constituents are utilizing more of our services remotely. Our Criser Hall lobby space was minimized in a renovation to better serve the needs of our employees and constituents. While we still have a fully-staffed service counter to meet visitors face to face, we have added significantly more employee work stations to meet our increasing volume of electronic and phone requests for records, transcripts, registration and departmental support. The workspace design maximizes collaboration amongst employees who are supporting our multidisciplinary approach to projects and customer service.

This renovation also provided space for a contemporary office suite where we serve students receiving Veterans Educational Benefits. This new office space, coupled with a breakthrough in speeding the certification of Veterans Benefits, has help lead UF to gain recognition as a Veterans Friendly institution of higher education.

To continue to improve communication to students, families, faculty, staff and former students, we have greatly expanded our presence on social media. This has allowed us to extend our reach in communicating the university's critical academic processes, dates and deadlines to our followers, who continue to increase.

Our participation in the new student records system infrastructure implementation has energized the OUR team as we look forward to a modern approach to serving the university. We welcome your input as we work to innovate and implement new initiatives in the coming year.

Stephen J. Pritz, Jr.
Assistant Vice President for
Enrollment Management and University Registrar

O.U.R. VALUES

The Office of the University Registrar has documented our values to help University of Florida students, faculty and staff understand what is important in our professional service to the university. These values express the beliefs and commitments of the employees who staff the Office of the University Registrar.

COMMITMENT

COMMUNICATION

CULTURE OF HOSPITALITY

HONESTY

HUMOR

RESPECT

UF

OFFICE OF THE UNIVERSITY REGISTRAR

ANNUAL REPORT 2017

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MEETING O.U.R. GOALS

The O.U.R. staff sets important goals for each upcoming academic year and utilizes those goals to assure that important initiatives are supported. The 2016-2017 goals are noted here with brief updates on the progress made toward each.

CREATED DASHBOARD OF STUDENT ENROLLMENT DATA

PROVIDED MULTIFACETED SUPPORT AND EFFECTIVE COLLABORATION FOR THE COMPASS PROGRAM

IMPLEMENTED MULTIPLE SOCIAL MEDIA PLATFORMS AND FACILITATED ENGAGEMENT AND COMMUNICATION

RE-ENGINEERED AND RENOVATED O.U.R. SPACE TO ENHANCE CAMPUS SUPPORT

O.U.R. ACADEMIC YEAR ACHIEVEMENTS

Each year the rate of change increases, but so do the opportunities to better support the university's academic mission. In the 2016-17 academic year, the O.U.R. fully embraced these opportunities to greatly improve how we physically and virtually serve today's students.

Lead the Master Data Management (MDM) project which included the creation of a data standards manual, defining over 700 data elements.

Continued to expand the Enrollment Profile, providing data visualization of various metrics produced at the beginning of each term for university leadership. Created an internal Enrollment Profile of management metrics for Enrollment Management administrators.

Collaborated with UF Information Technology (UFIT) to enhance transcript ordering by making the ordering process mobile friendly.

Through collaboration with UFIT, reengineered the commencement program production process to improve the speed, efficiency and accuracy of the programs' contents in initial drafts and final version for printing.

Provided substantial support, data conversion review, infrastructure conversion assessment and preparation for the COMPASS Program implementation of the new student records system.

Created a major expansion of the data visualization and dashboard support provided to the UF Online team.

Enhanced communication by adding a visual display in the Registrar's lobby and increased our social media presence through Twitter, Facebook and Instagram, and substantially increased video tutorials and ad hoc "live" videos during key activities like registration and graduation.

We wrapped up our first year of fully running social media. Entering year two, we hope to double the numbers.

https://www.facebook.com/UFRegistrar
591 Likes in 2017 [90 in 2016]

https://twitter.com/UFRegistrar/
369 Followers in 2017 [168 in 2016]

https://www.instagram.com/ufregistrar/
143 Followers in 2017 [38 in 2016]

Instagram
276 %
Social Media Increase for 2017

Facebook
551 %
Social Media Increase for 2017

Twitter
120 %
Social Media Increase for 2017

Retaining accurate records is of paramount importance to the Registrar's office, but how records are kept has changed over the years. Originally, Permanent Record Cards (PRCs), which were maintained for each student as a permanent academic record, were kept by hand. In those early days, good penmanship was critical to PRC accuracy. The advent of the typewriter improved uniformity and efficiency in the record keeping process. As the O.U.R. entered the digital age, PRCs were completely phased out, and new student records were housed on a locally developed online system known as GATA.

While PRCs are now obsolete, their information is still important, so over the past academic year our office has worked diligently to digitize these records. This is a formidable task, as it can take up to 10 business days to convert and triple check one historical student record. After conversion, former students can easily view their record and order their official transcript online.

The Office of the University Registrar is committed to protecting and maintaining the academic record of every student who has attended the University of Florida. To date, the Records teams have converted all the records of students born after 1956, and the effort continues to convert as many as possible before our new student records system goes online.

O.U.R. ACHIEVEMENTS

Provided extensive amounts of data to National Center for Educational Statistics (NCES) for the High School Longitudinal Study of 2009 as well as the 2012 Beginning Postsecondary Students Longitudinal Study. Devoted five staff members full time to the planning, conversion and implementation effort.

Coordinated Peabody/Criser Office Olympics. This is our official kickoff for the UF Community Campaign.

SERVICE CENTER RESPONDED TO

9,382

emails

Coordinated and facilitated renovations in Criser Hall.

COMPASS PROGRAM

We have done more than planning and preparing. We have helped implement through data conversion, testing and more testing.

SERVICE CENTER RESPONDED TO

72,225

CALLS

Worked with the Career Resource Center, Enterprise Systems, the COMPASS team, and a vendor to implement two new requirements for the Ready, Set, Work project. The project is part of the governor's challenge to enhance graduates' job opportunities.

O.U.R. LOBBY RENOVATIONS

When originally designed, our Criser Hall Lobby served all students who advanced registered for classes each term in addition to being the clearinghouse for forms required to manage many university academic policies. A lot has changed since then and, to better serve our students, our lobby had to change, too.

The need for students to physically come to the O.U.R. has been greatly reduced by increased online and fully responsive mobile phone interaction. Many forms and services have been made more distance-friendly, which allows us to better serve our students from wherever they are in the world. In addition, changes to the transcript ordering system means that students no longer have to wait their turn in the lobby to order or pick up their transcripts.

As our need for lobby space decreased, our communications by phone, email, and fax increased. Over the past year, extensive renovations have made much better use of our space by reducing the walk-up lobby and greatly expanding our phone and online service center.

In the Office of the University Registrar, we are dedicated to continuously providing the best service possible. As you can see in the before and after photos of the Registrar's lobby, we are committed to continuously evolving to serve students in the best way possible.

O.U.R. PLANNING AHEAD
GOALS 2017-2018

As each academic year ends, O.U.R. staffers are challenged to look ahead to identify projects and goals for the coming year to improve our support of the university's mission.

GOAL 1

Optimize university resources to enroll and support students by implementing best practices and appropriate technological solutions.

Action items:
The Office of the University Registrar will use Tableau software to create an internal dashboard of various types of data such as advance registration data, course demand analysis data and degree data. This data will be made available to assist Division of Enrollment Management and other university administrators and leaders in making enrollment and other administrative decisions.

GOAL 2

Develop administrative infrastructure to enhance and support innovative teaching and learning.

Action Item:
The Office of the University Registrar will collaborate with campus partners to begin testing and migrating the student records system, using the technologies included within the COMPASS program. The effort began in July 2017 to prepare for the August 2017 release of Academic Structure, with continued testing throughout next year for the remaining releases.

GOAL 3

Work collaboratively to broaden the university's presence nationally and internationally.

Action Items:
The Office of the University Registrar will grow our social media presence, including increasing the use of instructional videos for students, staff and alumni. Using audience traffic analysis, the office will identify the web services with the greatest traffic to maximize online presence.

O.U.R. CORE FUNCTIONS

COMMUNICATIONS, COMPLIANCE AND OUTREACH SERVICES
OPERATIONS SUPPORT SERVICES
REGISTRATION AND CURRICULUM SERVICES
STUDENT RECORDS AND DEGREE SERVICES
SYSTEMS, DATA AND ADMINISTRATIVE SERVICES

OPERATIONS SUPPORT SERVICES

Provides data entry and imaging of Admissions and O.U.R. support documents.

Inserts, sorts and processes outgoing mail, and opens, sorts and distributes incoming mail.

Provides technical support of all hardware and software for the division.

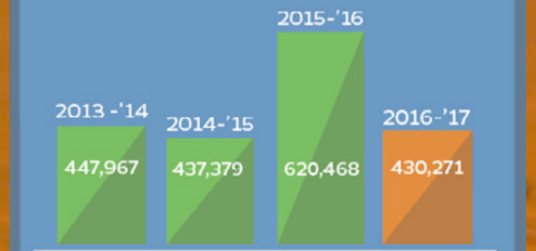
Coordinates Enrollment Management, Admissions and O.U.R. renovation projects.

MAIL VOLUME

	Mail Received	Total	Mail Outgoing
2013 - '14	63,917	207,493	143,576
2014 - '15	64,269	208,431	144,162
2015 - '16	62,177	224,352	162,175
2016 - '17	47,220	166,898	119,678*

* Due to new application process, students no longer send transcripts or paper applications.

DOCUMENTS SCANNED



* Spike due to change in workflow, from back end imaging to front end imaging.

379.5
Cubic Feet of Documents Recycled

430,271
Documents Scanned

COMMUNICATIONS, COMPLIANCE AND OUTREACH SERVICES

Coordinates access to non-directory records and compliance with privacy laws and regulations.

Communicates policies and procedures both internally and to the university community by phone, email, face-to-face, and by contributing submissions to Gator Times.

Creates customer service surveys. Collects, analyzes and responds to feedback.

Reviews and provides content and updates for the Registrar's website.

Develops and leads comprehensive cross training program for the Registrar's Office.

SERVICE CENTER RESPONDED TO

9,382

emails

SERVICE CENTER RESPONDED TO

72,225

CALLS

Since introducing the mobile-friendly undergraduate catalog, total catalog and mobile usage has steadily increased.

In the past year, smart phone and tablet traffic accounted for 36.58% of 1.9 million unique catalog sessions.

SMART PHONES AND TABLETS 36.58% OF 1.9 million UNIQUE CATALOG SESSIONS

Coordinates with the Statewide Course Numbering System (SCNS) and maintains the campus curriculum of all courses approved by SCNS.

4,186 NON-DEGREE APPLICATIONS PROCESSED

Coordinates student registration.

Creates, maintains and archives the online undergraduate catalog.

1,758 CURRICULUM INVENTORY CHANGES

Schedules classroom space for instructional activities, seminars and student meetings.

1,693 PREREQUISITE CHANGES

Processes withdrawals, drops, cancellations and registration reinstatements.

Creates course offerings in conjunction with colleges and departments for publication in the online termly Schedule of Courses.

MORE THAN 300 NON-TRADITIONAL PROGRAMS SUPPORTED

Produces the university academic calendar in coordination with the University Curriculum Committee and Faculty Senate.

Provides enrollment certification. Reports enrollment to the National Student Clearinghouse to comply with federal requirements.

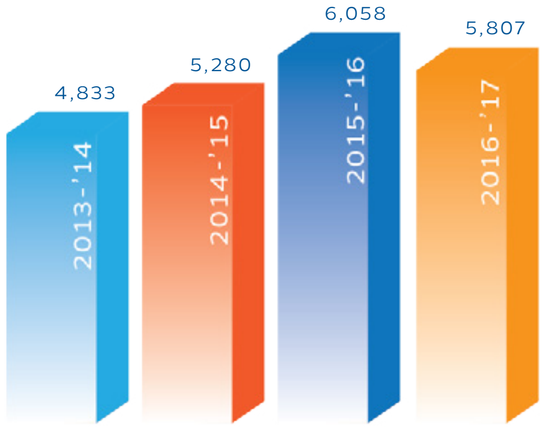
11,388 ENROLLMENT CERTIFICATIONS

Creates the printed Guide to Majors publication for use with incoming students at Preview.

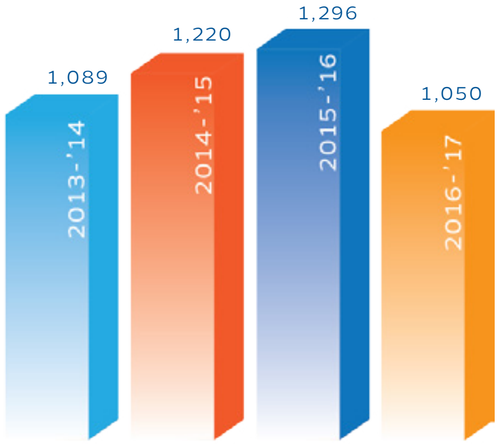
REGISTRATION & CURRICULUM SERVICES

REGISTRATION & CURRICULUM SERVICES

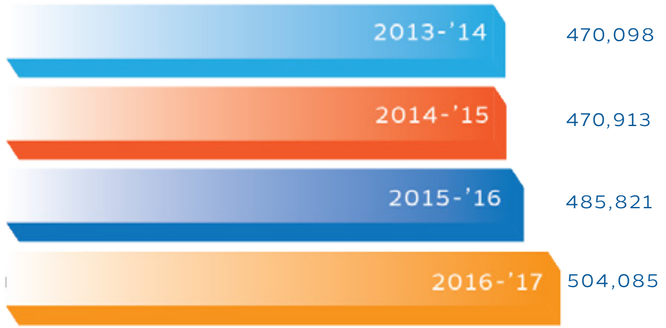
TRANSIENT STUDENT APPLICATIONS PROCESSED



EMPLOYEE EDUCATION PROGRAM REGISTRATIONS

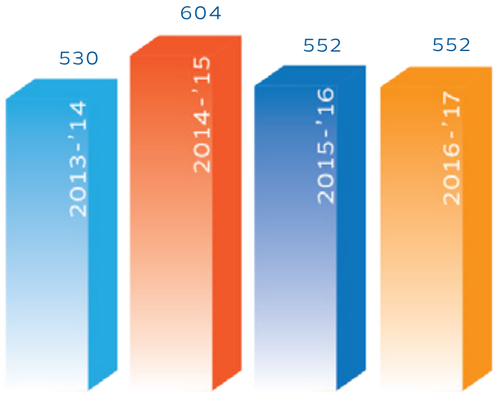


COURSE REGISTRATIONS

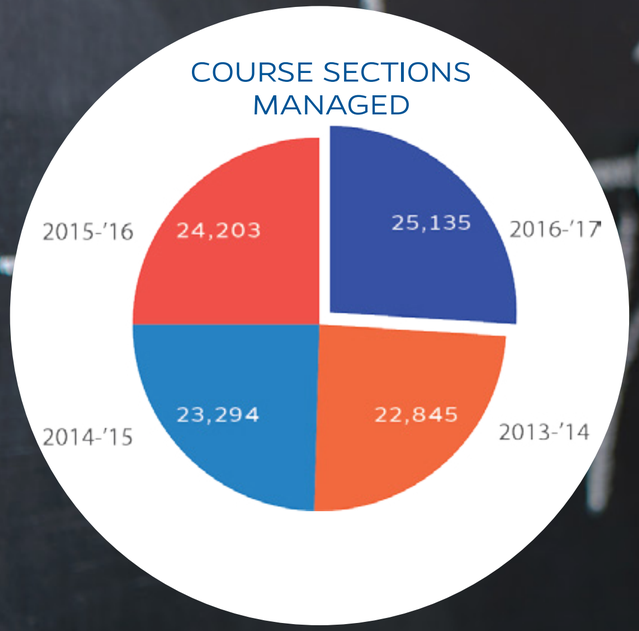


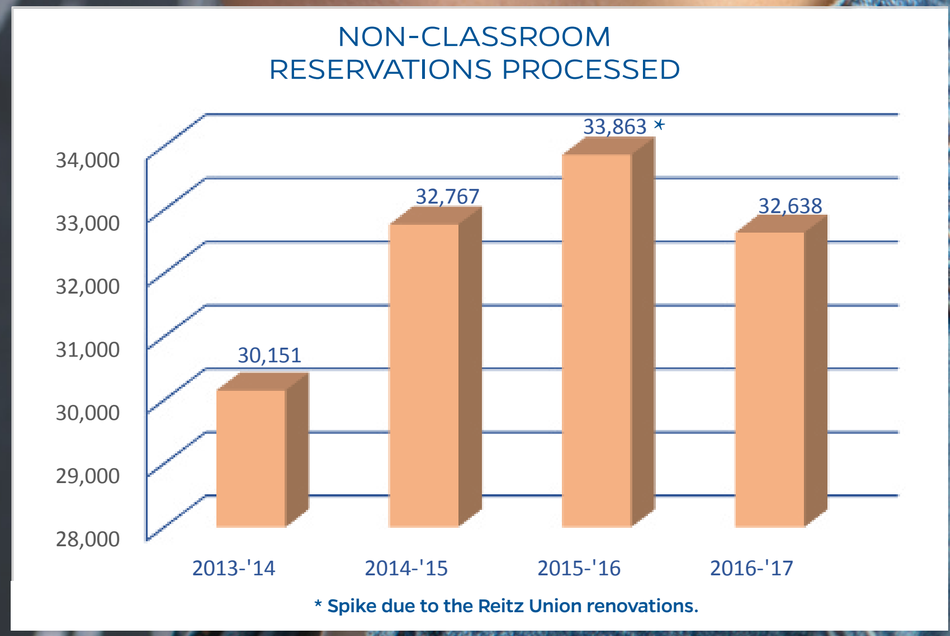
STUDENT ATHLETES

ACADEMICALLY MONITORED, CERTIFIED AND REPORTED

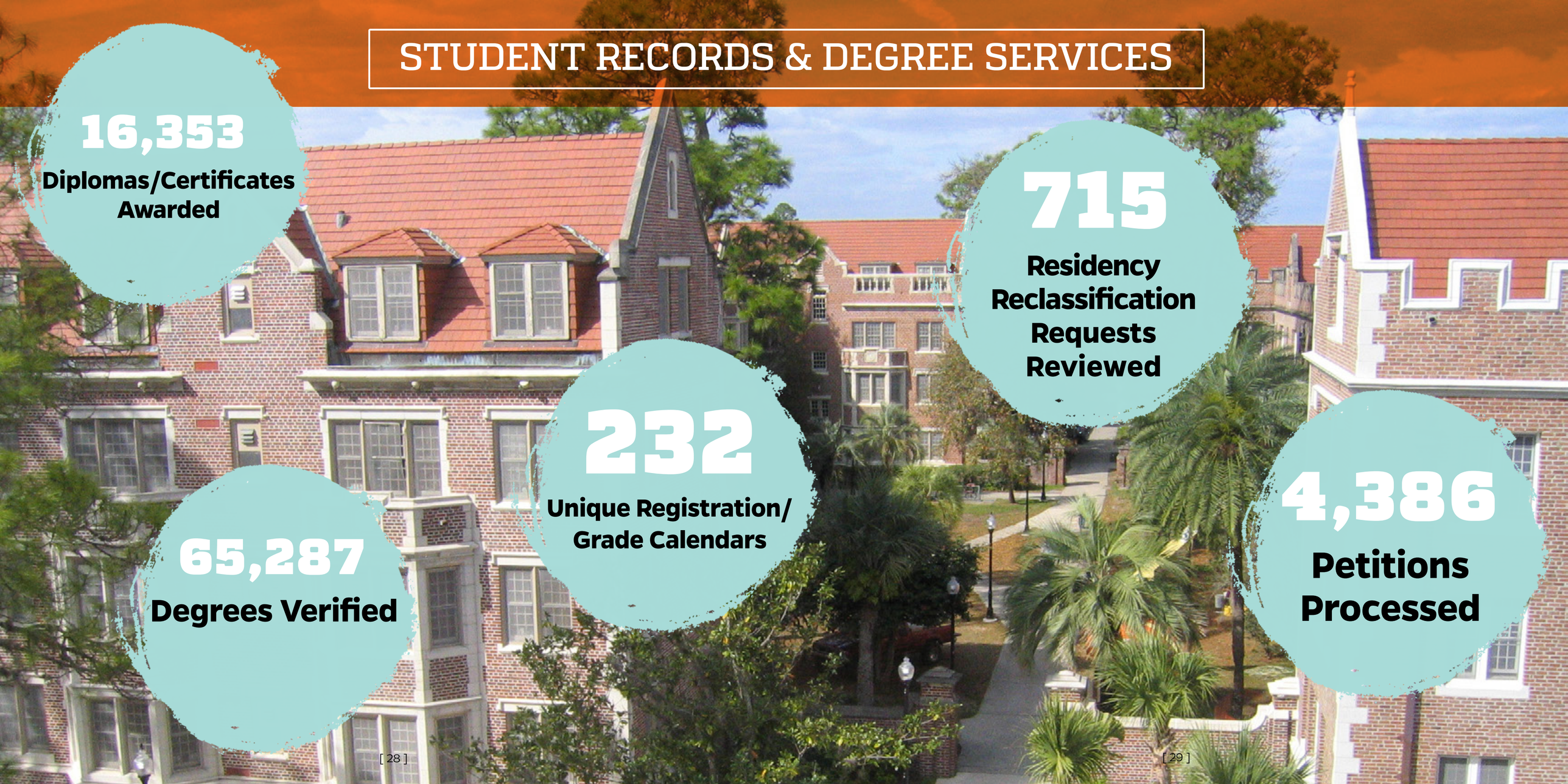


REGISTRATION & CURRICULUM SERVICES





STUDENT RECORDS & DEGREE SERVICES



16,353
Diplomas/Certificates Awarded

65,287
Degrees Verified

232
Unique Registration/ Grade Calendars

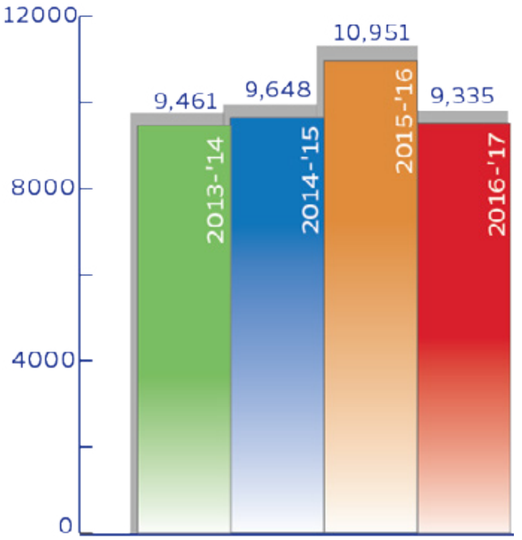
715
Residency Reclassification Requests Reviewed

4,386
Petitions Processed

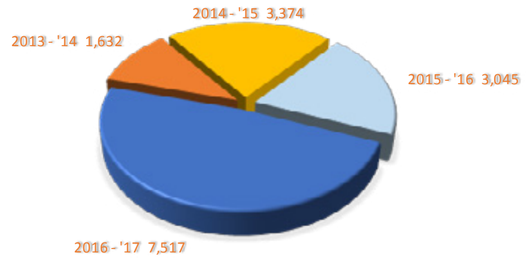
STUDENT RECORDS & DEGREE SERVICES

- Coordinates the undergraduate, graduate and professional academic certificate award process.
- Maintains records for majors, minors and SASS audits.
- Orders, checks and prepares certificates, diplomas, Associate of Arts degrees and President's Honor Roll awards.
- Maintains online transcripts.
- Provides degree verification.
- Manages the University Grading System.

GRADE CHANGES



HARDCOPY TRANSCRIPTS CONVERTED TO ONLINE DATA ACCESS



SYSTEMS, DATA & ADMINISTRATIVE SERVICES

74,987,394
Transactions Conducted on Student Self-Service

2,233
Data Requests

Communicates and promotes observance of academic deadlines.

Prepares data files and other reports required by the Board of Governors and National Collegiate Athletic Association. Processes data requests from on-and off-campus entities. Compiles and provides statistical enrollment reports.

Maintains systems that collect data for the student data warehouse.

Serves as liaison between systems staff and internal constituencies. Serves as liaison with Enterprise Systems, colleges and academic departments.

Annually creates the Enrollment Profile for university leadership and the internal Enrollment Profile for Enrollment Management administrators.

BEFORE AND AFTER...

Today's newly rebranded Student Veteran Services Office bears little resemblance to the office prior to the passage of the Post-9/11 GI Bill.

In the past, a single employee would meet with student veterans at the customer service counter in the Registrar lobby before taking them to a small office. As we grew, a portable wall was constructed in that single office to add an additional veteran services assistant.

Over the past year, we constructed an entire suite of fully renovated offices to better meet the growing demands of this complex federal educational benefit for our veterans. The suite includes three separate office spaces for certifying officials and a common area which houses four work-study students. The office suite also has a dedicated work station for our GI Bill recipients to use when logging on to the Veterans Administration's website.

In conjunction with a redesigned website and online form access, our improved physical and virtual spaces have both modernized and streamlined the process for student veterans and military dependents to receive their GI Bill funding.

O.U.R. VETERAN SERVICES

old

The University of Florida is honored to have been named a "Military Friendly" institution.

O.U.R. VETERAN SERVICES

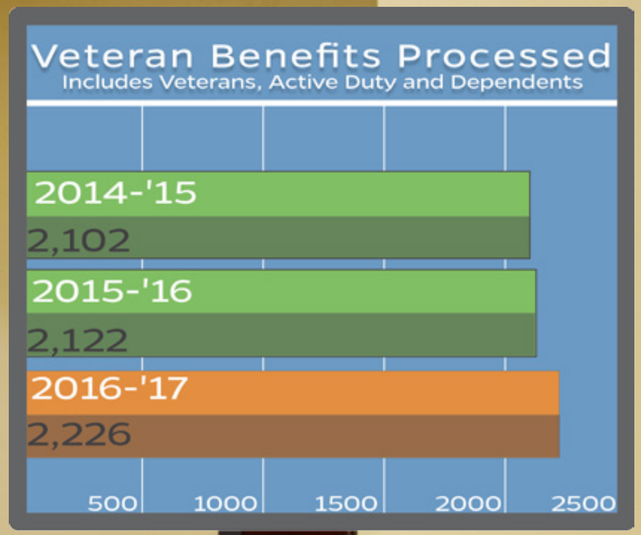
Services provided during this fiscal year by our campus VA office include:

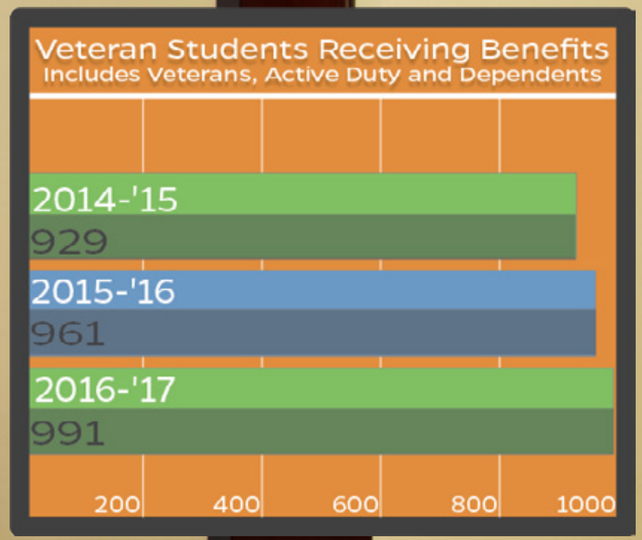
- Certification of over 700 veterans and dependents for VA educational benefits each term.
- Employment for four VA work-study students.
- Processing of out-of-state fee waiver requests for eligible veterans.
- Outreach to students at various campuswide events including Transfer Preview and individual college open house events.
- Our transition to an online application, along with creation of a new tracking tool, has dramatically reduced the time it takes GI Bill recipients to be paid.

VETERANS PAID FASTER

OVER 700 VETERANS AND DEPENDENTS CERTIFIED EACH TERM

new





O.U.R. INVOLVEMENT & OUTREACH

O.U.R. staff members are very involved within the UF campus community as well as in state, regional and national professional organizations. O.U.R. staffers are frequently called upon to share best practices with their peers from other universities, and are often elected or appointed to serve on professional boards.

AWARDS AND RECOGNITION

Aja Perez
Standard Insurance Employee Recognition Award

Aja Perez
Kathy Zemba
University of Florida Superior Accomplishment - Divisional Award

Kathy Zemba
The 2016 Phyllis and L. Vernon Voyles Outstanding Achievement Award – awarded for exemplary service

STATE LEVEL

- Chair, Steering Committee, Florida Automated System for Transfer of Educational Records
- Co-chair, State University System Residency Committee
- Admissions and Registrar State University System Committee
- Florida Association of Collegiate Registrars and Admissions Officers
- Florida Association of Veterans Education Specialists
- Florida Virtual Campus Transient Admissions Steering Committee

PARTICIPATION

- Our expertise was shared with presentations at these events this past year:

  AACRAO Annual Conference
  FACRAO Annual Conference
  SACRAO Annual Conference

- Hosted and coordinated SACRAO annual conference in St. Petersburg, FL
- Office of the University Registrar staff members also are members of more than 30 committees on the University of Florida campus.

NATIONAL AND REGIONAL LEVEL

- American Association of Collegiate Registrars and Admissions Officers (AACRAO) Transfer and Articulation Committee
- Association of American Universities (AAU)
- Secretary, AAU Registrars Board of Directors
- Advisory Committee, National Student Clearinghouse
- Florida Representative, SPEEDE Advisory Committee
- Southern Association of Collegiate Registrars and Admissions Directors

TEAMWORK

Our staff remains committed to improving efforts to provide professional service to UF students and sometimes we have fun too.

Community Service

While many OUR employees reach out to serve in the Gainesville and surrounding communities, we would like to highlight Beckie Preston, associate university registrar, whose singing voice has been enjoyed by many at our office events. Beckie, a member of the Gainesville Harmony Show Chorus, and her colleagues routinely give back to the Gainesville community by generously devoting their award-winning harmonies at various events. One occasion in which they volunteer is at Naturalization Ceremonies. While there are many others, which you may view by going to gainesvillechorus.com, the Naturalization Ceremonies hold particular significance for our office because three of our staff have received their citizenship at these ceremonies.

Office of the University Registrar

Division of Enrollment Management

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