

UF ONLINE ENROLLMENT SERVICES

DIVISION OF ENROLLMENT MANAGEMENT

ANNUAL REPORT

2018

UF ONLINE
UNIVERSITY of FLORIDA



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THIS IS NOT AN
ONLINE EDUCATION,
**IT'S A CALLING TO A
GREATER PURPOSE.**

The University of Florida is committed to nondiscrimination with respect to race, creed, religion, age, disability, color, sex, sexual orientation, marital status, national origin, political opinions or affiliations, or veteran status.

DIRECTOR'S WELCOME

Greetings from Gainesville!

Since coming to the University of Florida four years ago, I've learned many things. But there is one lesson that stands above the rest.

If Gators do something, we do it well.

So in true Gator fashion, I'm both excited and proud to share with you the accomplishments that UF Online Enrollment Services achieved this past academic year. As you'll see in the report that follows, we embraced and experienced both large- and small-scale changes in our operation. We evaluated, invested, and explored how we could continue to serve students in high quality ways. ***We sought new solutions. We explored new avenues. We implemented new systems.***

And while the changes weren't always easy — they were totally worth it. Here's a few reasons why:

- UF Online currently ranks in the Top 20 online undergraduate programs in the nation by US New & World Report.
- We saw significant double-digit enrollment growth during all four semesters in the 2017-2018 academic year.
- In Fall 2017, we celebrated our first 1000 graduates from UF Online and saw the first 10 Gator graduates through the University of Florida's Pathway to Campus Enrollment Program (PaCE) in Spring 2018.

As UF Online enrollment continues to grow, we will remain committed to our mission of attracting, recruiting, and retaining the highest quality students.

As excited as I am to look back, I'm even more excited to look forward. It's a Gator thing, for sure!

Best,

Melissa Allen
Director, UF Online Enrollment Services





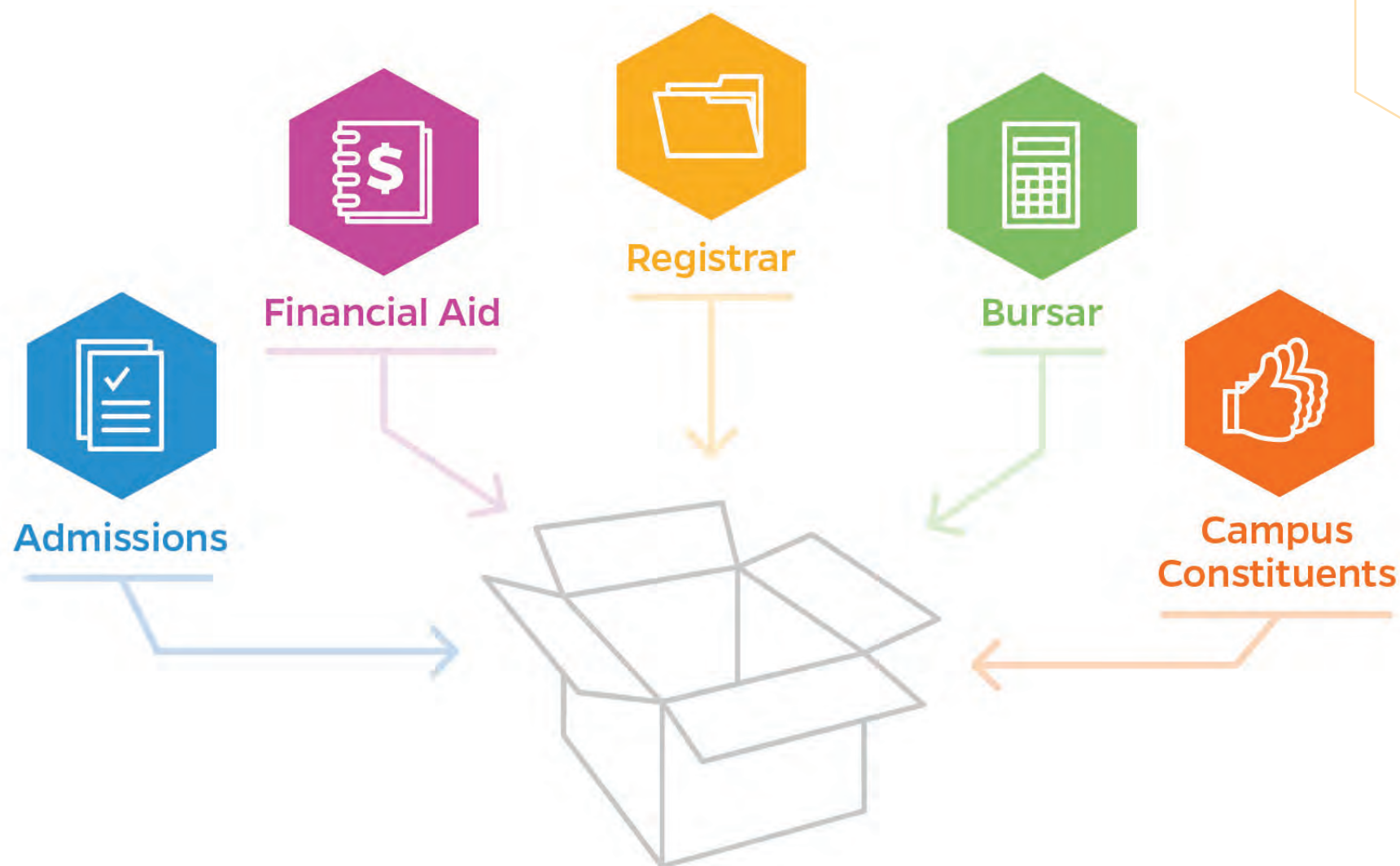
YOUR CONNECTION
TO THE GATOR NATION
ONLY REQUIRES WI-FI.

OFFICE DESCRIPTION

WHO WE ARE

UF Online Enrollment Services is part of the Division of Enrollment Management and is under the leadership of the Vice President and Associate Provost for Enrollment Management. The unit includes the UF Online Recruitment & Outreach Center (ROC) and the UF Online OneStop Student Services Center. Both centers are located on the university's main campus and share physical office space in Criser Hall. Together, the unit is comprised of 18 full-time staff members, all of which support UF Online students at various points of the enrollment cycle.

UF ONLINE ENROLLMENT SERVICES



MISSION STATEMENT

OUR WHY

The UF Online Recruitment & Outreach Center and the UF Online OneStop Student Services Center work with a high degree of cohesion to accomplish a shared mission.

Our mission is to provide UF Online prospective students, current students, and alumni first-class customer service throughout the entire enrollment lifecycle, with a specific interest in increasing student enrollment and retention.

RESULTS MATTER, BUT
**HOW WE ACHIEVE OUR
RESULTS MATTER, TOO.**



7

VALUES

OUR HOW

Values are important because they hold us accountable to do our best. Below are the values that give us purpose and guide our work:



Collaboration



Excellence



Integrity



Respect



Diversity



Service



Fun

UF ONLINE ADMISSIONS

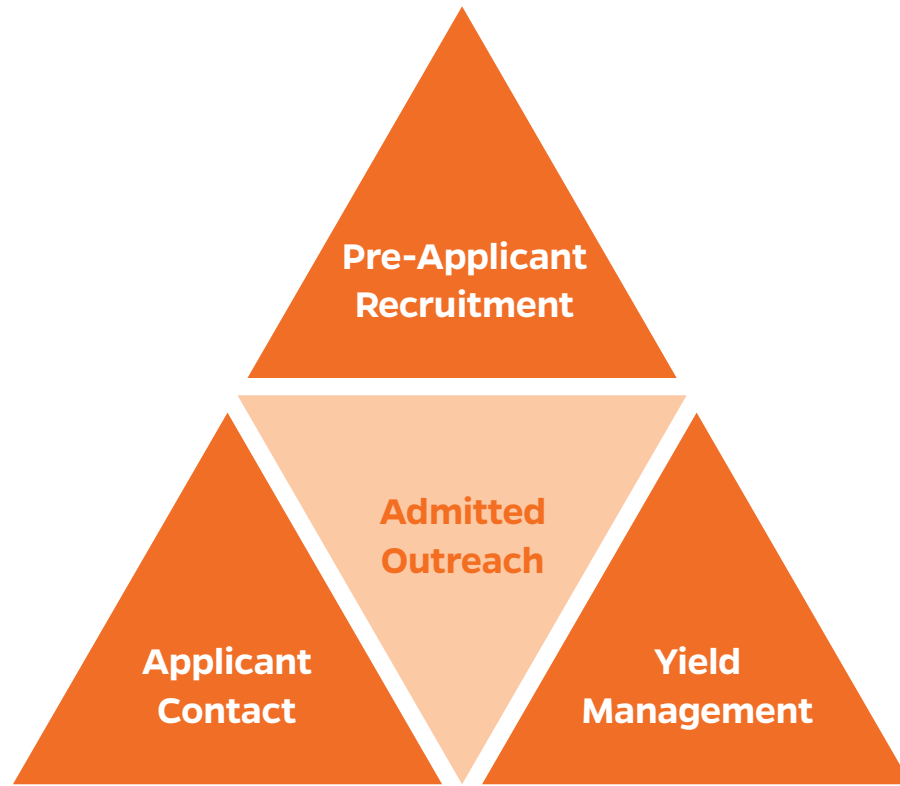
WHAT WE DO

The Recruitment & Outreach Center (ROC) and the OneStop jointly support UF Online Admissions. The ROC is charged with recruiting the highest quality applicants to join the Gator Nation through UF Online's program. Admissions officers are responsible for direct outreach to all UF Online prospective students, including freshmen, lower-division transfers, upper-division transfers, second bachelor's degree applicants, international candidates, and readmissions.

Once prospective students apply to the program, the OneStop Student Services Center provides all backend admissions support to UF Online applicants. The OneStop team is responsible for application services, screening, and transfer evaluation. Once admitted, the ROC provides personalized support and outreach to admitted students to help ensure they are registered for classes and have the resources they need to be set up for success in the program.



RECRUITMENT & OUTREACH CENTER ADMISSIONS FUNCTIONS



ONESTOP STUDENT SERVICES ADMISSIONS FUNCTIONS



Application Review



Record Management



Decision Making

Residency



Applicant Screening



Transfer Evaluation



UF ONLINE STUDENT SERVICES

WHAT WE DO

Once admitted, the OneStop Student Services Center becomes a primary resource to UF Online students. The OneStop Center is a cross-functional services unit that provides UF Online students convenient and centralized support on behalf of the Office of the University Registrar, Student Financial Affairs, and the University Bursar. Instead of having to contact three separate offices for multiple questions, UF Online students contact the OneStop and speak with staff members who are cross-trained in these areas. One website. One phone number. One email. In addition, the OneStop serves as a centralized resource for campus partners who interact with UF Online students.

The ROC and OneStop communicate through a variety of channels with prospective and current students, and the offices maintain extended hours to accommodate the needs of both traditional and non-traditional students. Together, the two teams coordinate activity to attract, engage, enroll, and retain the highest quality students in UF Online.

ONESTOP CROSS-FUNCTIONAL STUDENT SERVICES

Registrar

- Registration Holds
- Drops/Withdrawals
- Ordering Transcripts

Student Financial Affairs

- Financial Aid Advising
- Document Submission
- Financial Aid Deferments

Bursar

- Student Account Questions
- Billing Statements
- Fee Payment



One website.



One phone number.



One email.

*IT'S MORE THAN
A HIGHER EDUCATION:
IT'S A HIGHER CALLING.*





YEAR IN REVIEW



UF ONLINE OPENS
DOORS FOR THOSE
WHO SEEK MORE.

SOPHISTICATION TO SCALE SERVICES

CRM SOLUTIONS

As we continued to grow our program this past year, we looked towards our CRM for new ways to scale recruitment efforts and student services. The most significant CRM solutions we implemented this year are listed below:

1. Upgraded to the Lightning Edition of Salesforce and transitioned to the Higher Education Data Architecture (HEDA) to better represent constituents across the student journey.
2. Created Admissions Dashboards for the Recruitment and Outreach team to monitor and provide consistent outreach to prospective students (Fall 2017).
3. Implemented Case Management for the OneStop team to manage and provide timely customer service to applicants, students, and campus constituents (Spring 2018).





VOICE BROADCASTING

This past year, UF Online Enrollment Services piloted a voice broadcasting product, which proved to be a cost-effective strategy to provide targeted messaging to prospects and applicants at various points of the admissions cycle. The introduction of this technology ensured timely communication with a large number of prospective students, while maintaining the option for them to request personalized attention from the UF Online Admissions Team.

ON-DEMAND VIDEO CONTENT

As the first step toward providing on-demand video content for UF Online prospective students, UF Online Enrollment Services collaborated with the UF Online Marketing team and UF Media Properties to produce a series of admissions videos. These professionally produced videos were completed toward the end of the academic year and will be used extensively for recruitment purposes in the future.



ACCESS
COURSEWORK
WHEREVER LIFE
TAKES YOU.





NEW PATHWAYS FOR RECRUITMENT

During the past 12 months, UF Online Enrollment Services has strategically invested in the following key ways to enhance UF Online student recruitment efforts:

- Partnered with the UF Office of Admissions to better inform high school guidance counselors about UF Online's first-time-in-college enrollment pathways.
- Built direct relationships with Transfer Centers and academic advisors at Florida State Colleges to assist students who may consider transferring to UF Online.
- Developed unique recruitment content for special student populations, including military personnel, international applicants, and honors students at two-year colleges.
- Partnered with UF Online Administration and a third-party company to recruit working professionals who are employed at Fortune 500 companies.
- Continued to build UF Online general brand awareness by participating at local community events.

MODERNIZATION OF SYSTEMS

Heading into the 2017-2018 academic year, major changes to UF's student systems were underway as part of the Campuswide Modernization Program to Advance Student Services (COMPASS). Below is the list of the technical accomplishments that UF Online Enrollment Services helped to design, test, and implement:

1. Rolled out the new UF Online Admissions Application

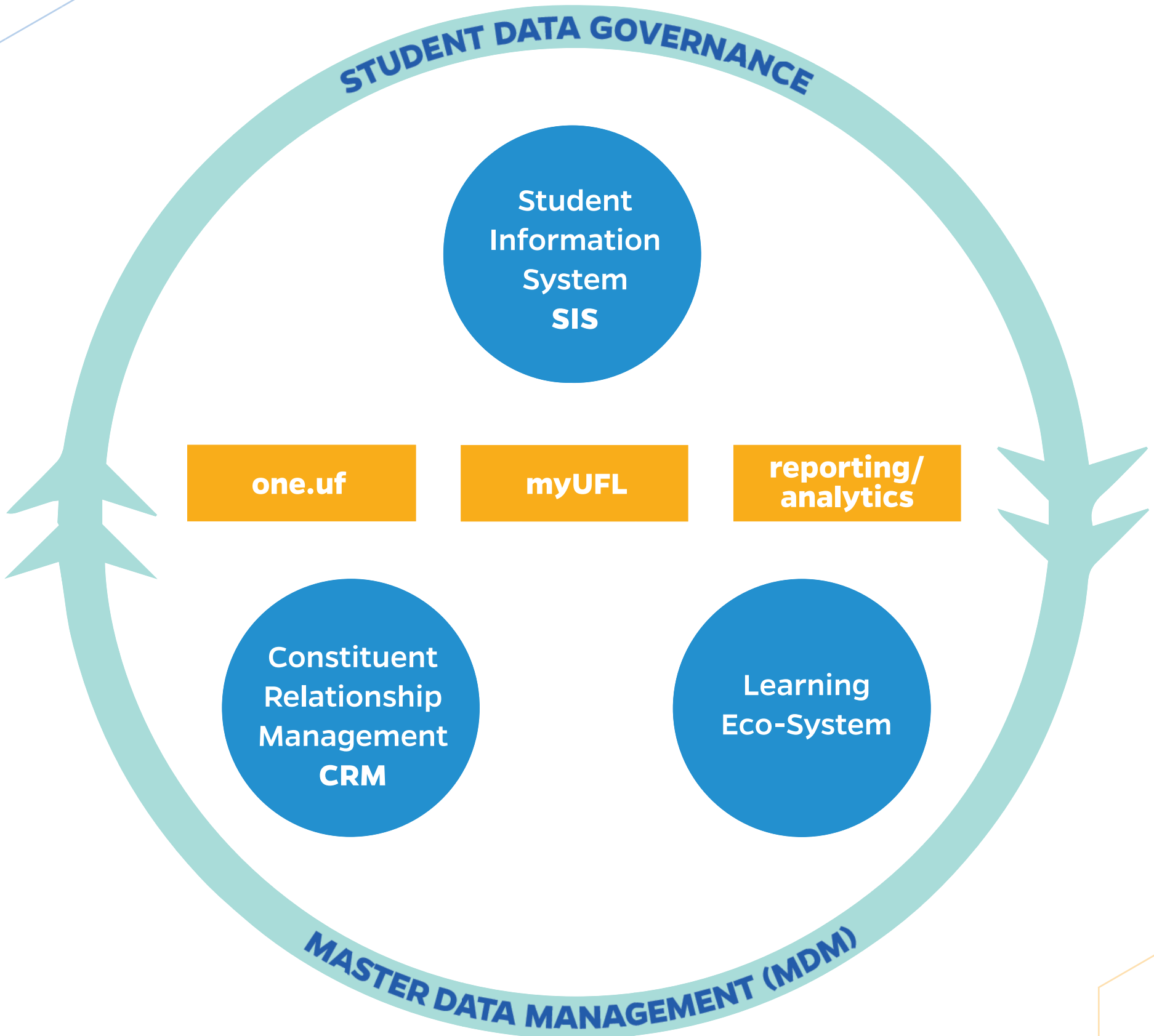
- Enhanced layout and aesthetics
- Customizable content
- Improved user-experience
- Mobile friendly

2. Trained and transitioned staff to work in "Campus Solution," UF's new student information system.

3. Recalibrated our communications with relevant audiences to align with the new ONE.UF portal, UF's unified self-service portal that brings intuitive functionality to current and prospective students.

4. Designed, built, and tested the "Gator360" CRM product that will be used for UF Online admissions processing, starting Fall 2018.

CAMPUS-WIDE MODERNIZATION PROGRAM TO ADVANCE STUDENT SERVICES (COMPASS)



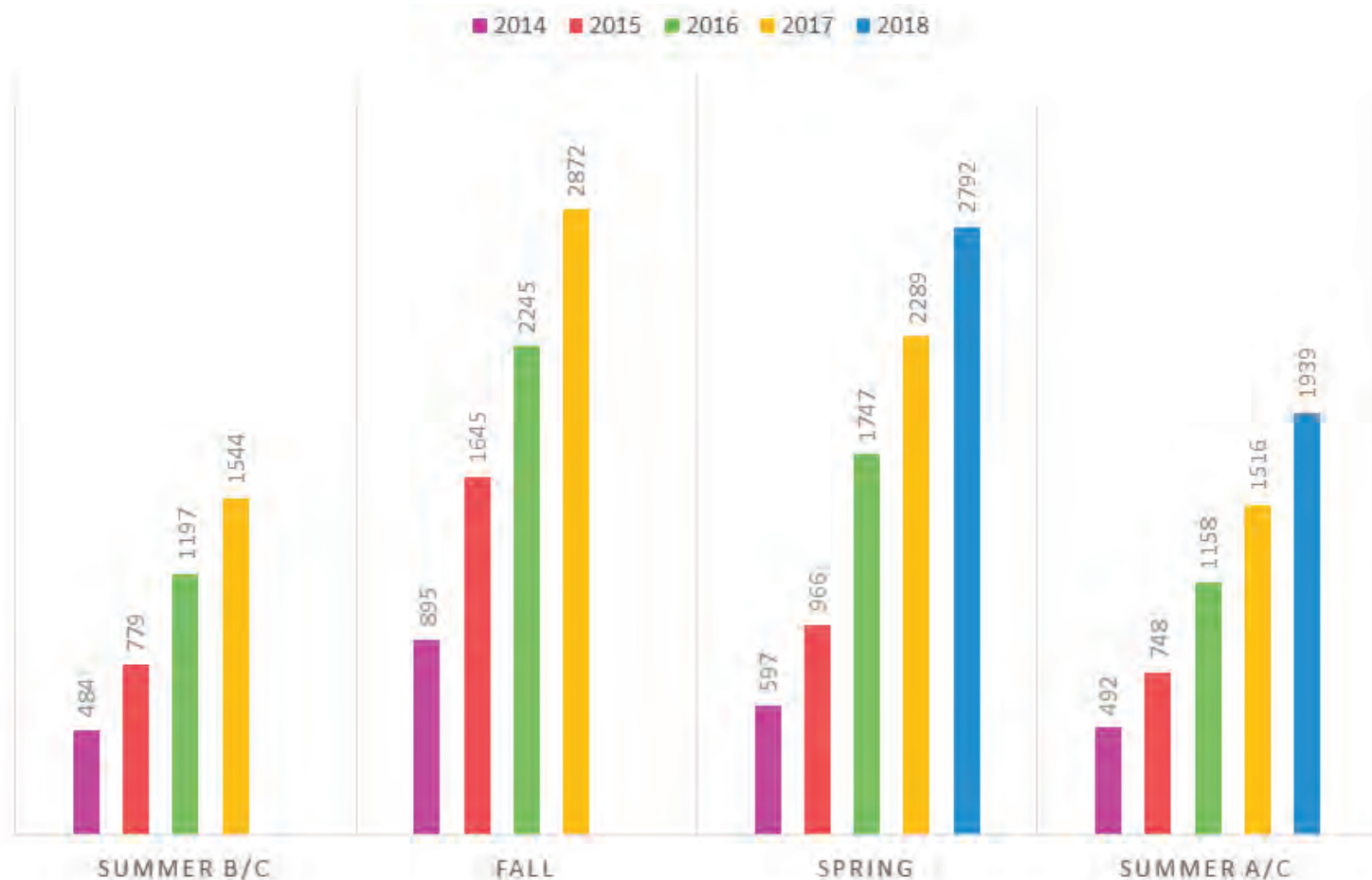
UF ONLINE ENROLLMENT GROWTH

Increasing student enrollment is central to the mission of UF Online Enrollment Services. Therefore, we are proud to report that UF Online saw significant year-over-year (YOY) enrollment growth during all four semesters in the 2017-2018 academic year.

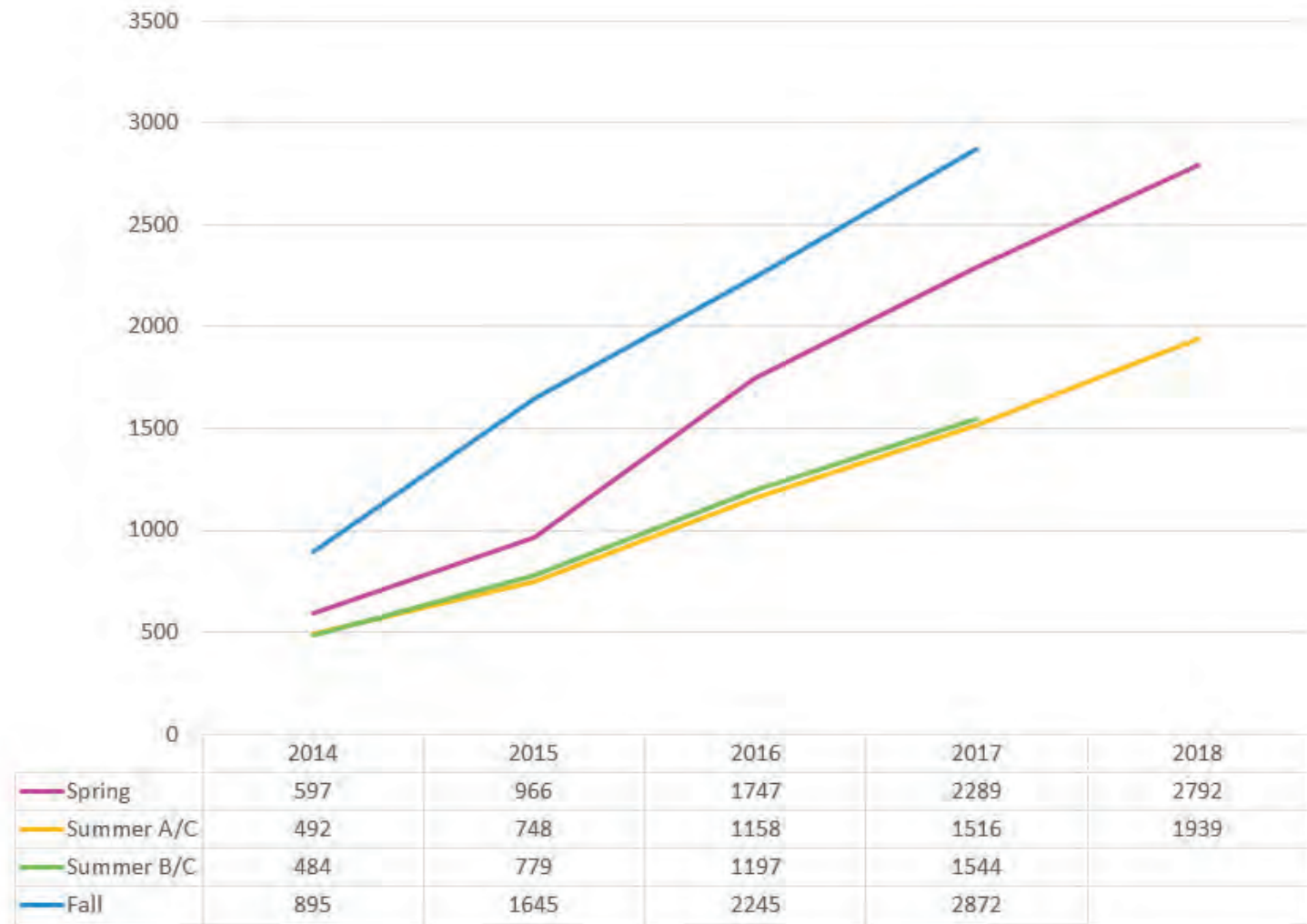
- Summer B/C 2017 - up 347 enrollments to achieve 28.99% YOY growth.
- Fall 2017 - up 627 enrollments to achieve 27.93% YOY growth.
- Spring 2018 - up 503 enrollments to achieve 21.97% YOY growth.
- Summer A/C 2018 - up 423 enrollments to achieve 27.90% growth.

The following graphs show the program's enrollment growth and trends, by semester.

UF ONLINE ENROLLMENT GROWTH (BY SEMESTER)



UF ONLINE HISTORICAL ENROLLMENT TRENDS



In addition to steadily increasing enrollment this past academic year, UF Online surpassed 1,000 graduates in the Fall 2017 semester and saw the first Gator grads via the Pathway to Campus Enrollment (PaCE) program in Spring 2018. For more information, please refer to the 2017 UF Online Annual Report.

*WE'RE NOT ONLY
SHAPING GRADUATES.*



**WE'RE SHAPING
GATORS.**



FUTURE FOCUS AREAS

As the competition in online education increases every year, our long-term sustainability to attract and enroll students through UF Online depends largely on our ability to build stronger brand awareness, develop the right strategic relationships, and optimize our messaging.

1. DEVELOP DEEPER TIES WITH THE GATOR NATION

- Increase strategic collaboration with campus partners
- Evaluate opportunities for UF Online Brand Ambassadors
- Implement a robust referral strategy for recruitment

2. STABILIZE SYSTEMS OPERATIONS

- Increase staff's confidence and efficiencies in new environment
- Optimize systems with troubleshooting and redesign, as needed
- Master system usage with the goal to increase processing speeds

3. DIVERSIFY COMMUNICATION CHANNELS

- Curate new content for scalable delivery to diverse audiences
- Test new communication tools for mass and personalized solutions
- Enhance UF Online Self-Service Pathways

DIVISION OF ENROLLMENT MANAGEMENT **UF ONLINE ENROLLMENT SERVICES TEAM**





TOGETHER, **WE**
ARE UNSTOPPABLE.

**UF Online
Enrollment Services**
Division of Enrollment
Management

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