

UF UNIVERSITY of
FLORIDA

Office of Admissions

Division of Enrollment Management



ANNUAL REPORT 2012

Supporting the Success of the Gator Nation

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The Office of Admissions

ANNUAL REPORT 2012





Our office is
charged with
an important
and humbling
responsibility.



Welcome from the Director

Welcome to the annual reporting of the activities and accomplishments of the Office of Admissions at the University of Florida! It is indeed a privilege to have this opportunity to present the efforts of so many dedicated employees who are committed to providing the highest level of service possible to a wide-ranging constituency of students, parents, alumni, public and private education communities, state and federal agencies.

Our office is charged with an important and humbling responsibility. Often times we are required to make decisions that not only affect the University of Florida but also have a profound impact on the plans and expectations of prospective students and their families. We never take this responsibility for granted. I am confident that each and every one of our employees, at every level, understands the importance of what we do, and I am proud of their conscientiousness, courtesy and commitment.

The 2011-12 year was an exceptionally challenging and rewarding year for our office. Two important initiatives were introduced on our campus and the Office of Admissions was front and center on both. First, the Innovation Academy (IA), an exciting new approach to undergraduate education, was launched with the first class recruited, applied and offered admission. I am proud to report that more than 1,400 prospective freshmen expressed an interest in the Innovation Academy on their applications and, at this writing, we are expecting an inaugural IA class of 334 to begin in January 2013. Secondly, the graduate application process was significantly improved with the introduction of a new electronic referral system. This system of electronically transmitting graduate student application information to departments and decisions back to the Office of Admissions is an important advancement in our service-delivery to campus. The success of both of these initiatives is testament our office's commitment, ability to adapt rapidly and work collaboratively across a number of campus units.

This report is ordered by functional area and presented by the associate director responsible for his or her area. I have asked each associate director to provide a brief description of his or her section's responsibilities, the staff resources available, significant achievements in the past year and goals for the coming year. This report is intended to be a high-level review of the previous year, and that is what the reader will encounter in the body of this report. More granular, statistical information is available by contacting the Director of Admissions.

Thank you for taking a few moments to review our efforts and accomplishments over the past year.

Patrick Herring, *Director*

Mission, Vision and Values

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

The Office of Admissions

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 make up the Division of Enrollment Management under the leadership of the vice president and associate provost for Enrollment Management. The Office of Admissions has 56 full-time employees headed by a director, a senior associate director and three associate directors. Each associate director supervises a section of the office with specific functional responsibilities: Campus Relations, Operations, Outreach and Application Services. The senior associate director is responsible for the administrative functions in the office as well as the direct supervision of the associate directors. The Office of Admissions is responsible for application processing for all levels of student entry into the university: beginning freshmen, transfers from other colleges and universities, graduate students, and students applying to a professional school program. Many of our applicants are international, therefore, international credential evaluation and foreign degree certification is done in our office, as well.

There are three sub-sections of the Office of Admissions that are managed by assistant directors who report directly to the director. These sub-sections are Scholarship Administration, Regional Representatives (admission officers assigned to non-Florida regions and living in their regions) and Athletics. This structure was incorporated to allow for an incubation period for the Regional Representative program, just out-of-pilot status, and to meet audit compliance standards for scholarship awarding and athletic certification.

The operating philosophy of our office is built on collaboration and teamwork. No single functional section is staffed or otherwise resourced to accomplish its total responsibility. Because of the cyclical nature of the admission enterprise, the workload of various sections tends to peak at different times of the year. Our management team of associate directors works closely together to lend support where needed at any given time during the admission cycle. Our associate directors deserve all the credit for the effective operation of the Office of Admissions. Their professionalism and willingness to support each other are worthy of high praise!

UF UNIVERSITY of FLORIDA

Office of Admissions



*Our work is sometimes challenging,
but always rewarding, and we have
some fun along the way.*



Admissions Staff

“These are the people who make dreams come true!”

Our annual report would be incomplete without mentioning the dedicated and committed people who work in the Office of Admissions here at the University of Florida. As noted elsewhere in this report, no single section of our office is resourced sufficiently to meet its responsibilities. We depend on the cooperative nature and collaborative spirit of our staff members to share the burden of an ever-shifting, cyclical and demanding workload.

The Office of Admissions works with students and families who have very high expectations and a great deal of emotional investment in preparing for admission to the university. Admissions staff members at all levels appreciate these expectations and understand the “high stakes” nature that our applicants attach to the admission process. We are proud of the professionalism and sensitivity exhibited by our staff members as they help students through the emotional extremes of elation or disappointment that attend the decisions we are required to make.

At full staff, we are 56 of the most dedicated, hardest-working and service-oriented individuals on campus. We keep office hours, work nights and weekends, spend significant time away from home and family promoting the university and recruiting students. Our work is sometimes challenging, but always rewarding, and we have some fun along the way. Our mission is to build the learning community that supports the broader mission of the University of Florida. By every measure and at every level we have been successful; freshman, transfer, graduate and professional students all begin their UF careers through the efforts of the Office of Admissions staff.....Truly, we do make dreams come true!!



Administration

The first responsibility of any organization is to provide management and support for its staff and its operations. In the Office of Admissions, this responsibility rests in the capable hands of our Administrative team.

The Administrative section of the Office of Admissions is made up of a staff of four and managed by the senior associate director of admissions. The senior associate director for administration is the office's budget officer. The Administrative section is

responsible for all fiscal activity for the Office of Admissions. This section manages purchasing, arranges proper approvals and works with vendors and accounts payable. Staff members in this section manage travel expenses, negotiate contracts, arrange for program locations and catering for 24 on- and off-campus events. The Administrative section also manages the physical facilities, communications and computer support for the Office of Admissions. All student application fees and tuition deposits paid through the lockbox or delivered to the lobby are monitored by staff in this section. Oftentimes, communication with the students and parents are required to correct problems.

The Administrative section is responsible for many of the compliance monitoring duties such as Departmental Security Administration for assignment of system roles and permissions, clearance for access to admissions information for university officials, PCI Compliance certifications, Internal Controls certification, Continuity of Operations Emergency Plan liaison and other auditor-required certifications. All of the human resources activity is managed through the Administrative section. Any action requiring direct contact with the Division of Human Resources including employee relations matters, hiring/termination/separation, benefits/retirement information, relocation guidelines, classification and compensation issues, payroll and leave administration, organizational charts, FMLA, new staff orientation and training, and staff/professional development falls within the purview of the Administrative section.

Clearly, the Administrative section may be small in number but very large in terms of its importance to the Office of Admissions and level of responsibility.



Accomplishment/Achievements/Highlights

Purchasing:

Furniture, office renovations, some computers replaced, purchased VOIP call centers, purchased several recruitment vendor contracts

Reports/Compliance:

Effort Tracking, Sexual Harassment compliance, FERPA
SSN privacy compliance, Supervisory Challenge certificate completion

Event Planning/Support:

Seven In-state Yield evening programs/receptions
Four Out-of-state Yield evening programs/receptions
Two Summer Scholars overnight programs
Two Student Recruitment Conferences
Two Shadow Day programs
Seven State University System Admissions Directors' Tour events

Fiscal Management:

Control an annual budget of nearly \$3,000,000

Staff/Human Resources:

Manage a staff of 56 full-time employees of various levels and classifications
Completed nine position changes during the past year
Reorganized Administrative section and moved an administrative assistant
Hired and managed payroll for 27 student workers

Facilities Management:

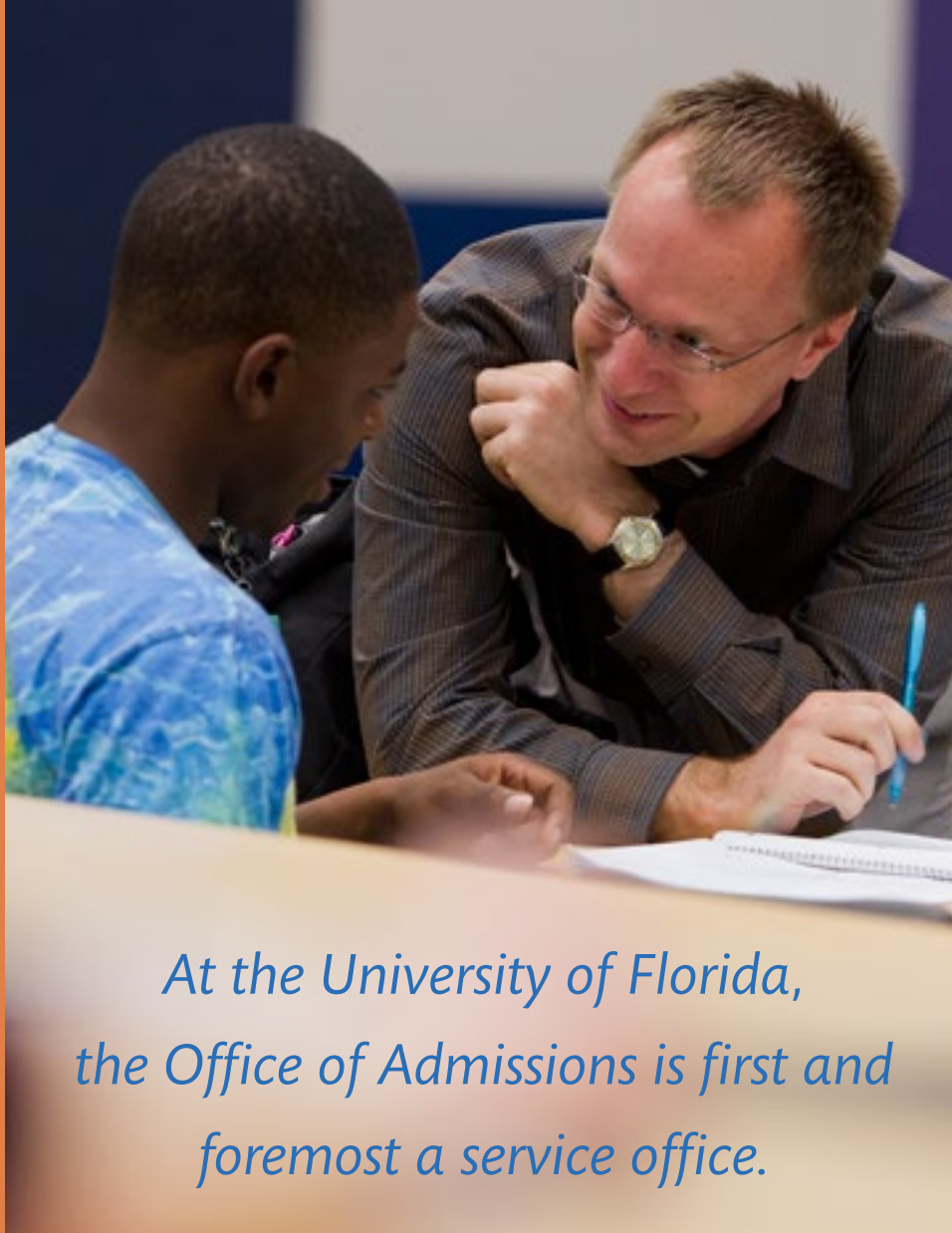
Managed remodeling projects for a new conference room, office space and work areas in Application Services
Refurnished Application Services area and Transcript Evaluation area
Installed security cameras in Admissions Office lobby

Administrative Section Goals for the Coming Year:

- Conduct a review of staff responsibilities in the Administrative Section
- Evaluate the effectiveness of staff resource allocation across sections of the office
- Develop procedure for check and balance restructure for hotel catering/space rental venues
- Update Policy and Procedures Manual for Office of Admissions
- Reorganize the Administrative Section after the retirement of our long-time senior associate director



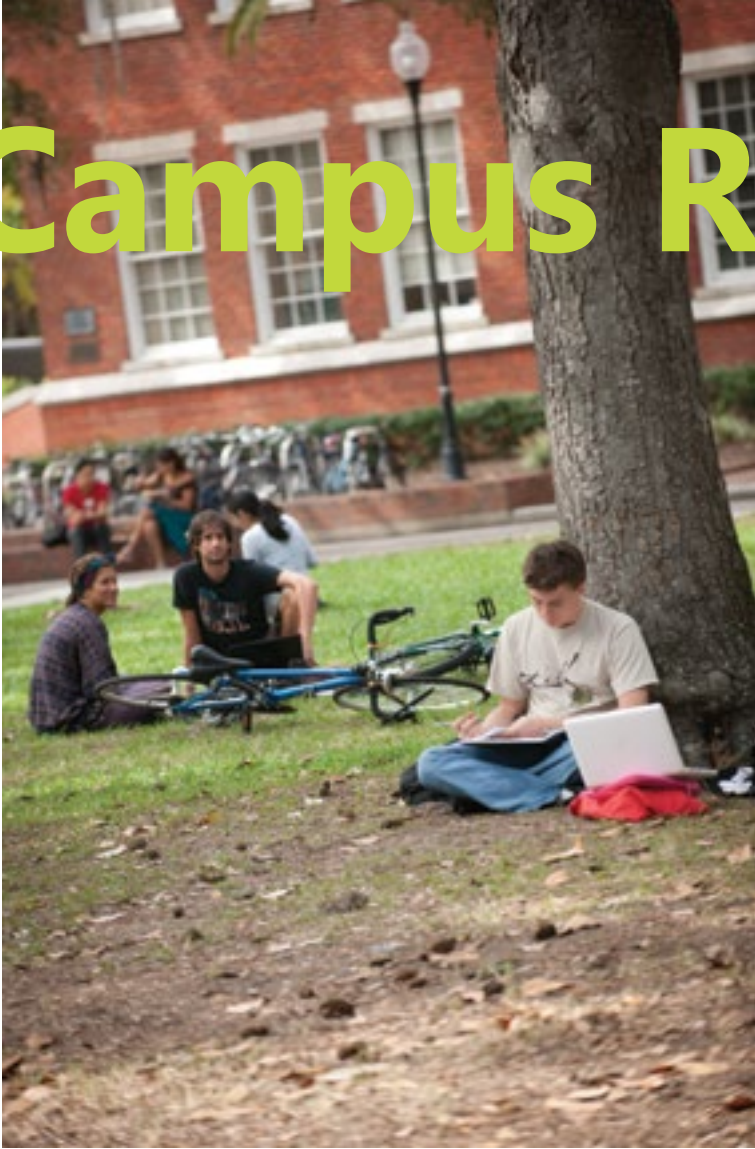
Recruiting, admitting and enrolling the inaugural class for the Innovation Academy at the University of Florida was a highlight of the 2012 admission year!



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



Campus Relations



The Office of Admissions understands that in order to be effective, our office must establish and maintain strong working relationships with many campus offices, undergraduate colleges and graduate and professional-level departments. Our Campus Relations team does an excellent job with this very important responsibility.

The Campus Relations section partners with the colleges and professional programs on campus to bring in a talented and diverse population of transfer, graduate and professional students. Campus Relations is charged with the evaluation of residency, conduct compliance, academic review and assessment, transfer credit evaluation and overall eligibility of all applicants at the transfer, graduate and professional levels.

Campus Relations also staffs and maintains the reception area in Criser Hall and the Welcome Center in the Reitz Union, where we conduct UF visitations and coordinate UF campus tours. In our partnership with the colleges and our role as coordinator of the Welcome Center, Campus Relations serves as a major disseminator of the policies of the University of Florida, the Division of Enrollment Management and the Office of Admissions.

The section is organized under the supervision of an associate director of admissions and is supported by two assistant directors and 10 additional staff members who are admission officers or support staff. The Campus Relations section is responsible for the evaluation and referral of approximately 7,200 transfer applications, 8,200 professional applications and more than 22,500 applications to graduate programs. This section accounts for more than 8,600 matriculated transfer-, graduate- and professional-level students annually and articulates in excess of 200,000 semester hours of college coursework through its transfer credit evaluation process.

The Welcome Center is information central for prospective students and their families visiting the University of Florida and performs a critically important function in the effort to attract and enroll the most talented and diverse students. The Welcome Center hosted information sessions and campus tour experiences for more than 42,000 visitors this year, which was an 8 percent increase from 2011, and the number continues to increase every year.



Accomplishments/Achievements/Highlights

Transfer Admissions/Transfer Evaluation:

- Enhancement of the Transfer Online Dashboard tool that provides processing support and direct applicant pool management information to colleges
- Readmissions forms are now being sent electronically, which decreases processing time and results in applicants receiving a decision in a timelier manner
- The acceptance of official transcripts in PDF format from approved vendors

Graduate Admissions:

- Improved web-based processing tool allows staff to more efficiently organize and manage the review of applicants and raise the level of service that we provide to the campus community
- Enhancements to the electronic referral system have positively impacted application review and application tracking for the Office of Admissions and graduate departments across campus
- Upgraded the application to accept uploaded PDFs for resumes and other supporting documents including applicant submitted transcripts
- Rebuilt our GRE test score system to receive and distribute the rescaled GRE exam
- Rebuilt our GMAT test score system to receive and distribute the new Integrated Reasoning section of the test

Welcome Center:

- Increased our level of service to prospective students by increasing the number of available tours during spring break season, during the month of July and during public school holidays during the fall

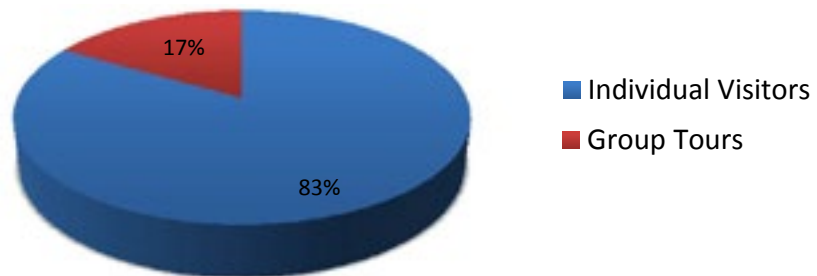
Campus Relations Section Goals for the Coming Year:

- Extend the benefits and efficiencies of the Graduate Electronic Referral System to transfer and professional school application management and bring application review/decision processing in the schools and colleges into the web-based work environment
- Upgrade the application form to include the ability to accept uploaded PDFs for the Statement of Purpose and recommendation letters to improve the application experience for our users
- Introduce post-baccalaureate and readmissions applications to the web environment, eliminating the last of the paper-based application methods
- Introduce an application dedicated to certificate and distance education applicants to further enhance the tracking and monitoring of these cohorts
- Auto-load International Baccalaureate scores into our Admissions Recruiting Management System to save manual staff entry
- Continue to improve our campus visit experience by providing more funding for “rainy day” strategies such as ponchos, umbrellas and an inside slide show. Our surveying strongly suggests the need for bottled water during the 90-minute tour and the ability to visit classrooms and on-campus housing
- In order to offer a truer picture of campus life, we are eliminating Saturday tours so that all of our official visitors will have the opportunity to see campus in action and schedule visits with departments and staff

Welcome Center Visitors

Campus Relations - Welcome Center Visitor Summary

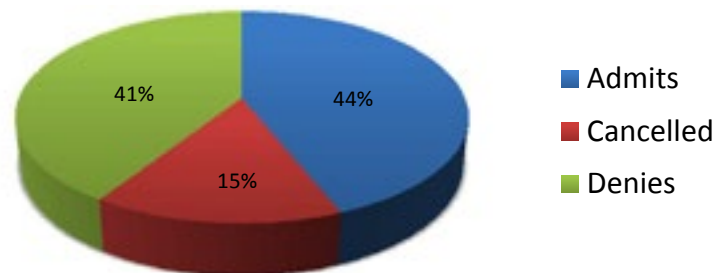
Welcome Center Visitor Summary			
Term	Total Visitors	Individual Visitors	Group Tours
Summer B 2011	9973	9638	335
Fall 2011	8418	6028	2390
Spring 2012	18808	15505	3303
Summer A 2012	5329	4297	1032
Total	42528	35468	7060



Undergraduate Transfer Applications

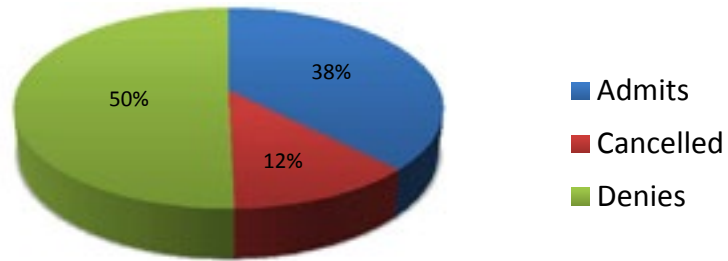
Campus Relations - Application Summary by Level

Undergraduate Transfer Applicants					
Term	Total Applications	Admits	Cancelled	Denies	Matriculated
Summer B 2011	363	160	31	172	148
Fall 2011	4339	1857	641	1841	1481
Spring 2012	1845	828	318	699	705
Summer A/C 2012	644	317	97	230	276
Total	7191	3162	1087	2942	2610



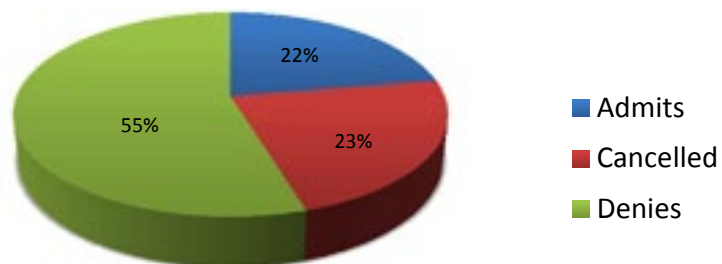
Graduate School Applicants

Graduate School Applicants					
Term	Total Applications	Admits	Cancelled	Denies	Matriculated
Summer B 2011	707	383	91	233	282
Fall 2011	19130	6464	2208	10524	3161
Spring 2012	1926	1121	361	467	893
Summer A/C 2012	767	543	51	172	452
Total	22530	8511	2711	11396	4788



Professional School Applicants

Professional School Applicants					
Term	Total Applications	Admits	Cancelled	Denies	Matriculated
Summer 2011	774	99	65	610	85
Fall 2011	7256	1679	1728	3849	1076
Spring 2012	129	53	70	6	47
Total	8159	1831	1863	4465	1208





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

Operations



Without question, the freshman admission process is one of the highest-profile activities in the Office of Admissions. The responsibility for managing the expectations and emotional investment of aspiring Gators and their families is admirably handled by our Operations team. From application to matriculation, every step of the freshman process is administered by this team.

The Office of Admissions' Operations section has several primary functions. These include supervision of the freshman application review process from the time the application completes initial review with the Application Services staff through the decision notification to applicants. In addition, Operations supervises the production of office publications, state Board of Governors' reporting requirements, completion of national surveys and data collection for ad hoc reporting.

The Operations staff is comprised of five staff, including one associate director, one assistant director and three admissions officers. Each member of the staff has specific responsibilities: The associate director is responsible for the training of 30+ admissions staffers and three OPS employees in conducting application reviews, coordinates the overall review and decision process, ensures that applications are ready to be presented to committees and manages the notification process following final decisions. The assistant director supervises the training of admissions officers and other university staff in the holistic evaluation process, coordinates publications and manages online communications such as the admissions website and social media outlets. Each of the Operations admissions officers is responsible for coordinating completion of a particular population, such as students who identified themselves as needing additional review for a disability, fine arts students, and the review of three-year and early admissions applicants.

Accomplishments/Achievements/Highlights:

- Operations section completed 28,064 academic reviews and 59,122 holistic evaluations
- Offers were extended and notification delivered to 12,057 prospective freshmen
- Successfully implemented the necessary application, system changes and communication strategies needed to enroll the Innovation Academy's first class in January 2013
- Offered 836 prospective freshmen admittance in the inaugural Innovation Academy
- Once again, the University of Florida freshman class posted an impressive academic profile and demographic diversity

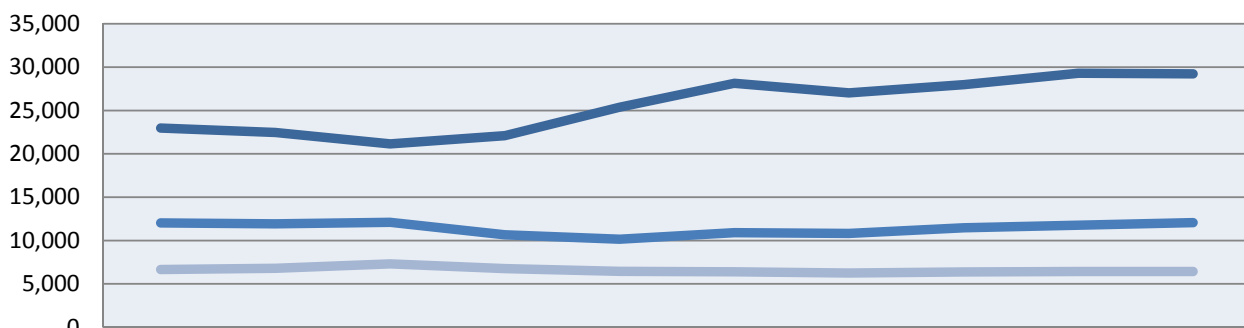
Operations Section Goals for the Coming Year:

- Redesign admissions recruitment brochures for the upcoming year to help control office costs
- Begin research and groundwork for front-end imaging of paper documents for the review process
- Develop expertise in using the new Data Warehouse

Freshman Admissions

The breakdown and profile of these students and previous year comparisons:

Admissions 2003 - 2012



	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Apps	22,973	22,458	21,151	22,093	25,379	28,134	27,026	27,987	29,290	29,229
Admits	12,029	11,928	12,100	10,652	10,158	10,897	10,821	11,460	11,773	12,057
Enrolled	6,655	6,794	7,302	6,765	6,441	6,384	6,253	6,368	6,429	6,424

Freshman Profile Applicant to Enroll:

	2009			2010			2011			2012		
	Apps	Admits	Enrolled	Apps	Admits	Enrolled	Apps	Admits	Enrolled	Apps	Admits	Confirm
GPA	3.3 - 4.1	4.0 - 4.4	3.9 - 4.3	3.3 - 4.2	4.0 - 4.4	3.9 - 4.4	3.4 - 4.2	4.0 - 4.4	4.0 - 4.4	3.4 - 4.2	4.0 - 4.4	4.0 - 4.4
SAT (2400 point scale)	1770 - 1930	1930 - 2060	1880 - 2010	1610 - 1940	1810 - 2060	1780 - 2020	1610 - 1940	1780 - 2050	1760 - 2010	1620 - 1950	1810 - 2080	1790 - 2030
SAT (1600 point scale)	1080 - 1300	1210 - 1380	1170 - 1350	1080 - 1310	1220 - 1380	1190 - 1360	1080 - 1300	1190 - 1370	1180 - 1350	1080 - 1300	1210 - 1390	1190 - 1360
SAT (Critical Reading)	520 - 650	580 - 690	570 - 680	530 - 650	590 - 690	580 - 680	520 - 650	580 - 690	570 - 680	530 - 650	590 - 700	580 - 680
SAT (Math)	540 - 670	600 - 700	590 - 700	540 - 670	610 - 700	600 - 690	540 - 670	600 - 700	590 - 690	540 - 670	600 - 700	600 - 690
SAT (Writing)	520 - 640	630 - 680	620 - 670	520 - 640	580 - 690	570 - 670	520 - 650	580 - 680	570 - 670	520 - 650	590 - 700	580 - 680
ACT	23 - 29	26 - 31	25 - 30	24 - 29	27 - 31	26 - 30	24 - 29	26 - 31	26 - 30	24 - 29	27 - 29	27 - 31

Freshman by Gender:

	2009			2010			2011			2012		
	Apps	Admits	Enrolled	Apps	Admits	Enrolled	Apps	Admits	Enrolled	Apps	Admits	Confirm
Female	15,144	6,365	3,728	15,585	6,768	3,680	16,650	6,967	3,819	16,641	7,116	3,724
Male	11,679	4,417	2,525	11,718	4,668	2,688	12,619	4,806	2,610	12,538	4,930	2,695
Total	26,823	10,782	6,253	27,303	11,436	6,368	29,269	11,773	6,429	29,179	11,773	6,419

Freshman Application Data:

	2009			2010			2011			2012		
	Apps	Admits	Enrolled	Apps	Admits	Enrolled	Apps	Admits	Enrolled	Apps	Admits	Confirm
National Merit	587	555	183	602	576	184	663	614	178	540	504	161
National Achievement	87	86	40	97	91	28	94	80	31	74	73	26
Honors Applicants	2,063	2,038	843	2,306	2,179	856	2,316	2,225	855	2,610	2,420	917
Legacy	6,614	3,412	2,340	6,705	3,330	2,241	7,163	3,382	2,324	7,330	3,580	2,337
Low Income Applicants	5,172	1,911	1,181	5,517	1,975	1,218	6,381	2,351	1,494	6,257	2,151	1,278
First Generation	7,287	2,683	1,683	7,596	2,640	1,625	8,063	2,956	1,831	7,904	2,708	1,572
Under Represented *	8,476	3,120	1,767	8,750	3,125	1,637	9,771	3,433	1,920	9,936	3,223	1,714

*Includes African-American, Hispanic and Native American applicants.



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.



Application International



With the largest and most richly diverse mix of professional and support-level staff, Application Services is a section of the office that operates at a consistently fast pace. Each of the other sections of the office depend on Application Services to process applications at all levels: freshman, transfer, graduate and professional, and prepare those applications and all supporting documentation for academic assessment and referral. The challenge in this section is the sheer volume of records, electronic and paper, that must be managed flawlessly. Day in and day out, the Application Services staff rises to the occasion.

Application Services is managed by an associate director of admissions, an assistant director, and has a staff of 15 full-time employees at the professional and support levels. The section also employs 12 student assistants. Application Services handles the initial processing of the 60,000 domestic and international undergraduate, graduate and professional applications for admission to the University of Florida. The Application Services section has primary document handling responsibility for the Office of Admissions including mail processing, facsimile transmission and special delivery. Application Services staff is responsible for indexing, routing and filing all supporting documents for application and residency review. Application Services also serves as the primary contact for telephone inquiries received by the Office of Admissions and communicates with applicants and university departments regarding the application process.

A total of 15,000 international applications were received for the 2011-2012 admissions cycle.

Services and Admissions

International credential evaluation and foreign degree certification are major responsibilities performed by this section of the office. More than 240 graduate-level departments depend on the timely and efficient review of international admission credentials that supports their admissions success. This section determines the academic placement recommendation for international degrees and establishes policy for the award of international course credit, as well as maintains an extensive country-specific resource library on international credentials. The International Admissions area also serves as a reference point for all international credential evaluations and a support reference for university departments. A total of 15,000 international applications were received for the 2011-2012 admissions cycle. A great deal of time and effort is expended in Application Services to provide the level of service required by the UF Graduate School and the individual departments.

Accomplishments/Achievements/Highlights:

- Handled a total of 147,000 phone calls received through the Office of Admissions call center. The call center was implemented to efficiently manage the telephone inquiries received by the **Office of Admissions**.
- Hired a temporary employee that assisted with the credential review and evaluation of 4,800 international graduate applicants and counseled 300 international visitors to the Office of Admissions

Application Services and International Admissions Section Goals for the Coming Year:

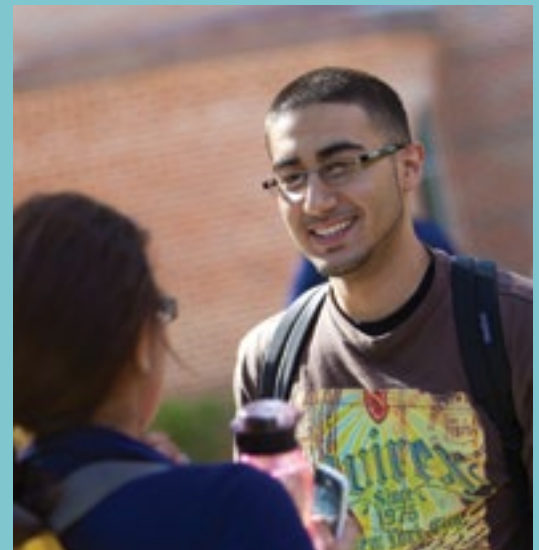
- Develop a comprehensive training manual of the policies and procedures for the process and review of all levels of application
- Improve processes and enhance efficiencies with the receipt of incoming mail
- Hire an additional professional staff member to assist with the review and evaluation of international credentials
- Incorporate private evaluation service agencies to increase timeliness and provide quicker service to applicants, colleges and departments

Outreach

The Outreach section is the recruitment arm of the office that identifies and encourages prospective students to apply for admission to UF. Much of the “public service” effort in our office is generated through Outreach initiatives. Emphasis on targeted populations, college readiness and access to higher education are important priorities for this section. It is often said that “UF doesn’t need to recruit” but without the concerted effort of the Outreach staff, our learning community would lack the rich diversity of characteristics, ideas, interests and aspirations for which the University of Florida is known.

The Outreach section consists of eight full-time staff members. Reporting to the associate director of admissions are an assistant director of admissions, four outreach admissions coordinators and two office-based support admissions officers. The Office of Admissions employs federal work study and other personnel service students, of which seven are assigned to the Outreach section. This section relies heavily on support from two student volunteer organizations: Admissions Volunteer Ambassadors (AVA), managed by the Outreach section, and Outreach Ambassadors Program, which is a chartered campus organization funded through the UF Student Government Association.

Programming focuses on providing information about the university offerings and opportunities, on academic planning for middle and high school families to access UF and the generation of new applicants. All of these efforts – the associated travel, marketing, social media and networking, event planning and logistics – are coordinated through the Outreach section. The effectiveness of the section can be measured, in large part, by the quality of the relationships we build with prospective students and their families, our high schools, the guidance counselor community, and a number of other community organizations with which we interact. This section manages a system of territory assignments wherein admissions officers across a number of functional sections are assigned a geographic area that they are charged to service; thus providing the opportunity to build the necessary professional, working relationships we need.



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.





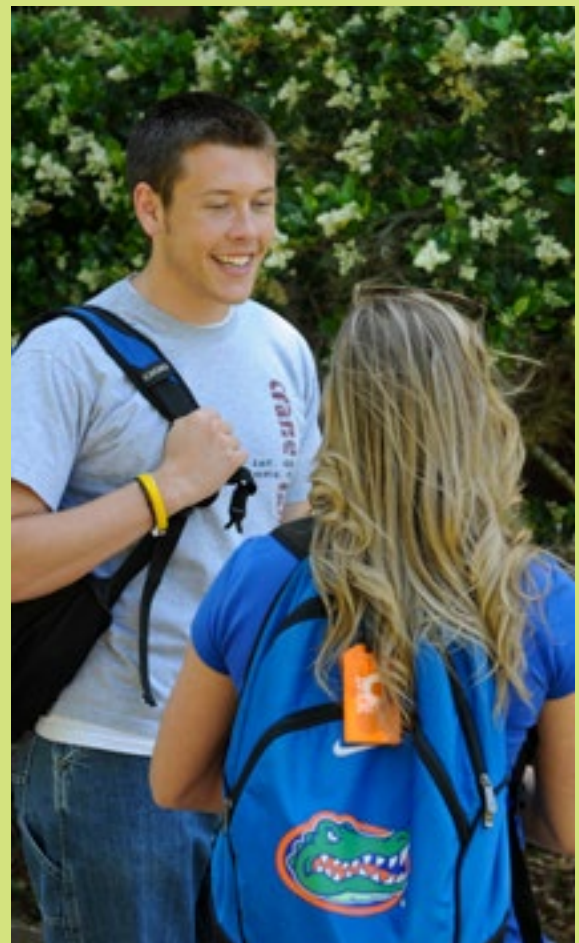
Accomplishments/Achievements/Highlights:

- The Outreach section conducted a significant number of **on-campus** recruitment events designed to encourage college readiness, enhance awareness and promote higher education targeted at prospective UF applicants, middle schoolers and traditionally underrepresented populations from rural counties and inner cities. These programs include the Student Recruitment Conferences, two Shadow Day Programs and two Outstanding High School Scholars Programs.
- The Outreach section planned and executed successful **off-campus** events and activities for targeted populations. These events included Local Community Outreach promoting UF to Alachua and surrounding counties; The Placement Visit Program to provide enhanced application opportunity for inner-city school districts; Early Outreach Program to encourage college-readiness for 8th, 9th and 10th graders; and Destination Gainesville, a program designed to encourage commitment from admitted African-American students from all around Florida.
- Coordinating the travel schedule is a major responsibility of the Outreach section. Maintaining calendars of events, arranging for professional staff participation, considerations for office coverage and the logistics of reservations, transportation, materials and supplies all fall within the purview of Outreach staff.
- The Office of Admissions made significant progress in its use of online recruitment strategies and the use of social media as a tool to build relationships with prospective applicants, admitted students and students who had committed to attend UF. Expanded use of vendor products such as College Week Live for virtual presentations, college fairs and open houses, TargetX for mass email campaigns and online 'chatting', along with Facebook and Twitter opened new ways for us to connect students, parents and the guidance community to many different campus agencies and offices in a virtual environment.

- Increased number of freshman applications from our target markets and populations in Florida and out-of-state
- Planned and conducted 13 successful outreach, recruitment and yield programs for admitted students and their families to encourage them to attend UF
- Planned and conducted 12 successful chat sessions, virtual college fairs and admissions presentations to prospective and admitted students nationwide and globally
- Increased out-of-state territory coverage in Texas, Illinois, Georgia and South Carolina

Outreach Section Goals for Coming Year:

- **Virtual Brand Marketing:** Complete current projects that support admissions virtual recruitment using social media. Website redesign, Skype, Cappex, College Week Live, TargetX, Video Marketing
- **Extend Recruitment:** Complete current project to reach prospects in target regions via Skype. Target regions include but are not limited to international and out-of-state geomarkets
- **Travel Regions:** Increase the University of Florida out-of-state and international presence at college fairs and high schools. Expand recruitment, outreach and travel to new target markets outside Florida. Establish undergraduate international recruitment plan.
- **Alumni Recruitment:** Complete alumni training for college fair representation and yield receptions. Establish administrative system that allows alumni to recruit nationwide.
- **Campus Collaboration:** Complete campus spring showcase to extend recruitment reach to a larger population that supports diversity and inclusionary recruitment.
- **UF Colleges, Schools and Departments:** Continue recruitment collaborations specific to the goals of the UF affiliates.
- **University Alumni Association and Affiliated Associations:** Continue to expand the number of spring yield receptions to include admitted students from the underrepresented populations nationwide.
- **Enrollment Management:** Establish an institutional web-source outreach that supports prospective, admitted and enrolled students
- **College Board Connect:** Complete College Board Access campaigns for guidance counselors, first generation and socioeconomically disadvantaged students
- **Shadow Day Programs:** The opportunity that the program provides is redesigned under the administration of the Admissions Volunteer Ambassador and Outreach Ambassador Program organizations in support of student-to-student outreach and recruitment.





Fall 2011 Travel (July-December)

2011 Fall Travel			Total	
Complete Travel Admissions Representative			21	
Territory Managers			16	
Florida Based Travelers	Florida	HSV	Total High Schools in Florida	650
			Completed FL High School Visits	522
			Placement Visit Schools	23
		CF	Fall FSCRC College Fairs	78
			General College Fairs	20
	Other	Fall -NACAC College Fair	2	
		Program Presentations	1	
	*Two Extended Travelers completed 130 HSV and 33 CF for Palm Beach, Broward, Dade and Monroe counties.			
	Out-of-State Territory Travelers			2
	Out-of-State	HSV	Non-FL States Visited	4
Out-of-State High School Visits			46	
CF		Out-of-State General College Fairs	5	
		Out-of-State NACAC College Fairs	1	
		Out-of-State-ACAC CF	41	
*States covered include Illinois, Texas, Georgia and South Carolina				
Regional Representatives			3	
Regional Travelers	States Visited		6	
	HSV	Total High School <i>states combined</i>	5883	
		High School Visits <i>states combined</i>	190	
	CF	RR- General College Fairs	50	
		RR-NACAC College Fairs	5	
		State-ACAC College Fairs	18	
	*Regional Territories include New York, New Jersey, Pennsylvania, Delaware, Virginia, Maryland and The District of Columbia			

Spring 2012 Travel (January-May)

2012 Spring Travel			Total		
Complete Travel Admissions Representative			21		
Territory Managers			16		
Florida Based Travelers	Florida	CF	Fall FSCRC College Fairs	8	
			General College Fairs	42	
			Fall -NACAC College Fair	2	
		Other	Program Presentations		12
	*Two Extended Travelers completed 33 CF for Palm Beach, Broward, Dade and Monroe counties.				
	Out-of-State Territory Travelers			2	
	Out-of-State	CF	Out-of-State NACAC College Fairs		1
			*Georgia was the only state covered		
	Regional Representatives			3	
	Regional Travelers	States Visited		6	
CF		RR- General College Fairs	27		
		RR-NACAC College Fairs	4		
		State-ACAC College Fairs	3		
*Regional Territories include New York, New Jersey, Pennsylvania, Delaware, Virginia, Maryland and The District of Columbia					

ACAC- State/Regional Admissions Counselors Associations
HSV – High School Visits
CF-College Fairs
FSCRC-Florida School & College Relations Committee
NACAC-National Association College Admissions Counseling

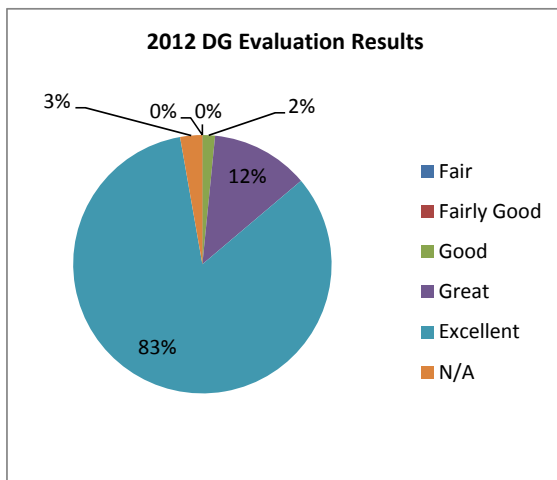


Yield Receptions: Destination Gainesville (DG)

The University Alumni Association of Black Alumni and the Office of Admissions coordinated the 2012 Destination Gainesville yield receptions. These yield receptions are designed to increase enrollment of admitted African-American students. University of Florida faculty, department staff and student ambassador organizations provided detailed information on UF's resources, support services and academic opportunities to newly admitted students and their families in their transition to UF.

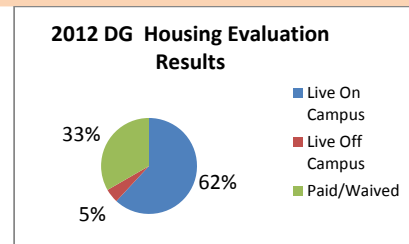
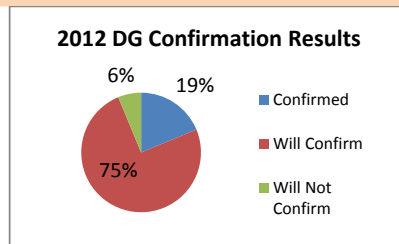
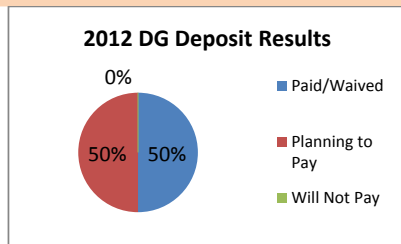
Destination Gainesville Participatns				
Florida Cities	Total Registered	Total Attended	Students Registered	Students Attended
Gainesville	44	52	22	19
Jacksonville	42	41	21	16
Orlando	77	70	36	28
Tampa	60	83	33	29
Miami	74	74	37	27
Ft. Lauderdale	108	101	53	44
West Palm Beach	60	68	29	26

Destination Gainesville Program UF Staff				
Florida Cities	Admissions Staff	UF Staff	ABA Alumni	Ambassador
Gainesville	4	9	10	5
Jacksonville	3	3	7	3
Orlando	3	4	6	2
Tampa	3	3	12	3
Miami	3	3	6	0
Ft. Lauderdale	3	3	5	0
West Palm Beach	3	3	3	0



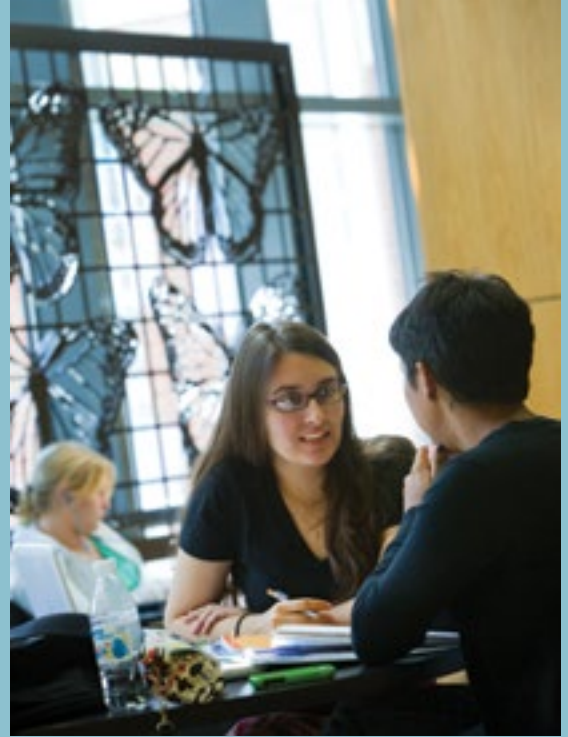
Destination Gainesville Presenters	
Departments	Total
Admissions Outreach Staff	3
Admissions Staff	7
Student Financial Affairs	2
Counseling and Wellness Center	1
UF Faculty Members	4
New Student and Family Programs	2
University Housing and Resident Life	1
Office of Multicultural and Diversity Affairs	2
Office of Academic Support	2

2012 Destination Gainesville Intent to Enroll Evaluation Results

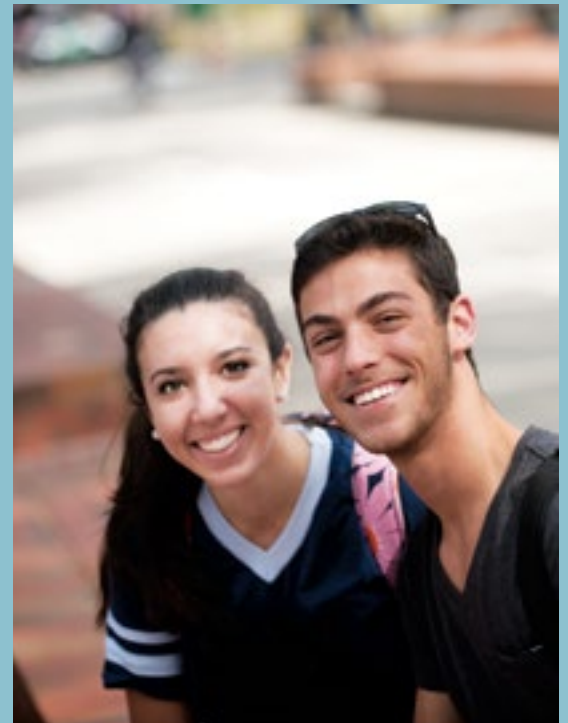


Student Recruitment Conference (SRC)

The Outreach section has coordinated student recruitment conferences annually for more than 17 years. In 2012, the conferences were consolidated and continued to provide 7th through 11th grade students and their families with academic planning information geared toward the college admissions requirements. Participants learn about the college selection process, leadership development opportunities, student life, community resources and mentoring. Community leaders, middle and high school administrators, UF faculty, academic advising staff and student ambassadors conduct workshops, presentations or participate on interactive panels that focus on parent and student needs. Academic workshops tailored to each grade level focus on college essay writing, middle and high school test preparation, financial aid and scholarship planning. UF colleges and community resource fair allows participants to interact with the college advisors and community academic support programs that supports early college planning.



The conferences provide 7th through 11th grade families academic planning information geared toward the college admissions process.



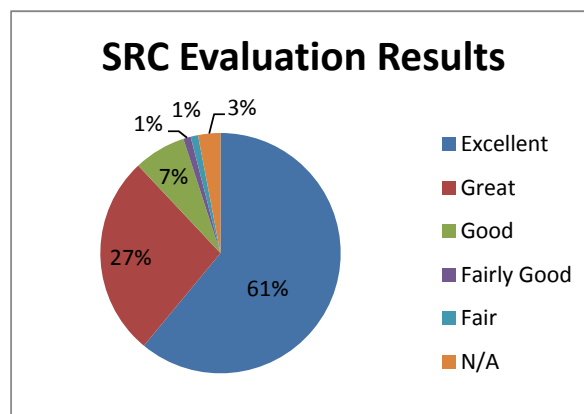


SRC February 2012

Program Registration and Participation			
Total Participants	Invitation	Registered	Attended
Parent and Student	Open	818	524
Student Only	Open	458	259

SRC Grade Levels		
Grade Level	Registered	Attended
8th	41	16
9th	80	48
10th	140	86
11th	197	117
Total	458	267

UF Department Attendance-Participation		
UF Staff and Ambassadors	Responsibility	Total
Admissions Outreach Staff	Coordination	6
Admissions Staff	Execution	13
Student Financial Affairs	Panelist	1
College Academic Advisors	Presenter	12
Counseling and Wellness Center	Panelist	1
Academic Advising	Panelist	1
University Police Department	Panelist	1
Housing	Panelist	1
Dean of Students Office	Panelist	1
Student Organizations	Resource Fair Reps.	30
Admissions Volunteer Ambassadors	Panelist	4
Student Ambassadors (AVA &OAP)	Volunteers	30
Total		101



Evaluation Quote: "There was not an area that was untouched or incomplete!"

Student participants by county:

Alachua- 16% (42), Bradford- 2% (6), Broward- 11% (29), Citrus- .7% (2), Dade- .7% (2), Duval- 3% (7), Hamilton- .7% (2), Hillsborough- 30% (79), Lake- 2% (6), Leon- 9% (24), Marion- 3% (7), Okaloosa- .4% (1), Orange- 19% (50), Palm Beach- .4% (1), Pasco- .4% (1), Pinellas- .7% (2), Polk- .4% (1), Sarasota- .4% (1), Seminole- 1.1% (3), St. Johns- .4% (1)

Ambassador Outreach: Custom Visits and Special Group Presentations

OAP-AVA

The Outreach Ambassadors Program (OAP), Admissions Volunteer Ambassadors (AVA) and Outreach and Recruitment Section provided additional visitor services beyond the operating hours and capacity of the UF Admissions Welcome Center. Admissions Ambassador Organizations serve as first responders to all surplus group tours and panel requests. OAP group tour options include three UF Tour Excursion packages that combine student panel sessions, facility and campus tours. Outreach Admissions staff serves in the advisor capacity and ensures admissions presentation coverage, provides administrative training support, and encourages AVA volunteer solicitation for the Office of Admissions.

Note: Established in the Office of Admissions, OAP is now a self-funded student organization that continues to support the recruitment of an academically talented diverse student body to UF.

OAP Special Groups and Presentations		
Group Tours	Presentations	Total Students Served
72	72	2160

Sample Groups: Teach for American, The Education Fund, FSU CROP, FAMU CROP, Delta GEMS, King's Academy, Church Groups, All Academics, Take Stock in Children and Middle/High School Tours

Admissions Volunteer Ambassador (AVA): AVA assists the Office of Admissions with programming that targets all prospective students. The Outreach Section is the primary manager for this organization; however, AVA's report to two admissions officers between the Outreach and Operations sections. AVAs have contributed more than 1,000 hours of service to the office.



The Welcome Center hosted information sessions and campus tour experiences for more than 42,000 visitors this year, which was an 8 percent increase from 2011, and the number continues to increase every year.



Shadow Day Programs

Annual fall term Shadow Day Programs have been conducted for more than 10 years. Reduced from three individual programs to two, the programs continue to be a successful recruitment tool that instantly connects participating students to the University of Florida. These programs are designed to educate high school students about the various opportunities associated with being a University of Florida student. High school seniors have an opportunity to become a 'Gator for a Day' by following a current student throughout the day. Participants experience UF student life by attending classes, touring campus facilities and participating in student activities and services.

Local-TRIO Shadow Day: Program targets statewide TRIO program seniors and local high school seniors. TRIO programs are federally grant funded programs for at risk, low-income students from disadvantaged backgrounds. The local area encompasses Alachua, Bradford, Levy, Gilchrest and Marion counties.

Alliance-Partner School Shadow Day: Coordinated with the UF College of Education Alliance Program, the UF Alliance Program supports six partner and two affiliated high schools by providing them with a variety of services that support the student achievement, curriculum development and educational success throughout their high school career.



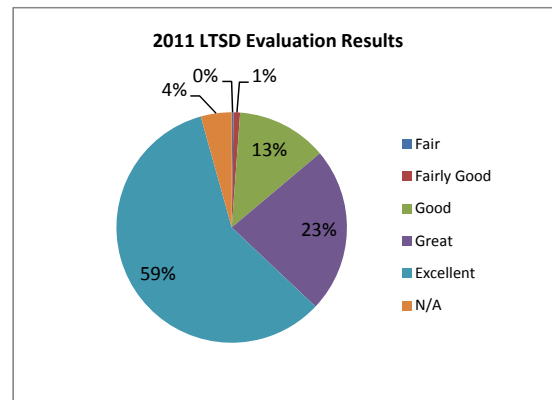
Local/TRIO Shadow Day October 2011

Local Shadow Day Program Participants			
Participant Funnel	Capacity	Registered	Attended
Total	200	239	188
			79%

Admissions Funnel	Applied	Admitted	Confirmed
Total	218	122	90
Percentage	91%	56%	74%

* Return on Investment

Local Shadow Day - UF Staff and Students		
UF Staff	Type	Total
Admissions Outreach Staff	Coordination	2
Admissions Outreach Staff	Execution	4
Office of Student Financial Affairs	Presenter	1
Admissions Ambassadors	Coordination	15
Student Volunteers	Volunteers	150
Total		172

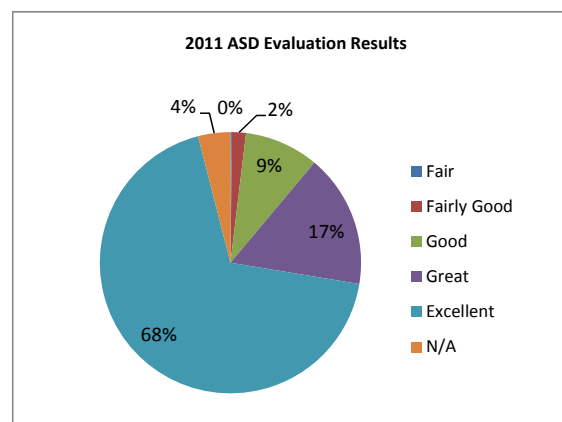


Alliance-Partner School Shadow Day November 2011

Alliance Shadow Day Program Participants			
Recruitment Funnel	Capacity	Registered	Attended
Participants	120	102	82
			80%

Admissions Funnel	Applied	Admitted	Confirmed
Total	66	47	31
ROI percentage	81%	71%	66%

Local Shadow Day - UF Staff and Students		
UF Staff	Type	Quantity
Admissions Outreach Staff	Coordination	2
Admissions Outreach Staff	Execution	4
Alliance Program Staff	Coordination	2
Alliance Program Staff	Execution	2
College of Education Alliance	Presenter	1
Office of Student Financial Affairs	Presenter	1
Admissions Ambassadors	Host	9
Student Volunteers	Volunteer	76
Total		96





Outstanding High School Scholars Programs (OHSSP)

For 28 years the Outstanding High School Scholars Programs (OHSSP) have served as the preeminent admissions recruitment programs. The OHSSP are summer residential programs designed to acquaint academically talented high school juniors (rising seniors) and their families with the University of Florida. Through these residential visitation programs, students experience a true student schedule that incorporates personal responsibility, late night social activity, early morning presentations and various campus facilities.

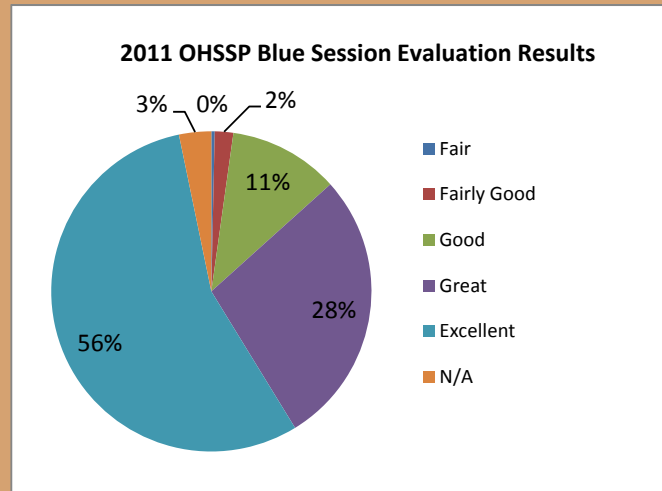
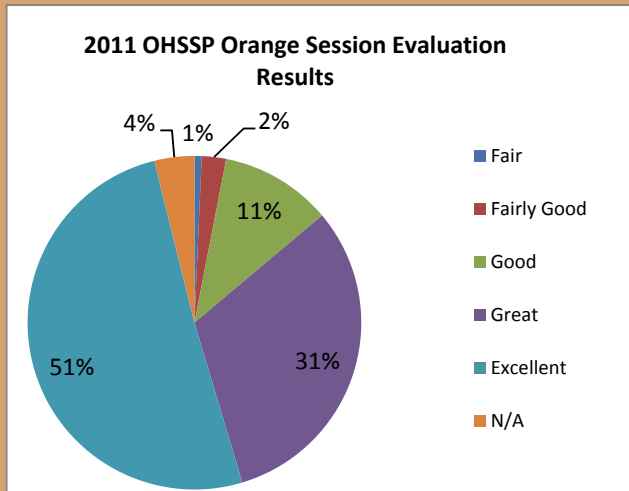
The programs allow students to experience a true student schedule that incorporates personal responsibility, late night social activity, early morning presentations and various campus facilities.



OHSSP Orange & Blue Sessions 2011

Orange Session Participants			
Recruitment Funnel	Invited	Registered	Attended
Party Total	N/A	714	
Student - Applicant	1500	322	288
Tracking Percentage			89%

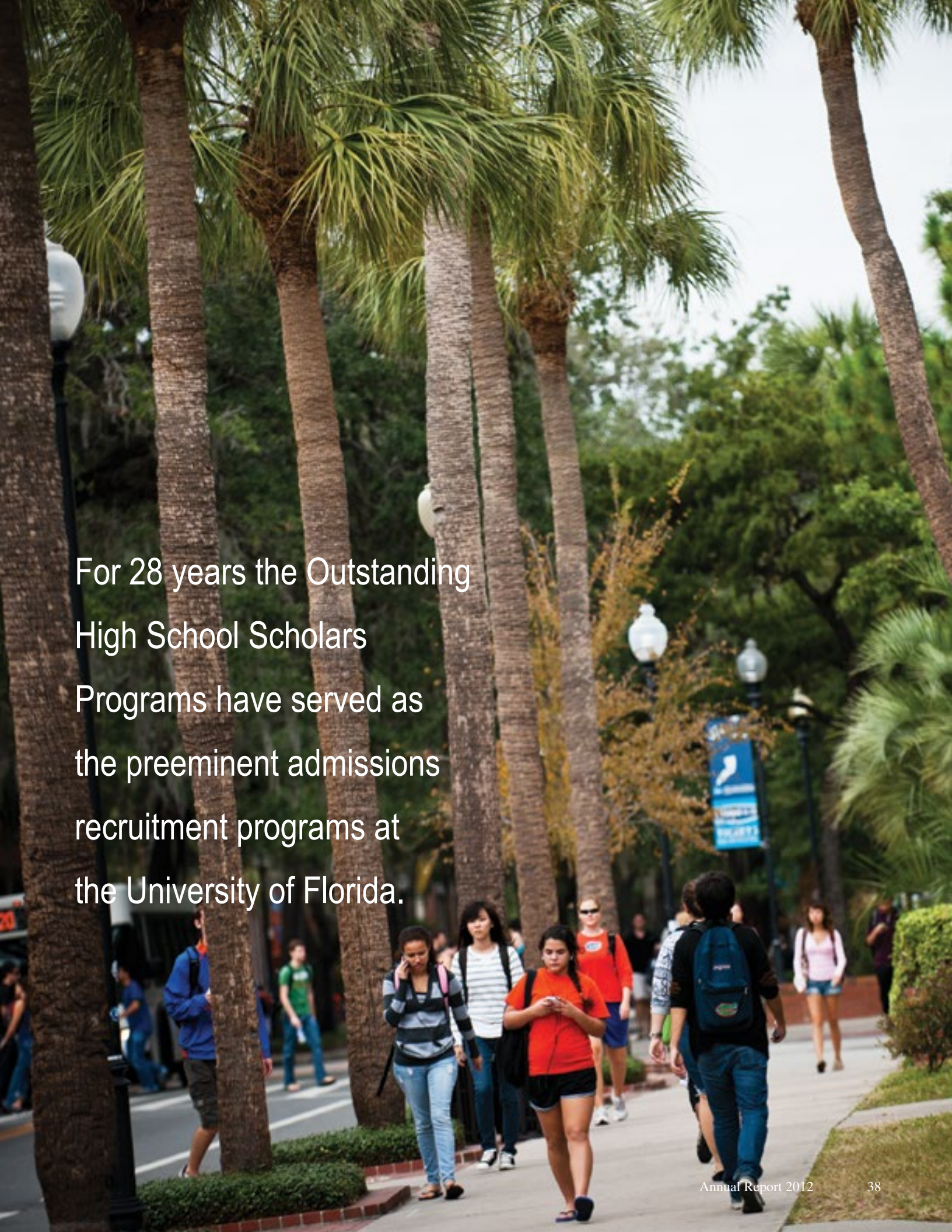
Blue Session Participants			
Recruitment Funnel	Invited	Registered	Attended
Party Total	N/A	620	
Student - Applicant	1000	243	168
Tracking Percentage			69%



Participant Application Tracking

Orange & Blue Session Applicants				
Applicant Funnel	Attended	Applied	Admitted	Confirmed
Student -Applicant	456	441	368	213
Tracking Percentage		97%	84%	58%

UF College, Departments and Student Organizations - Sessions Orange & Blue						
UF College and Department	Obligation	Total	UF College and Department	Obligation	Total	
Admissions Outreach Staff	Coordination	5	Outreach Ambassador Program	Student Panel Management	30	
Admissions Staff	Execution	16	Student Ambassadors	Volunteers	129	
Admissions Volunteer Ambassador	Panelist	2	Student Financial Affairs	Presenter	2	
Admissions Volunteer Ambassador	Volunteer Management	14	Student Government Associations	Resource Fair	21	
Alumni Association-Cicerones	Tour Guides	20	Student Organization Outreach	Panelist	2	
Career Resource Center	Presenter	2	UF Colleges & Schools Ambassadors	Panelist	34	
College Academic Advisors	College Fair	25	UF Housing	Panelist	2	
Counseling Center	Panelist	2	UF International Center-Study Abroad	Presenter	2	
Dean of Students Office	Panelist	2	UF Student Organization Representatives	Presenters	13	
Honors Program	Presenter	2	University Alumni Association	Presenter	2	
New Student & Family Programs	Presenter	2	University Police Department	Panelist	2	
Total University of Florida Affiliated Participants 331 (165.5 per program)						



For 28 years the Outstanding High School Scholars Programs have served as the preeminent admissions recruitment programs at the University of Florida.

Vendor Supported Recruitment

Cappex

Cappex vendor services generate prospective student lead information that is sent electronically to the Outreach section Associate Director. Within the six-month period, UF received contact information from more than 7,000 students. Information varies by geographical locations, gender, ethnicity, academic interest, age and academic achievements (which are self-reported). Cappex information is entered in the Admissions Recruitment Management System (ARMS) database for follow-up contact.

TargetX

TargetX provides the technology to develop and maintain interactive relationships with prospective students. TargetX services allow colleges to send large volume emails, conduct online chat sessions, and blogging services. The Operations and Outreach Sections are TargetX super users.

College Week Live (CWL)

College Week Live (CWL) vendor services support live video presentations and one-to-one chat messaging that allows institutions to connect to students in a virtual environment. CWL provides annual packaged events that span recruitment, outreach and yield efforts. Participants are provided PDF bulletins, website links and direct connection with campus advisors and staff via our virtual college fair booth. UF colleges, departments and student organizations conduct college presentations on the key academic programs, student life and financial aid resources alongside the admissions presentation.

Annual Summary-College Week Live

UF CWL Contracted Package		
Events	Quantity	Time Period
UF Virtual Open House	2 per year	1 Fall / 1 Spring
UF Virtual College Fairs	2 per year	1 Fall / 1 Spring
Florida Day	2 per year	Scheduled by CWL
Topic Specific Events	Vary	Scheduled by CWL
Topical Events: Transfer Day, Back To School Day, Paying For College, International Day		

Facebook and Twitter

The UF Admissions Facebook and Twitter accounts were created in 2009 to connect with students online. These social media outlets provide new platforms to market the university, provide important admissions information, reminders and deadlines, and to advertise virtual programming and chat sessions. These social media tools allow Admissions to reach students that were once unreachable. The Operations Assistant Director administers the UF Admissions Facebook and Twitter pages. Outreach section usage overlaps intermittently.

UF Admissions Facebook	UF Admissions Twitter
Friends that follow	Followers of UF Admissions
7,994	1,457



Regional Representative Program

Our regional representatives are re-establishing the strong interest in areas where the university has historically received large numbers of applicants. What began as a pilot program three years ago has become a vibrant program with three regionally based Office of Admissions employees who live and work extensively from Virginia to New York. These Office of Admissions representatives visit many high schools throughout the year as well as attend local, state and national college fairs, rebuilding the positive relationships UF enjoys with prospective students and their families, the high school guidance community and UF alumni living in the areas.

The regional representatives actively participate in the review of the freshman applications by reading essays, completing scholastic evaluations, and making admissions recommendations for students in their respective territories. After admissions decisions are released in February, the representatives are in regular contact with the students who have been admitted, making themselves available for any questions the students or their families may have. They send congratulatory emails to the students the week after decisions are released, providing the students with their email and phone numbers. Additionally, the representatives help plan and execute receptions for admitted student throughout the Mid-Atlantic regions in March.

In addition to reaching out to newly admitted students, the regional representatives also begin recruiting for the next admissions cycle in the spring, attending local, state and national college fairs in their respective territories. During the summer, the representatives spend the time planning for travel for the upcoming fall and reaching out to guidance counselors and college fair planners. Additionally, the representatives spend time in Gainesville for training and assisting with recruitment events in town. In short, our regional representatives are full time and fully functioning members of our Admissions team.

Accomplishments/Achievements/Highlights:

- Planned and conducted four receptions for admitted students and their families to encourage them to attend UF. Of the 90 students who attended one of the four out-of-state events, 62 confirmed their intent to enroll at UF during the 2012–2013 academic year. This reflects a 69 percent confirmation rate.
- The regional representative in northern New Jersey hosted two Coffee House “Meet and Greets” in early April, inviting students and families who were unable to attend the reception in Long Island. Of the five students who came, four confirmed their intent to enroll during the 2012–2013 academic year.
- Regional representatives involved local alumni during year, inviting them to assist at local college fairs and receptions





- All of the regional representatives participated in panels at high schools in their areas.
- Developed an alumni training manual for college fairs that will allow UF alumni to attend college fairs across the United States
- Regional representatives wrote letters to newly admitted Gators, congratulating them on their admission. The representatives saw an increase in communication with the students after they received the letter.
- Created the “Out of Stater Gator” contact list. Admitted non-Florida students were contacted after May 1 to give permission for their information to be shared with other non-Florida students, allowing them to connect with one another before arriving and once on campus. Of the approximately 450 non-Florida students, about 250 asked to be included on the list.
- Hosted 3 TargetX chats for newly admitted out-of-state students and their families. Provided a transcript/FAQs from the parent chat to all out-of-state parents

Regional Representative Program Goals for the Coming Year:

- Increase the number of coffee house chats as those proved very successful this year, focusing mainly on areas where admitted students may not be able to attend receptions

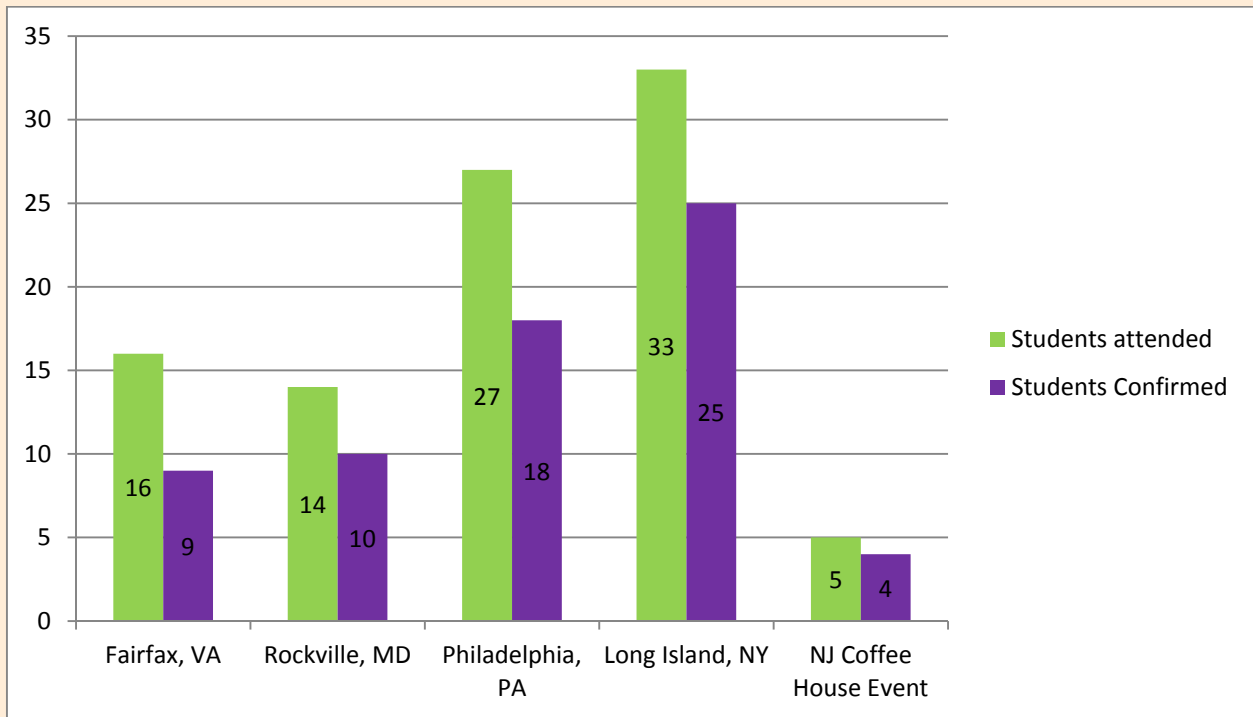


Regional Representative Program

Spring Admitted Student Receptions

	Student Registration	Students Attended	Total Registration	Total Attended
Fairfax, VA	21	16	60	43
Rockville, MD	19	14	48	36
Philadelphia, PA	33	27	95	76
Long Island, NY	42	33	120	95

2012 Spring Admitted Student Outreach





What began as a pilot program three years ago has become a vibrant program with three regionally based Office of Admissions employees who live and work extensively from Virginia to New York.



Scholarships



Accomplishments/Achievements/Highlights:

- 1,127 new and returning students received funding during the 2011-2012 academic year; 158 more than the previous year
- Successfully administered a scholarship budget in excess of \$7.2 million
- Transitioned out of the National Merit Scholarship Program
- Cross-trained office staff on the scholarship process and administration
- Refined the awarding process to more effectively leverage commitments and affect enrollment goals





Scholarship Program Goals for the Coming Year:

- Upgrade the number and value of our scholarships to be competitive with other institutions
- Diversify scholarship selection process by including representatives from across the campus
- Continue cross-training staff in the office on the scholarship process to provide support for the scholarship coordinator
- Enhance the working relationship with the Office for Student Financial Affairs by sharing data and administrative tools more effectively
- Continue to work collaboratively with other offices in the Division of Enrollment Management and the University Bursar's Office to serve our current and incoming students



Scholarships

In state programs

Scholarship	Amount Per Year	Offered	Goal Yield	Actual Yield	Percent Yield
Presidential Scholarship	\$5,000	49	31	27	55%
Presidential Gold Scholarship	\$8,000	27	18	14	52%
Presidential Platinum Scholarship	\$10,000	34	20	11	32%
		110		52	

Non-Florida Tuition Waiver Program

Scholarship	Amount Per Year	Offered	Goal Yield	Actual Yield	Percent Yield
Admissions Alumni	\$8,000	140	28	19	12.90%
Sunshine Scholarship	\$16,000	66	14	9	13.60%
Orange and Blue Scholarship	\$19,000	36	10	7	19.40%
Gator Nation Scholarship	\$20,000	41	10	8	19.50%
		283		43	

Total Program Awards

Scholarship	Amount Per Year	Number of Recipients
Brain Bowl	\$3,000	4
National Achievement Finalist (2007 - 2010)	\$4,250	56
National Achievement Presidential Gold (2011)	\$8,000	15
National Achievement Presidential Platinum (2011)	\$10,000	15
Presidential (2007 - 2010)	\$2,000	263
Presidential (2011)	\$5,000	83
Presidential Gold (2007 - 2010)	\$3,000	117
Presidential Gold (2011)	\$8,000	76
Presidential Platinum (2007 - 2010)	\$4,000	40
Presidential Platinum (2011)	\$10,000	59
UF Alliance	\$3,125	100
Out of State Presidential (2010)	\$6,000	15
Out of State Presidential Gold (2007)	\$19,170	1
Out of State Presidential Gold (2010)	\$18,000	1
Out of State Presidential Platinum (2010)	\$19,000	4
Out of State Presidential Silver (2010)	\$15,000	23
Transfer Alliance	\$3,125	5
Tuition Reduction Waiver (2007 - 2009)	\$3,000	32
Tuition Reduction Waiver (2010)	\$4,000	14
Admissions Alumni (2011)	\$8,000	41
Sunshine Scholarship (2011)	\$16,000	49
Orange and Blue Scholarship (2011)	\$19,000	70
Gator Nation Scholarship (2011)	\$20,000	44



The Office of Admissions is the portal through which all new students at every level must pass in order to become a part of the university community. The office authenticates the eligibility of all new students through the application process. It is through the application and admission process that students' University of Florida records are created; to which all earned credits, degrees and accomplishments will permanently post.



Athletics

The University of Florida enjoys a proud tradition of excellence in athletics. The level of success that our teams has achieved on the fields and courts has done much to promote the reputation of the university and is often a strong draw for prospective students. Because athletics is very high profile and captures lots of national media attention, it is a very high profile responsibility in our office. The role of the Office of Admissions in athletic recruitment, compliance and certification may be “behind the scenes,” but it is critical to maintaining institutional control of the university’s athletic program.

The assistant director for athletics reports directly to the director of admissions and works closely with the Office of the University Registrar, the Office for Student Financial Affairs and the Office of Student Life at the University Athletic Association to help new student athletes prepare for UF, to certify athletes’ academic eligibility, and to complete squad lists for athletic competition. The assistant director has specific responsibility for the evaluation of prospective student/athletes prior to admission. This evaluation includes reviewing transcripts for prospective freshmen, transfers, and international students prior to approving students for official visits to campus; overseeing the admission of student/athletes including presentation to the Faculty Committee on Admissions. The assistant director also is responsible for the completion of yearly NCAA and SEC reports, and staying current with NCAA and SEC legislation and applying those rules to our practices and procedures.



Accomplishments/Achievements/Highlights:

- Completed more than 350 transcript evaluations for prospective student athletes
- Supervised the admission process for 115 student athletes entering in the summer or fall semesters and 20 student athletes entering in the spring semester
- Coordinated the eligibility certification for 582 student athletes for competition in 17 intercollegiate sports
- Successfully submitted NCAA Graduation Success Rate and Academic Progress Rate audit reports
- Successfully submitted two Southeastern Conference Credentials reports for fall and spring

Goals for the Coming Year:

- Improve the documentation process necessary for initial and continuing eligibility certification of student athletes
- Continue to develop communication channels between Enrollment Management Offices, University Registrar and Student Financial Services, and the University Athletic Association to enhance a "team approach" to the certification process
- Update the criteria for predicting student athlete academic success programs from the previous year





The Foundation for The Gator Nation

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Division of Enrollment Management
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