

# OFFICE OF ADMISSIONS

ANNUAL REPORT

20  
14





“ The admissions staff are the people who make dreams come true.

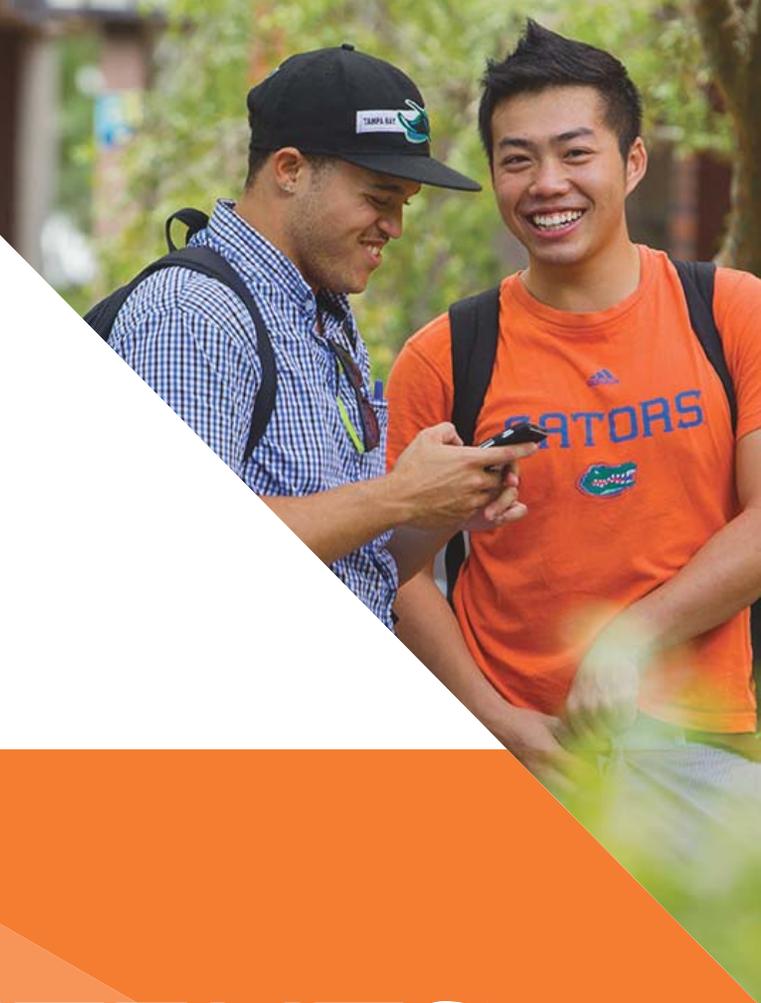
OFFICE OF

## I. INTRODUCTION

Directors Welcome.....	4
Mission Statement .....	6
Office Description .....	7

## II. OFFICE FUNCTIONAL AREAS

Freshman Admission .....	8
Transfer Admission .....	14
Graduate and Professional Admissions ..	16
Special Programs .....	18
UF Online Program	
Certificate Programs	
Innovation Academy	
Sante Fe College Partnerships	
College of Design, Construction & Planning Partnership Program	



# TABLE OF CONTENTS

ADMISSIONS ANNUAL REPORT 2014

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



## Directors Welcome

Welcome to the annual reporting of the activities and accomplishments of the Office of Admissions at the University of Florida! It is an honor and 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, and more.

Our office is charged with an awesome 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. We are confident that each and every one of our employees, at every level, understands the importance of what we do, and we are proud of the conscientiousness, courtesy and commitment they demonstrate every day.

2014 was an exceptionally challenging and rewarding year for our office. Several important initiatives were introduced on our campus, and the Office of Admissions was front and center on all. We launched a new UF Online degree program, approved and funded by the Florida Legislature, to provide an exciting new approach to undergraduate education. Our charge was to design an electronic application and review process for traditional and non-traditional freshmen and transfer students, and be prepared to enroll the first class in spring semester 2014. The Office of Admissions was instrumental in the early implementation and the subsequent training of our support partners and the UF OneStop.



The 2014 application cycle was the introductory year for using the Student Self-reported Academic Record (SSAR) in lieu of official transcripts for freshman application review. The reception from applicants, the counseling community and admissions staff was overwhelmingly positive. The efficiency gain, measured by “processing week” showed an improvement of almost four weeks on the front end of our review process and a two-week gain on final transcript checking and matriculation processing. We learned a great deal from our first year with self-reported records and worked closely with our application vendor to simplify the form and change the presentation to the applicant. The University of Florida Office of Admissions is the recognized leader for innovative approaches to the freshman application processing; the self-report clearly demonstrates that leadership.

A new certificate application process went live in September 2014. The development of an application and approval system for the awarding of UF certificates was made necessary when the Southern Association of Colleges and Schools recognized institutionally awarded certificates as “academic credentials” and requiring that there be an appropriate level of institutional oversight exercised in awarding them.

The restructure of the Office of Admissions is in place with the appointment of our new Director for Freshman and International Admissions. The intention of the restructure is to create a co-director model with responsibilities split between admissions operations and freshman and international admissions. Those responsibilities are delineated later in this report. The intention is that each director can be more targeted and focused on necessary initiatives. We have great expectations for this new model.

We have had a very busy and successful year in the Office of Admissions. Ours is a team culture, and our success is achieved with a team effort. We also enjoy considerable support from our partners in the Division of Enrollment Management and many others on campus and off. It is our pleasure to present this report. Thank you for taking a few moments to review our efforts and accomplishments over the past year.

**Patrick Herring**, *Director of Admissions Operations*

**Andrea Felder**, *Director of Freshman and International Admissions*



# Mission, Vision and Values for the Office of Admissions

## Mission Statement

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

## Vision Statement

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

## Values

Professionalism  
Excellence  
Integrity  
Diversity  
Civility

# OFFICE OF ADMISSIONS

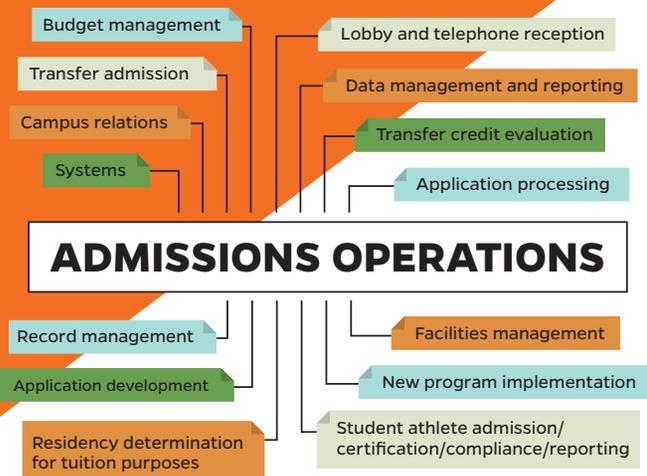
## Who we are—

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

## What we do—

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

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



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

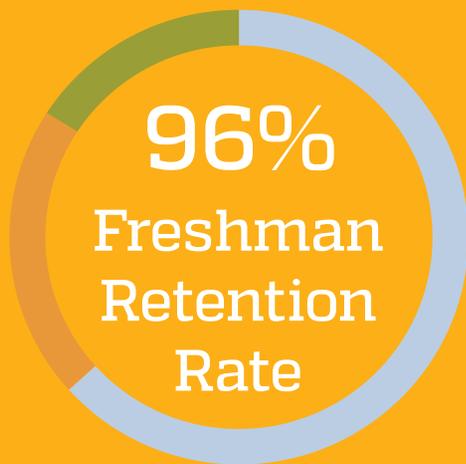
The Freshman and International Admissions section is responsible for all aspects of the freshman outreach program, international recruitment strategies and international credential evaluation including:



# Freshman Admission

enrollment target:  
6,500 incoming  
freshmen

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

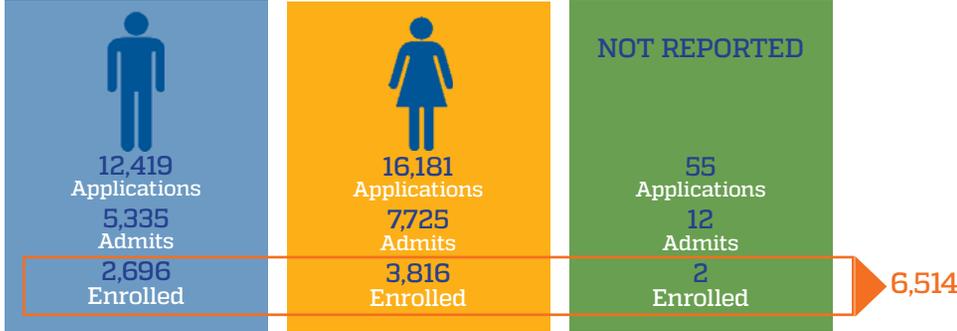


“ The freshman admission process is one of the highest-profile activities in the Office of Admissions.

# FRESHMAN APPLICATIONS: Summer/Fall 2014



## BY GENDER



## BY RESIDENCY

	MILITARY	UNDETERMINED	INTERNATIONAL	NON-FLORIDA	FLORIDA
Enrolled	5	26	59	569	5,855
Admits	15	75	281	2,332	10,369
Applicants	44	450	1,377	5,486	21,298

# Diversity \*

ETHNICITY	APPLICANTS	ADMITS	ENROLLED
Asian	2,423	1,411	717
African-American	2,815	859	420
Hispanic	6,408	2,615	1,312
American Indian/Alaskan	223	63	31
Pacific Islander	88	41	18
White	14,770	7,476	3,788
Not Reported	551	326	169

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

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

## The Middle 50 % of Freshmen **Admitted**

- GPA** >> 4.1-4.5
- ACT** >> 27-31
- SAT** >> 1810-2060



## The Middle 50 % of Freshmen **Enrolled**

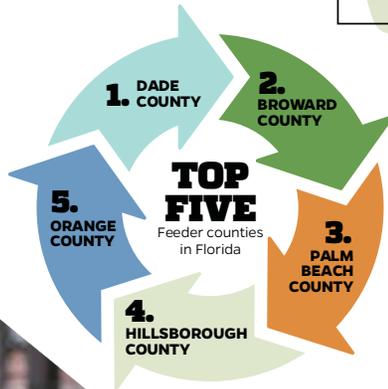
- GPA** >> 4.1-4.5
- ACT** >> 26-31
- SAT** >> 1780-2010



## Top 10 Feeder Schools

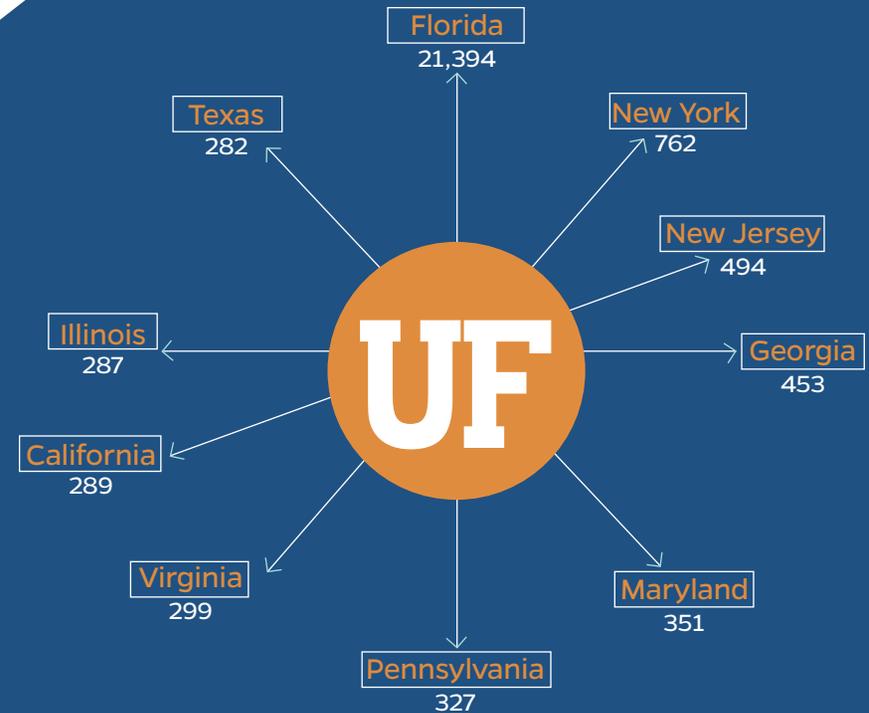


SCHOOL NAME	NUMBER OF APPLICANTS 2014	CITY
Cypress Bay HS	380	Weston, FL
Coral Reef HS	290	Miami, FL
Saint Thomas Aquinas HS	238	Fort Lauderdale, FL
Suncoast Community HS	202	Riviera Beach, FL
Marjory Stoneman Douglas HS	182	Parkland, FL
Miami Palmetto HS	182	Miami, FL
H.B. Plant HS	176	Tampa, FL
Boca Raton Community HS	169	Boca Raton, FL
Spanish River Community HS	168	Boca Raton, FL
Stanton College Prep School	168	Jacksonville, FL



COUNTY	#APPLICANTS
DADE	3,155
BROWARD	3,041
PALM BEACH	1,941
HILLSBOROUGH	1,795
ORANGE	1,658

## Top 10 Feeder States



GATOR NATION.  
GATORS. ALWAYS.



**\$7.5 million annual scholarship budget**

## Freshman Scholarships

The University of Florida Office of Admissions offers financial awards through a number of programs designed to help shape the incoming freshman class. Awards are based on a selection process that takes into consideration a number of factors including, but not limited to, scholastic achievement. While some of the award programs are cash awards, most scholarship programs administered by the Office of Admissions are tuition-reduction or tuition-waiver awards. All programs are awarded by semester and all have continuance requirements based on academic performance standards. The total annual scholarship budget is \$7.5 million.

SCHOLARSHIP PROGRAM	AWARD AMOUNT PER YEAR	NEW STUDENTS AWARDED 2014
Presidential	\$ 5,000	60
Presidential Gold	\$ 8,000	18
Presidential Platinum	\$10,000	17
Alumni*	\$ 8,000	42
Sunshine*	\$16,000	17
Gator Nation*	\$20,000	12

\* Tuition reduction waiver awards

# RECRUITMENT



**30,845**

**IN STATE WELCOME CENTER VISITORS PROGRAMS**

**OUT-OF-STATE YIELD EVENTS**

**7**

**23**

**NON-FLORIDA STUDENTS WHO BECAME GATORS FOR A DAY**

**8 VENDOR CAMPAIGNS**

**IN-STATE YIELD EVENTS 16**

**178 NON-FLORIDA HIGH SCHOOL VISITS**

**3 INTERNATIONAL EVENTS**

**62 TARGETED EMAIL CAMPAIGNS** **40 PLACEMENT VISIT PROGRAMS**

**344 FLORIDA HIGH SCHOOL VISITS**

**190 COLLEGE FAIRS IN FLORIDA**

**6 ADMISSIONS AMBASSADOR EVENTS**

**113 FLORIDA STUDENTS WHO BECAME GATORS FOR A DAY**

**11,477 OUT-OF-STATE VISITORS TO WELCOME CENTER PROGRAMS**

**8 COUNSELOR EVENTS**

**150 COLLEGE FAIRS OUTSIDE FLORIDA**

**1 FALL OPEN HOUSE**

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

# Transfer Admission

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

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

Transfer Credit Evaluation



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

## Transfer Applicant Pool

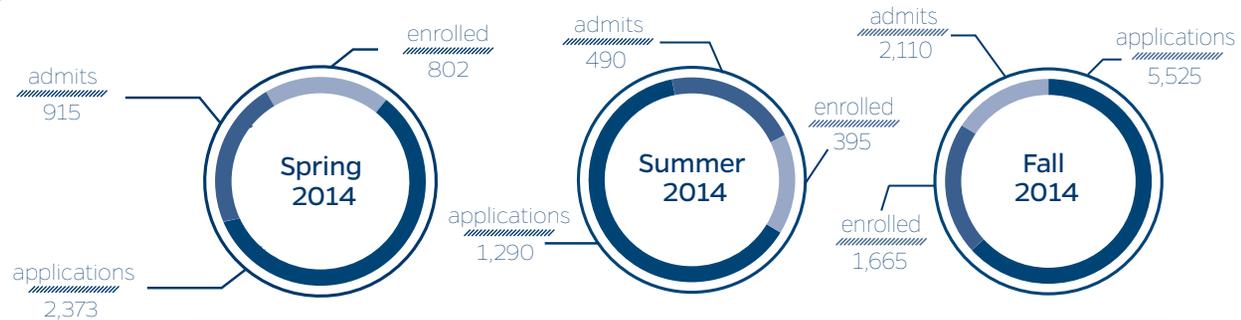
	APPLICANTS	ADMITS	ENROLLED
Spring '14	2,373	915	802
Summer '14	1,290	490	395
Fall '14	5,525	2,110	1,665
<b>TOTAL</b>	<b>9,188</b>	<b>3,515</b>	<b>2,862</b>

## TRANSFER ADMISSION BY COLLEGE

COLLEGE	APPLICATIONS	ADMITS	ENROLLED
Accounting	196	18	11
Agricultural and Life Sciences	1,360	662	551
Design, Construction & Planning	166	108	73
Business Administration	1,447	388	337
Construction Management	52	34	34
Education	128	47	41
Engineering	1,003	379	294
The Arts	287	156	133
Health and Human Performance	501	189	172
Public Health & Health Professions	256	64	57
Journalism & Communications	462	288	245
Liberal Arts & Sciences	2,608	1,098	840
Natural Resources & Environment	27	7	5
Nursing	361	12	9
Lower Division	334	65	60
<b>Total</b>	<b>9,188</b>	<b>3,515</b>	<b>2,862</b>



College/Univ	2014 Applications	Location
Santa Fe College	771	Gainesville, FL
Miami-Dade College	566	Miami, FL
Broward College	213	Fort Lauderdale, FL
Valencia College	209	Orlando, FL
Florida State College at Jacksonville	200	Jacksonville, FL



Total

**9,188**

applications

**3,515**

admits

**2,862**

enrolled **15**

### Credit-by-Exam

Credits awarded based on terminal exam performance

	Advanced Placement	International Bacc.	AICE Cambridge	Other
No. of Students	4,938	1,089	295	178
No. of Credits Awarded	102,786	31,410	5,981	1,822

# Graduate and Professional Admissions

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



More than  
200 graduate  
programs  
available



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

## PROFESSIONAL PROGRAMS

PROGRAM	APPLICATIONS	ADMITS	ENROLLED
Dentistry	541	99	93
Physician Ass't.	955	65	60
Law	1,220	770	334
Medicine	2,000	219	138
Pharmacy	1,181	410	346
Physical Therapy	929	70	38
Veterinary Medicine	722	115	111
Nursing Practice	190	95	75
Total	7,738	1,843	1,195

## GRADUATE ADMISSIONS

PROGRAM	APPLICATIONS	ADMITS	ENROLLED
Accounting	292	105	84
Agriculture	1,025	395	318
Architecture	499	267	115
Business	2,899	1,602	930
Building Construction	82	70	28
Dentistry	246	15	14
Education	803	456	280
Engineering	5,481	2,291	869
Fine Arts	398	214	164
Health and Human Performance	392	204	118
Health Professions	1,635	431	207
Interdisciplinary	51	18	15
Journalism	484	208	128
Liberal Arts & Sciences	4,823	1,032	429
Law	258	191	98
Medicine	304	95	63
Nursing	48	11	10
Pharmacy	589	305	264
Veterinary Medicine	66	51	49
Total	20,375	7,961	4,183

# Special Programs

## UF Online Degree Program

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

## UF Online Courses

PROGRAM	APPLICATIONS	ADMITS	ENROLLED
Biology	10	3	1
Business Administration	645	235	212
Criminology & Law	194	70	59
Environmental Mgt.	48	16	14
Geology	9	4	3
Health Education	149	73	64
Psychology	109	45	38
Sport Management	82	40	38
Media & Society	10	2	2
TOTAL	1,256	488	431

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

## Certificate Programs

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

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

UF is ranked  
one of the top  
100 universities  
worldwide.

GATORS achieve  
**GREATNESS.**



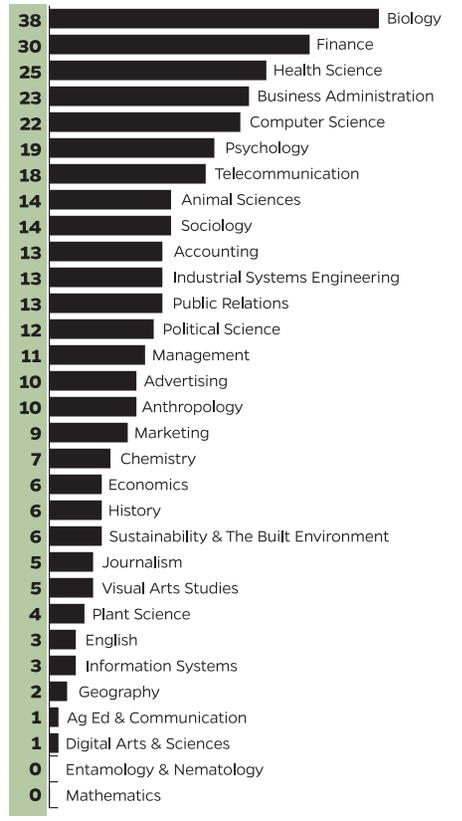
“The Office of Admissions at the University of Florida works with students and families who have very high expectations and a great deal of emotional investment in preparing for admission to the university.

Because the Innovation Academy uses a Spring/Summer academic calendar, these ‘Enrolled’ numbers represent new students matriculating in the spring semester 2014.

## Innovation Academy

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

### IA Enrollment by Major



\* 303 Enrolled in the Spring 2014 semester

# Santa Fe College Partnerships

The Office of Admissions collaborated with the College of Engineering, other Enrollment Management offices, and officials from Santa Fe College to help develop and implement the Gator Engineering at Santa Fe College program (GE@SFC). GE@SFC is an innovative partnership between the UF College of Engineering and Santa Fe College designed to expand opportunities for aspiring students interested in pursuing an engineering degree from the University of Florida.

Students begin their studies at Santa Fe College where they are provided special advising and other support that will lead to an accelerated move to the UF campus. Students must meet established benchmarks to order to be eligible for transfer. GE@SFC students receive academic support, registration and financial aid under an agreement between the institutions. The UF College of Engineering selects students for participation in this program from a cohort of promising applicants identified by the Office of Admissions.



## College of Design, Construction & Planning

The partnership between the College of Design, Construction and Planning (DCP) and Santa Fe College will come online in the 2015 admission cycle. This program represents an expansion of opportunity for aspiring UF students interested in pursuing majors within the college. The DCP partnership program will be modeled very closely to the Gator Engineering at Santa Fe College program in terms of admission, academic support, financial aid, class registration and transition to the UF campus. Proposed majors include: architecture, landscape architecture, interior design and building construction/construction management.

This new program represents the second UF/SFC partnership that builds on the excellent relationship we have with our local state college. Results will be available in the 2015 reporting cycle.

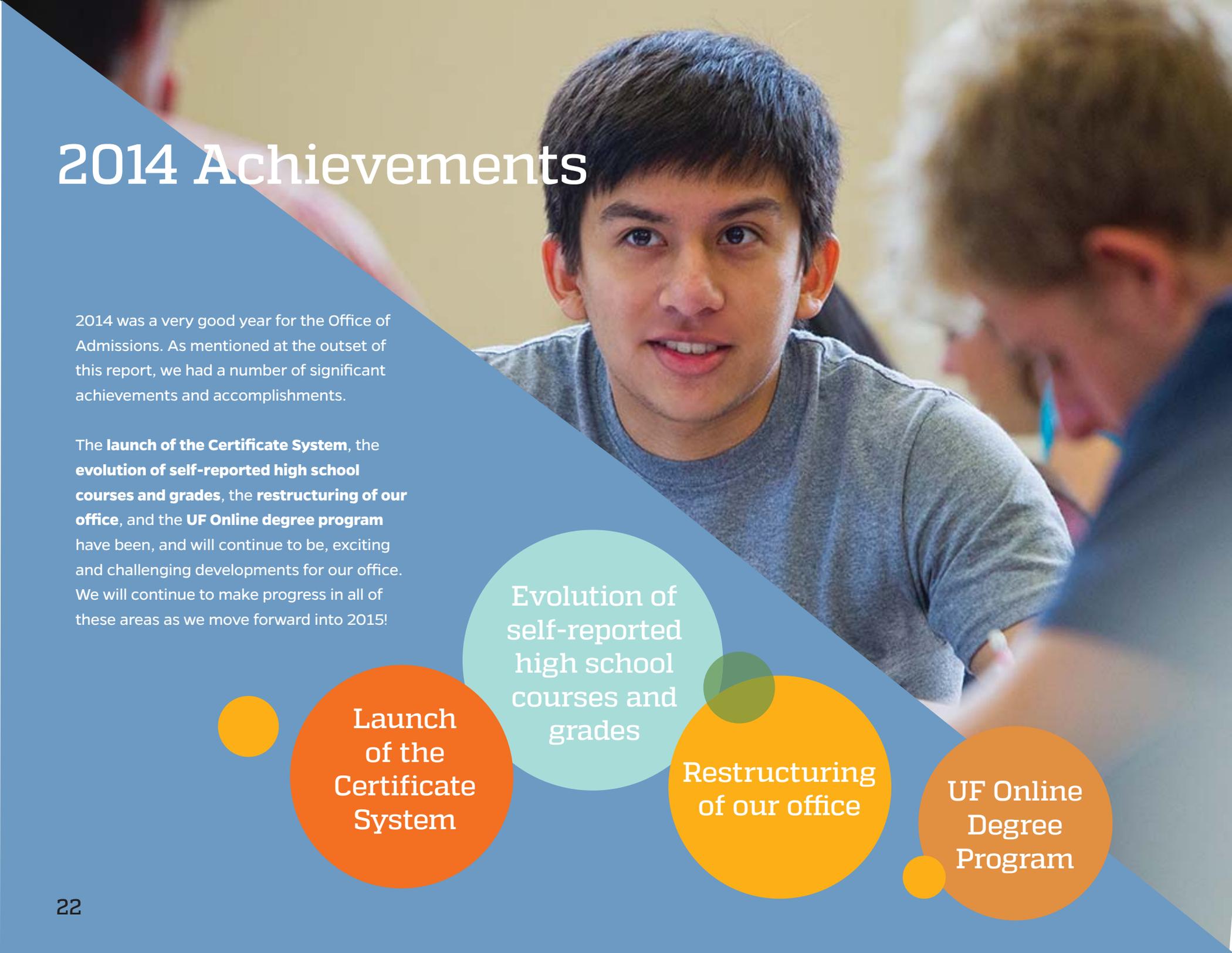
### COLLEGE OF ENGINEERING

MAJOR	APPLICATIONS	ADMITS	ENROLLED
Computer Engineering	47	33	13
Computer Science	89	71	18
Digital Arts & Sciences	4	4	1
Electrical Engineering	35	30	6
Material Science	8	7	1
Nuclear Engineering	8	6	2
Total	191	151	41

# 2014 Achievements

2014 was a very good year for the Office of Admissions. As mentioned at the outset of this report, we had a number of significant achievements and accomplishments.

The **launch of the Certificate System**, the **evolution of self-reported high school courses and grades**, the **restructuring of our office**, and the **UF Online degree program** have been, and will continue to be, exciting and challenging developments for our office. We will continue to make progress in all of these areas as we move forward into 2015!



Launch  
of the  
Certificate  
System

Evolution of  
self-reported  
high school  
courses and  
grades

Restructuring  
of our office

UF Online  
Degree  
Program

# Looking Ahead...

## 2

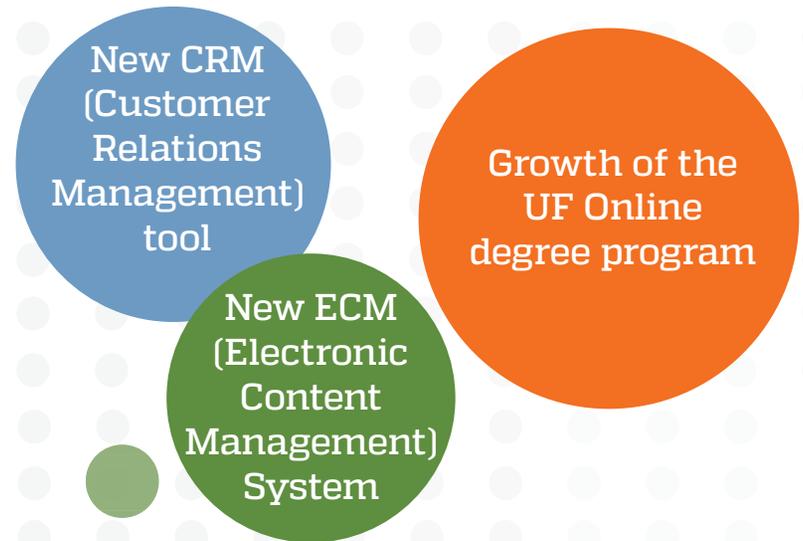
## 1

In 2015, we are looking at new challenges and opportunities. Ours is a never-ending quest to improve our level of service to students and the many other constituents, on campus and off, that we support. To this end, we will be implementing several important, and much needed, additions to our 'tool box'. The first is a **new CRM (Customer Relations Management) tool** that will allow us to track our prospective students through the entire intake process with workflows and communication plans. These new capabilities will have a tremendous positive impact on both sides of our office and our ability to provide a higher level of service.

## 3

Third, the anticipated growth of the **UF Online degree program** will attract a large number of non-traditional students. Many of these students will be "completers", essentially transfer students, who require previously earned credits at other institutions to be articulated into a University of Florida degree. The expectation for immediacy in the online marketplace will require a very efficient transfer credit evaluation system. Our transfer credit and equivalency system is simply not capable of meeting this demand. A new transfer credit evaluation system is a must for 2015.

The second addition will be a **new ECM (Electronic Content Management) system** that will provide streamlining of the student records processing in our office. The ability to scan and route documents at the initial stage of our processing will reduce the paper and alleviate cumbersome manual filing and document-tracking methods. We look forward to a virtual 're-invention' of a decades-old system of application and records processing.



These three major projects will be attended by the usual "adjustments" necessary for compliance and reporting requirements; notably, legislative mandates, Board of Governors' initiatives (performance-based funding) and changes in test-reporting formats such as the SAT. It is important to mention that the context within which these projects will take place will be defined by the Student Modernization initiative, the conversion of the legacy student information system to PeopleSoft. The effective and efficient management of resources in this dynamic environment is critical. We will explore every opportunity to integrate the requirements of our office with the demands of the new student information system to leverage progress on both fronts.

**We remain committed to our pursuit of extraordinary service in 2015.**



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

Photography: Footstone Photography,  
Joseph Gamble, FJ Gaylor, Ray Carson,  
Mathew Lester Photography

Office of Admissions · Division of Enrollment Management · PO Box 114000 · Gainesville, FL · 32611-4000

[admissions.ufl.edu](https://admissions.ufl.edu)