



# 2017 ANNUAL REPORT

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

**UF ONLINE**  
UNIVERSITY of FLORIDA

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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.

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



# Director's Welcome

## Greetings!

Well, hello there! Thanks for flipping open the cover of this year's annual report. I hope you'll stay a while. The following report was compiled to inform a wide variety of audiences about UF Online's recruitment and student services centers. Maybe you're curious about UF Online, maybe you're connected to our cause, or you maybe, just maybe, you're a competitor checking us out...Either way, thanks for your interest in learning more about who we are, what we do, and how we do it. If you read this report from cover to cover, you'll likely learn something new, something important, or something newly important in the world of online higher ed. Things change quickly around here!



UF is widely known for its rich history, strong academics, talented student body, close-knit community, and championship athletics, however, the UF Online brand and the #gatorsonlineadvantage remain largely unfamiliar to many, even amongst those who already swell with orange and blue pride. So, what is "UF Online" anyways? (So glad you asked!) UF Online offers undergraduate students a reputable, flexible, affordable, fully online degree from the University of Florida with an unparalleled student experience. Same admissions standards...Same faculty... Same exact UF degree...Same Gator Swagger...at an even more affordable cost than our campus degree programs.

I remember being told that you can tell a lot about an organization's priorities when you look at how they spend their time and their money. Since UF Online launched three years ago, Enrollment Management has implemented innovative service models to transform the expectations for online recruitment and student services. After all, if we expect a lot out of our students, shouldn't we demand more from ourselves? We think so! In this year's report, you'll see how we adjusted staffing, redesigned our service model, and implemented new initiatives to enhance the student experience. We've always worked hard, but this year, our consistent focus was to work smarter. We found new efficiencies. We optimized resources. We prioritized with purpose. And just like our students, we embraced learning opportunities and feedback for improvement. We spent less in marketing, but our strategic effort to enhance the UF Online enrollment experience, yielded us significant year over year enrollment growth during all four semesters of the academic year! That's how Gators roll. We create opportunities, instead of excuses. I'm extremely proud of my colleagues and the work we've accomplished this year. Like many places at UF, there is an expectation of excellence in all that we do to support the Gator Nation and we look forward to continuing to see the program grow in the year ahead.

Go Gators!

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 geographically located on the university's main campus and share physical office space on the third floor of Criser Hall. The OneStop was established in Spring 2014 and the ROC was established in Spring 2016. At the time of publication, the unit currently has 17 full time professional and clerical staff members, all of which support UF Online students at various points of the enrollment cycle.

## UF Online Enrollment Services



# MISSION STATEMENT

## Why we do what we do ...

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.

## VALUES

Values are important because they directly impact our decision making and behavior. Below are our team's values that help us create the future we want to experience:

- Collaboration
- Excellence
- Integrity
- Respect
- Diversity
- Service
- Fun

Knowing our goal and how we want to get there is what guides our operation in everything we do.

# UF ONLINE ADMISSIONS

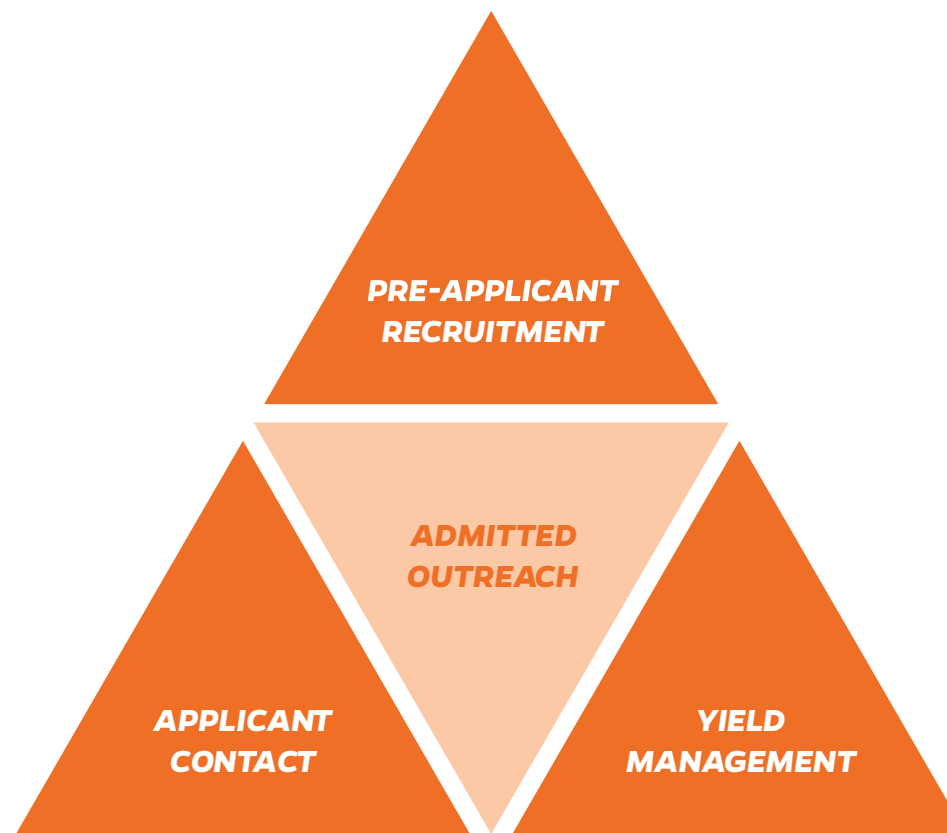
## What we do ...

The Recruitment and 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, 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.

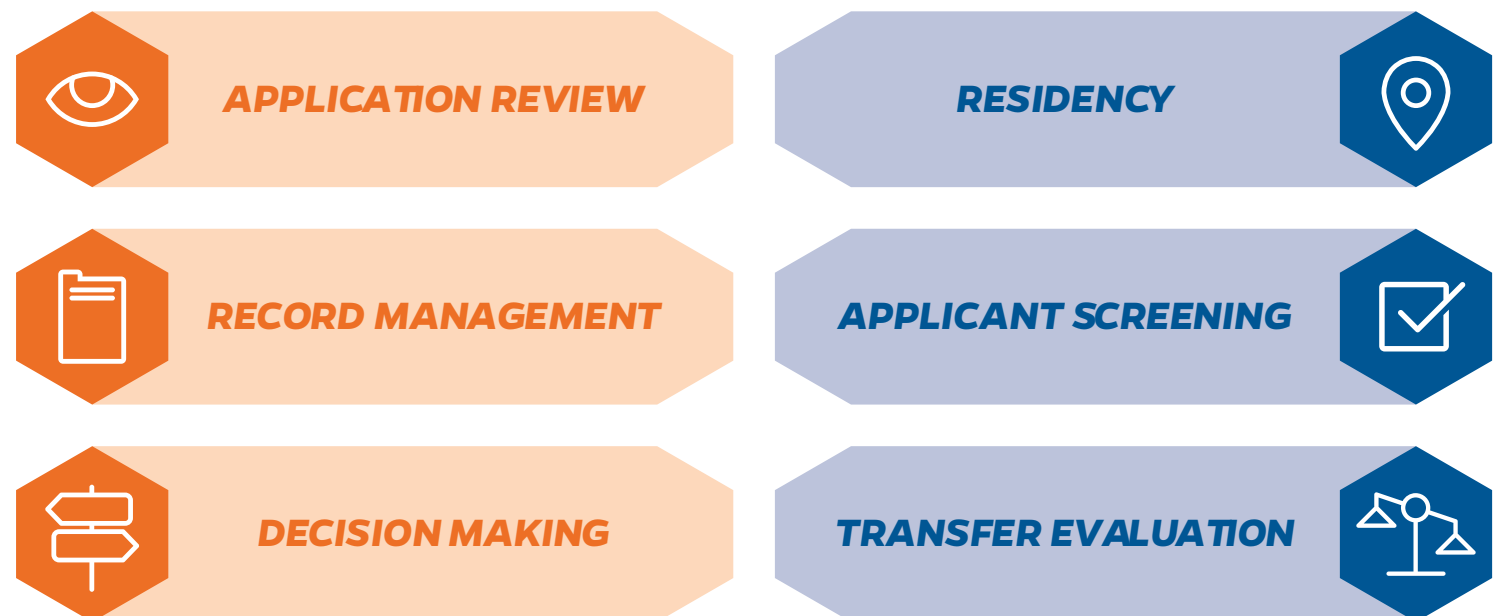




# RECRUITMENT & OUTREACH CENTER ADMISSIONS FUNCTIONS



## ONESTOP STUDENT SERVICES ADMISSIONS FUNCTIONS



# UF ONLINE STUDENT SERVICES

*One website. One phone number. One email.*



## **What we do ...**

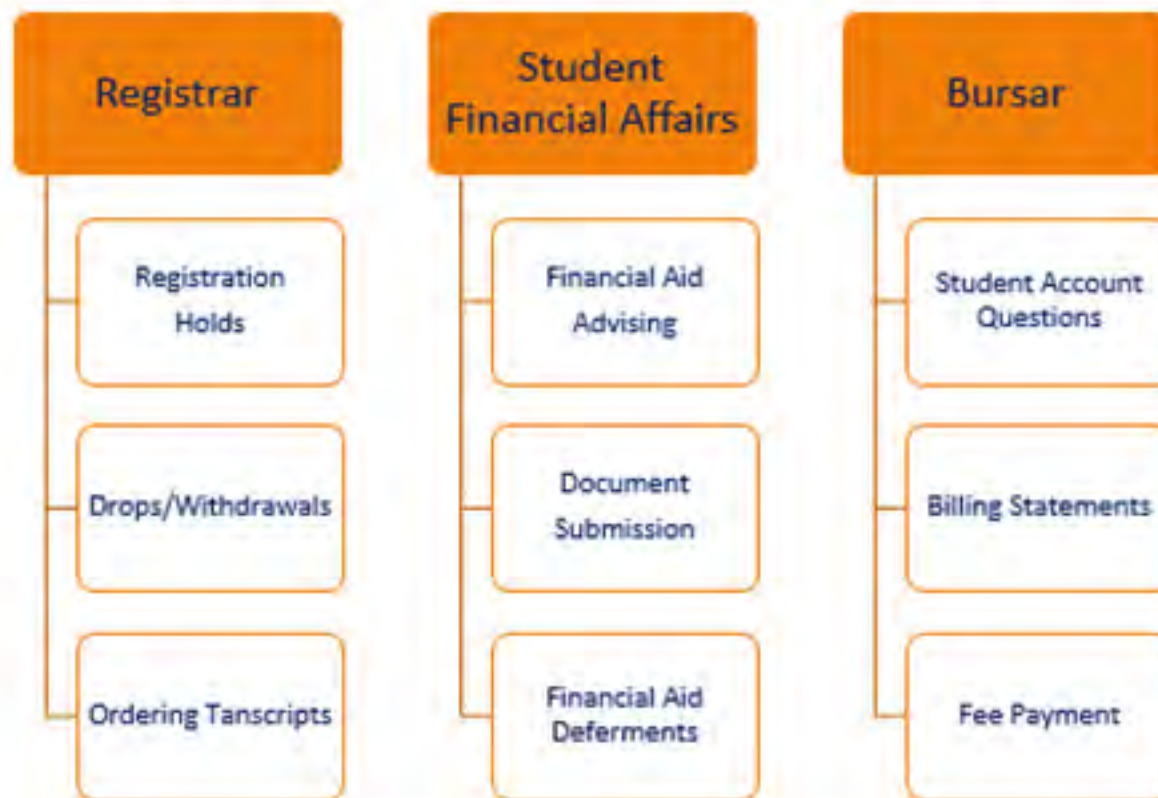
Once admitted, the OneStop Student Services Center becomes a primary resource to UF Online students. The OneStop Center is a cross-functional services unit that provides UF Online students convenient and centralized support on behalf of the Office of the University Registrar, Student Financial Affairs, 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 all of 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



📞 Phone + ✉️ Email + 💬 Click to Chat

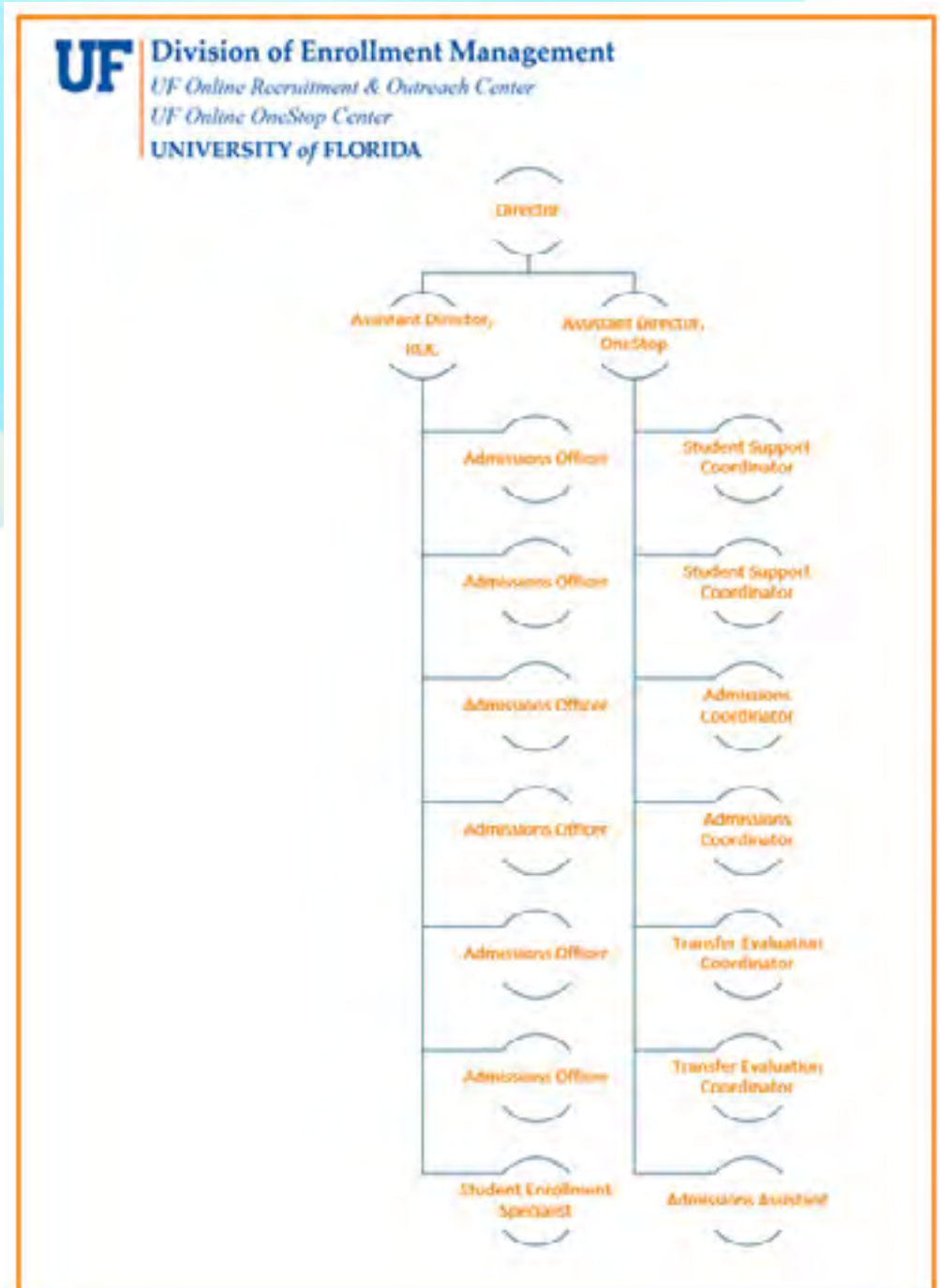


**ACCESS  
COURSEWORK  
WHEREVER LIFE  
TAKES YOU.**

# YEAR IN REVIEW

## STAFFING GROWTH

UF Online welcomed additional new programs into the UF Online degree portfolio this past year and we've seen a growing number of prospective students interested in learning about online enrollment. As a result, the Recruitment & Outreach Center hired two additional Admissions Officers to join our phone-based recruitment team. We also introduced the role of and hired a Student Enrollment Specialist to join the Recruitment and Outreach team. At the OneStop Student Services Center, application volume and customer service inquiries increased steadily. In addition, the responsibility of coordinating UF Online readmissions applications was transitioned from the Office of Admissions to the **OneStop**. For these reasons, we hired an additional Admissions Coordinator this past year to join the **OneStop** team.





***THE GATOR  
NATION SPANS  
THE ENTIRE GLOBE.***

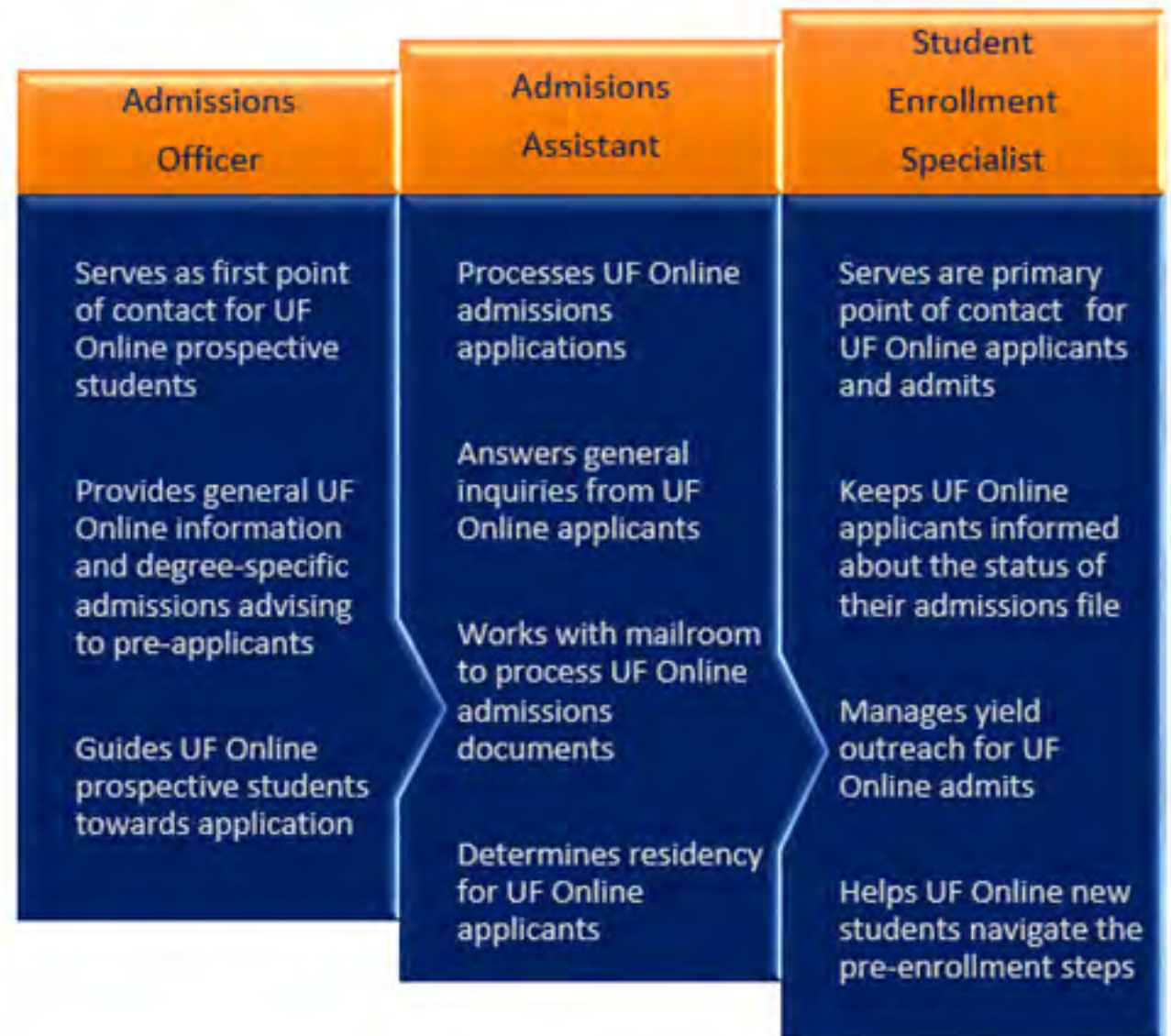
## SERVICE MODEL REDESIGN

### *UF Online Recruitment and Outreach Center*

Over the last year, the demand from prospective students to learn about and eventually apply to UF Online sharply increased. As a result, we re-designed our service models for both the ROC and OneStop with specific goals to increase internal efficiency and to enhance external student service. Based on the new ROC service model, Admissions Officers can now focus exclusively on pre-applicant outreach and the Student Enrollment Specialist can provide an enhanced layer of support to applicants and admits. In our new service model, a higher number of prospective students can learn about the #gatorsonlineadvantage and UF Online applicants/admits receive increased support throughout the entire admissions process. Finally, UF Online's recruitment strategy for the South Florida market changed this year with the grand opening of UF Coral Gables.



## UF Online Admissions Outreach



## UF Online OneStop Student Services Center

The service model at the OneStop was also redesigned this past year to appropriately support the program's enrollment goals. In the old model of service, the OneStop Coordinators were cross-trained in admissions processing and customer support. However, as UF Online's application volume increased, customer service inquiries for a growing number of our current students also peaked. To ensure that our applicants continued to receive timely admissions decisions and our current students continued to receive high quality service, we redesigned our service model so that the OneStop staff would have more narrowly defined roles. Applicants and current students would continue to receive the same services from our unit, but the OneStop roles were differentiated to maximize our resources and maintain high quality service through the entire student lifecycle.

## UF Online OneStop Coordinator Roles

Admissions Coordinator	Transfer Evaluation Coordinator	Student Support Coordinator
Reviews UF Online admissions files for completeness	Evaluates transfer coursework and applies appropriate credits to UF transcripts	Provides UF Online students centralized support on behalf of the Office of the University Registrar, Student Financial Affairs, and the University Bursar
Calculates GPA and prepares files for admissions decisions	Manages UF Online Readmissions workflow and coordinates decisionmaking with Colleges	Responds to student services and campus inquiries via phone, email and click-to-chat
Makes admissions decisions or refers files to the College's decisionmaker (dependent upon applicant level and major)		





**UF ONLINE**  
OPENS DOORS  
FOR THOSE WHO  
SEEK MORE.

**UF ONLINE**  
UNIVERSITY of FLORIDA

# NEW INITIATIVES

Now that the ROC and the OneStop both have established business practices and stable infrastructures, we've piloted new recruitment tactics and introduced additional tools and technologies. Below are the key ways that UF Online Enrollment Services invested our resources in the last 12 months to enhance the UF Online student experience.



## Recruitment

- Traveled in-state to increase UF Online's brand awareness
- Built stronger relationships with state and community colleges
- Rolled out new content for Virtual Information Sessions
- Overhauled UF Online's admissions content for website redesign
- Developed a strategic communication plan for admitted students




## Student Support

- Built a new Admissions Application (2017-2018 Release)
- Redesigned the OneStop's phone tree and call queues
- Added additional CRM automations and enhancements
- Provided significant input into the new Student Information System
- Spearheaded the UF Online Optional Fee package implementation

Want to learn more about the growth trajectory of UF Online?  
Go ahead, turn the page, and check it out.

**WE'RE SHAPING  
GATORS.**

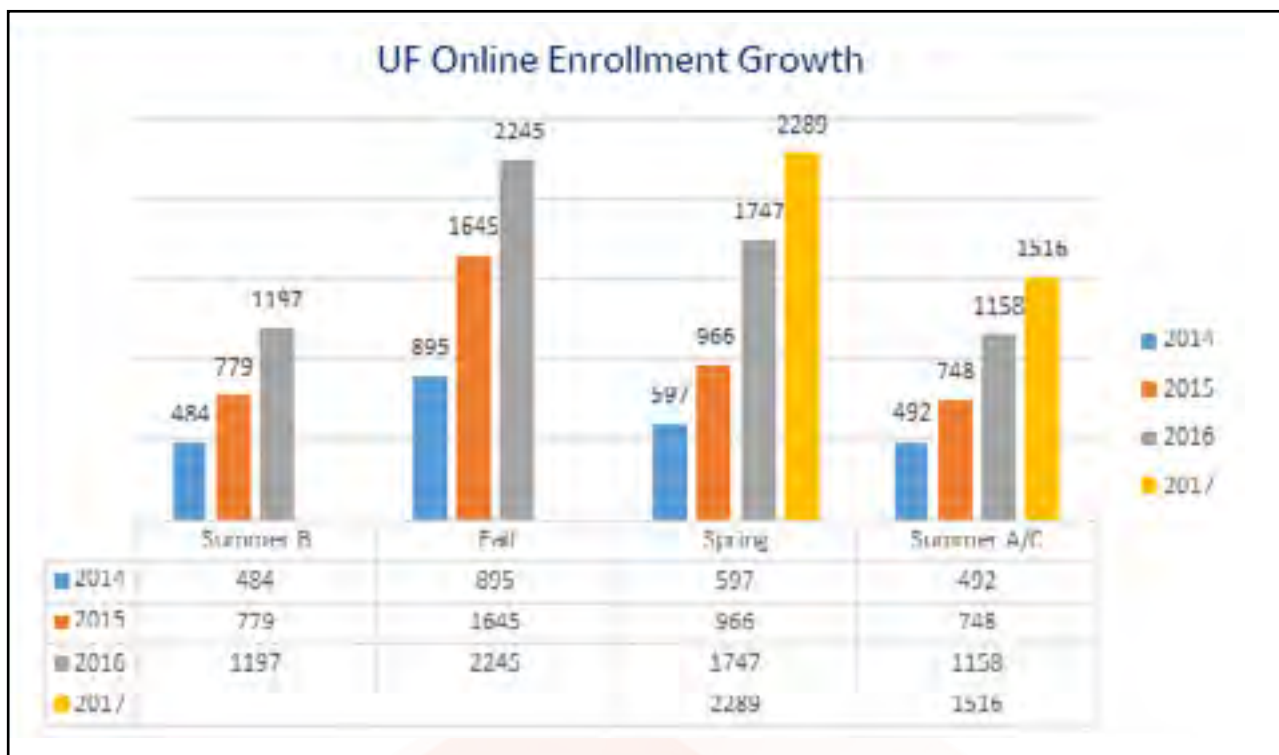








*IT'S NOT JUST A  
HIGHER EDUCATION  
**IT'S A HIGHER  
CALLING.***

# UF ONLINE ENROLLMENT TRENDS

The demand for a UF degree is at an all-time high and UF Online enrollment continues to grow steadily. The below graph depicts enrollment in UF Online since the inception of the program in Spring 2014.



UF Online saw significant YOY increases in enrollment during all four semesters of the academic year.

2016-2017 Year Over Year Enrollment Trends (By Semester)			
<b>Summer B</b>  418 53.66%	<b>Fall</b>  600 36.47%	<b>Spring</b>  542 31.02%	<b>Summer A/C</b>  358 30.92%

# FUTURE FOCUS AREAS

*As we develop our strategy for recruitment and student services for this upcoming academic year, there are three areas where we'll be investing our time, attention and energy.*

**1**

## **ENHANCE STUDENT OUTREACH**

- Identify and engage new student audiences
- Pilot new recruitment tactics with UF Coral Gables
- Enhance strategic student communication plans



**2**

**ADAPT NEW TOOLS**

- Rollout the new UF Online application
- Participate in the enterprise-wide CRM design
- Transition to the new Student Information System

**3**

**SCALE OPERATION**

- Streamline processes and workflows
- Evaluate additional automation pathways
- Analyze historical workloads to project future staffing model



Recruitment and Outreach staff  
with Dr. Fuchs



**There is no end to the**



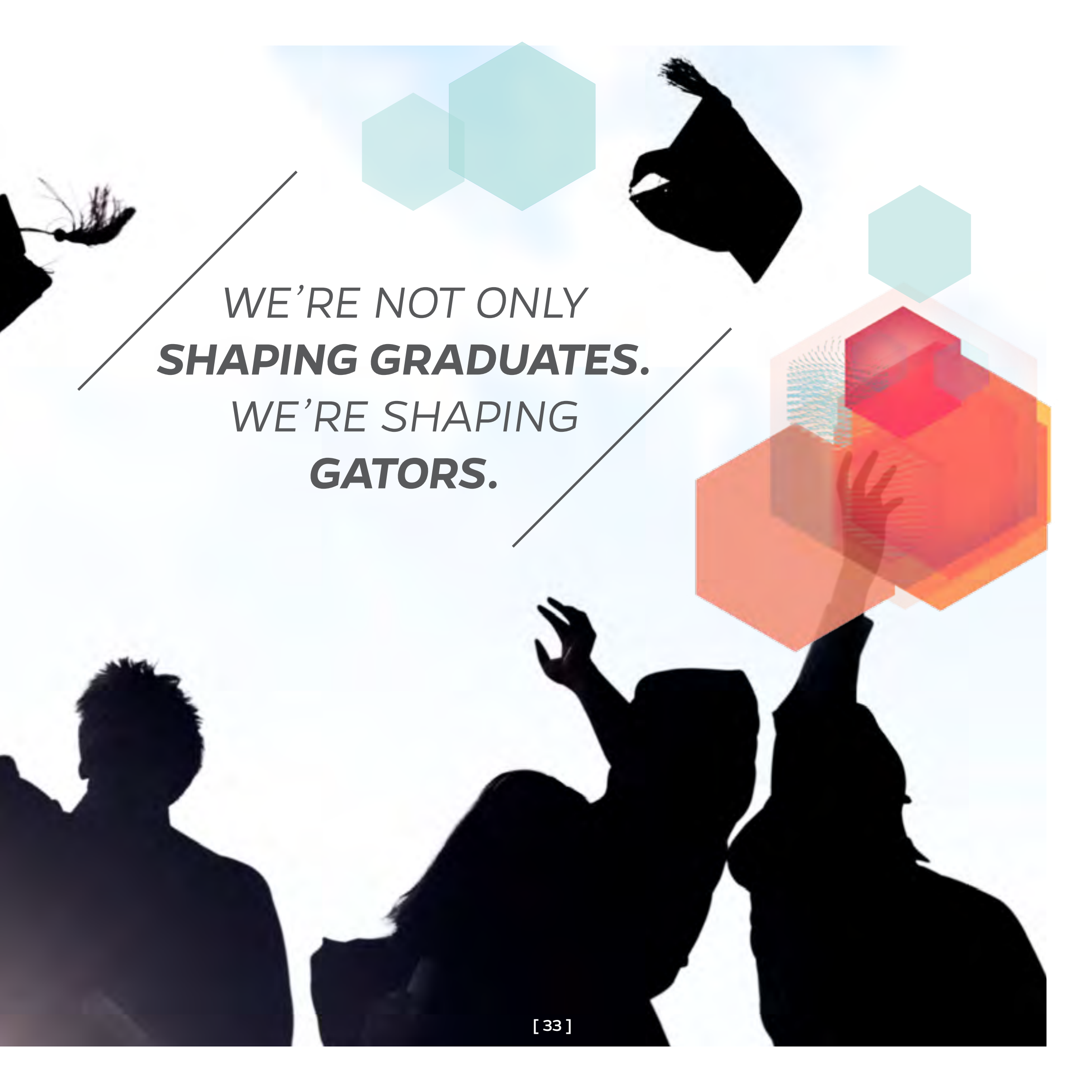


OneStop staff with Dr. Fuchs



impact we can make.





*WE'RE NOT ONLY  
**SHAPING GRADUATES.**  
WE'RE SHAPING  
**GATORS.***

UF Online Enrollment Services  
Division of Enrollment Management

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