



**UF**



**2018  
ANNUAL REPORT**



**OFFICE OF ADMISSIONS**

**DIVISION OF ENROLLMENT MANAGEMENT**



OFFICE OF ADMISSIONS  
**ANNUAL REPORT 2018**

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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.

# DIRECTORS WELCOME

Dear Colleagues,

We are pleased to share the 2017-2018 annual report for the Office of Admissions.

Highlighted within this year's report will be the many outreach activities that were conducted on behalf of prospective applicants and their families, all with the goal of showcasing the wonderful attributes that make UF one of the top ten public institutions in America.

Our successful outreach activities resulted in a record number of freshman applications, and the successful yield of yet another outstanding group of enthusiastic Gators! With admissions programs being held throughout the state, country, and world, UF has truly embraced the notion of bringing in the best and the brightest to the Gator Nation!

It would not be possible to recruit and enroll such a talented class without the dedication and commitment shown by the entire admissions staff. The values of Professionalism, Excellence, Integrity, Diversity, and Civility are at the core of our office culture and serve as the guiding principles in all our interactions.

The implementation of new technology in regard to applications and student information systems were a big part of this past year with the successful implementation of a suite of new vendor-supported applications and the successful move to a new student information system. With our successful participation in the Campus-wide Modernization Program to Advance Student Services (COMPASS), we have improved our processes and elevated our level of service to both our applicants and campus partners.

On a personal note, this will be Chandra Mitchell's last annual report, as she is retiring after a very distinguished career here at the University of Florida. Chandra set the standard for dedicated and caring service to all who interact with our office and will be greatly missed. All of us within the Office of Admissions wish her the very best in her retirement.



**Rick Bryant**  
*Director of Admissions Operations*



**Chandra Mitchell**  
*Interim Director of Freshman and International Admissions*

OUR OFFICE IS CHARGED  
WITH AN AWESOME AND  
HUMBLING RESPONSIBILITY.



# OFFICE OF ADMISSIONS

**AT THE UNIVERSITY OF  
FLORIDA, THE OFFICE OF  
ADMISSIONS IS FIRST AND  
FOREMOST A SERVICE OFFICE.**

## ***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

**UF**

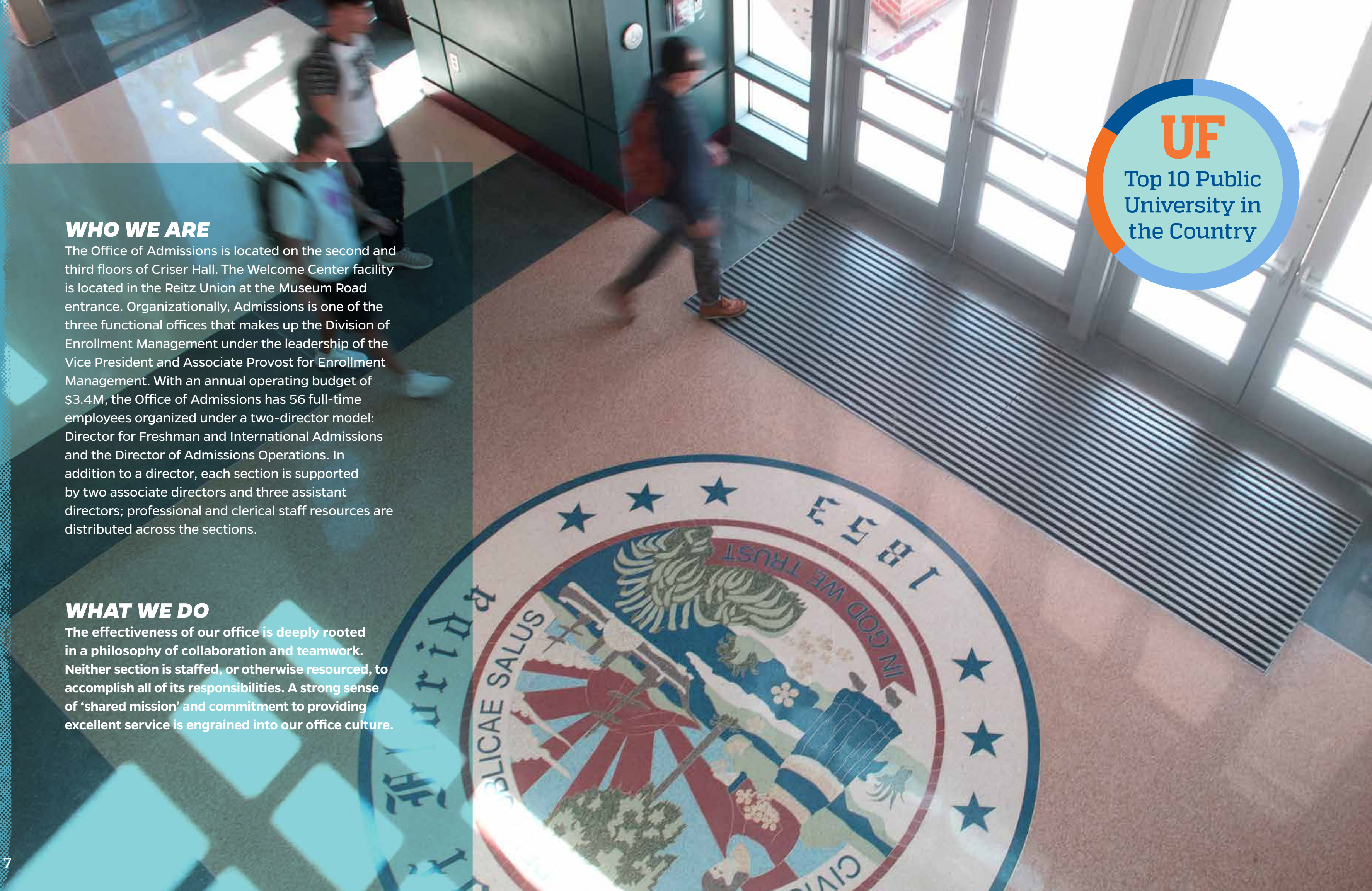
PROFESSIONALISM

EXCELLENCE

INTEGRITY

DIVERSITY

CIVILITY



**UF**  
 Top 10 Public  
 University in  
 the Country

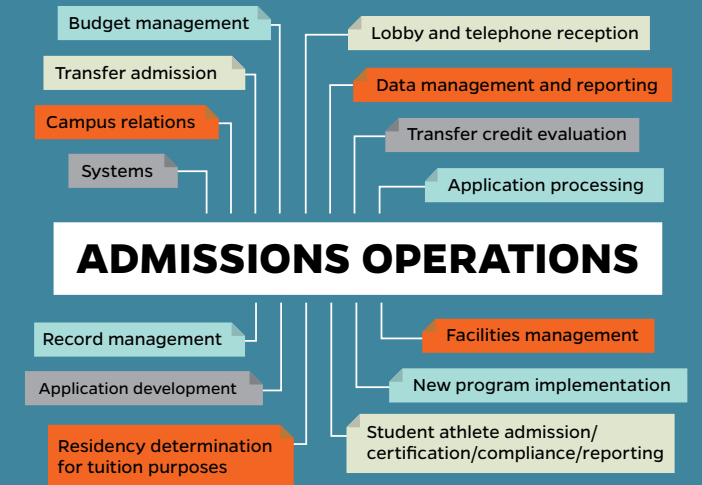
**WHO WE ARE**

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 makes 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.

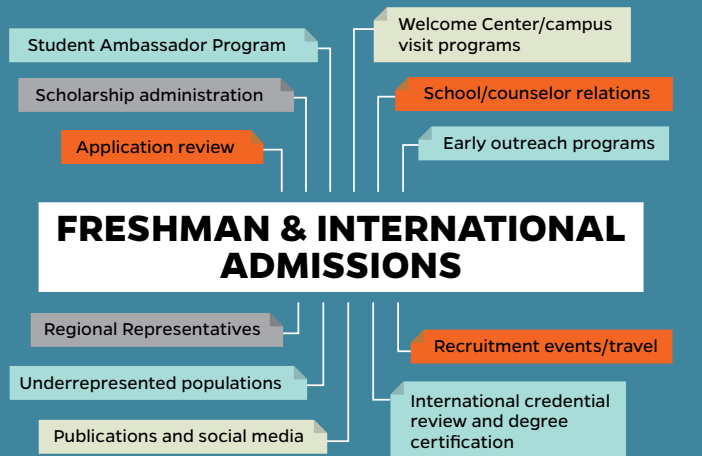
**WHAT WE DO**

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.



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

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.**

**96%**  
Freshman  
Retention  
Rate

## FRESHMAN APPLICATIONS

Summer/Fall 2018

### BY RESIDENCY

Enrolled	7	209	223	935	5,555
Admits	18	497	877	4,250	9,415
Applicants	57	1,940	2,605	9,442	26,015
	MILITARY	UNDETERMINED	INTERNATIONAL	NON-FLORIDA	FLORIDA

**40,059**  
Applications

**15,057**  
Admits

**37%**  
Admit  
Rate

### BY GENDER

**16,882**  
Applications  
**5,897**  
Admits  
**2,765**  
Enrolled

**23,177**  
Applications  
**9,161**  
Admits  
**4,164**  
Enrolled

- ▶ **40,059**  
Total Applications
- ▶ **15,057**  
Total Admits
- ▶ **6,898**  
Total Enrolled

**Enrollment Target:  
6,898 incoming freshmen**

# DIVERSITY

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.



## DIVERSITY\*

ETHNICITY	APPLICANTS	ADMITS	ENROLLED
Asian (A)	2,851	1,410	691
African-American (B)	3,302	1,012	478
Hispanic (H)	9,790	2,939	1,440
American Indian/Alaskan (I)	62	19	8
Multi-Racial	1,694	659	329
Non-Resident Alien (O)	2,608	880	226
Pacific Islander (P)	37	10	6
White (W)	18,591	7,615	3,502
Not Reported (X)	1,124	513	249
<b>TOTAL (Reported Race Code)</b>	<b>40,059</b>	<b>15,057</b>	<b>6,929</b>

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

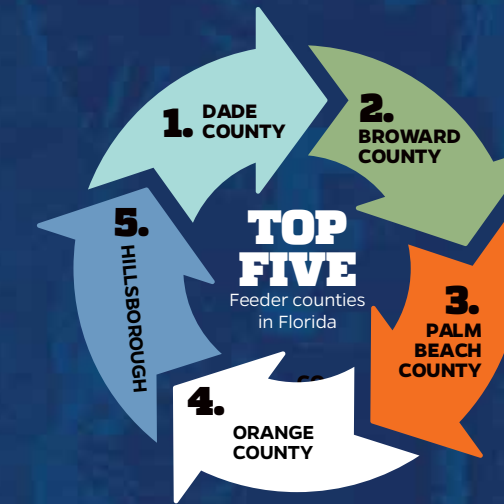
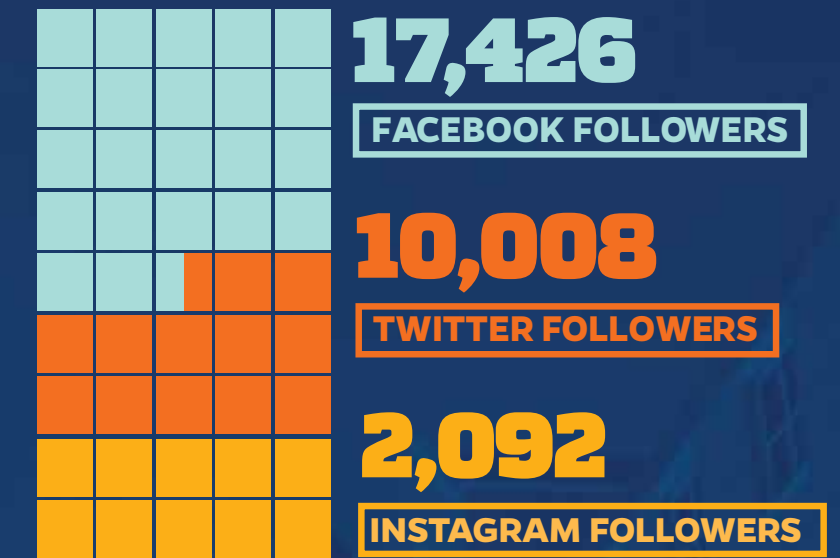
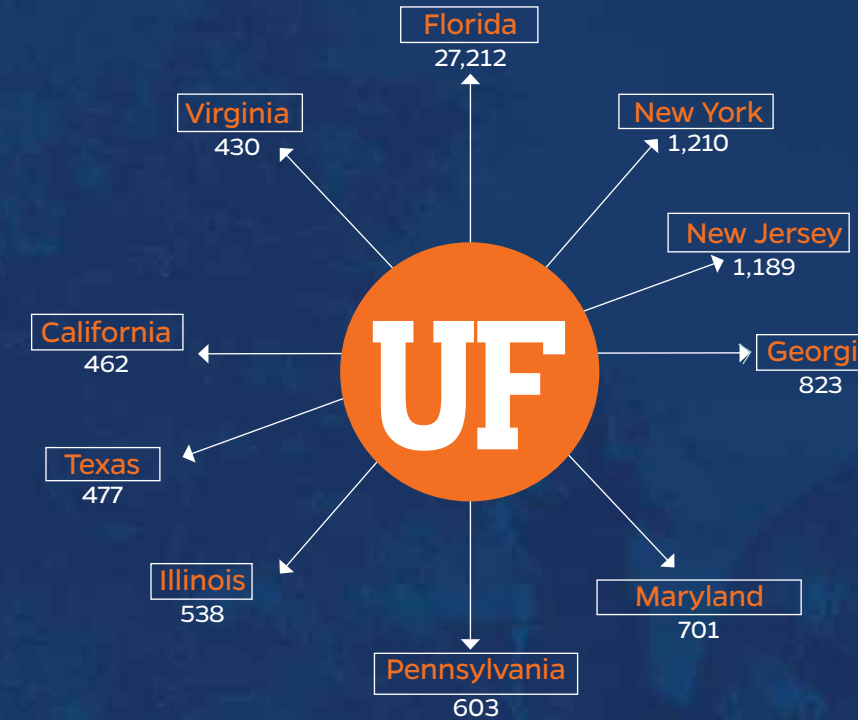
### The Middle 50 % of Freshmen **Admitted**

**GPA** >> 4.2-4.6  
**ACT** >> 29-33  
**SAT** >> 1,300-1,440

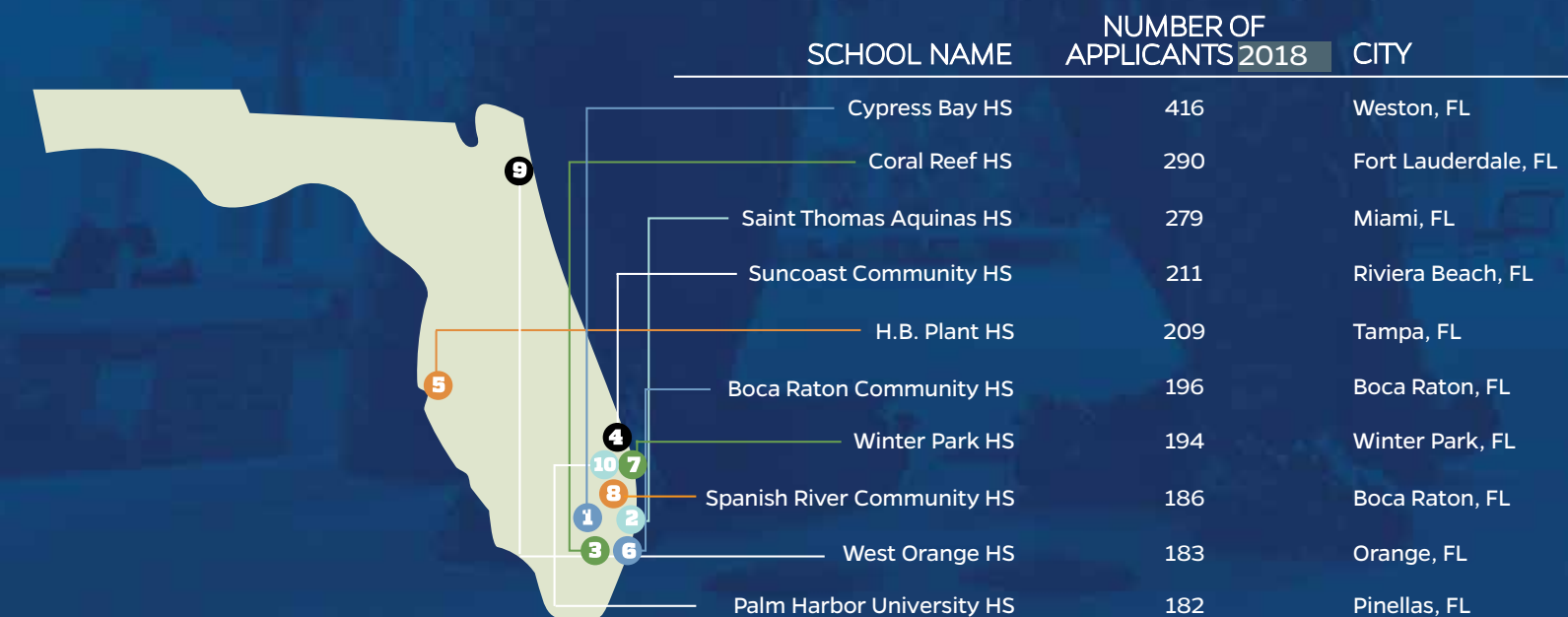
### The Middle 50 % of Freshmen **Enrolled**

**GPA** >> 4.3-4.6  
**ACT** >> 28-32  
**SAT** >> 1,300-1,430

## Top 10 Feeder States



COUNTY	#APPLICANTS
MIAMI DADE	3,774
BROWARD	3,595
PALM BEACH	2,525
ORANGE	2,190
HILLSBOROUGH	2,167



# 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.



SCHOLARSHIP PROGRAM	AWARD AMOUNT PER YEAR	NEW STUDENTS AWARDED 2017
Presidential	\$ 5,000	167
Presidential Gold	\$ 8,000	31
Presidential Platinum	\$10,000	12
Alumni*	\$ 8,000	25
Sunshine*	\$16,000	7
Gator Nation*	\$20,000	13

\* Tuition reduction waiver awards

# RECRUITMENT 2017-2018



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.

**29,845**

**IN-STATE VISITORS TO THE WELCOME CENTER VISITORS PROGRAMS**

**49,997**

**TOTAL VISITORS TO THE WELCOME CENTER**

**190**

**STUDENTS WHO BECAME GATORS FOR A DAY**

**11**

**ADMITTED STUDENT EVENTS**

**328 COLLEGE FAIRS IN FLORIDA**

**218 ADMISSIONS AMBASSADOR EVENTS**

**8,642**

**SCHOOL GROUP VISITORS TO THE WELCOME CENTER**

**9**

**COUNSELOR EVENTS**

**11 VENDOR CAMPAIGNS**

**18 BLOG POSTS**

**41 INDIVIDUAL TARGETED CAMPAIGNS**

**17 COUNTRIES VISITED**

**28 ADMISSION AMBASSADOR EVENTS**

**12,491**

**OUT-OF-STATE VISITORS TO WELCOME CENTER PROGRAMS**

**15 STATES VISITED**

**1 FALL OPEN HOUSE**



# 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.

## INNOVATION ACADEMY MAJORS

MAJOR	APPLICATIONS	ADMITS	*ENROLLED
Accounting	30	12	9
Advertising	16	7	4
Agricultural Education and Communication	12	1	1
Animal Sciences	86	26	13
Anthropology	11	5	2
Biology (LS)	40	7	5
Biology (AG)	450	141	63
Business Administration - General Studies	183	67	37
Chemistry	71	18	11
Computer Science	179	58	24
Digital Arts and Sciences	25	7	4
English	24	10	5
Entomology and Nematology	8	1	0
Finance	60	19	10
Geography	15	3	0
History	14	4	4
Industrial and Systems Engineering	8	2	8
Information Systems	5	3	1
Journalism	52	24	11
Management	84	28	9
Marketing	63	24	11
Mathematics	38	6	2
Political Science	103	41	20
Psychology	147	56	24
Public Relations	26	7	2
Sociology	15	4	2
Sustainability and the Built Environment	29	13	2
Telecommunication	17	7	2
<b>TOTAL</b>	<b>1,852</b>	<b>599</b>	<b>282</b>

\* Because the Innovation Academy uses a Spring/Summer academic calendar, these 'Enrolled' numbers represent new students matriculating in the spring semester 2017.

# PaCE

## PATHWAY TO CAMPUS ENROLLMENT (PaCE)

provides the University of Florida with expanded opportunities to offer admission to more of the best and brightest students throughout Florida and the nation. By enrolling in PaCE, students begin their studies in our UF Online program. Once students have completed 60 total hours of transferable work and have met other tracking requirements, they may transition to campus. The PaCE program offers an excellent academic experience combining online and campus-based learning.

**THE OFFICE OF ADMISSIONS WORKS WITH STUDENTS AND FAMILIES WHO HAVE VERY HIGH EXPECTATIONS AND A GREAT DEAL OF EMOTIONAL INVESTMENT IN PREPARING FOR UF ADMISSION.**

## PaCE MAJORS

MAJOR	ACCEPTED
<b>AGRICULTURAL AND LIFE SCIENCES</b>	<b>96</b>
AGRICULTURAL EDUCATION AND COMMUNICATION	1
AGRICULTURAL OPERATIONS MANAGEMENT	5
ANIMAL SCIENCES	10
BOTANY	1
DIETETICS	4
ENTOMOLOGY AND NEMATOLOGY	3
FAMILY, YOUTH AND COMMUNITY SCIENCES	8
FOOD AND RESOURCE ECONOMICS	4
FOOD SCIENCE	1
FOREST RESOURCES AND CONSERVATION	2
HORTICULTURAL SCIENCE	2
INTERDISCIPLINARY STUDIES	1
MICROBIOLOGY AND CELL SCIENCE	36
NUTRITIONAL SCIENCES	14
PLANT SCIENCE	2
WILDLIFE ECOLOGY AND CONSERVATION	2
<b>BUSINESS</b>	<b>77</b>
BUSINESS ADMINISTRATION - GENERAL STUDIES	77
<b>DESIGN, CONSTRUCTION AND PLANNING</b>	<b>9</b>
SUSTAINABILITY AND THE BUILT ENVIRONMENT	9
<b>HEALTH AND HUMAN PERFORMANCE</b>	<b>41</b>
HEALTH EDUCATION AND BEHAVIOR	9
SPORT MANAGEMENT	24
TOURISM, EVENTS AND RECREATION MANAGEMENT	8
<b>JOURNALISM AND COMMUNICATIONS</b>	<b>114</b>
ADVERTISING	10
JOURNALISM	44
PUBLIC RELATIONS	26
TELECOMMUNICATION	34
<b>LIBERAL ARTS AND SCIENCES</b>	<b>159</b>
ANTHROPOLOGY	6
COMPUTER SCIENCE	15
ENGLISH	19
EXPLORATORY	66
GEOLOGY	4
HISTORY	9
LINGUISTICS	4
MATHEMATICS	7
PHILOSOPHY	4
RELIGION	1
SOCIOLOGY	14
STATISTICS	7
SUSTAINABILITY STUDIES	1
WOMENS STUDIES	2
<b>NATURAL RESOURCES AND ENVIRONMENT</b>	<b>5</b>
ENVIRONMENTAL SCIENCE	5
<b>THE ARTS</b>	<b>30</b>
ART	8
ART EDUCATION	1
ART HISTORY	2
DANCE	4
GRAPHIC DESIGN	12
MUSIC	1
MUSIC EDUCATION	2
<b>GRAND TOTAL</b>	<b>531</b>

# STATE COLLEGE PARTNERSHIPS

The Office of Admissions has collaborated with the College of Engineering, the College of Design, Construction and Planning, other Enrollment Management offices, officials from Santa Fe College and officials from the State College of Florida to implement the Gator Engineering at Santa Fe (GE@SFC), Gator Design and Construction at Santa Fe (GDC@SFC), and Gator Engineering at State College of Florida (GE@SCF).

Students offered these opportunities will begin their studies at Santa Fe College in Gainesville or at the State College of Florida in Venice, where they are provided special advising and other support that will lead to an accelerated transfer to the UF campus. Students must meet established benchmarks in order to be eligible for transfer. The Colleges of Engineering and Design, Construction and Planning selects students for participation in this program from a cohort of promising applicants identified by the Office of Admissions.

Offered at Santa Fe College

## COLLEGE OF DESIGN, CONSTRUCTION AND PLANNING

MAJOR	OFFERS	ACCEPTED
Architecture	66	23
Construction Management	28	13
Interior Design	24	7
Landscape Architecture	3	2
<b>TOTAL</b>	<b>121</b>	<b>45</b>

Offered at State College of Florida

## STATE COLLEGE OF FLORIDA

MAJOR	OFFERS	ACCEPTED
Computer Engineering	10	4
Computer Science	20	7
Electrical Engineering	35	14
<b>TOTAL</b>	<b>22</b>	<b>10</b>

Offered at Santa Fe College

## COLLEGE OF ENGINEERING \*

MAJOR	OFFERS	ACCEPTED
Computer Engineering	64	18
Computer Science	146	28
Digital Arts and Sciences	6	2
Electrical Engineering	45	7
Environmental Engineering Sciences	17	6
Materials Science and Engineering	4	2
Nuclear Engineering	10	3
<b>TOTAL</b>	<b>292</b>	<b>66</b>

\* Herbert Wertheim College of Engineering

# TRANSFER ADMISSION

## TRANSFER CREDIT EVALUATION



### TRANSFER ADMISSION BY COLLEGE

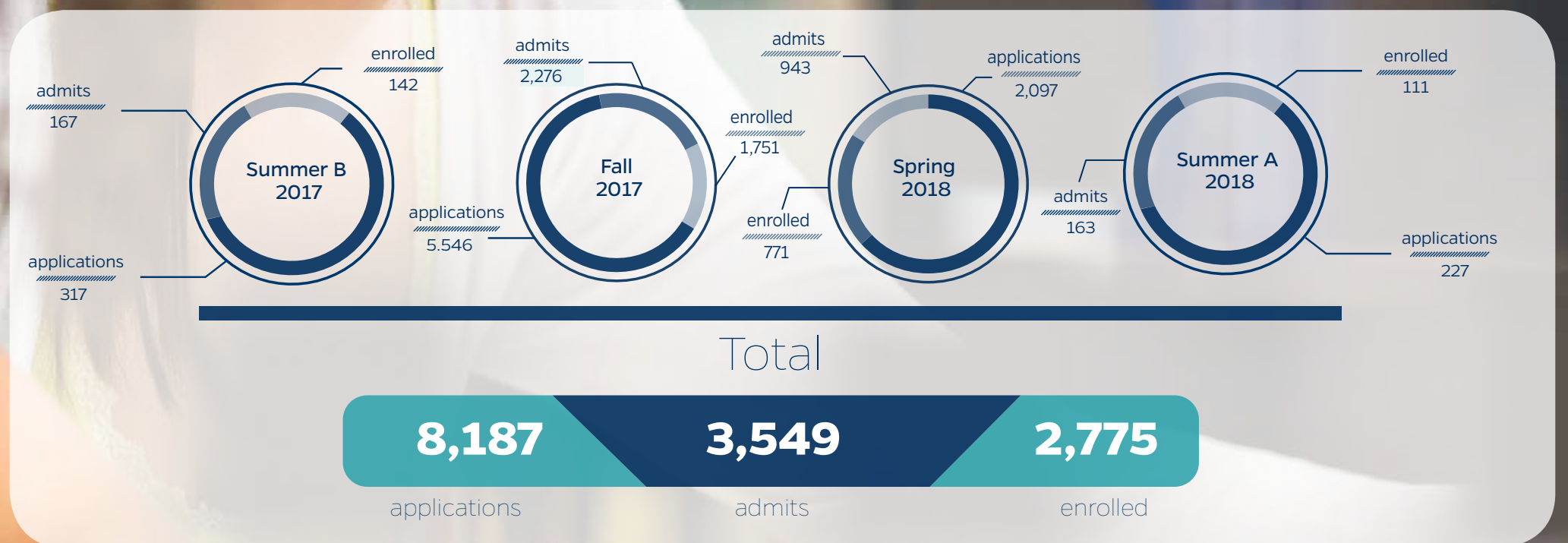
SUMMER B 2017 - SUMMER A 2018

COLLEGE	APPLICATIONS	ADMITS	ENROLLED
Accounting	170	15	10
Agricultural and Life Sciences	1,111	728	564
Architecture	194	151	121
The Arts	328	171	148
Business Administration	748	207	183
Building Construction	48	40	39
Education	129	49	38
Engineering	1,153	409	333
Health and Human Performance	328	89	73
Health Professions	284	103	89
Journalism	434	310	263
Liberal Arts and Sciences	2,521	1,256	898
Natural Resources and Environment	24	7	5
Nursing	4848	14	11
<b>TOTAL</b>	<b>7,960</b>	<b>3,549</b>	<b>2,775</b>

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 is evaluated and made part of the University of Florida record.

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.



# 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

## PrePROFESSIONAL PROGRAMS

Summer B 2017 - Summer A 2018

PROGRAM	APPLICATIONS	ADMITS
Dentistry	703	91
Law	2,097	791
Medicine	2,954	150
Nursing Practice	104	47
Pharmacy	707	311
Physical Therapy	840	101
Physician Assistant	1,290	63
Veterinary Medicine	836	115
<b>TOTAL</b>	<b>9,531</b>	<b>1,669</b>

## GRADUATE ADMISSIONS

Summer B 2017 - Summer A 2018

PROGRAM	APPLICATIONS	ADMITS
Accounting	271	122
Agriculture	1,398	685
Architecture	495	309
The Arts	434	227
Business	2,687	1,330
Building Construction	238	75
Education	922	569
Engineering	6,471	2,604
Health and Human Performance	500	264
Health Professions	1,534	559
Interdisciplinary	54	19
Journalism	570	230
Liberal Arts & Sciences	2,532	623
Law	246	182
Medicine	378	82
Nursing	1	1
Pharmacy	555	284
Veterinary Medicine	130	97
<b>TOTAL</b>	<b>19,416</b>	<b>8,262</b>

# INTERNATIONAL ADMISSION

THE INTERNATIONAL ADMISSION PROCESS IS DESIGNED TO FOSTER A GLOBAL CAMPUS COMMUNITY THAT ALIGNS WITH THE UNIVERSITY'S COMMITMENT TO DIVERSITY.



## FRESHMAN



### APPLICANTS FROM TOP 10 COUNTRIES

China	1,019
India	110
Venezuela	128
Brazil	101
Columbia	73
South Korea	65
Canada	53
Haiti	46
Taiwan	41
Mexico	41

Each year more than 6,000 students from more than 131 countries enroll at the University of Florida. We are proud of the quality, diversity and uniqueness of these applicants. Our international admissions staff is familiar with the educational systems of most countries and considers these applications within the context of the students' distinct educational environments. We also work closely with the UF International Center to help support these students once they are on campus.

### INTERNATIONAL FRESHMAN ADMISSIONS

APPLICANTS	ADMITS	ENROLLED
2,148	582	135

# INTERNATIONAL ADMISSION

# TRANSFER

## PROFESSIONAL PROGRAMS

Summer B 2017 - Summer A 2018

PROGRAM	APPLICATIONS	ADMITS
Dentistry	96	0
Law	82	18
Medicine	70	0
Nursing Practice	2	0
Pharmacy	47	7
Physical Therapy	26	3
Physician Assistant	21	0
Veterinary Medicine	20	0
<b>TOTAL</b>	<b>364</b>	<b>28</b>

## GRADUATE ADMISSIONS

Summer B 2017 - Summer A 2018

PROGRAM	APPLICATIONS	ADMITS
Accounting	113	5
Agriculture	528	26
Architecture	344	127
The Arts	127	38
Business Administration	1,160	180
Building Construction	195	40
Dentistry	17	0
Education	267	75
Engineering	5,560	1,308
Health and Human Performance	132	34
Health Professions	347	77
Interdisciplinary	16	0
Journalism	271	48
Liberal Arts & Sciences	1,387	127
Law	84	32
Medicine	157	7
Nursing	10	2
Pharmacy	178	5
Physical Therapy	0	0
Veterinary Medicine	20	2
<b>TOTAL</b>	<b>10,899</b>	<b>2,130</b>

## TRANSFER APPLICANT POOL

	APPLICANTS	ADMITS	ENROLLED
Summer B '17	23	11	9
Fall '17	455	169	120
Spring '18	134	41	29
Summer A '18	24	15	10
<b>TOTAL</b>	<b>636</b>	<b>236</b>	<b>168</b>

## TRANSFER ADMISSION BY COLLEGE

COLLEGE	APPLICATIONS	ADMITS	ENROLLED
Accounting	37	4	4
Agricultural and Life Sciences	49	25	17
Architecture	21	13	8
The Arts	24	14	13
Business Administration	95	17	14
Building Construction	1	0	0
Education	4	0	0
Engineering	161	60	43
Health and Human Performance	7	2	1
Health Professions	7	0	0
Journalism	36	22	18
Liberal Arts and Sciences	178	78	49
Natural Resources and Environment	1	0	0
Nursing	15	1	1
<b>TOTAL</b>	<b>636</b>	<b>236</b>	<b>168</b>

## UF ONLINE - TRANSFER

UF ONLINE MAJOR	APPLICATIONS	ADMITS
Anthropology	83	26
Biology	253	44
Computer Science	501	96
Criminology	190	67
Fire and Emergency Services	159	100
General Business	264	78
Geography	52	17
Geology	76	20
Health Education and Behavior	131	42
Environmental Management	77	24
Microbiology	171	47
Nursing	214	84
Psychology	311	52
Public Relations	150	57
Sociology	124	36
Sport Management	161	54
Telecommunication	62	29
<b>TOTAL</b>	<b>2,888</b>	<b>965</b>

## UF ONLINE - FRESHMAN

UF ONLINE MAJOR	APPLICATIONS	ADMITS
Anthropology	15	2
Biology	92	15
Comm Sci & Disorders	4	0
Computer Science	116	21
Criminology	40	4
General Business	23	1
Geography	7	1
Geology	8	2
Health Education and Behavior	13	2
Environmental Management	15	2
Psychology	53	7
Public Relations	23	5
Sociology	15	0
Sport Management	43	3
Telecommunication	14	2
<b>TOTAL</b>	<b>581</b>	<b>86</b>

# SPECIAL PROGRAMS

### UF ONLINE DEGREE PROGRAM

The University of Florida is proud to be the flagship institution of online higher education in the state of Florida. The Office of Admissions continues to work closely with UF Online Enrollment Services to recruit the highest quality applicants to join the Gator Nation through UF Online's program. To learn more about UF Online Enrollment Services, including both the UF Online Recruitment and Outreach Center (ROC) and the UF Online OneStop Student Services Center, please reference the 2018 UF Online Enrollment Services Annual Report.



### CERTIFICATE PROGRAMS

#### CERTIFICATE PROGRAMS

Summer B 2016 - Summer A 2017

COLLEGE	APPLICATIONS	ADMITS
Agricultural and Life Sciences	568	502
Architecture	41	23
The Arts	49	23
Business Administration	35	22
Building Construction	115	70
Dentistry	22	12
Education	239	129
Engineering	247	161
Health Professions	123	48
Journalism and Communications	170	70
Liberal Arts and Sciences	414	331
Medicine	904	495
Nursing	31	8
Pharmacy	430	268
Veterinary Medicine	344	227
<b>TOTAL</b>	<b>3,732</b>	<b>2,389</b>

UF is ranked one of the top 100 universities worldwide.



# OUTREACH & RECRUITMENT



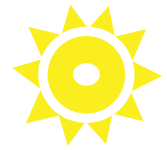
## OPEN HOUSE 2017 Program Synopsis

### OBJECTIVE OF THE PROGRAM:

The Objective of this program is to provide rising high school seniors and their parents with a comprehensive overview of the admissions process, a glimpse of campus life, and access to academic opportunities for college planning. Collaborations across the UF campus permit families to attend sessions hosted by various departments, colleges and schools. The overarching goal is to ensure that future applicants gain intimate and knowledgeable experience while at the University of Florida campus.

2017 OPEN HOUSE PROGRAM PARTICIPANTS			
Total Participants	Invited	Registered	Attended
Students and Guests	15,000	777	1,185*

\*Total number of attendees included the students and one adult guest.



## FLORIDA DAYS 2018 Program Synopsis

### OBJECTIVE OF THE PROGRAM:

The objective of this program was to provide newly admitted students and their parents with an opportunity to explore for themselves all of the impressive reasons that make the University of Florida a great institution. This is a chance to learn about and ask any questions that they may have from all of the various organizations, departments and colleges that are in attendance. Hosted on the UF campus, attendees meet other newly admitted students, local alumni, and current UF faculty and staff. The ultimate goal is to ensure that newly admitted students solidify their decision to attend the University of Florida.

2018 FLORIDA DAYS PROGRAM REGISTRATION AND ATTENDANCE			
Attendees	Date	Registered Students	Attended [students + guest(s)]
Students & Parents	3/12/18	384	693
Students & Parents	3/19/18	355	726
Students & Parents	3/26/18	374	671
Students & Parents	4/13/18	285	597

## 2018 STUDENT RECRUITMENT CONFERENCE

This program was to provide students in middle and high school with information about the college process. This event was held February 17, 2018, from 8 a.m. until noon at Emerson Alumni Hall.

2018 STUDENT RECRUITMENT CONFERENCE			
Total Participants	Invited	Registered	Attended
Students and Guests	500	162	145



## 2018 Program Synopsis

### OBJECTIVE OF THE PROGRAM:

Destination UF is an off-campus welcome reception hosted in many different U.S. cities to provide newly admitted freshmen and their family members an opportunity to learn more about The Gator Nation. At these events, our guests have the opportunity to network with the Gator community, admissions representatives and local, proud Gator alumni.

2018 DESTINATION UF EVENTS			
Location	Date	Registered Students/ Guests	Attended Students/ Guests
Fort Walton Beach, FL	3/8/18	48	70
Fort Lauderdale, FL	3/14/18	125	158
Miami, FL	3/15/18	125	127
Newport Beach, CA	3/18/18	40	40
Uniondale, NY	3/19/18	100	160
Atlanta, GA	4/9/18	59	42
Pearl River, NY	3/20/18	56	88
Dallas, TX	3/20/18	33	34
Houston, TX	3/21/18	24	42
Falls Church, VA	3/24/18	47	53

## 2018 GAP: GATOR ACCESS PROGRAM

The objective of GAP (Gator Access Program) is to increase applications from underrepresented, rural and minority populations that may not consider UF as an option. The program encourages applications from these students who live throughout the state.

2018 GAP APPLICATIONS		
APPLICANTS	ADMITS	CONFIRMED
496	234	155

## ADMITTED STUDENT CALL CAMPAIGNS

Phone Blitz is designed to establish peer-to-peer outreach through phone calls to targeted newly admitted students. The calls are supervised by the Office of Admissions, but our various student ambassador groups and current students make the program successful. The goal of this program is to assist with any last-minute questions and to increase enrollment.



GROUP	VOLUNTEERS
Florida Cicerones	49
Admissions Volunteer Ambassadors	17
Machen Opportunity Scholars	1
Delta Sigma Theta Sorority	2
First-Year Florida	1
Other	3



## GUIDANCE COUNSELOR BREAKFASTS: INSIDE UF

As part of our long-range recruitment strategies, Office of Admissions has planned High School Counselor breakfasts to strengthen and deepen our engagement and collaboration with colleagues in secondary schools. These breakfasts, both hosted by the office and in conjunction with other peer universities, are opportunities to highlight the strength of the academic offerings at the University of Florida to high school guidance and college counselors.

2017-18 COUNSELOR BREAKFASTS			
Location	Date	Registered	Attended
Coral Gables, FL	9/25/17	45	32
Fort Lauderdale, FL	9/26/17	80	52
Tampa, FL	9/27/17	58	32
Jacksonville, FL	10/2/17	39	19

## AMBASSADOR GROUPS

### ADMISSIONS VOLUNTEER AMBASSADORS

Admissions Volunteer Ambassadors (AVA) engage with prospective and newly admitted students. They support, expand and enhance the continued pursuit of an inclusive and diverse UF campus community. AVA conducted tours for targeted groups and provided community service and high school outreach. AVA coordinate the Gator For A Day (GFAD) shadowing program for prospective high school seniors throughout the nation. Prospective students have a one-on-one experience with a UF student, attend classes, tour the campus, and speak with a Freshman Admission representative.

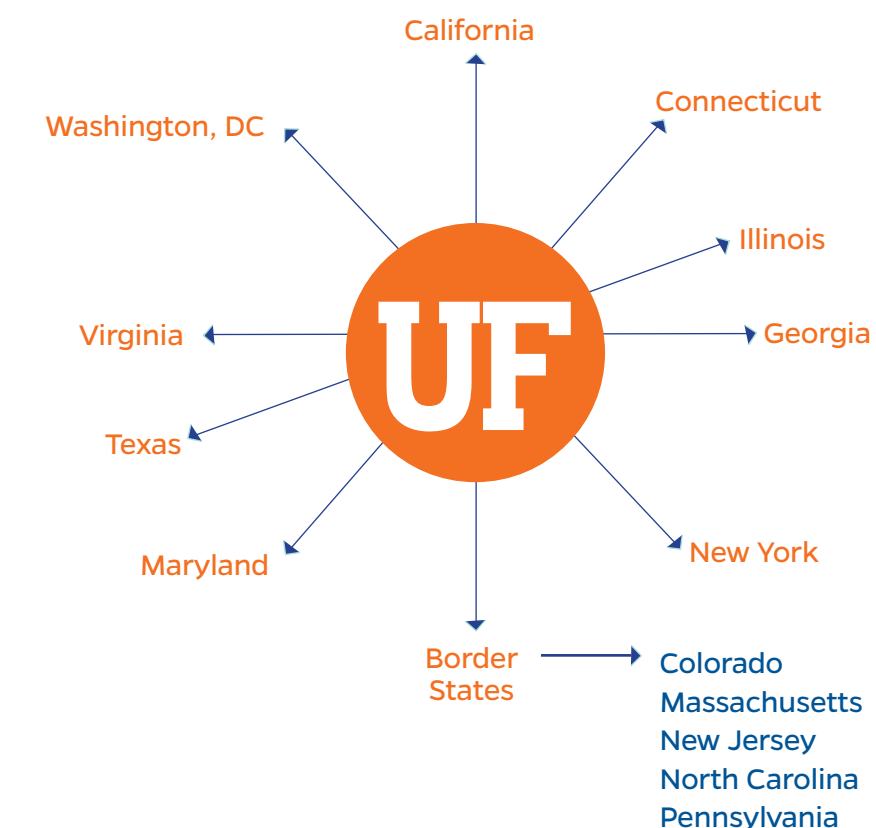
**This year, the AVA took on a total of 28 tours, six in the fall semester and 22 in the spring. The organization gave tours to primarily high school students.**

### ADMISSIONS ALUMNI AMBASSADORS

Alumni Admissions Ambassadors support the Office of Admissions by volunteering to engage prospective and newly admitted UF families across the nation. Through their clubs and affiliated groups, alumni host various events throughout the year, attend admissions events for admitted students and represent UF Admissions throughout the country and internationally at college fairs. Once these ambassadors are trained, the Office of Admissions provides them with promotional items and publications.

## REGIONAL OUTREACH

Regional admissions representatives' primary goal is to increase out-of-state enrollment of students from targeted states. While only travelling within these targeted states, increased interest and enrollment from bordering states is a common result of organic outreach growth. Regional recruitment resulted in an increase of admitted students and confirmed students hailing from states outside of Florida and bringing a wide array of perspectives and interests to the campus.



REGIONAL RECRUITMENT			
State	Applied	Admitted	Confirmed
New York	1,210	600	149
New Jersey	1,190	448	110
Georgia	825	484	97
Maryland	701	331	49
Pennsylvania	603	293	84
Illinois	539	217	37
Texas	478	233	53
California	461	178	31
Virginia	430	202	45
North Carolina	387	213	46
Massachusetts	286	109	23
Connecticut	272	98	30
Ohio	204	92	22
Tennessee	178	87	13
Michigan	172	88	22
Colorado	119	45	12
Alabama	97	52	12
<b>TOTAL</b>	<b>8,158</b>	<b>3,770</b>	<b>835</b>

**DESTINATION UF:** Working with the Outreach team, the Regional Representatives bring the excitement of UF to our admitted Out-of-Stater Gators to share the information important to students and families making the decision to attend. Local UF alumni and staff from New Student & Family Programs attend in person to share their expertise with our families and local alumni provide the firsthand experience of the Gator Nation!

**SUMMER SEND OFF:** This collaboration with the local Gator Club during the late Summer serves as a great capstone to the recruitment efforts in the region, while providing a time for the new Gator families to bond as they send their new freshmen to Gainesville to begin their college careers. The students arrive on campus with local friends!

**COFFEE HOUSE CHATS:** One of the benefits of having a regional admissions representative is the local perspective and a powerful, 1-on-1 personal touch. One of the ways this is accomplished is through coffee house chats set up by the regional admissions representative and promoted virtually to interested students.

**GUIDANCE COUNSELOR CONSORTIUMS:** Many colleges and universities have regional representation and when feasible, our regional admissions representatives work together collaboratively with other institutions to present admissions information to guidance counselors as a group. Counselors get more information from one breakfast or lunch event than any one of our institutions could provide – and we present UF admissions information to more counselors in one or two hours than we could visiting individually. That's what we call a win-win!



**UF @**  
**CORAL GABLES**

**PARTICIPATION IN**

- Local high school college fairs
- Broward Gator Club Admissions Forums
- Corporate education fairs
- Transfer admissions fairs
- UF Online special events

**100**  
**VISITOR MEETINGS**



**THIS IS...  
THE SWAMP**

# TEAMWORK

We look forward to new challenges that will arise in 2018-19. Our staff remains committed to improving efforts to recruit, evaluate, and enroll future students.





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