



**2018**  
**ANNUAL REPORT**

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**BUSINESS SERVICES & COMMUNICATIONS**

Division of Enrollment Management  
University of Florida

**UF**

# CONTENTS

|                              |    |
|------------------------------|----|
| SUPPORTING THE MISSION ..... | 4  |
| GUIDING VALUES.....          | 6  |
| BUSINESS SERVICES TEAM. .... | 8  |
| HIGHLIGHTS .....             | 10 |
| FACTS.....                   | 11 |
| NEW EMPLOYEE ONBOARDING....  | 12 |
| EMPLOYEE WELLNESS.....       | 14 |
| CELEBRATING DIVERSITY.....   | 16 |
| EMPLOYEE APPRECIATION .....  | 18 |
| COMMUNICATIONS TEAM.....     | 20 |
| WEBSITES .....               | 22 |
| PRINT MATERIALS & MORE ..... | 24 |
| WE ARE A TEAM.....           | 26 |
| LEADERSHIP DEVELOPMENT....   | 28 |
| GOALS.....                   | 30 |

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.



# **BUSINESS SERVICES & COMMUNICATIONS**

**DIVISION OF ENROLLMENT MANAGEMENT**

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# ***OUR MISSION***

Supporting the Division of Enrollment Management to enable us to achieve the highest quality results in pursuit of the university's enrollment goals.



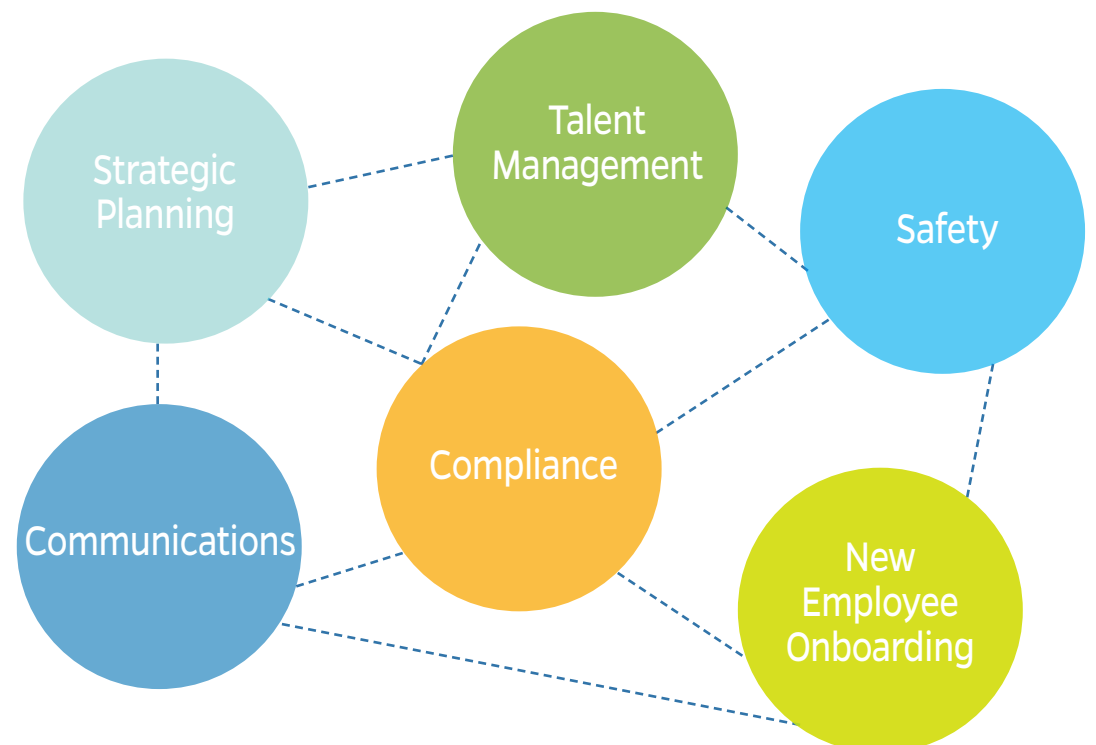
## **SUPPORTING THE MISSION**

I am pleased to present this report of activities for the Division of Enrollment Management's Business Services Office and Communications teams for 2017/2018. While the daily functions of these teams are very distinct, they work with the same values and aspirations, under the same leadership, in support of the Division of Enrollment Management, its units, and the broader campus community. We seek to achieve the highest quality results in accomplishing the university's enrollment goals.

This has been a very busy, challenging and exciting year. We have juggled multiple priorities as we supported the implementation of new systems with both anticipated and unanticipated challenges. We supported the efforts to bring in the class of 2022 with our award winning web design. We celebrated as UF attained Top 10 status. Our team members won various awards and superior accomplishment recognitions. In all, it has been an exciting journey, and it has been an honor to be part of this wonderful experience. We look forward to more opportunities to serve and support the enrollment management and UF communities in the year to come.



**Aigi Adesogan**  
*Assistant Vice President for Enrollment Management*





***OUR  
GUIDING  
VALUES***



→ **RESPONSIVENESS**

→ **INTEGRITY**

→ **INNOVATION**

→ **EXCELLENCE**

→ **TEAMWORK**

→ **RESPECT**

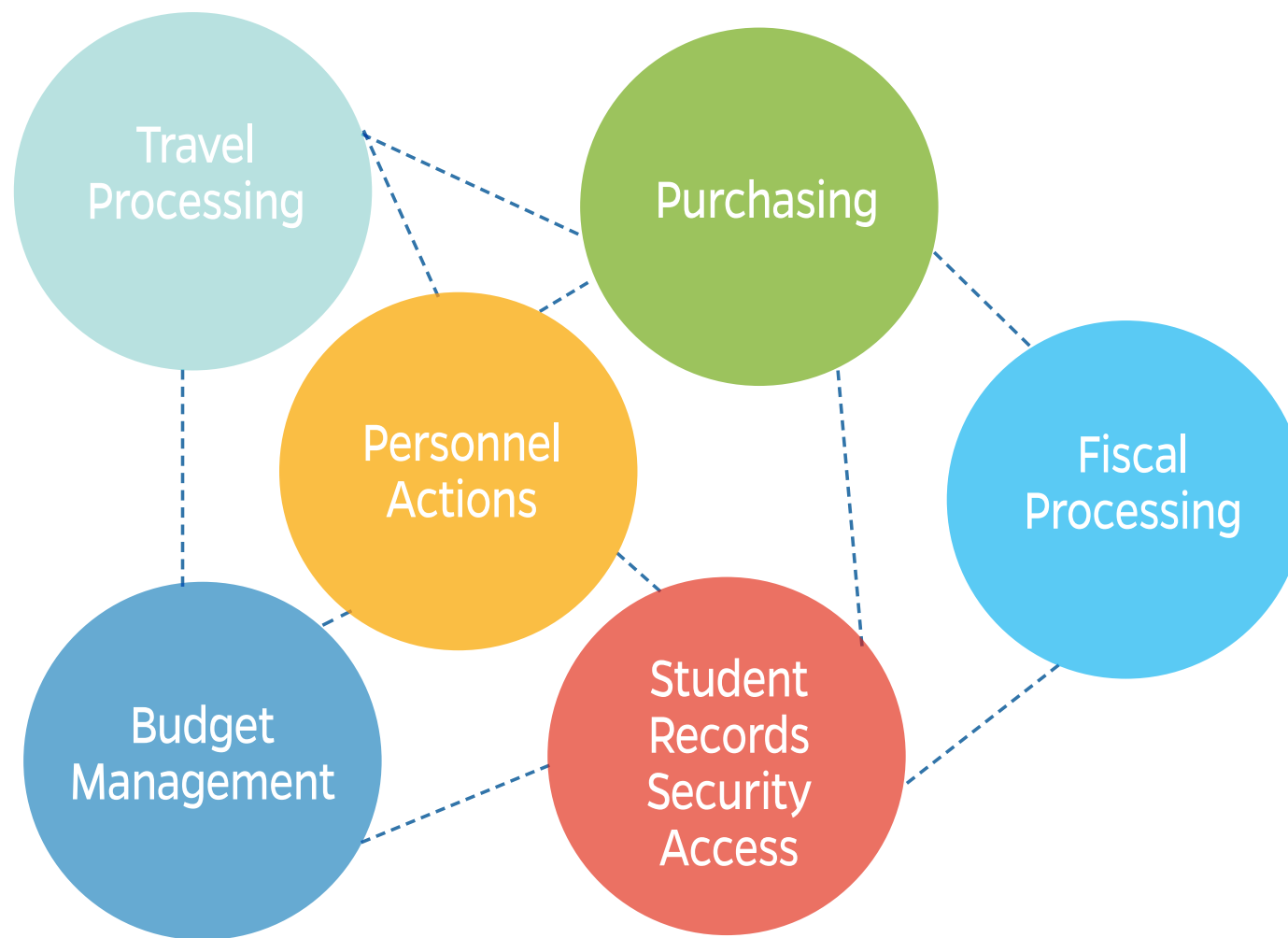
→ **ACCOUNTABILITY**

MEET THE ENROLLMENT MANAGEMENT

# BUSINESS SERVICES TEAM







## **WHO WE ARE**

The Division of Enrollment Management Business Services Office is located on the third floor of Criser Hall. The team is led by an assistant vice president and includes three business services specialists, a senior business services specialist, and an associate director of business services who also serves as the division’s chief fiscal officer. The Assistant Vice President and Director of Business Services also oversees the division’s communications team, strategic planning, building safety and emergency protocols, and compliance.

## **WHAT WE DO**

The Business Services team provides human resources and fiscal support to all units in the division and coordinates student records security access for all of the university campus. We firmly believe and work in adherence with our guiding values – accountability, service with excellence, integrity, responsiveness, respect, team work and innovation. Our team has humorously adopted a modus operandi that states “their business is our business,” and we are seriously committed to serving and supporting the division and the university with that spirit of dedication and service.

# BUSINESS SERVICES *HIGHLIGHTS*

- Supported the Campus-wide Modernization Program to Advance Student Services (COMPASS) through participation in the planning for security and access for users of the Student Information System (SIS).
- Provided campus-wide security access to SIS users during the COMPASS implementation and ongoing.
- Served on the Organizational Change Management committee for COMPASS.
- Promoted employee wellness and wellbeing through various division-wide informational and training sessions and activities.
- Promoted diversity and inclusion through various employee awareness programs including organizing a week long division-wide celebration of the International Education Week.
- Continually monitored fiscal and other systems for compliance with appropriate regulations, including providing training, designing tools and other best practices to enhance compliance.
- Supported the recruitment of talented employees and students through personnel and fiscal activities.



## **DEREK AUSTIN**

University of Florida Superior  
Accomplishment Award Winner

# BUSINESS SERVICES **FACTS**

## GROWING EM'S TALENT POOL

We support the recruitment of qualified and talented employees.

We process personnel actions.

**657** Electronic Personnel Actions, including:

**204**

New Hires

**240**

Job Changes

## ON THE ROAD RECRUITING

We support the recruitment of future Gators (students).

**416**

Expense Reports

**1,273**

P-Card Charges

**1,338**

Invoices

## SYSTEMS ACCESS

We enable and support campus wide access to the SIS.

**512**

Student records access

**3,159**

myUFL access

# NEW EMPLOYEE ONBOARDING

The Division of Enrollment Management is committed to recruiting, building and maintaining a team of highly talented personnel. We believe a positive and strategic onboarding experience is integral to employees acquiring knowledge, skills and behaviors to be successful. We make every effort to create a warm and welcoming environment for our new employees.

- ⇒ 36 new TEAMS employees in fiscal year 2017-18.
- ⇒ Our new employees love the “work buddy” program.
- ⇒ We make every effort to make our new employees feel welcomed, excited and valued.
- ⇒ The division orientation program promotes cross functional work relationships.

*...and of course there's always food.*



New Employee Luncheon with VP





**Building  
teams  
in a fun  
environment**



# PROMOTING EMPLOYEE WELLBEING



**EM Wellness Week** May 21 - 25

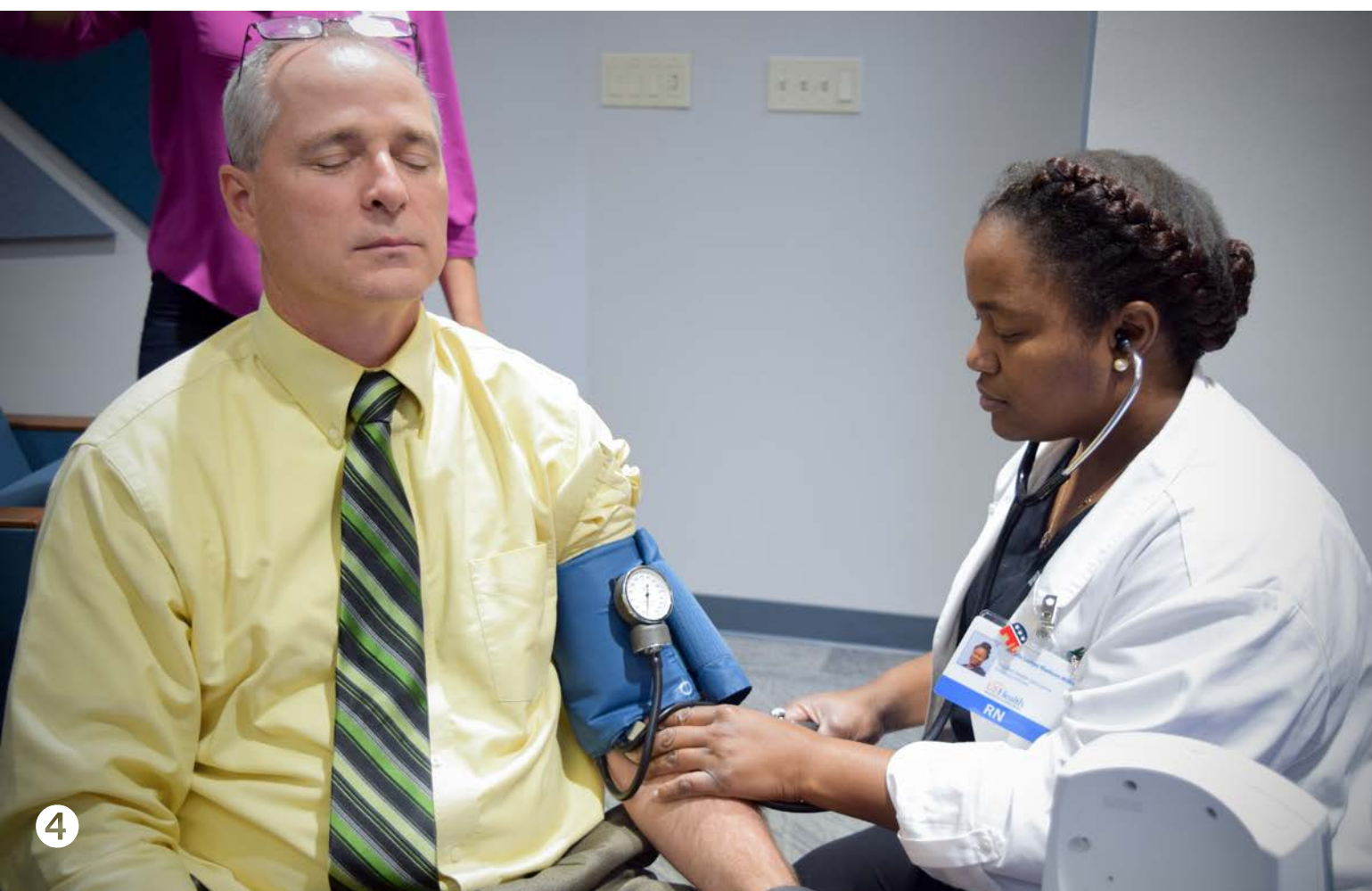
**May 22<sup>nd</sup>**  
**Bridget Besoner, RD, LDN**  
Grocery Store Presentation  
9:00 - 10:00  
10:15 - 11:15  
LVV Room

**May 23<sup>rd</sup>**  
**Marsha Motts + Wellness Team**  
Blood Pressure + BMI Screenings  
11:00 - 2:00  
LVV Room

**May 24<sup>th</sup>**  
**Patty Boyte**  
CPR / First Aid Training  
8:30 - 12:30  
LVV Room  
\*Select employees from each unit

**Be on the lookout for a healthy treat on Thursday afternoon!**





1. CPR Training
2. Healthy Eating
3. Emergency Preparedness
4. Wellness Check

# CELEBRATING DIVERSITY







## INTERNATIONAL EDUCATION WEEK

We appreciate the diversity in our division and are committed to supporting the university's membership in a global community. The International Education Week is a great time to celebrate diversity within our division and the campus through various awareness programs, activities, trainings, and presentations all culminating in a grand international potluck luncheon.



# INVESTING IN THE FUTURE





## **STUDENT EMPLOYEE APPRECIATION WEEK**

The success of our organization is dependent on our dedicated and committed pool of talent. The Division of Enrollment Management employs about 200 dedicated and hardworking student assistants. We recognize and appreciate their efforts through various division wide events during the national student employee appreciation week.

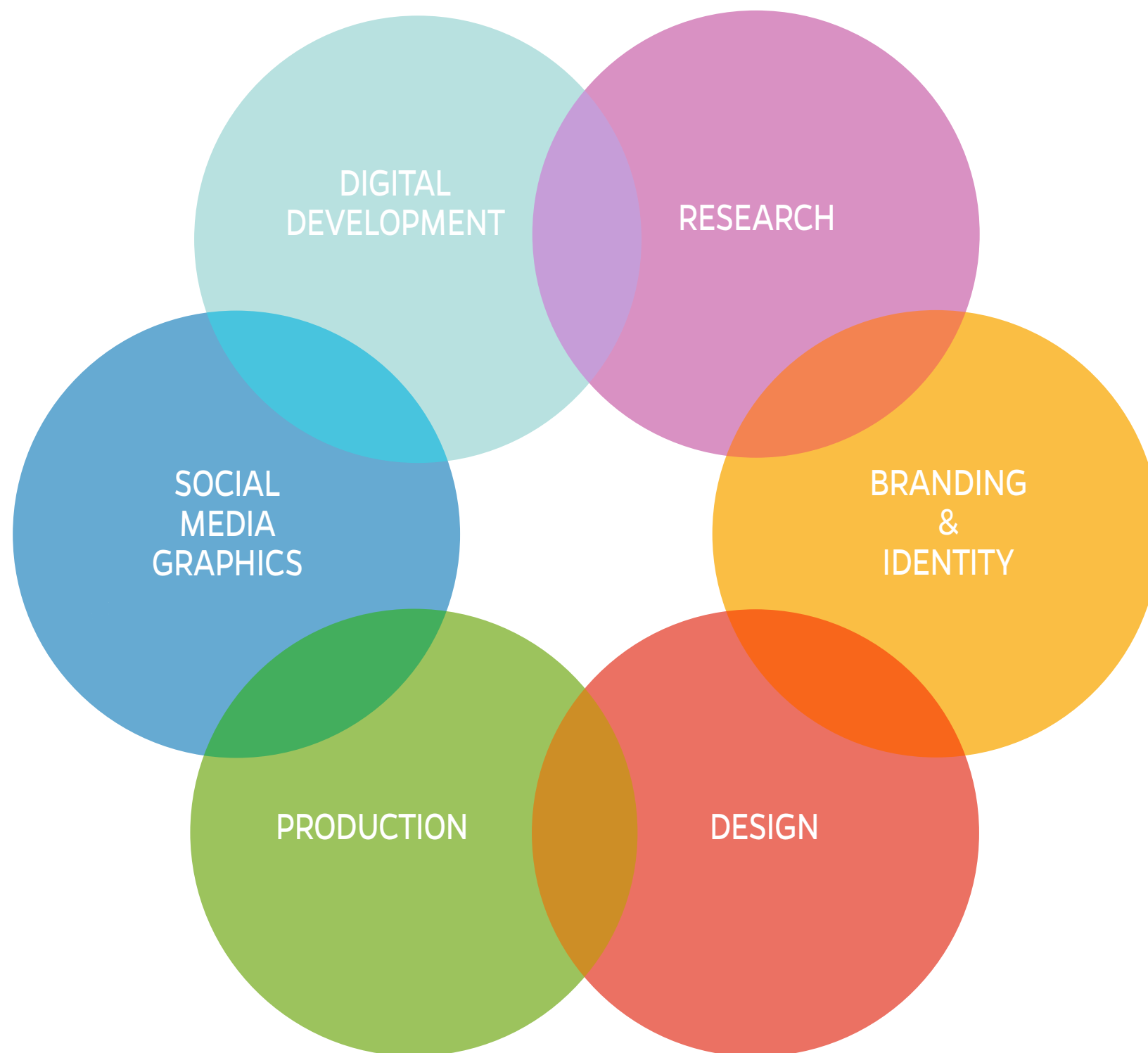


# MEET THE ENROLLMENT MANAGEMENT **COMMUNICATIONS TEAM**



## ***WE TELL YOUR STORY*** in print, on the web and in social media

Enrollment Management Communications is a team of writers, designers, artists, photographers, digital ninjas and content generators that create award-winning designs that heighten UF's brand and reputation globally. Through compelling print and digital communications, we aim to advance the vision of the University of Florida as a preeminent research institution that is rising in the national rankings. We pack a lot of punch in a team of three full-time employees and four part-time employees, led by the Assistant Vice President for Enrollment Management.



FULLY INTEGRATED  
STRATEGIC COMMUNICATIONS

# SUPPORTING *STUDENT RECRU*

## AVERAGE MONTHLY TRAFFIC



# RECRUITMENT

**200,000**  
Decision Day  
Page Views



## WEBSITES

The EM Communications team has leveraged emerging technologies and communication strategies to engage with web users.

During this fiscal year, we created three distinct homepages for the cycle of student admissions: recruitment, decision and enrollment.

In addition to the admissions websites, we have updated and maintained websites for:

**Office of the University Registrar**  
**Office of Veterans Services**  
**Division of Enrollment Management**  
**UF Commencement**  
**EM Business Services**  
**EM Emergency Protocol**

## OPTIMIZATION

We seek to ensure optimization via monthly analytics.

## AWARDS

The publications team received the CASE District III Grand Award, the highest honor, for the design of the admissions recruitment website.

CASE is the Council for the Advancement and Support of Education, and District III encompasses the southeastern United States. They also received the 2018 Prudential Productivity Award.



more than  
**30**  
publications  
created each year



## Received the 2018 Prudential Productivity Award

This award recognized state employees and work units whose work significantly increased productivity and saved money for Florida taxpayers and businesses. This award recognized our work on one admissions publication that saved almost \$82,000 in design/print costs.





## PRINT MATERIALS

From the initial stages of planning and concept design work to the final printed product, EM Communications works within our division to meet its visual communication needs. Our senior graphic designer and student interns can help with a variety of types of publications and have consistently met deadlines and budget parameters. More than 30 publications were created during this fiscal year, which have included:

### Student Recruitment

- General Information for Future Gators
- Student Search publication/poster
- International Recruitment brochure
- Freshman and Transfer Admitted Student brochures
- Ad designs for magazines
- Recruitment postcards
- Numerous informational fliers

### Outreach

- Counselor Information Folder
- State University System College Tour printed materials
- Business cards and stationery

### Commencement

- Six commencement programs for doctoral and undergrad/master's students
- Three printed commencement agendas for distribution at ceremony

### Informational

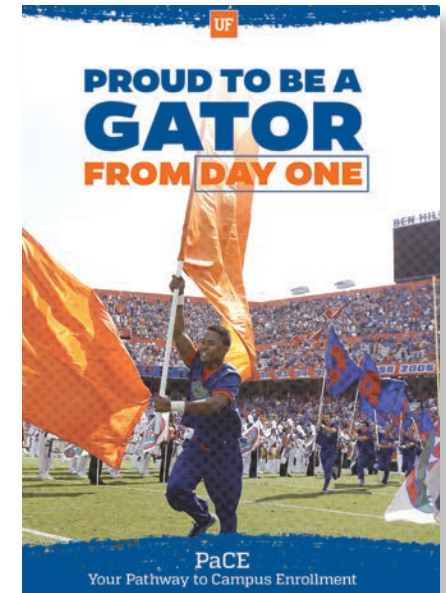
- 2018 Guide to Majors
- Presentation Folder

### Accountability

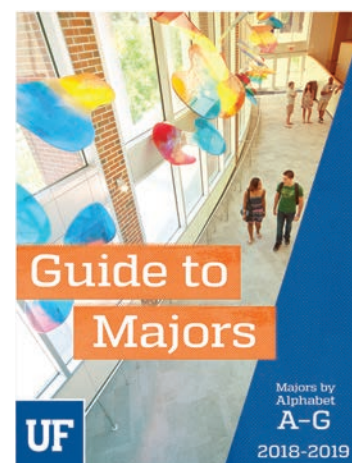
- Annual reports for the Office of Admissions, Office of the University Registrar, UF Online, and EM Business Services Communications

### Environmental

- Numerous wall designs



New wall artwork for the Registrar



# FUN, SUPPORTIVE WORKPLACE . . .





**WE WORK HARD AND  
ALSO MAKE TIME FOR FUN.**



# UNLEASHING CREATIVITY IN A FUN ENVIRONMENT



## LEADERSHIP



**GUIDANCE**



**SOLUTION**



**VISION**



**TEAMWORK**



**DIRECTION**



**STRATEGY**



**COMMUNICATION**



**GOAL**



# LEADERSHIP RETREAT 2018



# LOOKING FORWARD . . .

**Support the transition of student records security access to the new SIS.**

**Support staff transitions after COMPASS.**

**Provide training on critical HR and fiscal processes.**



**Enhance web presence through inspiring graphics and content.**

**Support integration of student services in a one-stop environment**

**Analytics to support strategic communications efforts.**

**Continue to support, inspire, motivate and create**

**BUSINESS SERVICES OFFICE  
AND COMMUNICATIONS**

Division of Enrollment Management

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**UF** | UNIVERSITY *of*  
**FLORIDA**