

Undergraduate Advising Council
Thursday, November 21, 2013
3:30 pm – 4:30 pm, 240 Rinker Hall

Minutes

Meeting called to order at 3:33 pm.

Minutes from the October meeting were approved and moved for posting to the UAC site.

Guest Speaker: Alan Coheley – Pearson Embanet – UF Online Vendor

Mr. Coheley had already given this presentation to UF majors who are already doing online degrees. He stated that he has worked with UF since 1993. Pearson's services are meant to be an additive to what advisors do, not take the place of advisors. Their goal is to have a higher completion rate for students than without their services. They have 36 University Partners, 130+ degree programs and 600+ employees. They have cross functional program teams with 11 "Program Coaches" working on UF online degree programs. They don't believe in a "one-size fits all" approach. They don't want any student confused or have a duplication of efforts. They feel that they are partners with us to help the students. They are dedicated to supporting students from acceptance to graduation. They provide recruitment services then student support services. All their touchpoints are focused on optimizing student satisfaction and success.

They divide students into 3 groups – new, returning and at-risk. They use the following factors to determine "at-risk": Not tech savvy, did poorly on last college course, consistently late with assignments, not logged into system within the last 72 hours and stopped out or dropped a course.

Their CallerID says University of Florida not Pearson. They can customize their services for a specific program. They will give UF a communication plan specifically for us. They will speak to every student at least every 60 days. They have 250 students to 1 Program Coach. They have 65-85% graduation rates and 90% retention rates. They will assist students in how to understand the LMS (? Management System). Its functionality and how to navigate it. They will remind students of important milestones and deadlines. They will refer students to their UF advisor when it is appropriate, especially regarding UF processes and policies.

Communication between Pearson and UF advisors – we can call them directly. Pearson will not advise students regarding course schedules.

They do a welcome call to each student (30-45 minutes per student) and ask them about the technical knowledge, time management issues and assist them with the application process. They are not part of the admissions decision. They are supporting UF Online only. They expect about 400 students in the first

year of the program. They started September 16th with recruitment. We will be adding Pearson to our listserv and inviting them to all of our future meetings.

Additional Business:

Andy stated that there has been a change in the UF Advisor Award structure. There will be an undergraduate advisor of the year for every college. But, a monetary award may not be given.

Melissa Johnson asked about advisors not attached to a college (Honors, IA, Athletics). Can they be added to the Advisor of the Year awards? Andy will ask Dr. Mair.

Committee Reports:

Communications Committee – No report.

Advising Certificate Committee – Deb stated that the committee is ready to go with the program. She will set-up another meeting at the end of the semester. We need to establish the number of hours of continuing education required each year to maintain certification. We will sort that out in January.

Toby asked about NACADA endorsing the certification. Deb replied that UF will set the pace and then discuss our program with NACADA.

Professional Development Committee – 2014 Advising Conference committee meeting will be held on Thursday, December 3rd from 3:00 pm – 4:30 pm in 240 Rinker Hall. Dr. Mair suggested that Dr. Betty Phillips be included as a speaker. This will be discussed at the meeting.

The meeting was adjourned at 4:35 pm.