

The background of the slide is a photograph of a University of Florida building, likely the Old Union Hall, with its name "University of Florida" visible in large letters above the entrance. A large blue hexagonal graphic is overlaid on the center of the image. In the foreground, the backs of two people's heads are visible, looking towards the building. One person has long dark hair, and the other has long blonde hair.

# UF Online

## Impact to Date and Looking Ahead

Faculty Senate  
Budget Committee  
October 28, 2019

**UF** **ONLINE**  
UNIVERSITY *of* FLORIDA

[UFONLINE.UFL.EDU](http://UFONLINE.UFL.EDU)

# Our Time Together Today: 3 Segments

- 1) Quick Review of UF Online Model
- 2) Current status of UF Online: 2018-2019 Annual Report Presentation
  - Our Impact
  - Our Financials
- 3) Looking Ahead: UF Online Business Plan, 2019-2024



# UF Online Student Profile Fall 2019

Students Enrolled  
3,513

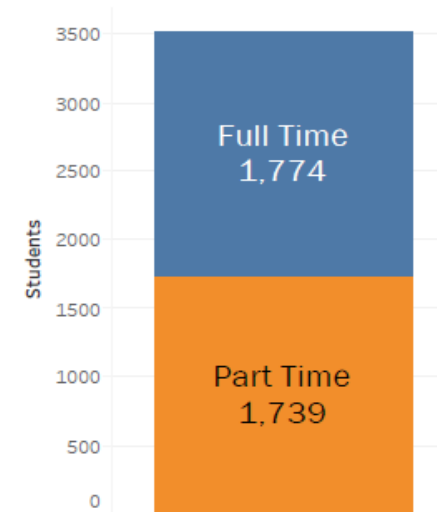
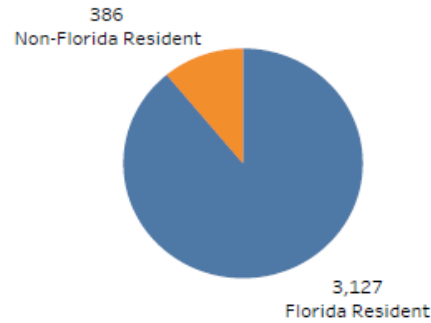
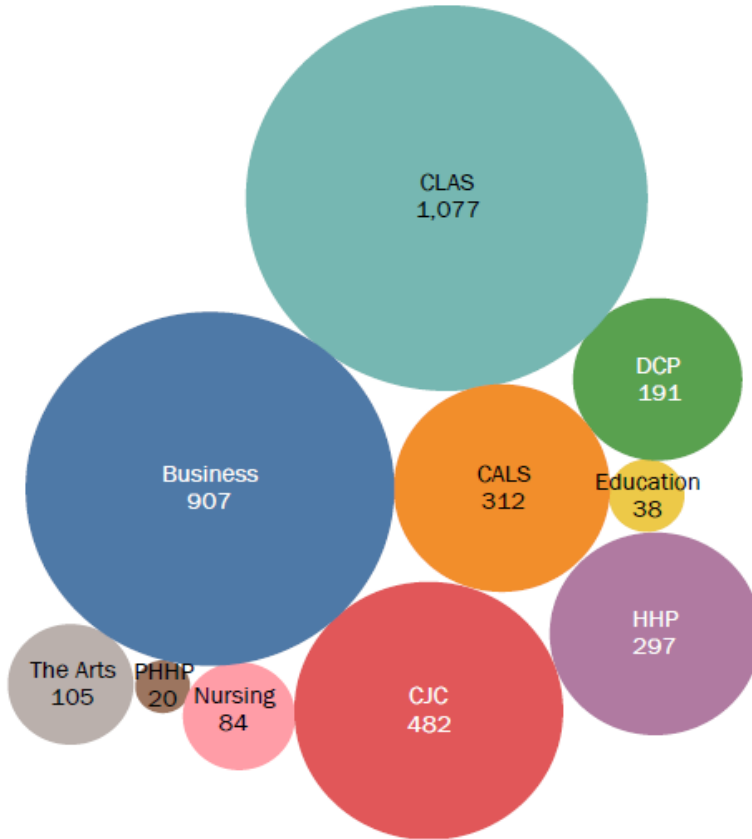
Total Credit Hours  
35,278

Average Credit Hours  
10.04

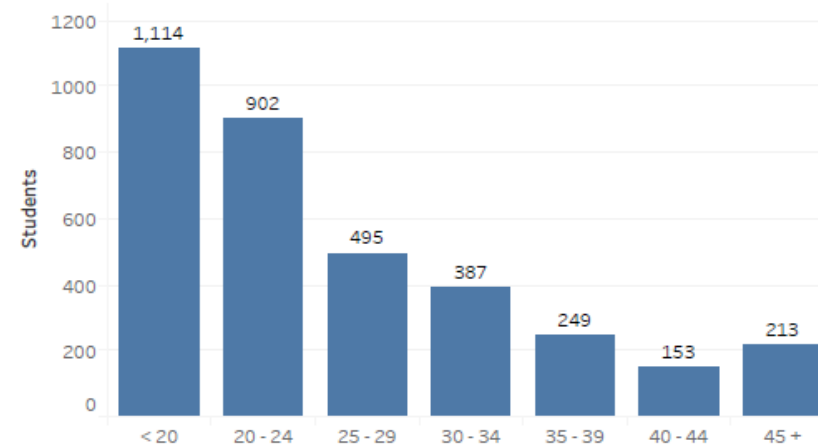
## UF Online Student Stats Fall 2019

Student Type - Most Recent Admission

FTIC	1,314
Post-Bacc	185
Transfer	2,012



Students By Age Bracket



# The Unique UF Online model

- Students learn from the same UF Faculty that teach on campus.
- Students earn the same UF degree that's regionally and nationally accredited.
- We apply the same UF admissions standards.
- UF students – residential and online – are supported with a rich student experience.

## *Plus*

- A Dedicated Academic Advisor for each online student. All in their own virtual campus.
- Cutting edge courses + experiential learning programs + undergrad research + more
- Average class size is 30; all courses designed and delivered by qualified UF faculty
- Affordable Excellence: UF Online students pay 40% lower tuition and fees than campus
  - Students pay only 3 fees: Capital Improvement, Financial Aid, and Technology.No Distance Learning Fee. Students may customize further with the Optional Fee Package.

# UF Online – Key Components

## **Freedom of Movement**

Study and take courses from wherever you need to be

## **Part-time or Full-time**

Earn your degree at your own pace

## **Same UF Degree**

Earn the same degrees as residential students

## **Same UF Faculty**

All courses designed and taught by the same faculty who teach in Gainesville

## **One Academic Advisor per Student**

Each student is supported by a dedicated advisor throughout their education

## **Affordability**

Pay just 60% the campus tuition rate & fees, consider the optional fee package

## **Learning Homepage**

User friendly and customizable learning environment in Canvas

## **Gator Connections**

Events: Gator tailgates, local engagement events, events with Gator Clubs

## **One Stop Student Services**

One team just for UF Online students that have questions about financial aid, bursar

## **Online Gators Know No Bounds**

Study abroad, internships, undergraduate research, field study and more.

## **Virtual Campus: UF Plaza**

Meet Gators in the thriving Learning Community

## **Unparalleled Student Experience**

Peer mentors: UF Student Ambassadors



# UF Degrees Available via UF Online

- **B.A., Anthropology**

- **B.A., Biology**

- **B.A., Business Administration**

- 
- |                       |                      |
|-----------------------|----------------------|
| • Anthropology        | • Geology            |
| • Economic Geography  | • Mass Communication |
| • Educational Studies | • Sociology          |
| • General Business    | • Sport Management   |
- 

- **B.S., Business Administration**

- **B.H.S., Communication Sciences & Disorders**

- **B.S., Computer Science**

- **B.A., Criminology**

- **B.A., Digital Arts and Sciences**

- **B.A., Education Sciences**

- **B.A., Environmental Geosciences**

- **B.S., Environmental Management**

- **B.S., Fire & Emergency Services**

- 
- |                        |                              |
|------------------------|------------------------------|
| • Fire Management      | • Emergency Medical Services |
| • Emergency Management |                              |
- 

- **B.A., Geography**

- **B.A., Geology**

- **B.S., Health Education & Behavior**

- **B.S., Microbiology & Cell Science**

- **B.S.N., Nursing**

- **B.A., Psychology**

- **B.A., Public Relations**

- **B.A., Sociology**

- **B.S., Sport Management**

- **B.S., Telecommunication Media & Society**

In 2019, UF Online achieves #5 in nation  
*On our fifth birthday!*



## Segment 2

# Do Rankings Matter? Our Impact



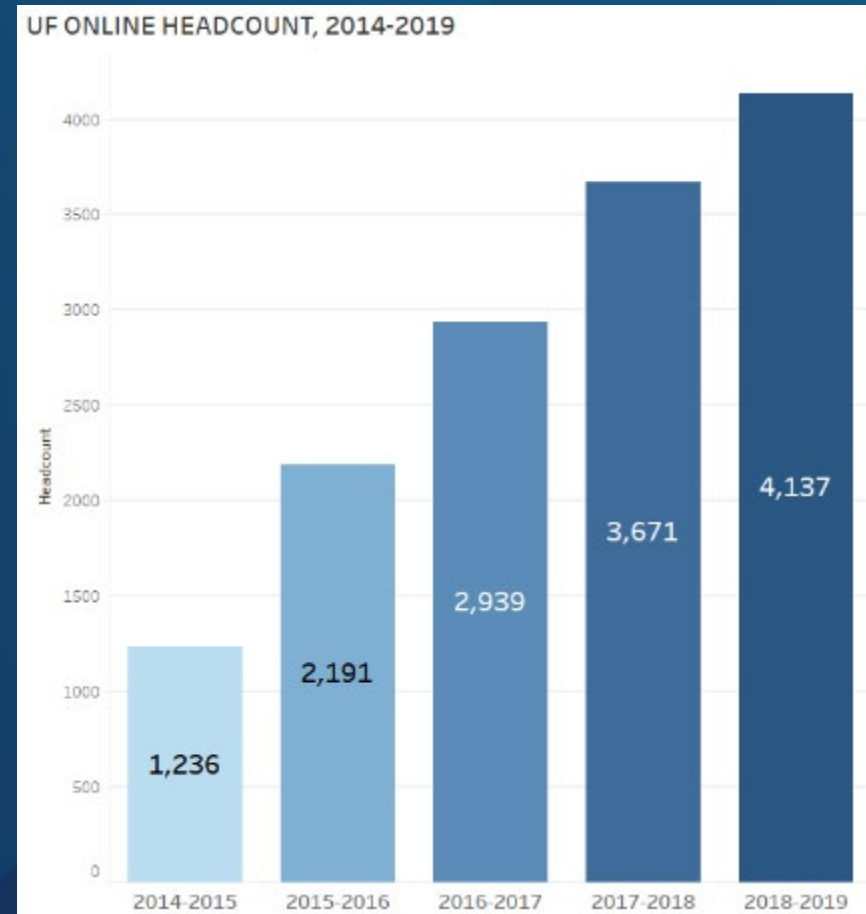
# UF is Achieving Results Unique in the Country

## Highlighting 3 Impacts

- #1: Widening Participation – the UF Expansive Campus
  - Strong revenue generation coupled with state investment that's driving UF academic program growth, student participation
- #2: Passing Along Savings: Keeping Top-Ranked College Affordable
- #3: Faculty-Led Online Academics

# #1: UF is Widening Participation via UF Online

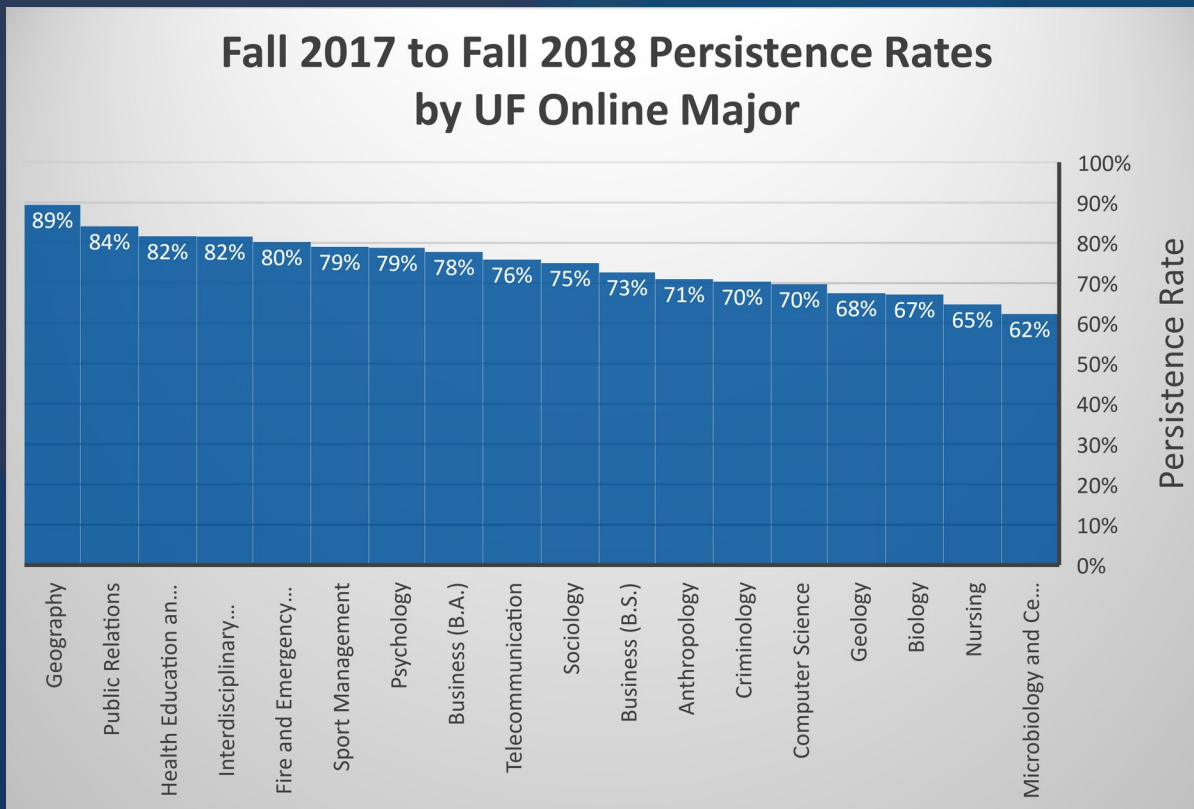
- Serving students across the United States and the world, UF Online encompasses 21 majors, students from 50 states, 7 countries and now crossing over 2,000 awarded degrees.
- UF Online has seen tremendous growth within its short time.



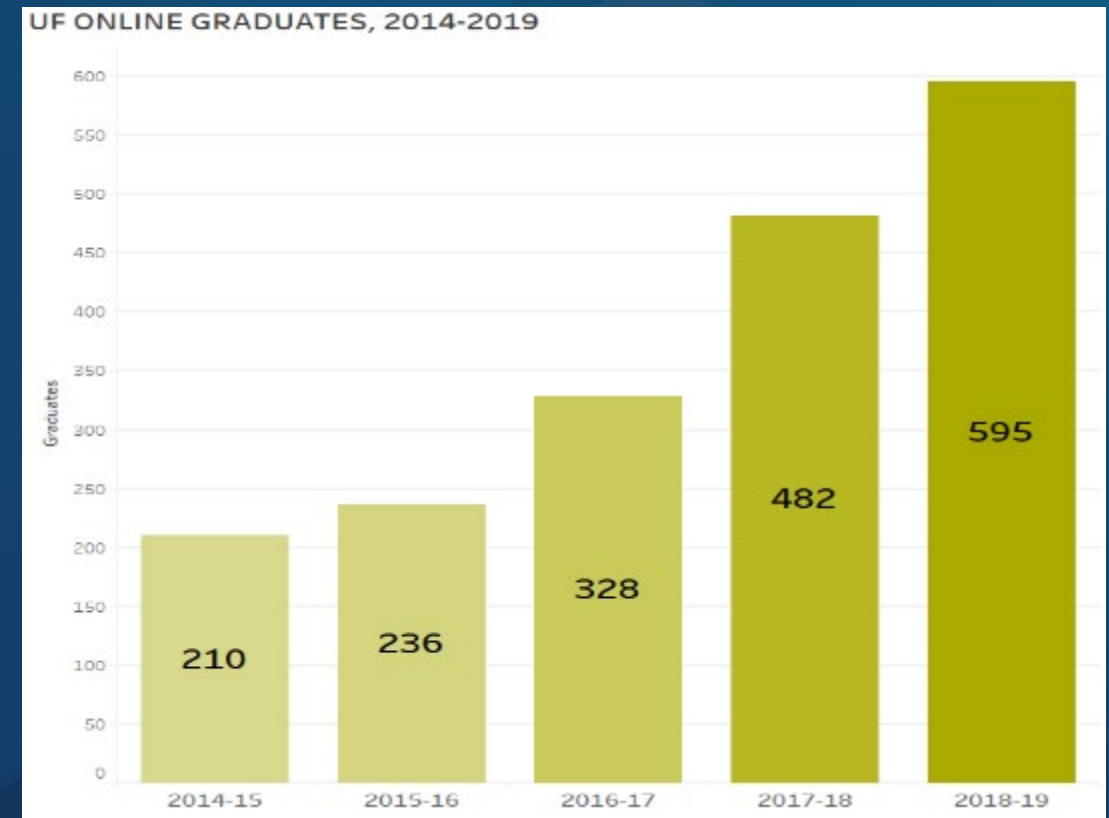
# Meaningful Access to the UF Bachelor's Degree

## *Student Success, Persistence, and Graduation*

### Student Persistence



### Graduates Now Exceed 2,000

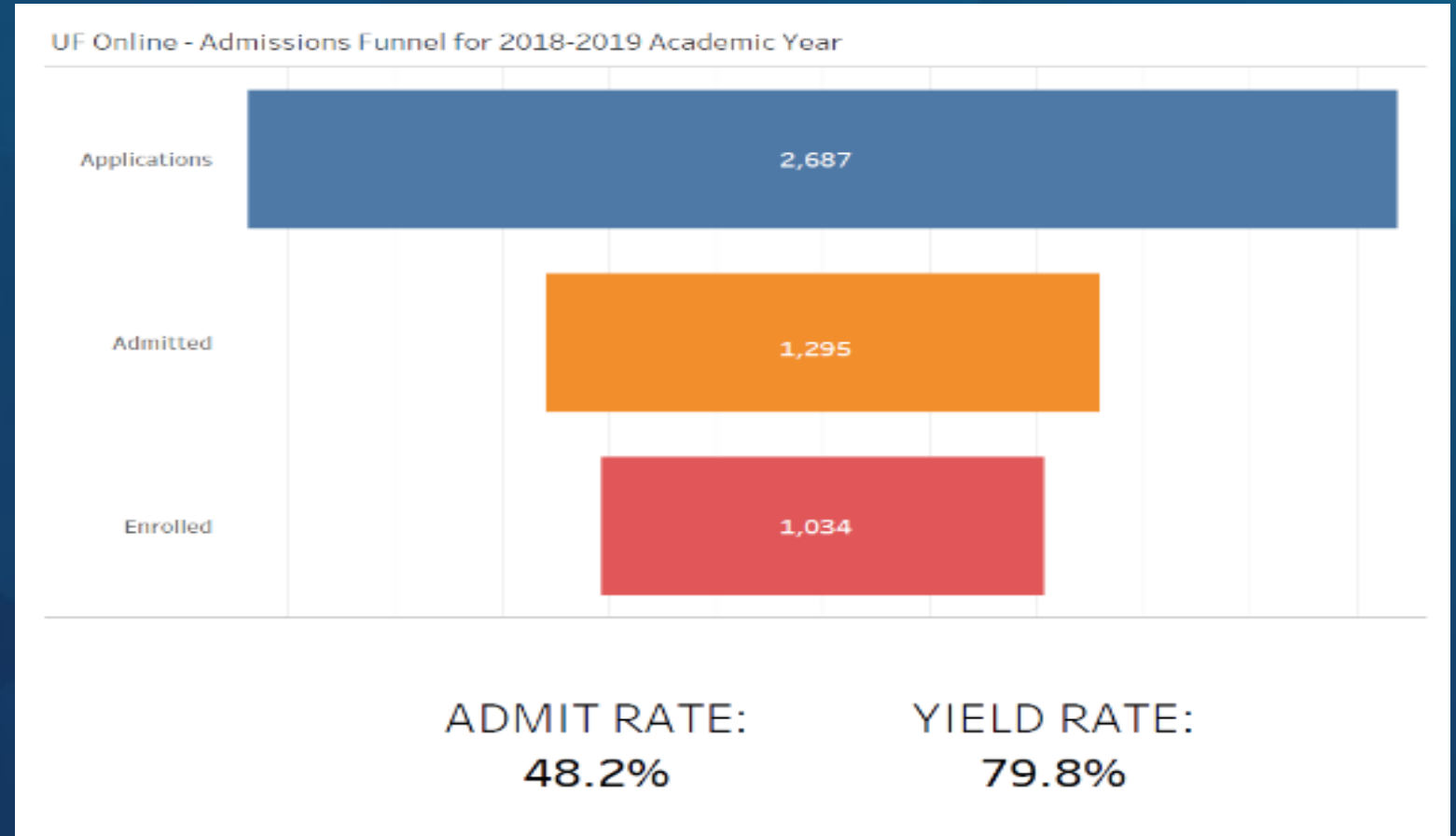




# UF Online continues to expand

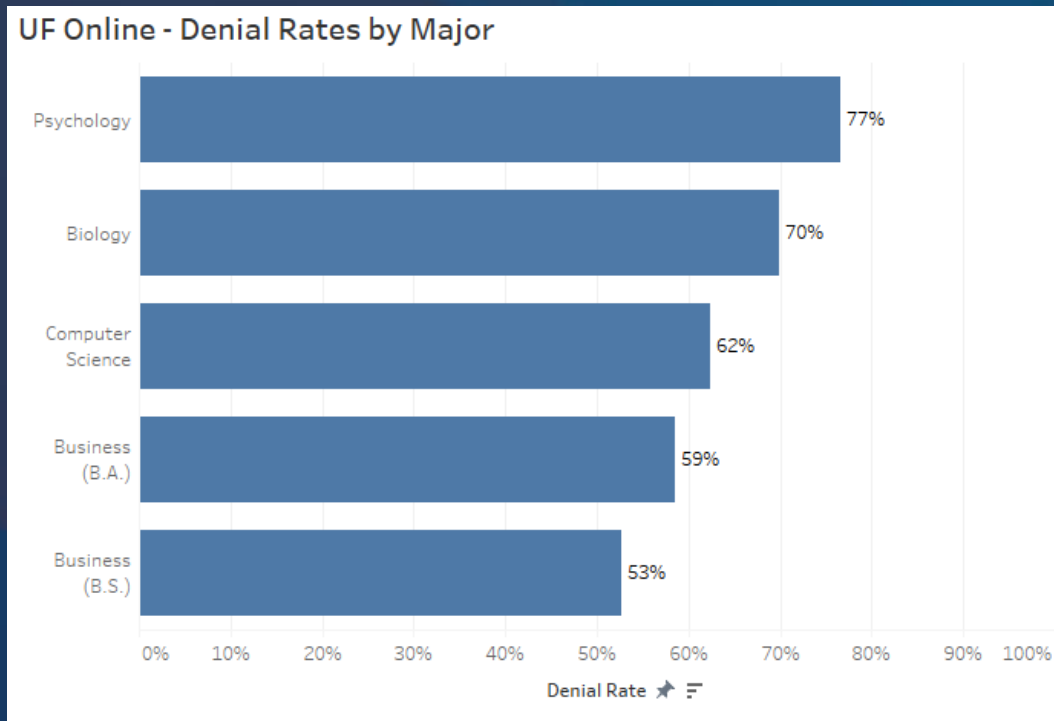
## *Even while remaining selective*

- UF admissions standards: 55% of applications to UF Online are denied, some majors higher
- Out of state apps denied at even higher rate:  
Marketing ROI low

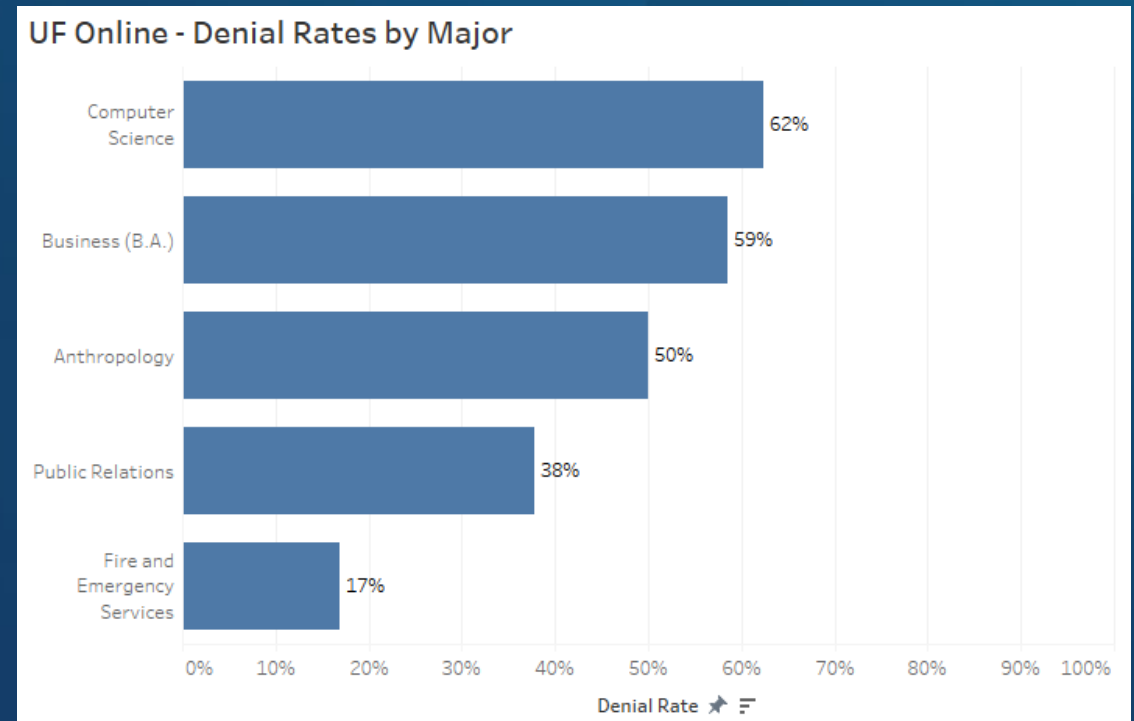


# Demand for UF Online remains high: *But acceptance rates remain low*

Denial Rates by the 5 Majors with Most Applications

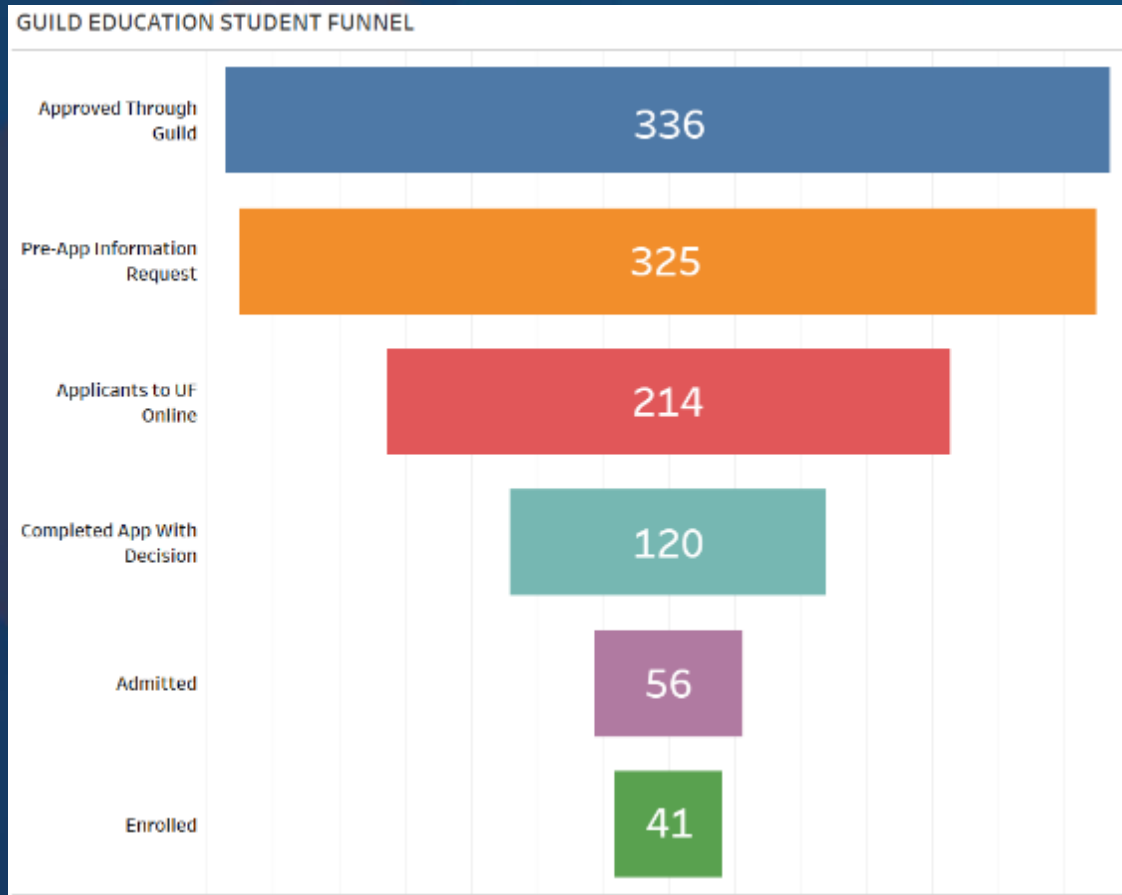


Denial Rates of Top 5 Growth Majors

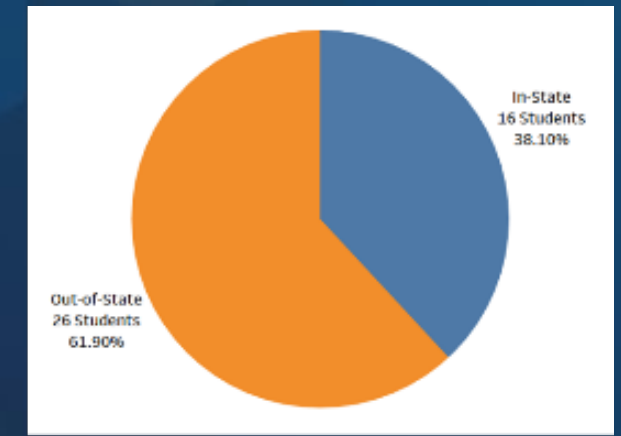
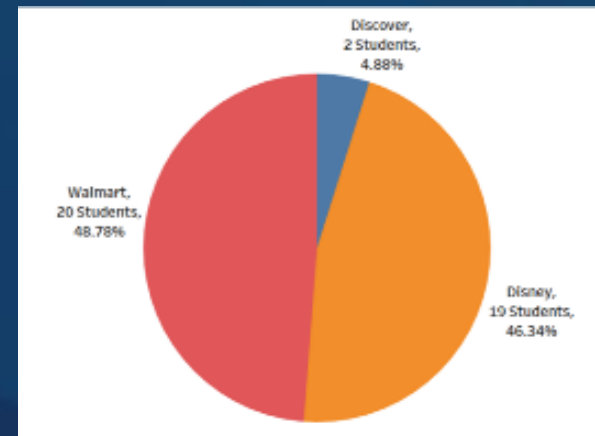


UF Online is establishing itself as a premier and unique set of academic pathways to a Gator learning community, with unique financial choices to make in the future.

# UF Online Employer Pathways Program, 2018-



- Newest program with potential
- Yet while more than 12,000 employees have expressed interest in UF Online, denial rate is high
- Much work to be done here to bridge adults into UF academic programs





## #2: Passing the Savings on to our Students

*UF Online is #1 in the country for affordability*

	Average Debt	% of students that borrowed
UF Online	\$18,146	43%
Florida average	\$24,428	44%
US average	\$29,200	65%

- In two years, UF Online decreased the percentage of borrowers from 53% to 43%. At the same time, average debt was also reduced.
- Source: The Project on Student Debt  
<https://ticas.org/our-work/student-debt/>

***To date, UF online has saved Floridians over \$17.6 million in tuition and fees alone.***

# Deeper Dive: UF Online Finances, 2018-2019

	FY 2017-2018 July 1, 2017- June 30, 2018	FY 2018-2019 July 1, 2018- June 30, 2019	Change YOY
<i>Beginning Balance: July 1</i>	\$2,512,418	\$4,081,258	\$1,568,840
<b>Total Revenue:</b>	<b>\$13,065,738</b>	<b>\$15,045,261</b>	<b>\$1,979,523</b>
<i>Tuition Revenue:</i>	<i>\$8,065,738</i>	<i>\$9,903,693</i>	<i>\$1,837,955</i>
<i>State Appropriation:</i>	<i>\$5,000,000</i>	<i>\$5,141,568</i>	<i>\$97,860</i>
<b>Total Expenses:</b>	<b>\$12,217,866</b>	<b>\$14,083,188</b>	<b>\$1,865,321</b>
Revenue from optional UF Online fees paid by students	\$1,824,298	\$2,310,378	\$486,080
<b>Remaining Balance:</b>	<b>\$3,403,998</b>	<b>\$5,043,330</b>	<b>\$1,639,332</b>

# UF Online Revenue:

## *Majority invested in UF Colleges, Faculty*

- Total UF Online tuition revenue FY19 was \$9,903,693: **up 23% YOY**
- Majority sent to UF colleges:
  - Teaching: Total delivery payments FY19 - \$6,211,939: up 19% from previous year
  - Academic Advising: Total advising payment FY19 - \$1,034,856: up 39% from previous year
- Majority of expenses are directly in support of colleges (admissions, course production center, for ex.)

Tuition Revenues and College Payments





# UF Online Expenses:

## *Investments in UF Colleges, Students*

- Increased investments in advising, tuition payments to colleges and course production
- Growth in proctoring, enrollment services

	FY16-17	FY17-18	FY18-19
Center for Online Innovation and Production	\$ 1,329,852	\$ 840,095	\$ 988,747
College Tuition: Delivery	\$ 4,302,309	\$ 5,228,080	\$ 6,211,939
Enrollment Management	\$ 772,736	\$ 882,439	\$ 893,416
Direct Administration	\$ 484,782	\$ 207,376	\$ 312,362
Third Party Vendors	\$ 1,223,079	\$ 182,747	\$ 29,758
University Overhead tax	\$ 374,806	\$ 1,236,770	\$ 1,550,914
Operations	\$ -	\$ 109,829	\$ 304,769
Student Services	\$ 356,310	\$ 282,075	\$ 137,625
Marketing	\$ 2,840,977	\$ 2,314,227	\$ 2,360,957
Proctoring	\$ 194,010	\$ 146,265	\$ 239,341
Advising	\$ 555,766	\$ 744,712	\$ 1,034,856
Operating Expenses	\$ 32,563	\$ 43,252	\$ 18,503
<b>Total Expenses</b>	<b>\$ 12,467,190</b>	<b>\$ 12,217,867</b>	<b>\$ 14,083,188</b>

# Financial Model: Looking Ahead

## *Guided by 2019-2024 Business Plan*

- Implementing the elements outlined in UF Online 2019-2024 Business Plan, we will continue to contain costs and more strategically use marketing dollars.
- UF Online will be expanding investments in our academic core value:
  - Faculty effort and support,
  - Academic advising and academic counseling,
  - Student academic supports (tutoring), and
  - Innovative and high-quality courses and labs with amazing course production support and instructional designers via the Center for Online Innovation and Production.
- Colleges encouraged to invest in faculty hires, teaching support, advisors.

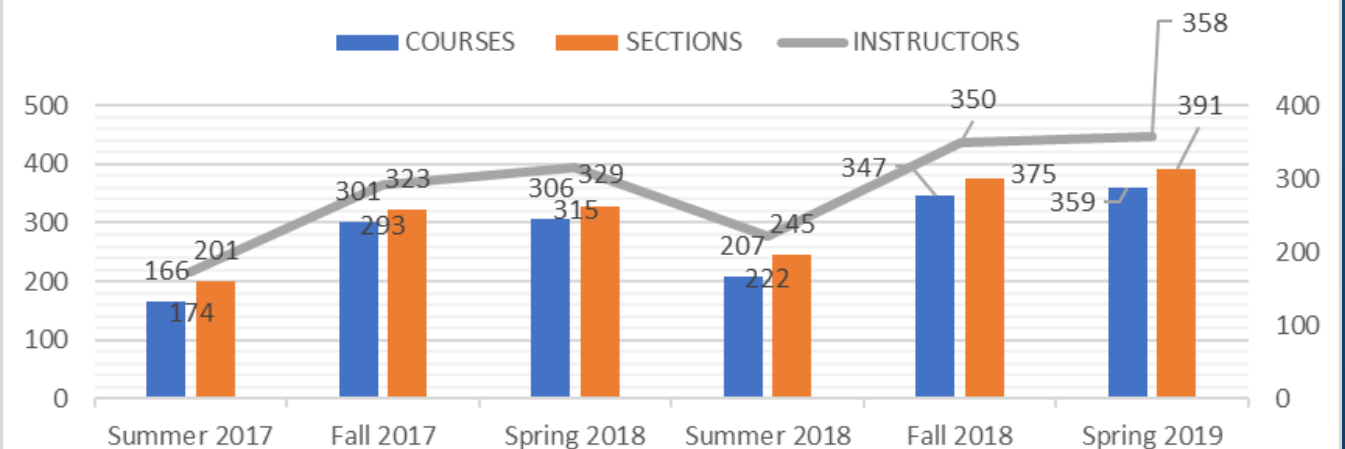
# #3: Faculty-Led Online Academics

## *Exceptional Faculty Exerting Exceptional Effort*

### Faculty Effort Matters

- #1 for Faculty with Terminal Degree by *US News*
- Intensive online learning environments:
  - Maintain average class size in UF Online is 30
  - Engaging coursework
  - Faculty feedback
- Totals for AY18-19
  - Distinct Courses: 532
  - Distinct Section taught: 1011
  - Distinct UF faculty: 575

Effort of UF Faculty in UF Online  
Steady Growth in UF Online Courses,  
Sections, Instructors  
Comparing AY17-18 to AY18-19





# Looking Ahead: 2019-2024

## *Continued Expansion of UF Online, and Investment in UF Academic Core Value*

- Goal 1: Robust Student Learning
- Goal 2: High quality Design, Production, and Delivery
- Goal 3: Enriching and Supported Student Experience
- Goal 4: Strategic Marketing and Recruitment
- Goal 5: Smart, Data-Driven Growth and Operations

## Business Model Challenge

Meeting revenue expectations while ensuring the highest-quality online undergraduate academics and student experience, as well as maintaining admissions selectivity

# Voice of the Student:

“What are you most proud of?”

“(My greatest accomplishment is) **graduating Summa Cum Laude while working two jobs, caring for our two daughters and five dogs.** Though challenging it was great especially having a professor call my highest honors research paper/presentation ‘groundbreaking.’ However now helping my wife follow her passion by assisting in starting her company and pursue her goals while I care for the kids, home, along with safety consulting. Nothing has been more satisfying than helping the person you love to follow their dreams and help them reach their goals while taking a backseat. Spending time with my Daughters, ages 4 and 3, is a great experience.” — Anthony

“Just being able to be a student, mom, daughter, and wife is my greatest achievement so far. I’ve learned A lot... I’ve met a lot of great teachers and friends through this program who have been able to help me Realize I can achieve a lot and boost my confidence and make me believe in myself. **I never thought after I had my son and got my AA I would be able to go back to school but I’m here and almost done with my Bachelor’s Degree and I’m so happy!**” — Chelsea



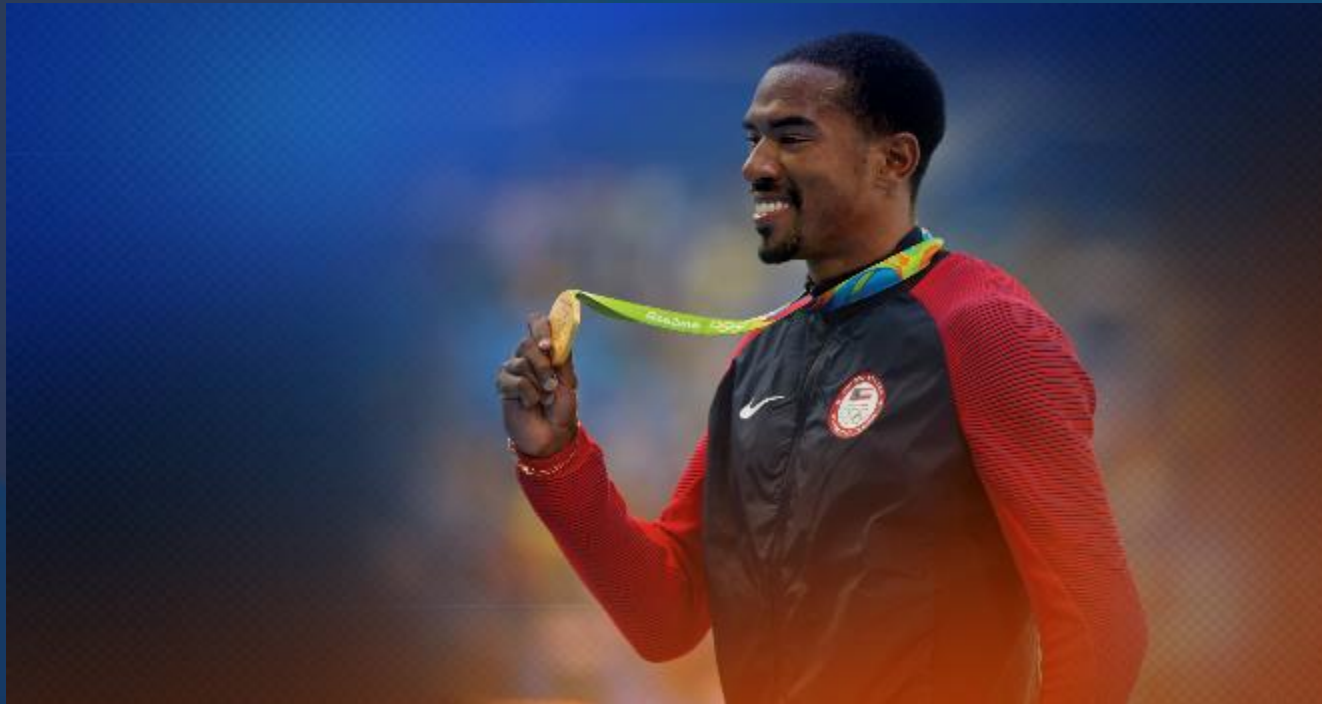
# Voice of the student:

## Personal Growth

“One thing I’ve learned as a UF Online student that I’ve applied outside the classroom is my communication skills. I work in the front office of an aftercare program and before taking these classes, I lacked any type of communication skills with my co-workers and parents from my work. Now I feel comfortable in my role, which involves talking to parents on the phone, face to face communication and leading meetings in front of people. **I used to have a hard time speaking in front of people, and now I feel comfortable performing these tasks daily.**” –Rebecca

“My biggest hurdle has been time management. **I am a full-time mom, I work a full time job along with two part time jobs, and I have taken on 5 courses this semester trying to complete my degree faster.** My son is in the band, Boy Scouts, and soccer so he keeps me running. So far I am maintaining all A’s and **I haven’t’ forgotten my son anywhere so I am going to call this a win!** ” –Brandy

# Helping Gold Medal-Winning Gators Return to UF



“The online program was **the only way** I could get my degree. This avenue enabled me to reach my lifelong dream.”— Christian Taylor, 2012, 2016 Olympic Gold Medal Winner

<http://hhp.ufl.edu/articles/2019/christian-taylor.html>



***THANK YOU***

