

University of Florida

The Future is Bright

UF Online Business Plan, 2019-2024

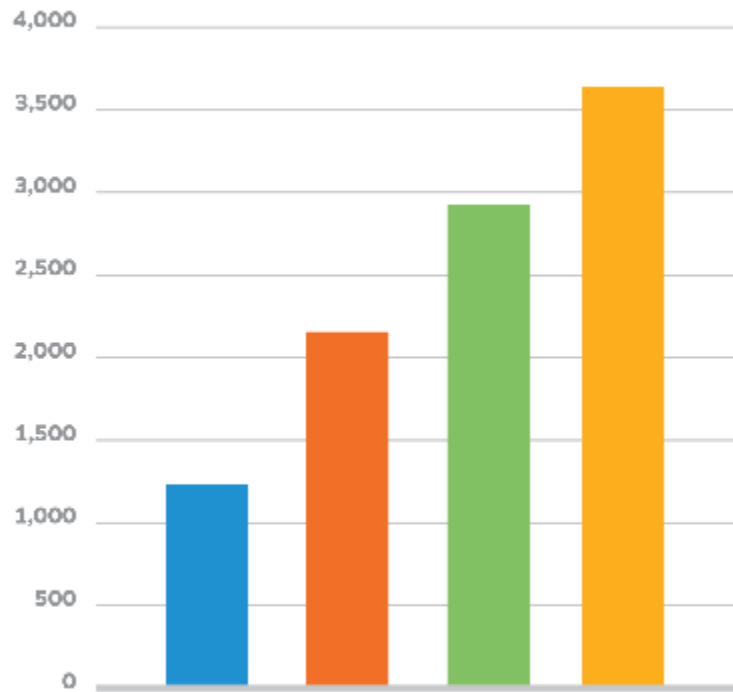
Evangeline Tsibris Cummings
Assistant Provost and Director of UF Online
February 27, 2019 | Academic Policy Council

UF ONLINE
UNIVERSITY *of* FLORIDA

UFONLINE.UFL.EDU

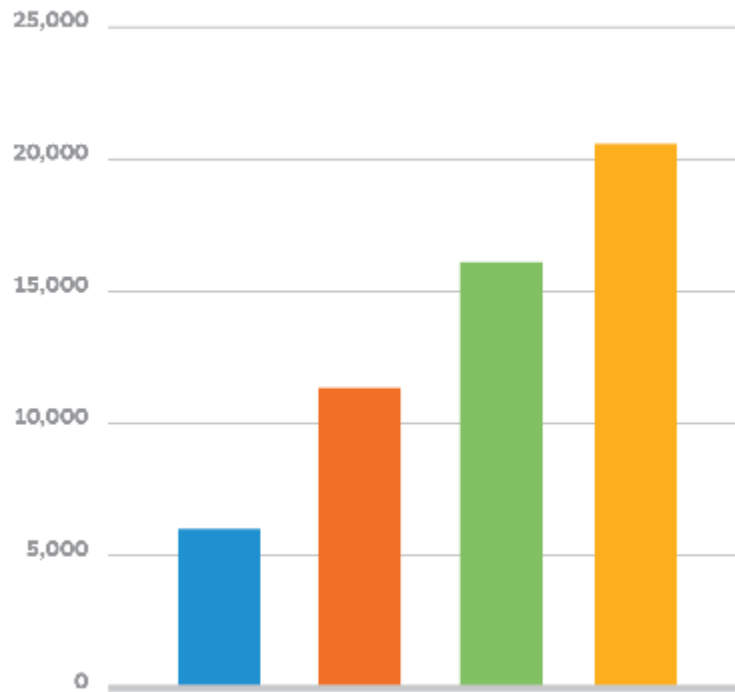
UF ONLINE ENROLLMENT TRENDS, 2014-2018

UF ONLINE HEADCOUNT, 2014-2018



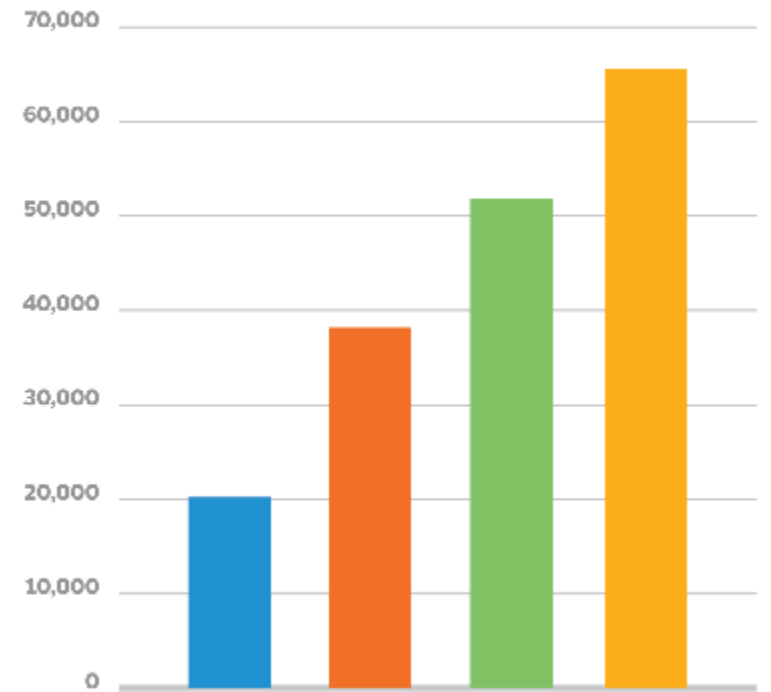
■ 2014-15 ■ 2015-16 ■ 2016-17 ■ 2017-18

UF ONLINE ENROLLMENT, 2014-2018



■ 2014-15 ■ 2015-16 ■ 2016-17 ■ 2017-18

UF ONLINE CREDIT HOURS, 2014-2018



■ 2014-15 ■ 2015-16 ■ 2016-17 ■ 2017-18

ACADEMIC PROGRAMS

UF ONLINE ACADEMIC OFFERINGS | 2014-2018

Majors & Tracks

- | | |
|--|---|
| <ul style="list-style-type: none"> 1. B.A., Anthropology 2. B.A., Biology 3. B.S., Business Administration 4. B.S., Computer Science 5. B.A., Criminology and Law 6. B.S., Environmental Management 7. B.A., Geography 8. B.A., Geology 9. B.S., Health Education and Behavior 10. B.A., Psychology 11. B.A., Public Relations 12. B.S.N., Nursing 13. B.A., Sociology 14. B.S., Sport Management 15. B.S., Telecommunication Media and Society 16. B.A., Business Administration with 8 specializations (Anthropology, Computer & Information Science, General Business, Geography, Educational Studies, Geology, Sport Management) | <ul style="list-style-type: none"> 17. B.S., Communication Sciences and Disorders 18. B.S., Fire and Emergency Services with 3 tracks (Emergency Management, Fire Management, and Emergency Medical Services Management) 19. B.S., Microbiology and Cell Science 20. B.A., Educational Sciences |
|--|---|

Minors & Certificates

Minors:

- 1. Anthropology
- 2. Business
- 3. Geography
- 4. Mass Communication
- 5. Sociology
- 6. Accounting

Certificates for Degree-Seeking Students:

- 1. Environmental Horticulture Management
- 2. Geomatics
- 3. Landscape Pest Management
- 4. Medical Entomology
- 5. Pest Control Technology
- 6. Urban Pest Management

UF Online Employer Pathways Program

Launched in May 2018

UF remains committed to providing flexible and accessible pathways so that students may earn a degree of value while also focusing on other important aspects of their full lives.



UF ONLINE
**ON THE
RISE**

BEST
ONLINE PROGRAMS

& WORLD REPORT
U.S. News

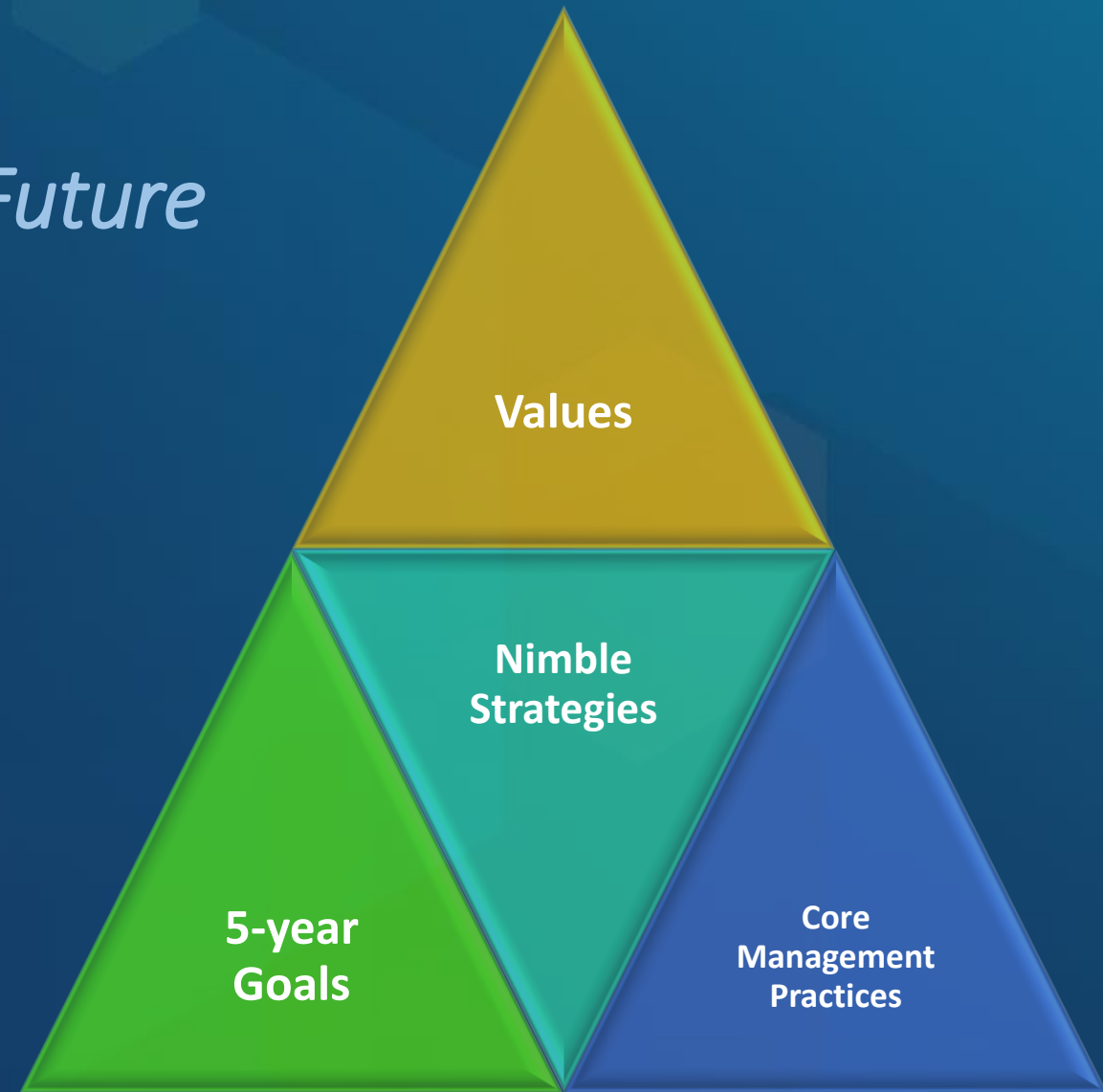
BACHELOR'S
2019

UF Online, 2019-2024

Agile Strategy Into Our Digital Future

- Guided by program values,
- Informed by overarching 5-year goals,
- Focused on our key objectives, strategies and sound investments, and
- Fortified by *Core Management Practices*.

Ensuring UF Online remains a leader, deploying nimble strategies that work, continually improving during what will certainly be a transformative time in higher education.

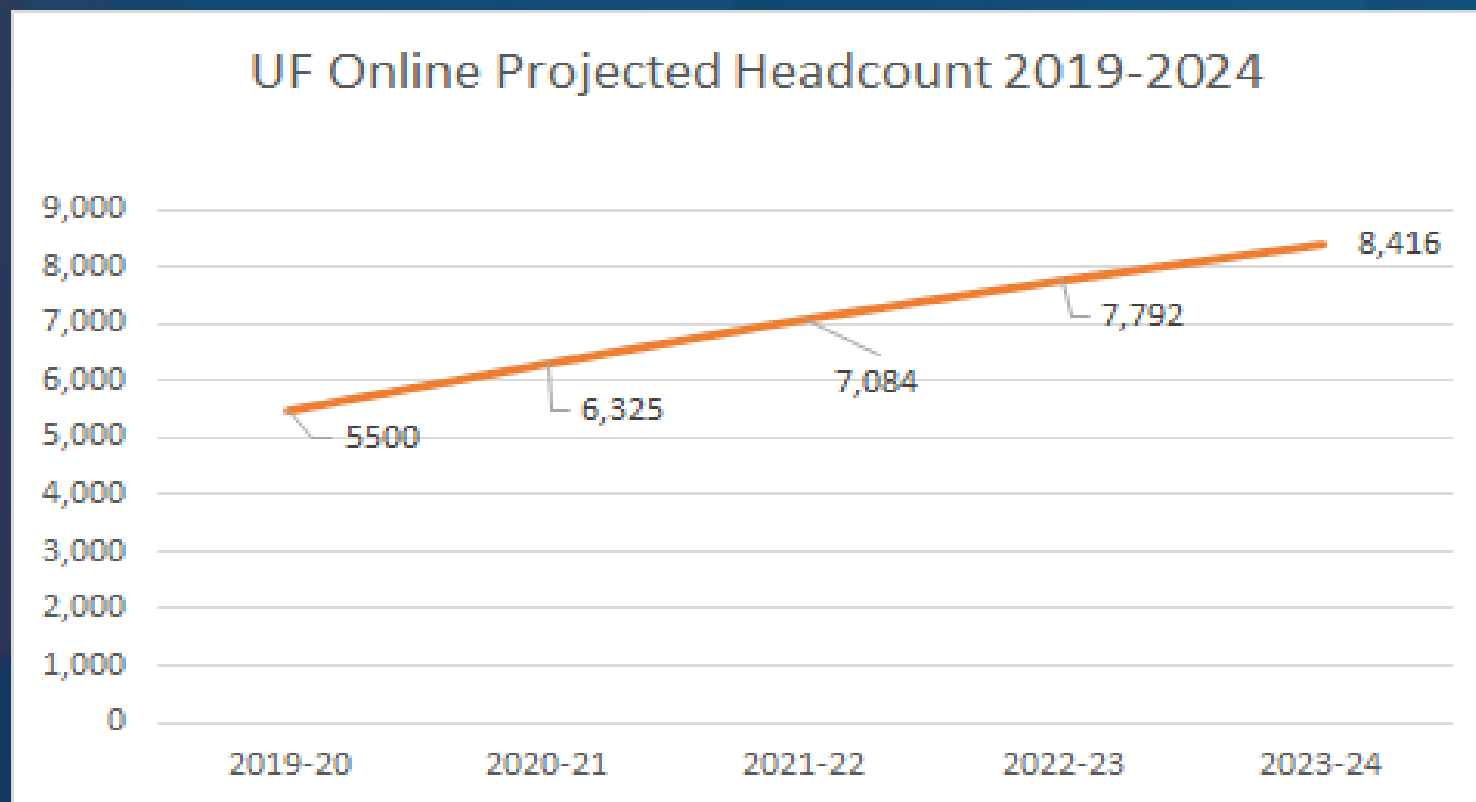


Business Plan, 2019-2024

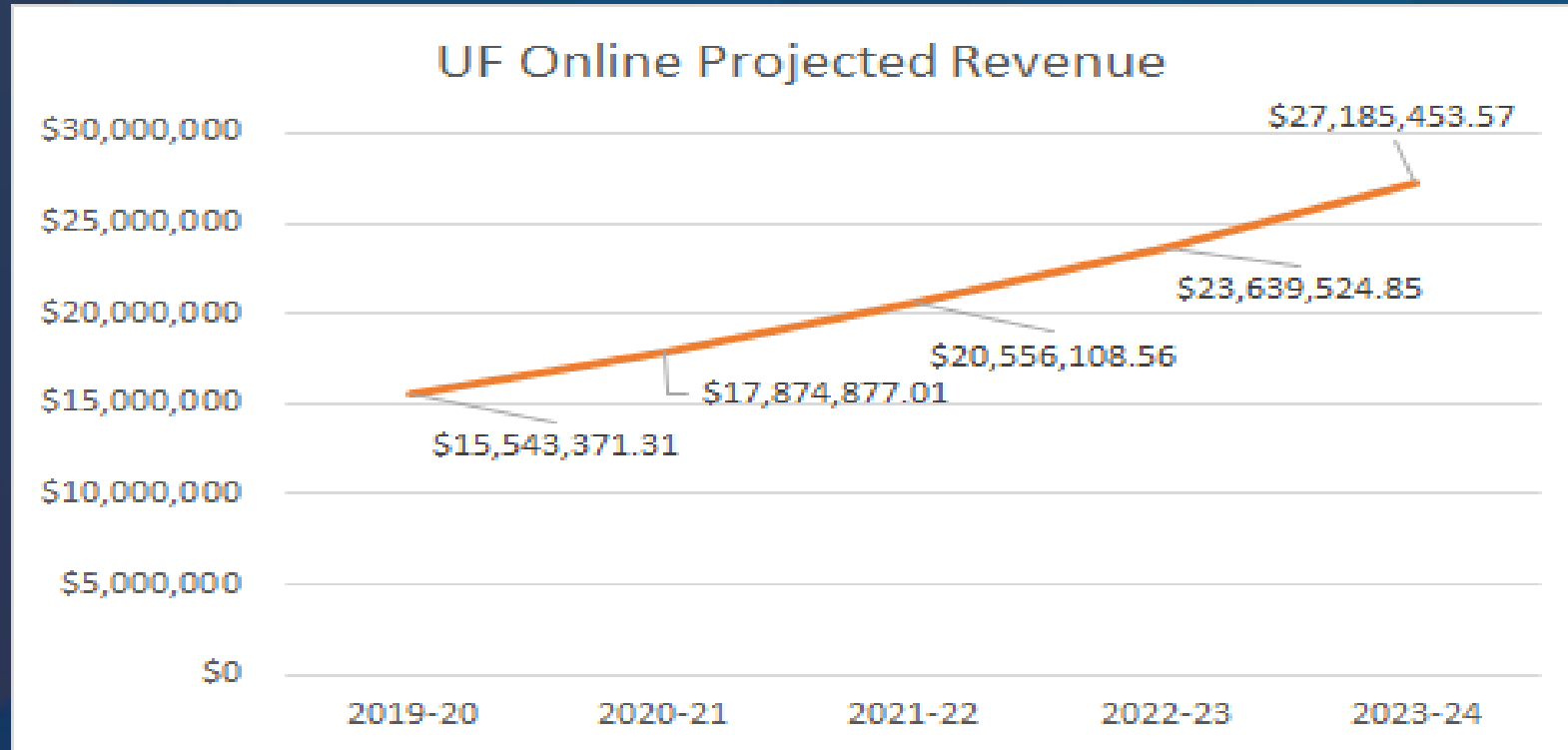
Goals Framework

- Goal 1: Robust Student Learning via UF Online
 - Objective 1.1 UF Faculty leading in the area of research, innovation, course design, and delivery.
- Goal 2: Smart Design and Delivery of Academic Programs
 - Objective 2.1 Delivery of the most workforce-relevant and rigorous academic programs and pathways.
- Goal 3: Enriching and Supported Online Student Experience
 - Objective 3.1 Ensuring a remarkable...student experience by augmenting services and a new focus on co-curricular modules to foster career readiness.
 - Objective 3.2 Ensuring that each UF Online student has a dedicated academic advisor.
- Goal 4: Strategic Marketing and Recruitment
- Goal 5: Smart Growth and Data-Driven Operations

Enrollment Headcount Projections



Projected Revenue



Challenges and Opportunities, 2019-2024

- Remaining nimble and having the data we need to make informed decisions.
- Maintaining and continually improving student learning and engagement, while we rapidly expand our student population and programs.
- Doubling our academic advising cadre over next 5 years while cross-training them: academic, career, and life coaching skills. Going from 1:250 to 1:100.
- Learning more about our online students as we serve them. Our students are dynamic, varied in location, age, major, work situation, home situation, and course load.
- Ongoing evolution of UF campus services, hours, and outreach, plus expanded ranks, to ensure a traditional campus can now serve an ever-expanding online, remote and diverse student body.
- Continued attention on academic integrity and the unique challenges of fraud and abuse in the online learning environment.

THANK YOU

