

UF ONLINE

UNIVERSITY *of* FLORIDA

A visit with the UF Faculty Senate
December 10, 2015

Ms. Evangeline “Evie” Cummings
Assistant Provost and Director, UF Online

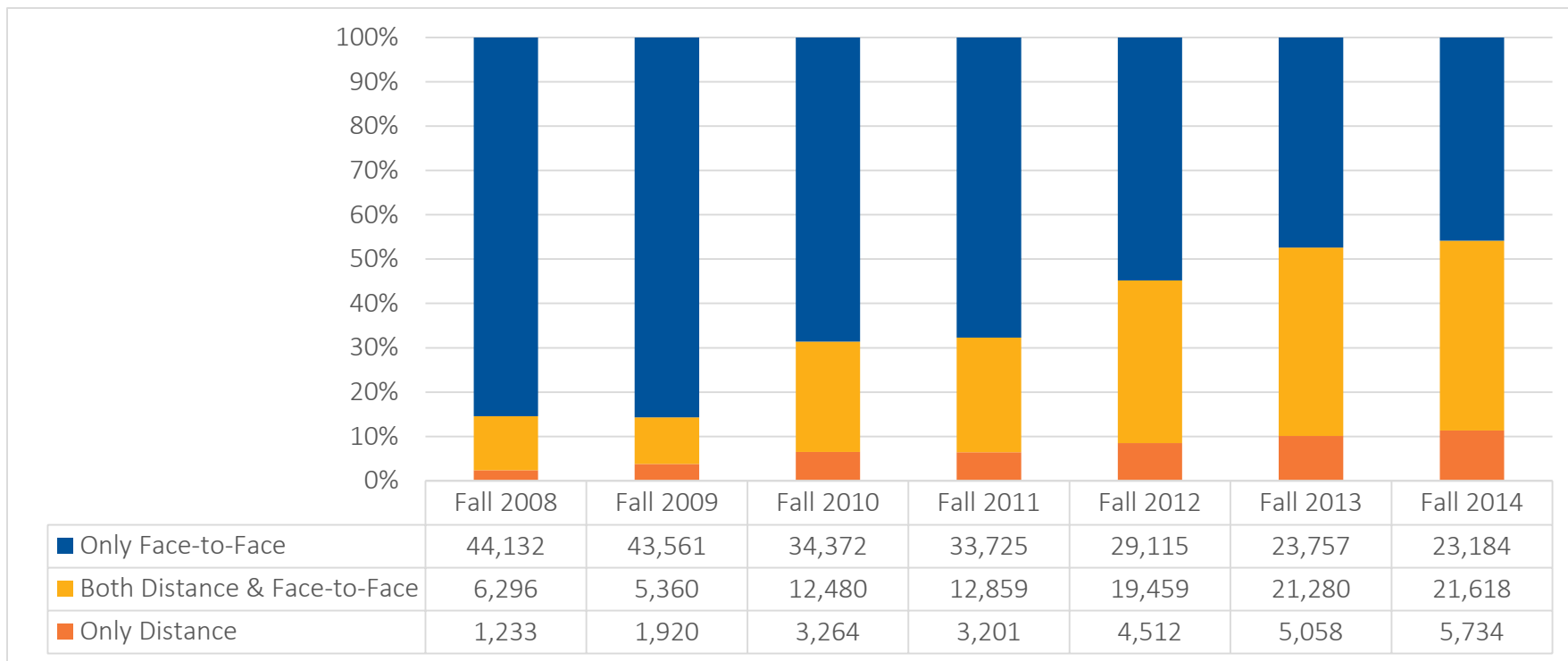
Great to be with you today

- ▶ Setting the context
- ▶ *UF Online*: Continued Growth
- ▶ Campus engagement to inform our next chapter
- ▶ Hearing your input and ideas as we go forward

University of Florida students are online

- ▶ At the undergraduate level:
 - On campus students: A growing part of the undergraduate learning experience here on campus.
 - Fully online students: The UF Online program offers 13 fully-online bachelors degrees to students across the state, country and around the globe. These preeminent online bachelor's degrees are fueled by scholarship and teaching is delivered from the same faculty on campus.
 - Hybrid format: New students each fall may be offered a spot in the Pathway to Campus Enrollment (PaCE). Students complete their first 60 hours online (min of 15 hours and 2 semesters in UF Online) with a guaranteed transfer to campus for the Upper Division.
- ▶ At the graduate level UF offers many Distance and Continuing Education options (certificates, masters, PhD's)

Unique Students by Course Delivery for Fall Terms



Definitions:

- Distance:** any section that meets the BOG threshold of “80% or more of the direct instruction of the course is delivered using some form of technology when the student and instructor are separated by time” as identified the by departments’ course schedulers. The vast majority of “Distance” courses today are online.
- Face-to-Face:** primarily face to face classroom courses. This category does also include independent study courses, internships, research, etc. It may include hybrid courses that have some distance learning components but did not meet the 80% minimum threshold.

UF Online 2015

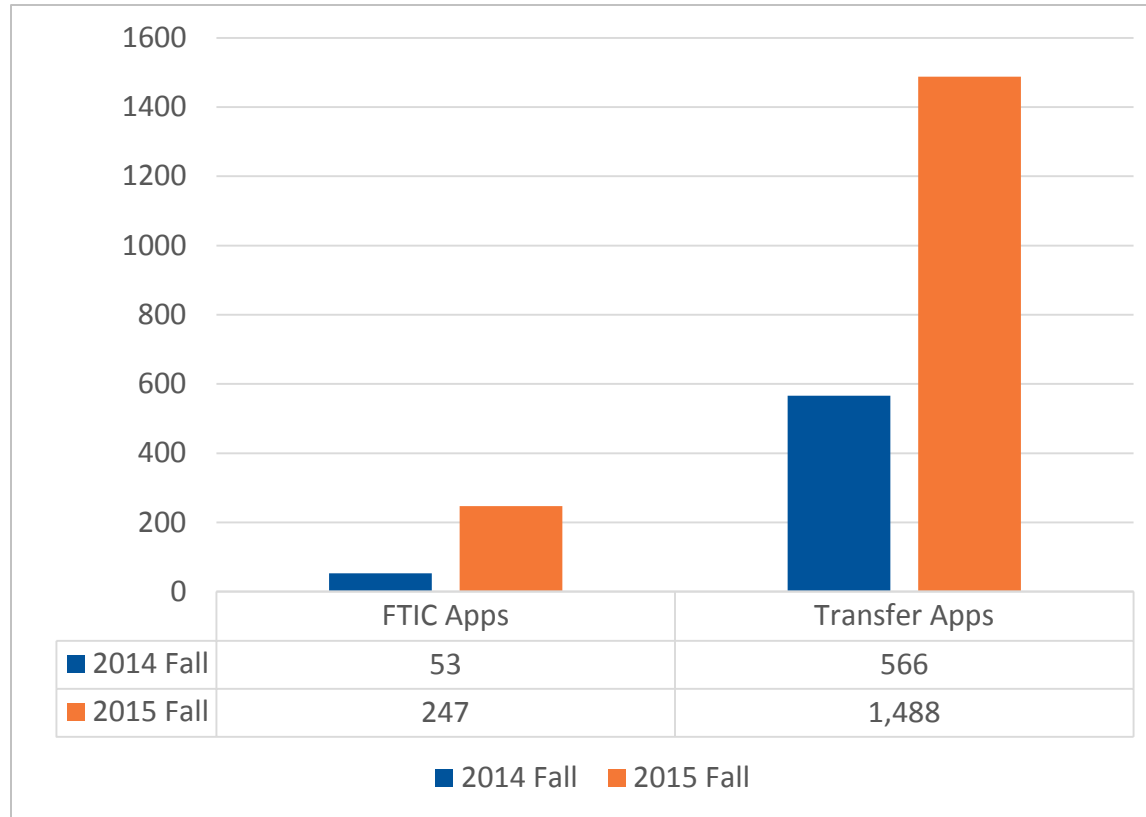
A premiere online undergraduate degree program, offering 14 bachelor degree options by spring 2016, fueled by the latest research in online pedagogy, and rich in student engagement and support.

- ▶ Established by statute in 2013; launched in Spring 2014
- ▶ Courses taught by 12 colleges, 64 departments and over 260 faculty
- ▶ UF Online Faculty Advisory Committee informs vision, direction and strategies
- ▶ Highlights of the UF Online statutory framework:
 - Curriculum and offerings: Fully online programs. Exceptions for lab based instruction courses which may be in person.
 - Appropriations: \$5 million annually with an approved business plan
 - Affordability:
 - Tuition: 75% in state; market rate for out of state
 - Fees: UF Online students only pay 3 fees: Capital Improvement, Student Financial Aid, and Technology Fee. Statute prohibits Distance Learning Fee.
 - Net revenue must adhere to 50/50 split: UF Online investments/ research

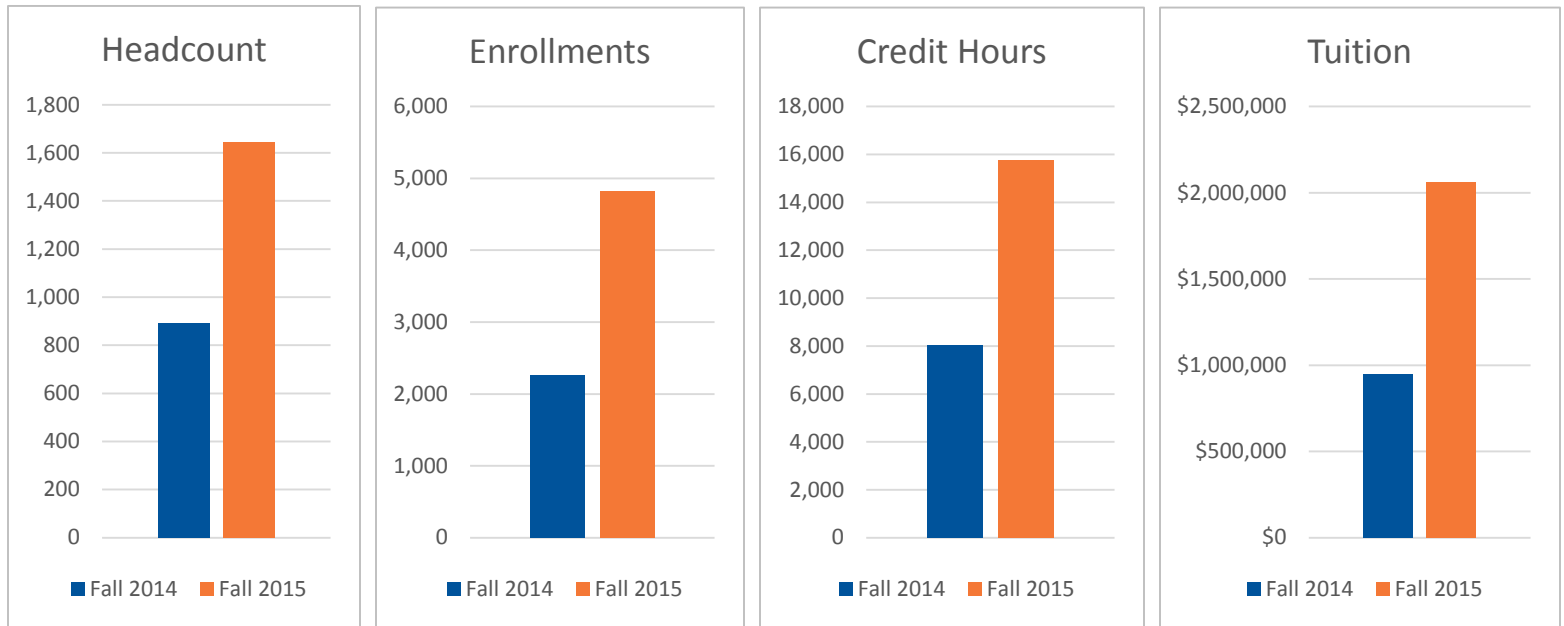
Continued Growth

- ▶ UF Online continues to expand offerings
 - 13 online majors and 2 minors right now
 - 17 total online majors and 4 minors available Fall 2016
- ▶ Growth in student applicants and enrollments
 - Enrollment up 84% this fall over last fall
- ▶ Time now to integrate into core operations
 - Large transition under way to stand up recruitment center, bolster advising and admissions staff levels
 - Engage a new marketing firm

Fall Application Comparisons

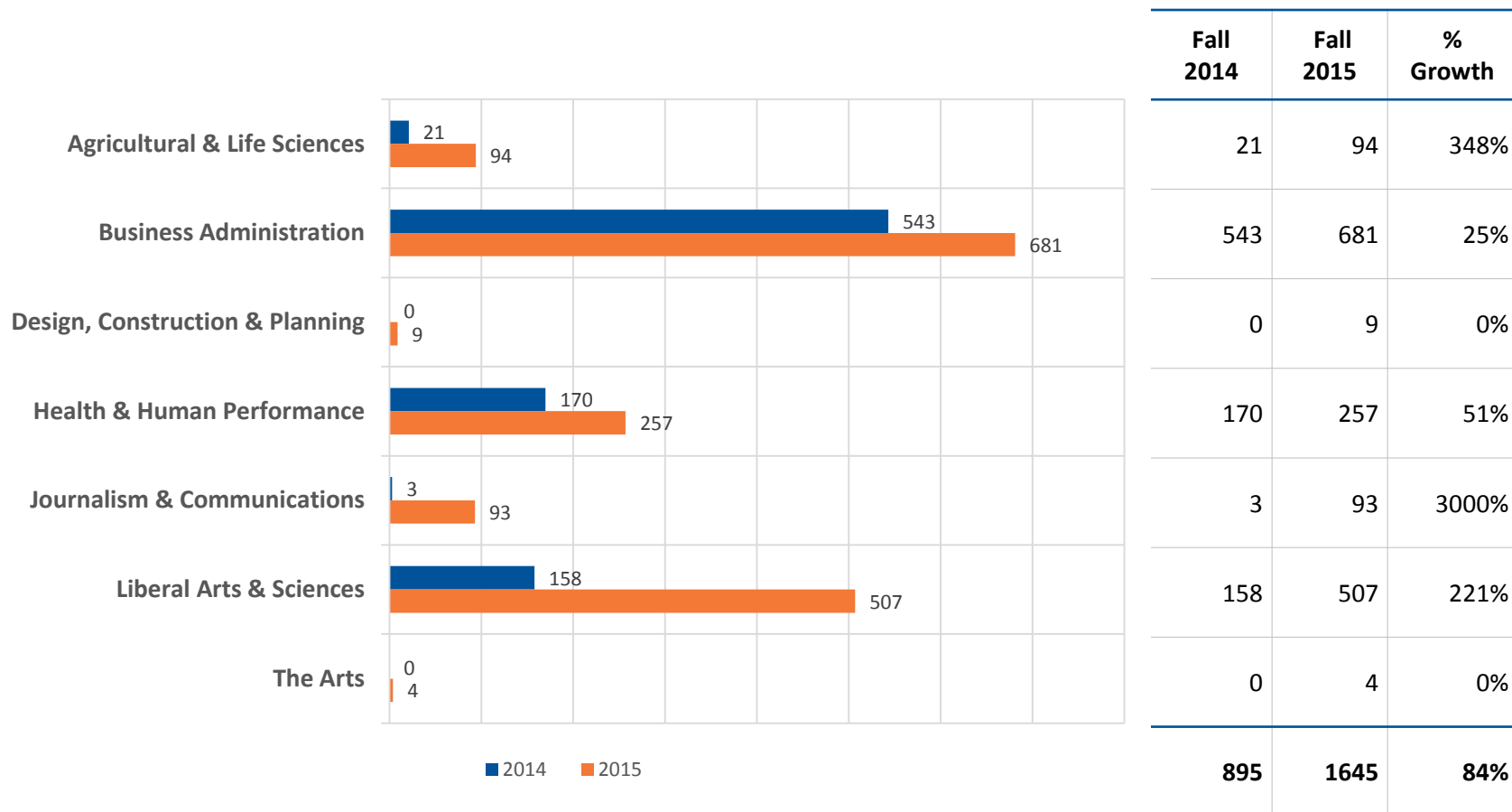


Comparing Fall 2014 to 2015



	Headcount	Enrollments	Credit Hours	Tuition
Fall 2014	895	2,260	8,052	\$950,000
Fall 2015	1645	4,817	15,744	\$2,060,000
% Growth	84%	113%	96%	117%

Fall Enrollment Comparison by College



UF Online Majors

College	Major	2014-2015 Academic Year	2015 Fall	2016 Spring	2016 Fall
CLAS	Anthropology		Y	Y	Y
CLAS	Biology	Y	Y	Y	Y
WCBA	Business Administration	Y	Y	Y	Y
CLAS	Computer Science	Y	Y	Y	Y
CLAS	Criminology & Law	Y	Y	Y	Y
Arts	Digital Arts & Sciences				Y
CALS	Environmental Management	Y	Y	Y	Y
WCBA	Finance				Y
CLAS	Geology	Y	Y	Y	Y
CLAS	Geography		Y	Y	Y
HHP	Health Education & Behavior	Y	Y	Y	Y
NR	Nursing			Y	Y
CLAS	Psychology	Y	Y	Y	Y
JM	Public Relations				Y
CLAS	Sociology		Y	Y	Y
HHP	Sport Management	Y	Y	Y	Y
JM	Telecommunication Media & Society	Y	Y	Y	Y

By fall 2016, four minors will offered in UF Online:

- Accounting
- Business Administration
- Mass Communications
- Sociology

Successes & Accolades

Savings for Florida Residents

	<i>Credit Hours* x In-State Tuition & Fees</i>	<i>Total</i>
UF Face-to-Face Students	44,600 x \$210.43 =	\$9,385,178
UF Online Students	44,600 x \$129.18 =	\$5,761,428
Savings for In-State Students:		\$3,623,750

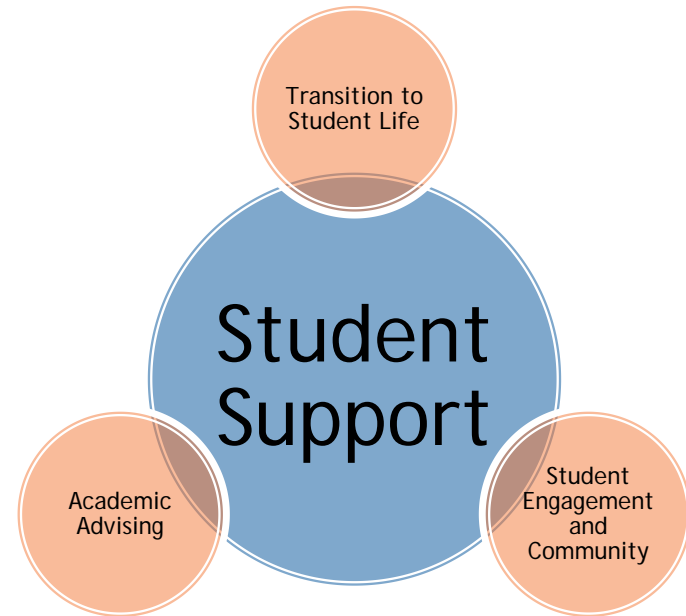


- **#1 Top College for Criminology Offered Online**
College Factual
- **#7 Top Smart Choice Schools for Online Bachelors in Business Administration**
Super Scholar
- **#1 Top Online Psychology Degree**
Affordable Colleges Online
- **#2 Best Online Psychology Program**
The Best Schools

* From spring 2014 to fall 2015, in-state UF Online students have enrolled in over 44,600 credit hours

Student Services and Advising

- For new Students and Families:
 - Improving LINKS online orientation
 - New, in person “Preview” session for First Time in College online students in fall 2016
- Specialized and dedicated advisors for online students in the colleges
 - Hiring 2 new advisors now
- Student engagement opportunities
 - Career counseling
 - Virtual job fairs
- Fostering Online Student Community
 - An online student community forum to launch next fall 2016 to enhance networking and online peer to peer learning.



“There are a lot of resources available to me even though I'm not in Gainesville.”

Carrie, 1HH, Sport Management major

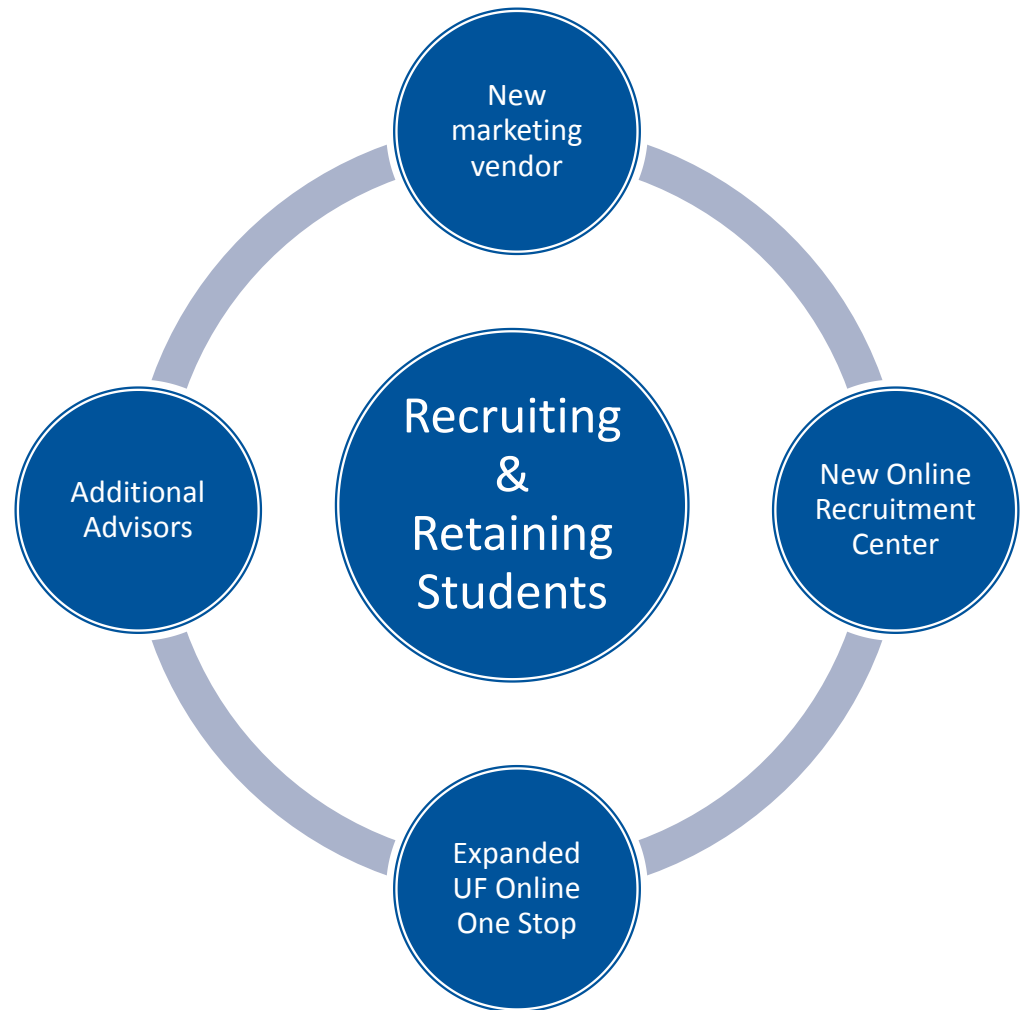
“I really appreciate the extra effort y'all put in to make sure we know what we're doing and how to do what needs to be done.”

Selena, 3LS, Criminology major

Integrating UF Online into core services

With the termination of the contract with Pearson, UF is shifting resources and developing internal capacity to continue to ensure effective recruitment and retention of students.

UF Online is also shifting marketing needs to a new vendor.



Your input to shape UF Online 2016-20

- ▶ Efforts underway to engage campus in our future direction.
- ▶ Faculty feedback questions:
 - Role of faculty:
 - What role – formal or informal– should faculty play in guiding the future of UF Online and informing UF Online 2016-2020?
 - Engagement process to reach the most faculty:
 - Would faculty be interested in contributing their ideas and views via an online, faculty comment forum set up for faculty by UFO staff?
 - What else must I be aware of as we craft UF Online 2020?