

Undergraduate Advising Council

Thursday, November 19, 2015

3:30-4:30 pm, 240 Rinker Hall

Minutes

Dana Myers, UAC Chair, called the meeting to order at 3:30pm

Note: There was a typo that was pointed out in the October minutes. Dana made a note of it. Approval of October minutes thereafter.

Dana asked if there were any new advisors in the room, and Justin Marlin introduced himself. He is the new Assistant Director for Student Services and Administration in Digital Arts and Sciences. (Digital Worlds Institute).

Tobin Shorey, Director, Curriculum Monitoring and Analysis:

Toby noted that there was a group of advisors who were asked to give feedback on emails regarding excess hours. The goal was to reduce the size of the emails and to make the emails easier to read/understand for students. Once the emails are approved, they will be sent to Enrollment Services for approval and then will send to students starting in Spring 2016. It was noted that some advisors at this meeting did not receive the emails to view, thus it was decided that further review is needed. Dana asked that if anyone is not on the list to email her with your email address. Toby said we have some time to do this.

Committee Reports:

Communications – Kenneth Foote

Kenneth was not able to be at the meeting, so Dana said this report will be given at the next meeting.

Professional Development – Allison Gatsche

Allison was not able to be at the meeting, but her committee has confirmed that the UF Annual Advising Conference will be on Friday, February 5, 2015 in Emerson Hall. The conference will be theme-based and they will be looking at President Fuch's vision of Pre-eminence for the University of Florida, along with the seven main goals from the President's task force. Due to a limited budget, Dana asked if anyone knew of local speakers that may be appropriate for this conference, to contact her or Allison.

Advising Certificate – Deb Mayhew

Dana noted that the Advising certificate may be folded into another area as this program gains ground.

Campus Affairs Committee – Joel Parker

Joel was not able to be at the meeting, so Dana said this report will be given at the next meeting.

DSO Announcements – Kris Klann

Kris said that Transfer Preview will be on 12/10/15 and 1/4/16. Numbers are up and running an updates by 11/20/15 will be given.

Speaker - Evie Cummings, Assistant Provost and Director of UF Online

The Speaker for today was Evie Cummings. She told us that she is a UF alumna and had been away from Gainesville for twenty years. For the last sixteen years she has worked in Washington, DC with eight years being a Federal Manager.

Evie said that academic advisors are critical to online academic excellence. She noted that there were 27,000 students who took online courses in Spring last year. She wants to make UF Online: think long term, be strategic, be innovative, be sustainable and be able to maintain the program. A question is: How do we get all different types of students to be in UFO or PaCE?

Ms. Cummings said that there is an existing business plan for UFO. She said that on 12/23/15 the contract with Pearson will end; and that this will free us some financial resources so that it can be used toward other needs of the program.

Evie said she wanted to hear from us, the advisors on our thoughts, feedback and questions. She asked about what she should consider as strategic goals for UFO.

Question: how will the online students get involved with clubs/organizations, in student support areas, local Gator Clubs, etc.? Evie commented that online students have an ability to connect more than even our on-campus students.

Evie asked, how do we enable networking among our students? We should have an online student community, a forum. Our students will be from all over the country. It was noted that PaCE already has students convening weekly to meet in person and in social networks. Many of the PaCE students live in Gainesville and are taking their required online classes. An online Psychology club has already been formed for online gatherings and discussion (student initiated). Evie hopes to create a community online with faculty, advisors and students. This community would be able to share tips, ideas and thoughts. She also encouraged connecting UFO students with local Gator clubs.

Comment: their PaCE students cannot get into a physics class; it was supposed to be taught online but it is not; thus the students need to take this tracking class at another institution; and this can affect this major's accreditation.

Evie commented that we need a robust online curriculum. Student should have options. UF should have changes in thought. There also seems to be a shift in the definition of "online learner." These students are not necessarily distant learners—many are local. How does this shape our goals?

Question: will there be additional charges and/or fees in the future?

We have an interest in charging fees. According to Evie, the legislation was aimed to protect the students from unnecessary charges. However, it seems to be inhibiting the students from activities/opportunities. Examples of fees: Distance learning fee, Activity Fee, etc. We need to explore our abilities to levy fees, along with what fees are worthwhile to our online students. Also, who has permission to levy fees? There are also some questions on verifying identities, proctoring tests (i.e. Proctor U). We need to maintain our academic integrity because there are diploma mills out there. Evie said it is time to re-visit these costs and fees so they make sense. The next probable time to do this is in the January 2017 legislative session.

Can these online students use Counseling services, the Library, the Rec center? Many of the PaCE students are on-campus and using services.

Question: how are we recruiting?

UF has hired a new marketing vendor due to the termination of the Pearson contract. Until Pearson contract terminates, we are maintaining a parallel campaign – but new organization/company to launch new campaign on 2/1/16. We are getting feedback on Facebook, Instagram, etc. during the transition period. Evie would like to see UFO Ambassadors who are made up of Faculty Advisors and students; to have these Ambassadors go to conferences and get feedback and to recruit.

Question: What will the new business plan be? A new marketing campaign and money to another company? Will the new plan focus on recruitment of Out of State students? In original business plan, it seemed that we depended on the Out of State students for revenue.

Evie said that she wants to continue to grow the diversity of the UFO program, out of state, from different cities, from different backgrounds (i.e., geographical diversity). How do we get a national, global presence? Evie said that we need to continue to try to diversify.

She noted that in F 15 we have 84% more students (as compared to Fall 14) enrolled in UFO, that is 1600 students. UFO is in a good place.

She asked how do we have virtual labs, cool courses, complex courses online?

Across UF, we had 5500 students online. We have 3 more majors going online in Fall 16. We have 6 colleges involved in UFO. The vast number of students/programs are transfers. 10% FTIC (400). We have part time, full time students, students who start in Fall, Spring or Summer. We have UFO students who have very different needs. We have professional athletes, musicians, Military, etc.

Evie said that the future of higher education is all about choices, flexibility and options.

20% of UFO applicants were accepted

40% of on campus applicants were accepted

She asked: How are these students doing? How can we help them to be successful?

Question: how welcoming is UFO to students who cannot continue as on-campus students?

It was noted, that the student would need to apply to be a UFO students. Question: when these students complete their program do they count toward UF's completion rate. Answer: no.

People who already have a Bachelor's degree or want to complete a Bachelor's degree, can do this through UFO (a post bac. It is allowed thru UFO).

Question: UF has had a number of changes, for example, IA, UFO, PaCE, do you see an accelerated development of these programs?

Evie's aim is innovation and access. PaCE is a hybrid of online and on campus, which is great. However, she does not see inventing/reinventing a new option or program every 6 months. Rather, she noted that she feels it is very important to take the time to develop the richness of a program, for steadiness in the online community.

Evie asked the advisors present, what should I know?

A concern about Housing options for PaCE students was made. Parents prefer their students to be in residence halls, and not necessarily in off campus apartments.

Evie said that parents are new for her to deal with. She stated that she needs to grow in this area-family services and support.

She noted that we need to do better through the PaCE Preview session that is being worked on now. They are also revising the PaCE admittance letters.

Glenn Kepic noted that there is a race to get on campus (PaCE). Many of the students live across from campus together and they are enjoying the flexibility of their UFO courses

Evie noted that by her trips to talk to people in the state, that the students don't want to stay home

Comment: Can we create off-campus housing that is affiliated with the University of Florida for our online students? This may put our parents' minds at ease.

Comment: we wonder if PaCE students enjoy UFO and the flexibility, once they are on campus will there be pressure to have majors become UFO?

Comment: UFO majors must maintain the same academic rigor as the on-campus majors. These students need to do the same things for degree certification.

Comment: Can we create majors just for UFO students (that are not offered to on-campus students)? Seems uncertain – may need to consult legislation. We cannot create Minors just for UFO students.

Evie noted there is a quality issue. Need to focus on this area both on campus and in UFO

Question: what is the biggest challenge that is unique to UFO students? To PaCE Students?

Comment: UF on campus is still Monday through Friday, 8am-5pm, but we have online students who work all day and need to talk to UF administrators and advisors after hours, on the weekends.

Message from the Provost's Office – Dana Myers

Dana let us know that Dr. Angela Lindner, Associate Provost for Undergraduate Affairs, is requiring a student representative to be part of the UAC. Due to the time crunch, the UAC Steering Committee has appointed a student (as of 11/18/15) for the rest of the year. The student is from CLAS, dual major in Spanish and Business/Marketing. In the future, we will have more time to formalize a nomination and selection process. Note: Angela is starting a UG Student Advisory Board that will start functioning in January 2016. The UAC student rep will be part of this UG Student Advisory Board.

Announcements: Dana noted that there are Art classes still available for students to sign up for, for Sp 16

Dana closed the meeting at 4:20pm

Meetings are scheduled for the 3rd Thursday of the month, 3:30-4:30 pm, in 240 Rinker Hall; 12/17. If your schedule permits, please take advantage of the opportunity to socialize with colleague after the meeting.