



## I. INTRODUCTION

Directors Welcome	.,	-3
Mission Statement		. Ŝ
		100
Office Description		<b>,</b> 6

# II. OFFICE FUNCTIONAL AREAS

	Freshman Admission	7
	Innovation Academy	.13
	PaCE Program	
-	Santa Fe College Partnerships College of Design, Construction & Planning and College of Engineering	15
	Partnership Programs	17
	Transfer Admission	Т/
	Graduate and Professional Admissions	.19
	International Admission	.21
	Special Programs	23
	UF Online Program	
	Certificate Programs	
	2015 Achievements	25





## **DIRECTORS WELCOME**

Welcome and thank you for taking time to review this report of the activities and accomplishments of the Office of Admissions! It is an honor to share with you the efforts of our dedicated staff. Our staff is committed to serving prospective and current students, families, faculty, staff, alumni, school-based and community staff, and more.

This report highlights the major recruitment and operational activities during the 2015 application cycle. Our staff has worked tirelessly to ensure that prospective students have received courteous and

respectful treatment throughout the admissions process. From reviewing application documents, to answering phone and email inquiries, to greeting prospective students both on and off campus, to evaluating applications for admission, our staff is aware of the importance of these responsibilities. Our activities within the Office of Admissions affect not only the University of Florida, but also impact the plans and expectations of prospective students and their families.

Throughout the report, you will learn about the many pathways to enroll at the University of Florida. This year, we

implemented two new pathways for freshmen – Pathway to Campus Enrollment (PaCE) and added a partnership between the College of Design, Construction, and Planning and Santa Fe College.

During the coming year, we look forward to implementing new technology that will help us to improve our processes and to gain efficiencies in our day to day operations. It will be our privilege to continue to provide excellent care to all we serve.



66 Our office is charged with an awesome and humbling responsibility.

# Mission, Vision and Values for the Office of Admissions



# Mission Statement

The Office of Admissions develops and implements outreach, application and selection processes to build a vigorous learning community that supports the university's mission and values.

## Vision Statement

Providing exceptional service to students and the campus community, encouraging today's accomplished students to become tomorrow's distinguished leaders.

# Values

Professionalism

Excellence Integrity Diversity Civility

# OFFICE OF **ADMISSIONS**

#### Who we are—

The Office of Admissions is located on the second and third floors of Criser Hall. The Welcome Center facility is located in the Reitz Union at the Museum Road entrance. Organizationally, Admissions is one of the three functional offices that makes up the Division of Enrollment Management under the leadership of the Vice President and Associate Provost for Enrollment Management, With an annual operating budget of \$3.4M, the Office of Admissions has 56 full-time employees organized under a two-director model: Director for Freshman and International Admissions and the Director of Admissions Operations. In addition to a director, each section is supported by two associate directors and three assistant directors; professional and clerical staff resources are distributed across the sections.

#### What we do—

The effectiveness of our office is deeply rooted in a philosophy of collaboration and teamwork. Neither section is staffed, or otherwise resourced, to accomplish all of its responsibilities. A strong sense of 'shared mission' and commitment to providing excellent service is engrained into our office culture.

Admissions Operations is responsible for application servicing for all levels of student entry into the university: beginning freshmen, transfers from other colleges and universities, graduate students, and students applying to professional school programs.

Admissions Operations is responsible for application servicing for all levels of student entry into the university: beginning freshmen, transfers from other colleges and universities, graduate students, and students applying to professional school programs.



The Freshman and **International Admissions** section is responsible for all aspects of the freshman outreach program, international recruitment strategies and international credential evaluation including -

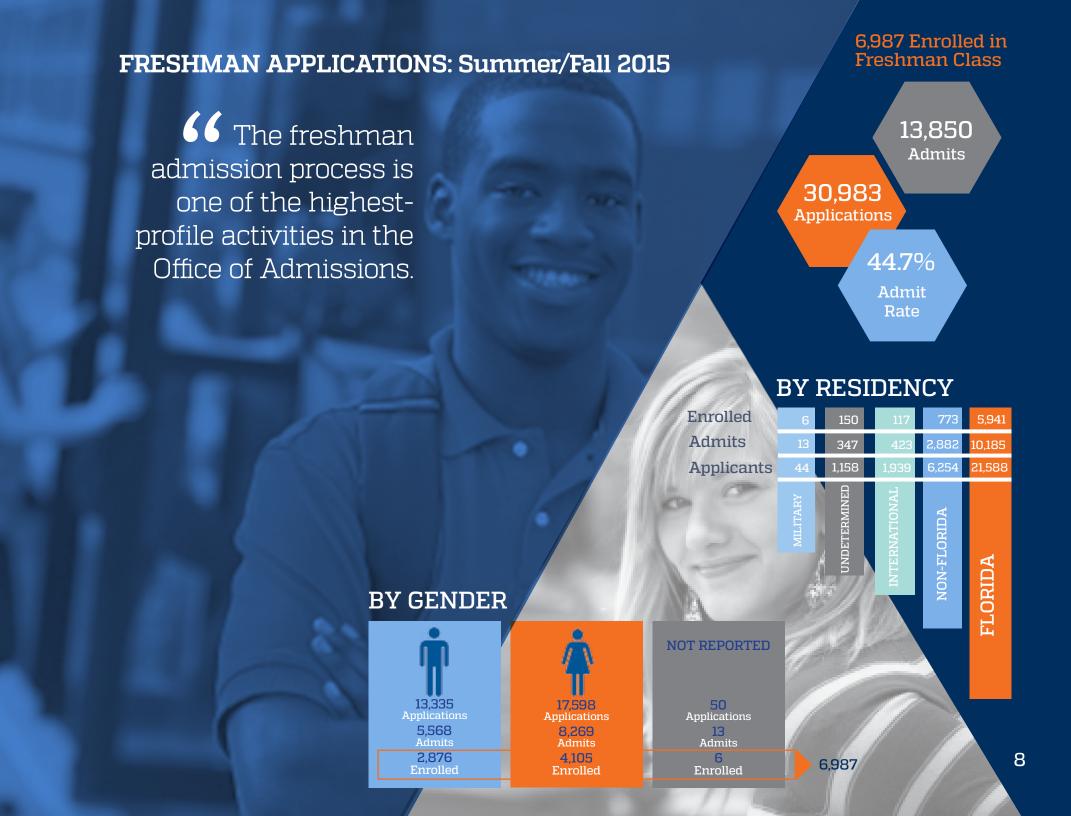




# FRESHMAN ADMISSION

The University of Florida continues its commitment to a selective admission process and subscribes to a holistic review of all freshman applicants. Our admission system is driven by the desired values and character of our campus community as a whole; and the potential for each individual to contribute to, or benefit from, becoming associated with the UF community.

96% Freshman Retention Rate enrollment target: 6,500 incoming freshmen



At UF, we attract learners, leaders and thinkers from different parts of our country and globe. Our differences are part of what makes the University of Florida a world-class university with a diverse perspective. Our commonalities include the desire to learn in an environment that attracts the best students and embraces diversity.



# **Diversity**\*

ETHNICITY	APPLICANTS	ADMITS	ENROLLED
Asian (A)	2,607	1,514	788
African-American (B)	3,215	965	500
Hispanic (H)	6,938	2,725	1,425
American Indian/Alaskan (I)	250	100	53
Non-Resident Alien (O)	1,939	2,725	117
Pacific Islander (P)	94	38	24
White (W)	15,357	7,748	3,911
Not Reported (X)	583	337	169
TOTAL (Reported Race Code)	30,983	13,850	6,987

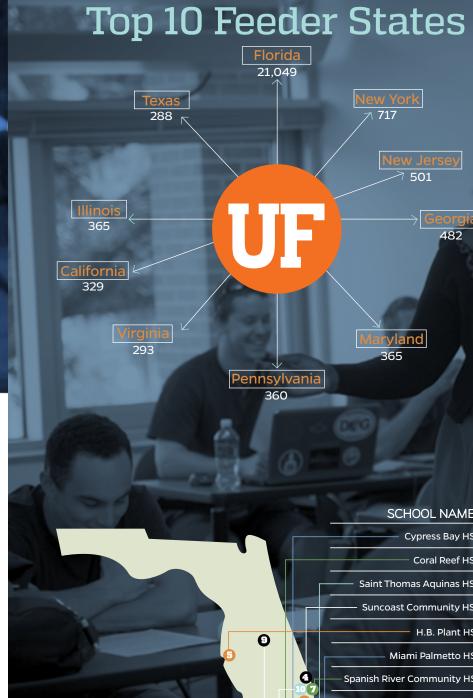
The Middle 50 % of Freshmen Admitted

**GPA** > 4.2-4.5

**SAT** >> 1790-2050

The Middle 50 % of Freshmen Enrolled

SAT > 1760-2020



COUNTY #APPLICANTS MIAMI DADE 3,213 BROWARD 2,899 1,942 PALM BEACH HILLSBOROUGH 1,832

1,554

ORANGE

FACEBOOK FOLLOWERS

	SCHOOL NAME	NUMBER OF APPLICANTS 2015	CITY
	Cypress Bay HS	378	Weston, FL
•	Coral Reef HS	287	Miami, FL
	Saint Thomas Aquinas HS	231	Fort Lauderdale, FL
	Suncoast Community HS	215	Riviera Beach, FL
9	H.B. Plant HS	190	Tampa, FL
<u> </u>	Miami Palmetto HS	182	Miami, FL
3	Spanish River Community HS	180	Boca Raton, FL
0	Marjory Stoneman Douglas HS	175	Parkland, FL
26	Winter Park HS	174	Winter Park, FL
	Boca Raton Community HS	167	Boca Raton, FL



\* Tuition reduction

\$7.5 million annual scholarship budget

financial awards through a number of programs designed to help shape the incoming freshman class. Awards are based on a selection process that takes into consideration a number of factors including, but not limited to. scholastic achievement. While some of the award programs are cash awards, most scholarship programs administered by the Office of Admissions are tuition-reduction or tuition-waiver awards. All programs are awarded by semester and all have continuance requirements based on academic performance standards. The total annual scholarship budget is

SCHOLARSHIP PROGRAM	AWARD AMOUNT PER YEAR	NEW STUDENTS AWARDED 2014
Presidential	\$ 5,000	144
Presidential Gold	\$ 8,000	22
Presidential Platinum	\$10,000	7
Alumni*	\$ 8,000	25
Sunshine*	\$16,000	36
Gator Nation*	\$20,000	32

**IN-STATE VISITORS TO THE WELCOME CENTER VISITORS PROGRAMS** 

**OUT-OF-STATE EVENTS** 

**STUDENTS WHO BECAME GATORS FOR A DAY** 

**VENDOR** CAMPAIGNS

IN-STATE

**NON-FLORIDA HIGH SCHOOL** 

**AMBASSADOR EVENTS TARGETED EMAIL** 

**PLACEMENT** VISIT

**CAMPAIGNS** 

SCHOOL GROUP VISITORS TO THE WELCOME

COLLEGE

**ADMISSIONS** 

**FAIRS IN FLORIDA** 

COUNSELOR **EVENTS** 

**FLORIDA** 

COLLEGE FAIRS **FLORIDA** 

The Office of Admissions invests

considerable time and effort to

plan and execute a recruitment

class; and, by extension, the UF

campus community. The "reach"

of our recruitment effort expands

every year as we search nationally

and even globally to add to the

rich character of our campus.

program that shapes our freshman

**HIGH SCHOOL OUTSIDE OUT-OF-STATE VISITORS TO WELCOME CENTER PROGRAMS VISITS** 

# INNOVATION ACADEMY

The Innovation Academy (IA) is one of the nation's most forward-lo undergraduate programs, providing students with a small-cohort experience focused on innovation, creativity, entrepreneurship, ethics and leadership. Students are enrolled during the spring-summer academic year and have the fall semester to explore off-campus experiential pursuits, such as study abroad, internships, research or online courses.

## Innovation Academy Majors

MAJOR	APPLICATIONS	ADMITS	*ENROLLED
Accounting	34	9	4
Advertising	17	7	2
African American Studies	tion 12	1, T, 0 W	0
Agricultural Education and Communica Animal Sciences		3 m 7 3.	1 10
Anthropology	73 12	19 5	2
Biology	298	<u>5</u> 83	2 34
Business Administration - General Stu		63 	18
Chemistry	75	24	8
Computer Science	114	42	20
Digital Arts and Sciences	21	9	5
Economics	1	1	
English			
Entomology and Nematology			
Industrial and Systems Engineering	69	22	13
Journalism	35	8	2
Management	49	18	
Marketing	57	20	10
Mathematics	32	9	2
Plant Science	13	1	0
Political Science	63	19	8
Psychology	110	34	21
Public Relations	31	7	3
Sociology	8	3	1
Sustainability and the Built Environmen		4	3
	44	14	
TOTAL	1,429	435	205





### PaCE Majors

MAJOR	OFFERS	ACCEPTED
MAJOR	OFFERS	ACCEPTED
Advertising	48	12
Agricultural Operations Management	12	0
Animal Sciences	108	24
Anthropology	19	1
Architecture	22	5
Art History	7	1
Astronomy	6	1
Botany	3	0
Business Administration - General Studies	183	68
Computer Science	43	15
Construction Management	3	1
Dance	8	0
Dietetics	1	0
Digital Arts and Sciences	4	4
English	55	7
Entomology and Nematology	1	0
Environmental Science	10	3
Exploring Humanities and Letters	2	2
Exploring Social and Behavioral Science	1,052	10
Family, Youth and Community Science	3	1
Food and Resource Economics	8	2
Food Science and Human Nutrition	42	8
Forest Resources and Conservation	3	0
Geography	3	0
Geology	3	0
Health Education and Behavior	10	8
History	35	9
Horticultural Science	1	0
Interdisciplinary Studies - CALS	2	0
Interior Design	7	3
Journalism	124	17
Linguistics	8	1
Mathematics	49	9
Microbiology and Cell Science	30	20
Natural Resource Conservation	2	0
Philosophy	8	1
Physics	24	1
Plant Science	4	2
Public Relations	59	7
Recreation, Parks and Tourism	32	2
Religion	1	0
Sociology	19	6
Spanish	3	0
Sport Management	66	8
Statistics	5	1
Sustainability and the Built Environment	2	0
Sustainability Studies	1	1
Telecommunication	93	8
Theatre	6	0
Undecided	869	0
Wildlife Ecology and Conservation	17	7
Women's Studies	3	0
TOTAL	3,129	276

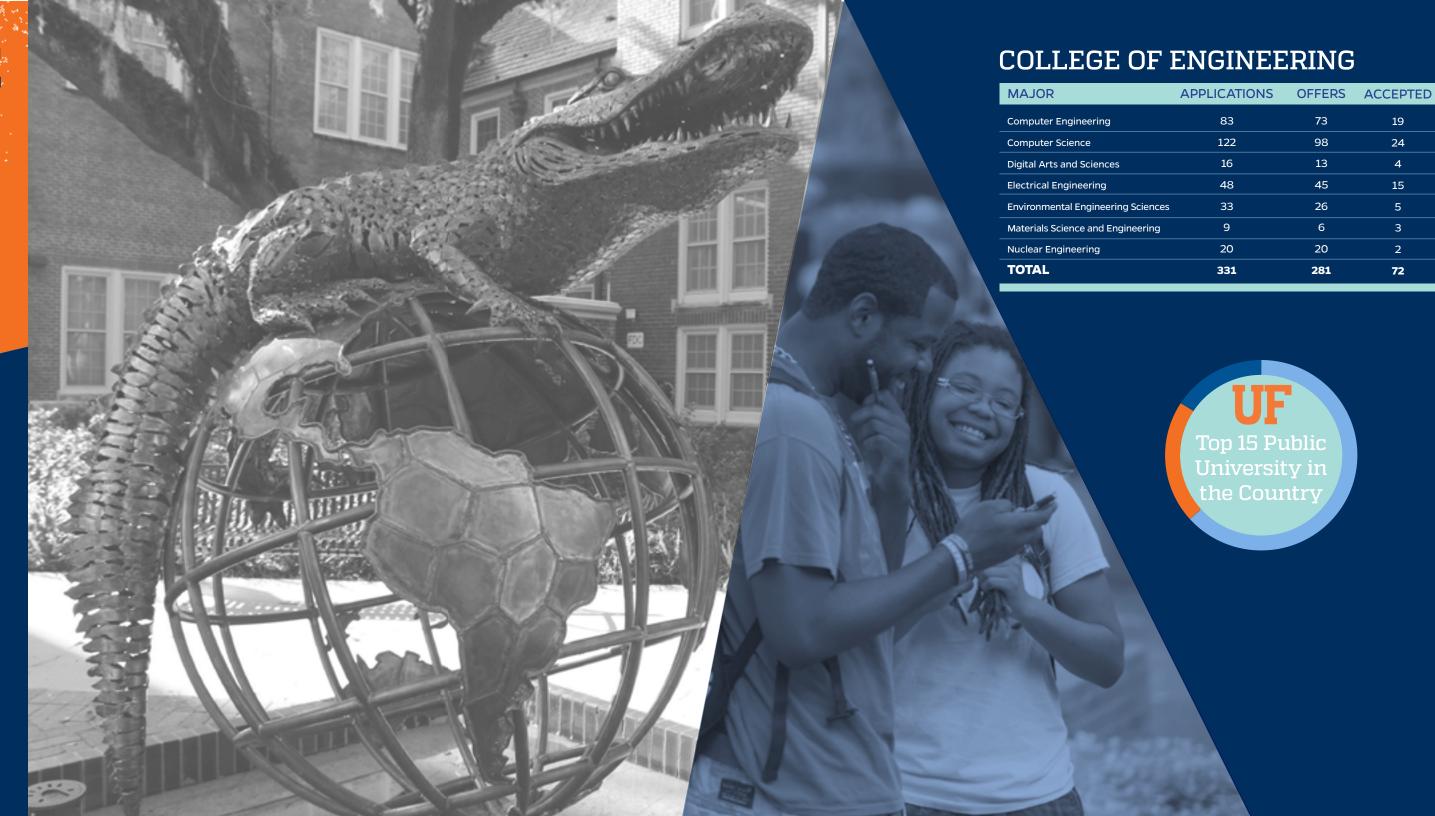
# SANTA FE COLLEGE PARTNERSHIPS

The Office of Admissions has collaborated with the College of Engineering, the College of Design, Construction and Planning, other Enrollment Management offices, and officials from Santa Fe College to implement the Gator Engineering at Santa Fe (GE@SFC) and Gator Design and Construction at Santa Fe (GDC@SFC). These innovative partnerships are designed to expand opportunities for aspiring students to earn degrees from the University of Florida.

Students offered these opportunities will begin their studies at Santa Fe College where they are provided special advising and other support that will lead to an accelerated transfer to the UF campus. Students must meet established benchmarks in order to be eligible for transfer. The Colleges of Engineering and Design, Construction and Planning selects students for participation in this program from a cohort of promising applicants identified by the Office of Admissions.

# COLLEGE OF DESIGN, CONSTRUCTION AND PLANNING

MAJOR	APPLICATIONS	OFFERS	ACCEPTED	
Architecture	95	65	15	
Construction Management	22	17	7	
Interior Design	23	10	2	
Landscape Architecture	6	4	2	
TOTAL	146	96	26	



TRANSFER ADMISSION

The University of Florida welcomes applications from students coming from other institutions who wish to earn a UF degree. Students transferring into the university are a valued part of our campus community and add to its rich diversity. Transfer admission to UF is governed by Board of Governors' regulation, particularly as it relates to upperdivision transfer students coming from the Florida College System (FCS), formerly the Florida community colleges.

Transfer coursework is articulated in the Office of Admissions and is one of our most critical functions. Coursework from institutions across the country and around the world is evaluated and made part of the University of Florida record.

Transfer Credit Evaluation

302,760 Total Transfer Credits Posted 6,642
No. of Students
w/ Transfer
Credit

College/Univ	2015 Applio	cations Location
Santa Fe College	1417	Gainesville, FL
Miami-Dade College	797	Miami, FL
Valencia College	671	Orlando, FL
Broward College	368	Fort Lauderdale, FL
Florida State College	366	Jacksonville, FL

SANTA FE MIAMI-DADE

5. TO:
FLORIDA STATE
AT Feeder Colleges in Florida
VALENCE

4.

Credit-by-Exam

Credits awarded based on terminal exam performance

	Advanced Placement	International Bacc.	AICE Cambridge	Other
No. of Students	5,414	1,170	620	90
No. of Credits Awarded	105,390	32,393	8,080	680

#### TRANSFER ADMISSION BY COLLEGE

Summer B 2014 - Summer A 2015

COLLEGE	<b>APPLICATIONS</b>	ADMITS	
Accounting	122	9	
Agricultural and Life Sciences	1,178	560	
The Arts	245	128	
Business Administration	1,252	390	
Construction Management	71	39	
Design, Construction and Planning	123	74	
Education	116	49	
Engineering	735	295	
Health and Human Performance	581	233	
Health Professions	234	62	
Journalism	521	318	
Liberal Arts and Sciences	2,755	1,112	
Natural Resources and Environment	17	2	
Nursing	346	25	
Lower Division	10	0	
TOTAL	8,306	3,296	

A student's college choice is a life-changing decision. Our goal is not to merely recruit the finest students for UF but to establish lifelong relationships between the university and these students and their families with whom we interact. A strong component of admissions is relationship building. UF is a large campus, but no student here is just a number.

We value students, one applicant at a time.

#### **Transfer Applicant Pool**

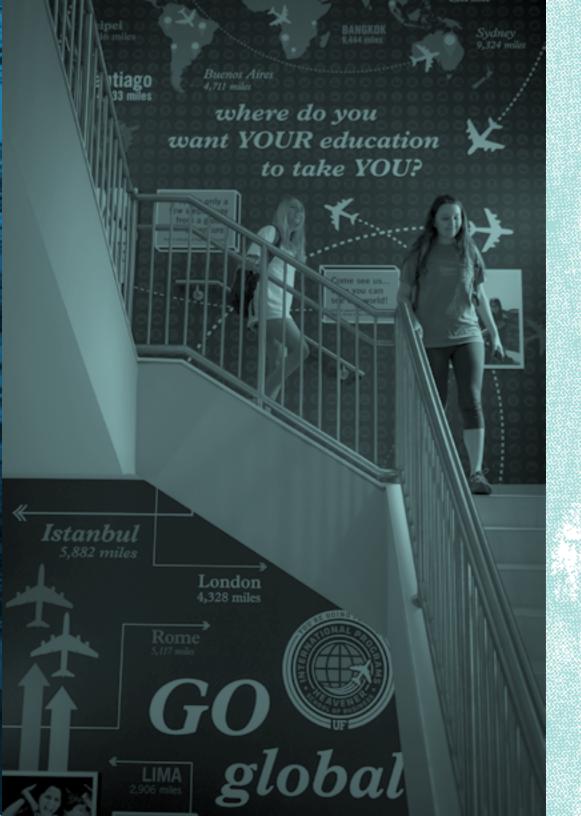
	APPLICANTS	ADMITS	ENROLLED
Summer B '14	342	141	117
Fall '14	4,533	1,855	1,502
Spring '15	2,089	925	774
Summer A '15	1,342	375	263
TOTAL	8,306	3,296	2,656



otal

8,306 3,296 2,656

## GRADUATE and PROFESSIONAL ADMISSIONS The Office of Admissions provides application support and service to more than 200 graduate departments on the UF campus. Online More than application development, fee and residency processing, credential 200 graduate and degree verification, and departmental referral are all services to programs University of Florida graduate programs. The Office of Admissions available recognizes its considerable responsibility in supporting this critically important area of the university's mission. Recognizing our considerable responsibility in supporting this critically important area of the university's mission.



#### **PROFESSIONAL PROGRAMS**

_			
Summer	B 2014	- Summer A	\ 2015

PROGRAM	<b>APPLICATIONS</b>	<b>ADMITS</b>	
Dentistry	536	99	
Law	1,226	764	
Medicine	2,013	219	
Nursing Practice	186	90	
Pharmacy	1,145	392	
Physical Therapy	586	70	
Physician Assistant	953	65	
Veterinary Medicine	722	115	
TOTAL	7,367	1,814	

#### **GRADUATE ADMISSIONS**

#### Summer B 2014 - Summer A 2015

PROGRAM	<b>APPLICATIONS</b>	<b>ADMITS</b>	
Accounting	308	122	
Agriculture	1,083	451	
Architecture	491	288	
The Arts	442	257	
Business	2,932	1,578	
uilding Construction	98	81	
Dentistry	249	15	
Education	907	559	
Engineering	5,510	2,317	
Health and Human Performance	425	239	
Health Professions	1,649	487	
Interdisciplinary	52	21	
Journalism	483	208	
Liberal Arts & Sciences	4,700	1,038	
Law	256	190	
Medicine	302	98	
Nursing	70	27	
Pharmacy	696	355	
Veterinary Medicine	140	115	
TOTAL	20.793	8.446	

# INTERNATIONAL ADMISSION

Each year more than 6,000 students from more than 131 countries enroll at the University of Florida. We are proud of the quality, diversity and uniqueness of these applicants. Our international admissions ff is familiar with the educational systems of most countries and onsiders these applications within the context of the students' listinct educational environments. We also work closely with the UF International Center to help support these students once they are on campus.

Freshman Admission

**ADMITTED** 

TOTAL **APPLIED** 

China

India

Canada

Brazil

Venezuela

### **Transfer Admission**

#### TRANSFER APPLICANT POOL

А	PPLICANTS	ADMITS	ENROLLED
Summer B '14	30	<b>1</b> 3	11
Fall '14	717	217	139
Spring '15	277	112	93
Summer A '15	94	28	22
TOTAL	1,118	370	265

#### TRANSFER ADMISSION BY COLLEGE

COLLEGE	<b>APPLICATIONS</b>	ADMITS	ENROLLED
Accounting	59	5	5
Agricultural and Life Sciences	102	48	43
The Arts	26	14	11
Business Administration	203	40	34
Construction Management	2	0	0
Design, Construction and Planning	37	28	18
Education	6	0	0
Engineering	236	75	49
Health and Human Performance	37	13	11
Health Professions	17	1	1
Journalism	60	27	17
Liberal Arts and Sciences	286	113	73
Natural Resources and Environment	2	1	1
Nursing	36	2	1
Lower Division	9	3	1
TOTAL	1,118	370	265



#### **PROFESSIONAL PROGRAMS**

Summer B 2014 - Summer A 2015			
PROGRAM	APPLICATIONS	ADMITS	
Dentistry	95	13	
Law	57	22	
Medicine	117	12	
Nursing Practice	10	2	
Pharmacy	148	59	
Physical Therapy	20	2	
Physician Assistant	33	2	
Veterinary Medicine	24	1	
TOTAL	F04	442	

#### **GRADUATE ADMISSIONS**

Summer B 2014 - Summer A 2015

Summer B 2014 Summer A 2015				
PROGRAM	APPLICATIONS	ADMITS		
Accounting	154	22		
Agriculture	540	148		
Architecture	339	167		
The Arts	65	25		
usiness Administration	1,701	736		
Building Construction	74	60		
Dentistry	75	2		
Education	280	134		
Engineering	4,735	1,771		
Health and Human Performance	100	39		
Health Professions	426	111		
Interdisciplinary	16	6		
Journalism	290	87		
Liberal Arts &	3,135	568		
Sciences	88	67		
Medicine	134	20		
Nursing	13	4		
Pharmacy	207	41		
Veterinary Medicine	21	12		
TOTAL	12,393	4,020		



# SPECIAL PROGRAMS

#### **UF Online Degree Program**

The Office of Admissions was instrumental in the launch of the first public, completely online undergraduate degree program in Florida. UF Online is an exciting new expansion of the University of Florida opportunity with enormous potential. Applicant support is provided through a contract vendor specializing in online educational program support and a campus-based support unit in the Division of Enrollment Management, called OneStop. The Office of Admissions developed the online application form, the roll-out marketing strategy, and trained support staff from both the vendor and OneStop staff.

## **UF Online** - Freshman

PROGRAM	APPLICATIONS	ADMITS
Biology	23	7
Computer Science	8	5
Criminology & Law	30	4
General Business Administrati	on 3	0
General Business	60	19
Geology	5	1
Health Education and Behavio	r 13	3
Interdisciplinary Studies	12	3
Psychology	24	10
Sport Management	24	4
Telecommunication	3	2
TOTAL	205	58

## **UF Online** - Transfer

PROGRAM	APPLICATIONS	ADMITS
Biology	3	0
Computer Science	73	12
Criminology & Law	276	103
General Business	837	297
Geology	48	13
Health Education and Behavio	or 188	101
Interdisciplinary Studies	61	15
Psychology	304	90
Sociology	3	0
Sport Management	137	64
Telecommunication	74	34
TOTAL	2,004	729

#### **Certificate Programs**

UF is ranked

one of the top

100 universities

worldwide.

Formalizing the certificate application and awarding structure at the University of Florida is a significant achievement. The Office of Admissions was at the center of a project team comprised of Admissions, Registrar, Enterprise Systems and Academic Affairs to develop an entirely new infrastructure to support application, approval, advising, awarding and recording of earned academic certificates.

Almost 18 months in development, the new UF Certificate System was initiated by a directive from the Office of the Provost to comply with requirements of our accrediting agency, Southern Association of Colleges and Schools (SACS) and the reporting requirements of State University System Board of Governors. SACS identified institutionally awarded certificates as academic credentials that were recognized in academia and in the work environment; as such, certificates are required to have the necessary measure of institutional oversight as might be required for a major, minor or even a degree. All academic entities at UF offering certificate programs are required to participate in the new system Spring 2015.

#### **CERTIFICATE PROGRAMS**

Summer B 2014 - Summer A 2015

**ADMITS** ricultural and 164 Life Sciences The Arts 25 ess Administration 30 21 32 Construction Management Dentistry 15 Design, Construction 5 Education 75 Engineering 82 Health Profession 115 75 Liberal Arts and 331 291 Medicine 140 Nursing 23 160 **Pharmacy** 305 /eterinary Medicine 133 1.671 1.064 **TOTAL** 

Formalizing the certificate application and awarding structure at UF is a significant achievement.







Design: Academic Publications Office of Admissions, Division of Enrollment Management

Photography: FJ Gaylor Photography, Mathew Lester Photography, Timothy Sofranko Photography, Sharon Eyman, Steven Katona, University Relations

Office of Admissions · Division of Enrollment Management · PO Box 114000 · Gainesville, FL · 32611-4000

www.admissions.ufl.edu