

# OFFICE OF ADMISSIONS

Division of Enrollment Management

ANNUAL REPORT



2017

**UF** UNIVERSITY of  
FLORIDA





# OFFICE OF ADMISSIONS ANNUAL REPORT 2017

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**OUR OFFICE IS CHARGED  
WITH AN AWESOME AND  
HUMBLING RESPONSIBILITY.**

# DIRECTORS WELCOME

Dear Colleagues:

We are pleased to present to you the 2016-2017 Annual Report of the activities and accomplishments of the Office of Admissions. We are honored to share with you the efforts of our dedicated staff who are committed to providing the highest level of service possible. Throughout the report, you will see the results of our commitment to serve prospective and current students, families, faculty, staff, alumni, school-based and community staff, and more.

Our staff has worked tirelessly to ensure that prospective students received courteous and respectful treatment throughout the admission process. From processing application documents, to answering phone and email inquiries, to greeting prospective students both on and off campus, to evaluating applications for admission. 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 families. Our staff is aware of the importance of these responsibilities, and we are proud of our daily commitment to the mission, vision and values of the Office of Admissions.



During the coming year, we will continue to implement 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.

**Rick Bryant**  
*Director of Admissions  
Operations*

**Chandra Mitchell**  
*Interim Director of Freshman  
and International Admissions*



# 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

**AT THE UNIVERSITY OF FLORIDA, THE OFFICE OF ADMISSIONS IS FIRST AND FOREMOST A SERVICE OFFICE.**

# OFFICE OF ADMISSIONS

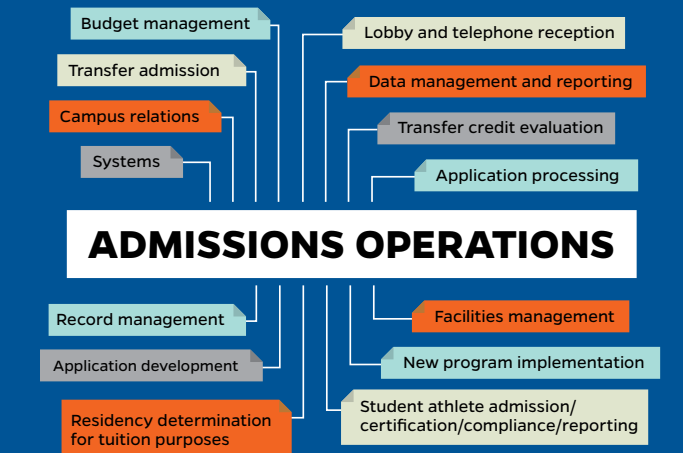
## Who we are —

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.



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



PROFESSIONALISM

EXCELLENCE

INTEGRITY

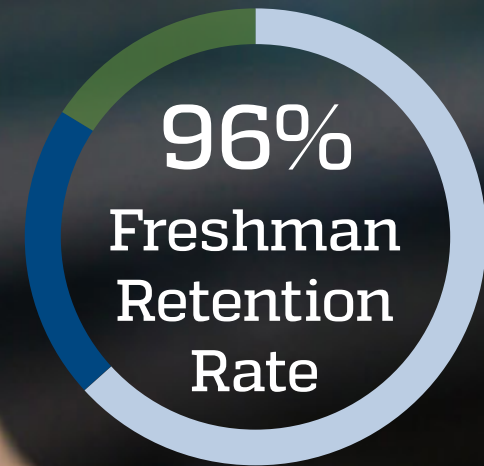
DIVERSITY

CIVILITY



# 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.



enrollment target:  
6,600 incoming freshmen

## FRESHMAN APPLICATIONS Summer/Fall 2017

**THE FRESHMAN ADMISSION PROCESS IS ONE OF THE HIGHEST-PROFILE ACTIVITIES IN THE OFFICE OF ADMISSIONS.**

### BY RESIDENCY - INTERNATIONAL

Enrolled	6	155	148	777	5,457
Admits	14	317	586	6	9,472
Applicants	43	1,162	2,159	7,168	22,981
	MILITARY	UNDETERMINED	INTERNATIONAL	NON-FLORIDA	FLORIDA

### BY GENDER

 14,067 Applications 5,346 Admits 2,654 Enrolled	 19,444 Applications 8,308 Admits 3,889 Enrolled	NOT REPORTED 2 Applications 10 Admits 0 Enrolled	33,153 Total Applications 13,654 Total Admits 6,543 Total Enrolled
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**33,153**  
Applications

**13,654**  
Admits

**41.2%**  
Admit Rate



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)	2,180	1,192	611
African-American (B)	2,612	896	424
Hispanic (H)	7,828	2,629	1,331
American Indian/Alaskan (I)	48	15	8
Multi-Racial	1,338	535	262
Non-Resident Alien (O)	2,160	587	149
Pacific Islander (P)	29	6	2
White (W)	16,281	7,254	3,509
Not Reported (X)	1,037	540	247
<b>TOTAL (Reported Race Code)</b>	<b>33,513</b>	<b>13,654</b>	<b>6,543</b>

\* Totals do not represent 100% of applicants. Florida Board of Governors reporting requirements do not capture ethnicity for resident alien or international students.

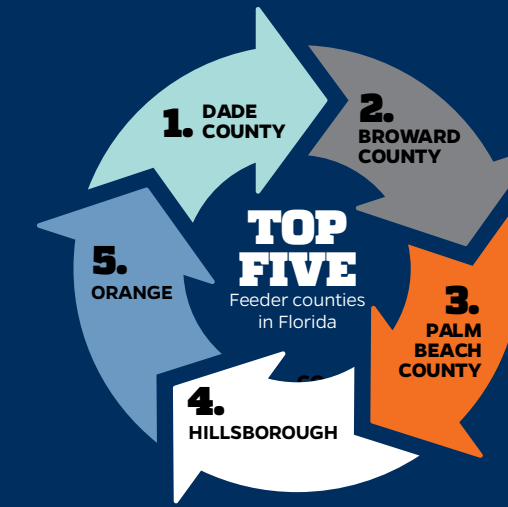
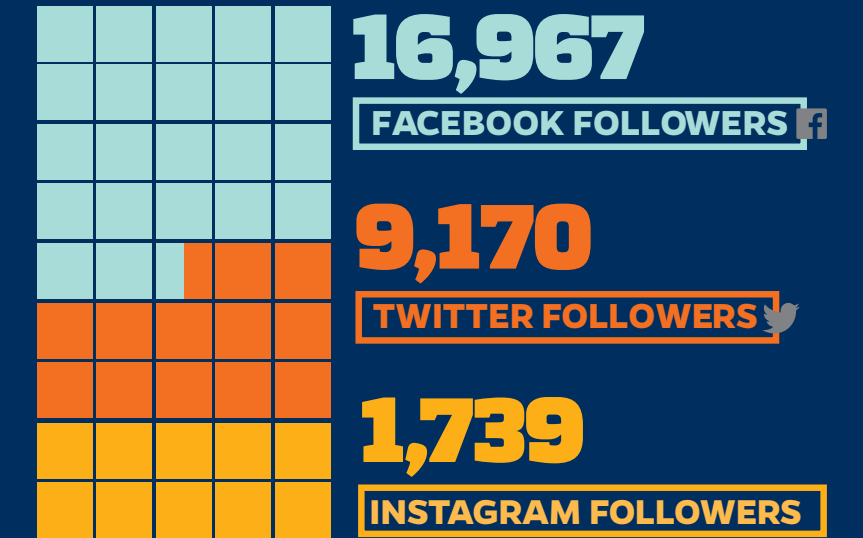
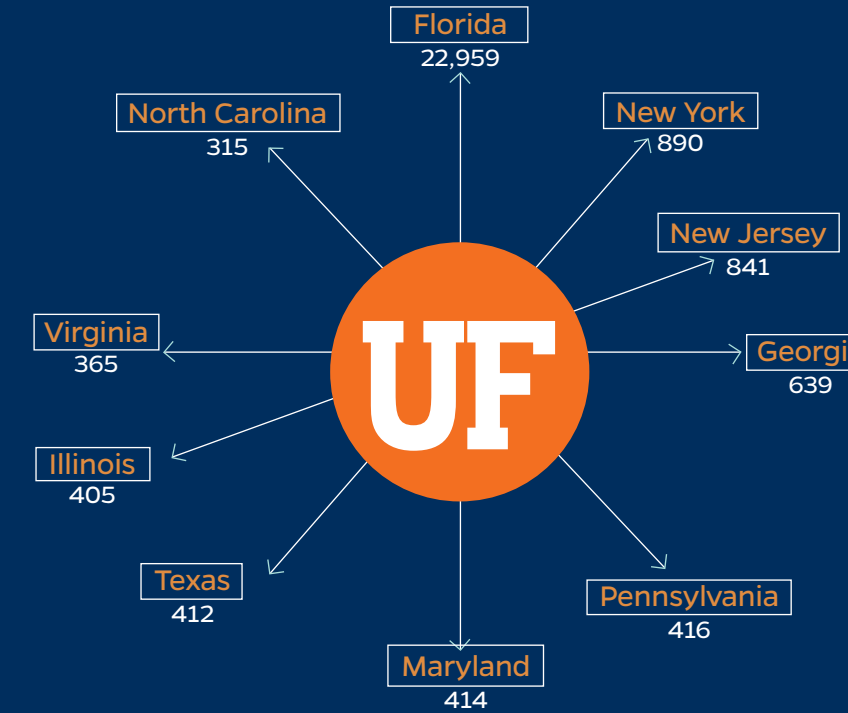
The Middle 50 % of Freshmen **Admitted**

**GPA** >> 4.2-4.6  
**ACT** >> 28-32  
**SAT** >> 1,260-1,410

The Middle 50 % of Freshmen **Enrolled**

**GPA** >> 4.3-4.6  
**ACT** >> 28-32  
**SAT** >> 1,250-1,390

## Top 10 Feeder States



COUNTY	#APPLICANTS
MIAMI DADE	3,190
BROWARD	3,138
PALM BEACH	2,098
HILLSBOROUGH	1,940
ORANGE	1,849

SCHOOL NAME	NUMBER OF APPLICANTS 2017	CITY
Cypress Bay HS	416	Weston, FL
Coral Reef HS	290	Fort Lauderdale, FL
Saint Thomas Aquinas HS	279	Miami, FL
Suncoast Community HS	211	Riviera Beach, FL
H.B. Plant HS	209	Tampa, FL
Boca Raton Community HS	196	Boca Raton, FL
Winter Park HS	194	Winter Park, FL
Spanish River Community HS	186	Boca Raton, FL
West Orange HS	183	Orange, FL
Palm Harbor University HS	182	Pinellas, FL



# Freshman

# Scholarships

The University of Florida Office of Admissions offers 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 \$7.0 million.



1,036 students received merit-based scholarship funding for 2016-17.

SCHOLARSHIP PROGRAM	AWARD AMOUNT PER YEAR	NEW STUDENTS AWARDED 2017
Presidential	\$ 5,000	167
Presidential Gold	\$ 8,000	31
Presidential Platinum	\$10,000	12
Alumni*	\$ 8,000	25
Sunshine*	\$16,000	7
Gator Nation*	\$20,000	13

\* Tuition reduction waiver awards

# RECRUITMENT



The Office of Admissions invests considerable time and effort to plan and execute a recruitment program that shapes our freshman 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.

**25,820**  
IN-STATE VISITORS TO THE WELCOME CENTER VISITORS PROGRAMS

**532,568**  
TOTAL EMAILS SENT

**97**  
STUDENTS WHO BECAME GATORS FOR A DAY

**73**  
NON-FLORIDA HIGH SCHOOL VISITS

**290** COLLEGE FAIRS IN FLORIDA

**25** ADMISSIONS AMBASSADOR EVENTS

**11,201**  
SCHOOL GROUP VISITORS TO THE WELCOME CENTER

**4**  
COUNSELOR EVENTS

**11** VENDOR CAMPAIGNS

**61** TOTAL CAMPAIGNS

**7**  
ON-CAMPUS RECRUITMENT EVENTS

**17**  
COUNTRIES VISITED

**23,349**  
OUT-OF-STATE VISITORS TO WELCOME CENTER PROGRAMS

**11**  
STATES VISITED

**1** FALL OPEN HOUSE



# INNOVATION ACADEMY

The Innovation Academy (IA) is one of the nation's most forward-looking 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	58	22	11
Advertising	19	9	3
Agricultural Education and Communication	16	10	6
Animal Sciences	93	45	28
Anthropology	11	6	3
Biology (LS)	160	87	44
Biology (AG)	128	64	27
Business Administration - General Studies	161	78	40
Chemistry	109	38	17
Computer Science	210	103	52
Digital Arts and Sciences	15	8	6
English	19	7	6
Entomology and Nematology	44	37	21
Finance	110	40	20
Geography	37	30	10
History	22	6	2
Industrial and Systems Engineering	44	18	5
Information Systems	8	2	0
Journalism	53	21	8
Management	79	32	18
Marketing	89	38	17
Mathematics	26	7	5
Plant Science	10	8	5
Political Science	84	37	19
Psychology	149	55	34
Public Relations	22	8	3
Sociology	19	4	2
Sustainability and the Built Environment	19	10	2
Telecommunication	38	17	9
<b>TOTAL</b>	<b>1,852</b>	<b>847</b>	<b>423</b>

\* Because the Innovation Academy uses a Spring/Summer academic calendar, these 'Enrolled' numbers represent new students matriculating in the spring semester 2017.

# PaCE

## Pathway to Campus Enrollment (PaCE)

provides the University of Florida with expanded opportunities to offer admission to more of the best and brightest students throughout Florida and the nation. By enrolling in PaCE, students begin their studies in our UF Online program. Once students have completed 60 total hours of transferable work and have met other tracking requirements, they may transition to campus. The PaCE program offers an excellent academic experience combining online and campus-based learning.

**THE OFFICE OF ADMISSIONS WORKS WITH STUDENTS AND FAMILIES WHO HAVE VERY HIGH EXPECTATIONS AND A GREAT DEAL OF EMOTIONAL INVESTMENT IN PREPARING FOR UF ADMISSION.**

## PaCE Majors

MAJOR	ACCEPTED
<b>AGRICULTURAL AND LIFE SCIENCES</b>	<b>60</b>
AGRICULTURAL EDUCATION AND COMMUNICATION	1
AGRICULTURAL OPERATIONS)MANAGEMENT	9
ANIMAL SCIENCES	2
BOTANY	2
ENTOMOLOGY AND NEMATOTOLOGY	1
FAMILY, YOUTH AND COMMUNITY SCIENCES	3
FOOD AND RESOURCE ECONOMICS	1
FOOD SCIENCE	2
INTERDISCIPLINARY STUDIES	2
MICROBIOLOGY AND CELL SCIENCE	24
NUTRITIONAL SCIENCES	8
WILDLIFE ECOLOGY AND CONSERVATION	5
<b>BUSINESS</b>	<b>134</b>
BUSINESS ADMINISTRATION - GENERAL STUDIES	134
<b>CONSTRUCTION MANAGEMENT</b>	<b>4</b>
CONSTRUCTION MANAGEMENT	4
<b>DESIGN, CONSTRUCTION AND PLANNING</b>	<b>15</b>
ARCHITECTURE	10
INTERIOR DESIGN	1
LANDSCAPE ARCHITECTURE	2
SUSTAINABILITY AND THE BUILT ENVIRONMENT	2
<b>HEALTH AND HUMAN PERFORMANCE</b>	<b>38</b>
HEALTH EDUCATION AND BEHAVIOR	15
SPORT MANAGEMENT	19
TOURISM, EVENTS AND RECREATION MANAGEMENT	4
<b>JOURNALISM AND COMMUNICATIONS</b>	<b>92</b>
ADVERTISING	14
JOURNALISM	45
PUBLIC RELATIONS	13
TELECOMMUNICATION	20
<b>LIBERAL ARTS AND SCIENCES</b>	<b>144</b>
ANTHROPOLOGY	5
CLASSICAL STUDIES	1
COMPUTER SCIENCE	23
ENGLISH	19
EXPLORATORY	43
HISTORY	10
LINGUISTICS	3
MATHEMATICS	14
PHILOSOPHY	2
SOCIOLOGY	12
SPANISH	1
STATISTICS	9
SUSTAINABILITY STUDIES	2
<b>NATURAL RESOURCES AND ENVIRONMENT</b>	<b>2</b>
ENVIRONMENTAL SCIENCE	2
<b>THE ARTS</b>	<b>16</b>
ART	5
ART HISTORY	1
DIGITAL ARTS AND SCIENCES	9
THEatre	1
<b>GRAND TOTAL</b>	<b>505</b>



# STATE COLLEGE PARTNERSHIPS

The Office of Admissions has collaborated with the College of Engineering, the College of Design, Construction and Planning, other Enrollment Management offices, officials from Santa Fe College and officials from the State College of Florida to implement the Gator Engineering at Santa Fe (GE@SFC), Gator Design and Construction at Santa Fe (GDC@SFC), and Gator Engineering at State College of Florida (GE@SCF).

Students offered these opportunities will begin their studies at Santa Fe College in Gainesville or at the State College of Florida in Venice, 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

Offered at Santa Fe College

MAJOR	OFFERS	ACCEPTED
Architecture	88	34
Construction Management	24	12
Interior Design	25	7
Landscape Architecture	3	2
<b>TOTAL</b>	<b>140</b>	<b>55</b>

**UF**  
Top 15 Public University in the Country

Offered at State College of Florida

## STATE COLLEGE OF FLORIDA

MAJOR	OFFERS	ACCEPTED
Computer Engineering	10	5
Computer Science	7	1
Electrical Engineering	5	4
<b>TOTAL</b>	<b>22</b>	<b>10</b>

Offered at Santa Fe College

## COLLEGE OF ENGINEERING \*

MAJOR	OFFERS	ACCEPTED
Computer Engineering	51	13
Computer Science	124	27
Electrical Engineering	36	11
Environmental Engineering Sciences	16	4
Materials Science and Engineering	6	0
Nuclear Engineering	7	3
<b>TOTAL</b>	<b>240</b>	<b>58</b>

\* Herbert Wertheim College of Engineering

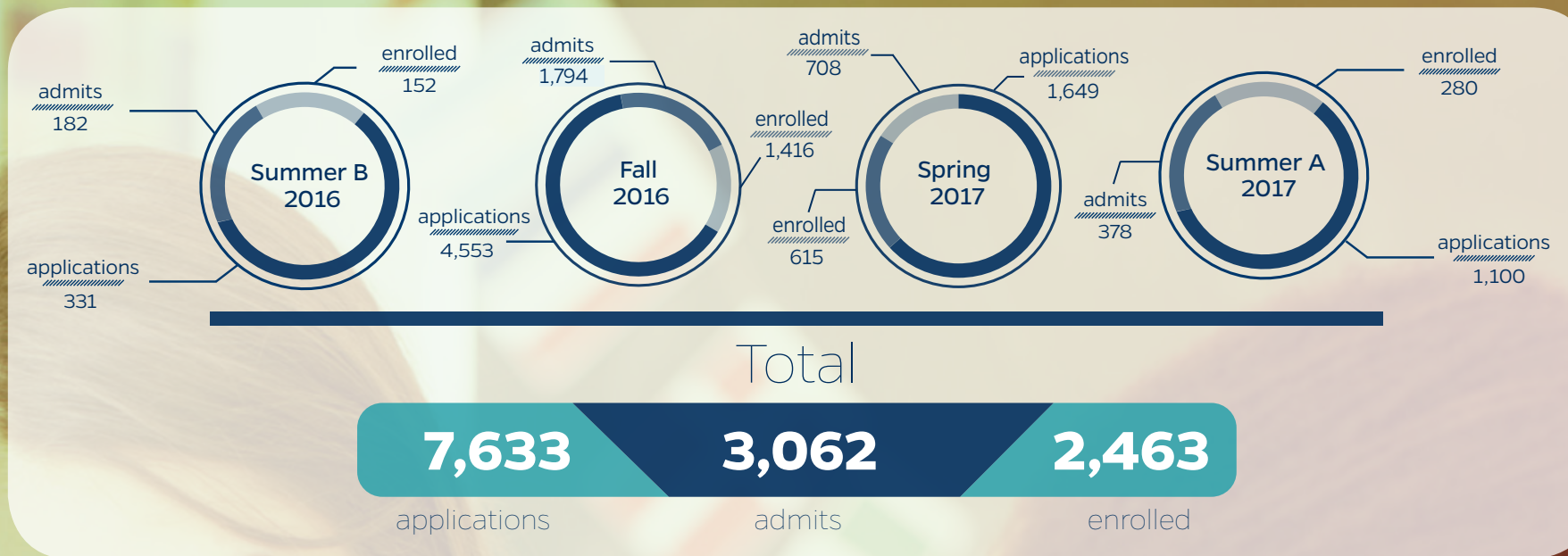


# TRANSFER ADMISSION

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 upper-division 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

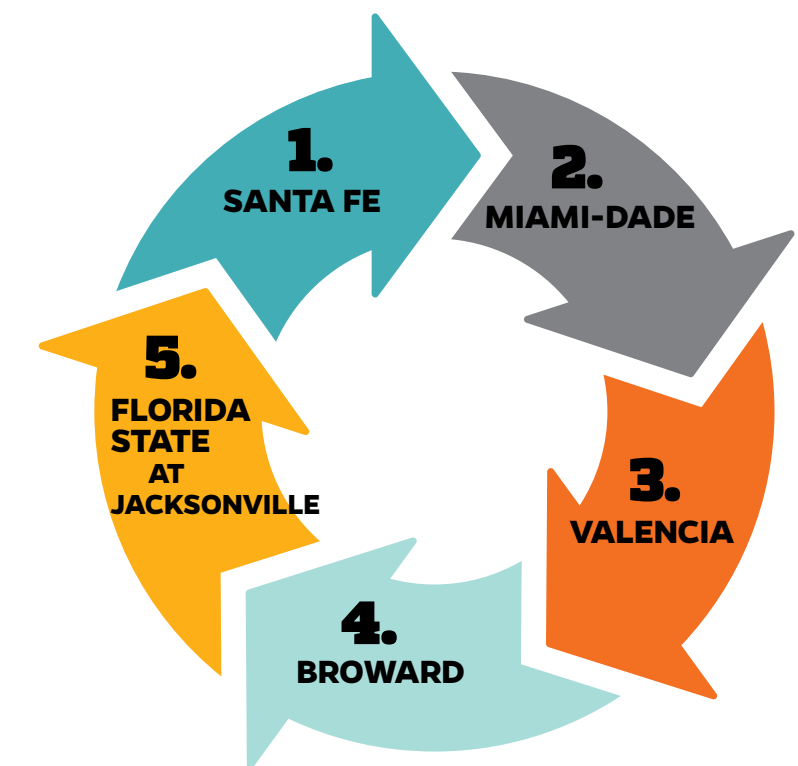


A student's college choice is a life-changing decision. Our goal is not to merely recruit the finest students for UF but to establish lifelong relationships between the university and these students and their families with whom we interact. A strong component of admissions is relationship building. UF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

## TRANSFER ADMISSION BY COLLEGE

Summer B 2016 - Summer A 2017

COLLEGE	APPLICATIONS	ADMITS	ENROLLED
Accounting	142	10	7
Agricultural and Life Sciences	1,123	598	500
Architecture	156	112	94
The Arts	256	152	129
Business Administration	764	216	174
Building Construction	99	70	64
Education	108	50	43
Engineering	913	307	266
Health and Human Performance	324	96	81
Health Professions	298	86	71
Journalism	418	278	229
Liberal Arts and Sciences	2,518	1,073	797
Natural Resources and Environment	30	5	2
Nursing	484	9	6
<b>TOTAL</b>	<b>7,633</b>	<b>3,062</b>	<b>2,463</b>





# GRADUATE and PROFESSIONAL ADMISSIONS

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

More than 200 graduate programs available

**RECOGNIZING OUR CONSIDERABLE RESPONSIBILITY IN SUPPORTING THIS CRITICALLY IMPORTANT AREA OF THE UNIVERSITY'S MISSION.**

## PrePROFESSIONAL PROGRAMS

Summer B 2016 - Summer A 2017

PROGRAM	APPLICATIONS	ADMITS
Dentistry	756	94
Law	2,182	838
Medicine	2,772	154
Nursing Practice	136	32
Pharmacy	918	418
Physical Therapy	739	99
Physician Assistant	1,157	60
Veterinary Medicine	854	110
<b>TOTAL</b>	<b>9,514</b>	<b>1,805</b>

## GRADUATE ADMISSIONS

Summer B 2016 - Summer A 2017

PROGRAM	APPLICATIONS	ADMITS
Accounting	286	119
Agriculture	1,512	613
Architecture	557	198
The Arts	440	177
Business	3,097	1,221
Building Construction	244	47
Dentistry	314	16
Education	977	480
Engineering	7,735	2,333
Health and Human Performance	572	199
Health Professions	1,729	286
Interdisciplinary	48	25
Journalism	524	149
Liberal Arts & Sciences	2,993	432
Law	259	133
Medicine	359	77
Nursing	29	9
Pharmacy	607	255
Veterinary Medicine	116	74
<b>TOTAL</b>	<b>22,398</b>	<b>6,843</b>



# 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 staff is familiar with the educational systems of most countries and considers these applications within the context of the students' distinct educational environments. We also work closely with the UF International Center to help support these students once they are on campus.

THE INTERNATIONAL ADMISSION  
PROCESS IS DESIGNED TO  
FOSTER A GLOBAL CAMPUS  
COMMUNITY THAT ALIGNS WITH  
THE UNIVERSITY'S COMMITMENT  
TO DIVERSITY.

## APPLICANTS FROM TOP 10 COUNTRIES

China	623
India	110
Brazil	92
Venezuela	86
Canada	50
Columbia	48
Mexico	40
South Korea	40
Peru	33
Taiwan	28

## Freshman Admission



## Transfer Admission

### TRANSFER APPLICANT POOL

	APPLICANTS	ADMITS	ENROLLED
Summer B '15	22	9	7
Fall '15	773	285	184
Spring '16	271	117	92
Summer A '16	80	30	22
<b>TOTAL</b>	<b>1,146</b>	<b>441</b>	<b>305</b>

### TRANSFER ADMISSION BY COLLEGE

COLLEGE	APPLICATIONS	ADMITS	ENROLLED
Accounting	63	9	7
Agricultural and Life Sciences	106	52	42
Architecture	33	23	15
The Arts	34	18	13
Business Administration	159	40	31
Building Construction	2	2	2
Education	6	1	1
Engineering	307	121	74
Health and Human Performance	23	9	9
Health Professions	19	5	5
Journalism	51	27	21
Liberal Arts and Sciences	305	134	81
Natural Resources and Environment	1	0	0
Nursing	35	0	0
<b>TOTAL</b>	<b>1,144</b>	<b>441</b>	<b>301</b>

**1,144**  
TOTAL  
APPLIED

**ADMITTED**  
**441**

**301**  
ENROLLED

### PROFESSIONAL PROGRAMS

Summer B 2016 - Summer A 2017

PROGRAM	APPLICATIONS	ADMITS
Dentistry	211	1
Law	112	18
Medicine	83	0
Nursing Practice	6	1
Pharmacy	85	9
Physical Therapy	81	1
Physician Assistant	30	2
Veterinary Medicine	17	0
<b>TOTAL</b>	<b>618</b>	<b>32</b>

### GRADUATE ADMISSIONS

Summer B 2016 - Summer A 2017

PROGRAM	APPLICATIONS	ADMITS
Accounting	130	10
Agriculture	616	138
Architecture	386	181
The Arts	127	38
Business Administration	1,617	544
Building Construction	196	34
Dentistry	94	3
Education	260	111
Engineering	6,655	2,839
Health and Human Performance	138	52
Health Professions	429	96
Interdisciplinary	17	7
Journalism	307	98
Liberal Arts & Sciences	1,593	220
Law	109	87
Medicine	168	21
Nursing	8	4
Pharmacy	208	33
Physical Therapy	1	0
Veterinary Medicine	20	7
<b>TOTAL</b>	<b>13,079</b>	<b>4,523</b>



# SPECIAL PROGRAMS

## UF Online Degree Program

The University of Florida is proud to be the flagship institution of online higher education in the state of Florida. The Office of Admissions continues to work closely with UF Online Enrollment Services to recruit the highest quality applicants to join the Gator Nation through UF Online's program. To learn more about UF Online Enrollment Services, including both the UF Online Recruitment and Outreach Center (ROC) and the UF Online OneStop Student Services Center, please reference the 2017 UF Online Enrollment Services Annual Report.



## UF Online - Freshman

Summer B 2016, Fall 2016, Spring 2017, Summer A 2017

UF ONLINE MAJOR	APPLICATIONS	ADMITS
Anthropology	6	2
Biology	49	13
Computer Science	50	14
Criminology	30	5
General Business	92	22
Geography	3	0
Geology	2	2
Health Education and Behavior	10	2
Environmental Management	10	5
Psychology	28	8
Public Relations	9	0
Sociology	4	0
Sport Management	19	3
Telecommunication	10	2
<b>TOTAL</b>	<b>322</b>	<b>78</b>

## UF Online - Transfer

Summer B 2016, Fall 2016, Spring 2017, Summer A 2017

UF ONLINE MAJOR	APPLICATIONS	ADMITS
Anthropology	84	31
Biology	313	59
Computer Science	338	68
Criminology	220	105
Fire and Emergency Services	3	3
General Business	715	262
Geography	49	19
Geology	66	19
Health Education and Behavior	122	55
Environmental Management	63	22
Nursing	242	81
Psychology	257	54
Public Relations	71	38
Sociology	121	53
Sport Management	164	70
Telecommunication	60	26
<b>TOTAL</b>	<b>2,888</b>	<b>965</b>

# Certificate Programs

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 2016.

## CERTIFICATE PROGRAMS

Summer B 2016 - Summer A 2017

COLLEGE	APPLICATIONS	ADMITS
Agricultural and Life Sciences	568	502
The Arts	83	31
Business Administration	32	15
Construction Management	101	43
Dentistry	13	0
Design, Construction and Planning	18	13
Education	150	89
Engineering	215	124
Health Professions	198	82
Journalism and Communications	228	130
Liberal Arts and Sciences	367	267
Medicine	623	337
Nursing	10	3
Pharmacy	427	262
Veterinary Medicine	367	220
<b>TOTAL</b>	<b>3,400</b>	<b>2,118</b>

**FORMALIZING THE CERTIFICATE APPLICATION AND AWARDING STRUCTURE AT UF IS A SIGNIFICANT ACHIEVEMENT.**



# OUTREACH & RECRUITMENT

## Florida Days 2017 Program Synopsis

### Objective of the Program:

The objective of this program was to provide newly admitted students and their parents with an opportunity to explore for themselves all of the impressive reasons that make the University of Florida a great institution. This is a chance to learn about and ask any questions that they may have from all of the various organizations, departments and colleges that are in attendance. Hosted on the UF campus, attendees meet other newly admitted students, local alumni, and current UF faculty and staff. The ultimate goal is to ensure that newly admitted students solidify their decision to attend the University of Florida.

2017 Florida Days Program Registration and Attendance			
Attendees	Date	Registered Students	Attended [students + guest(s)]
Students & Parents	3/13/17	416	700
Students & Parents	3/27/17	416	622
Students & Parents	4/10/17	395	567
Students & Parents	4/14/17	434	585
Students & Parents	4/17/17	436	542

## DESTINATION UF 2017 Program Synopsis

### Objective of the Program:

This welcome reception is designed for newly admitted students and 1-2 of their family members to provide a Gator connection within the respective cities and areas. These receptions are designed to be an informal professional opportunity for the current admissions representatives, students, alumni, faculty and staff to showcase the university, the support services, academics, social organizations and alumni opportunities available to students and their family members. The goal is to reinforce the reasons of the University of Florida's preeminence and to ensure

2017 Destination UF Registration & Attendance				
Locations	Attendees	Dates	Registered Students	Attended {students + guest(s)}
Long Island, NY	Students & Parent(s)	3/13/2017	39	114
Ft. Lauderdale, FL	Students & Parent(s)	3/15/2017	125	165
Miami, FL	Students & Parent(s)	3/16/2017	125	134
Falls Church, VA (DC& MD)	Students & Parent(s)	3/18/2017	43	48
Niceville, FL	Students & Parent(s)	3/19/2017	45	56
Newport Beach, CA	Students & Parent(s)	3/19/2017	9	12
Atlanta, GA	Students & Parent(s)	3/20/2017	49	68
Dallas, TX	Students & Parent(s)	3/21/2017	21	48
Houston, TX	Students & Parent(s)	3/22/2017	18	36
Westchester, NY	Students & Parent(s)	3/23/2017	26	58

newly admitted students and families make the best decision for them. Receptions were held Florida, Georgia, New York, Virginia, Texas and California.



## OPEN HOUSE 2016 Program Synopsis

### Objective of the Program:

The Objective of this program is to provide rising high school seniors and their parents with a comprehensive overview of the admissions process, a glimpse of campus life, access academic opportunities for college planning. Collaborations across the UF campus permit families to attend sessions hosted by various departments, colleges and schools; attend academic and residential facility tours and/or complete a campus tour offered by the

2016 Open House Program Participants			
Total Participants	Invited	Registered	Attended
Students and Guests	15,000	922	1,428

\*Total number of attendees included the students (652) and their guest (776)\*

UF Office of Admissions Welcome Center. The overarching goal is to ensure that future applicants gain intimate and knowledgeable experience while at the University of Florida campus.

## FACEBOOK LIVE

This year, the Office of Admissions piloted a series of Facebook Live events to gauge interest. We collaborated with the Office of Multicultural and Diversity Affairs, the College of the Arts, and the College of Pharmacy to host three events. In the future, we hope to collaborate with other departments on campus to host more of these interactive events.

### FACEBOOK LIVE:

<b>First Generation Students</b> – March 16	1,876 Views
<b>College of the Arts</b> – December 15	797 Views
<b>College of Pharmacy</b> – December 8	8,500 Views



## GUIDANCE COUNSELOR BREAKFASTS: Inside UF

As part of our long-range recruitment strategies, Office of Admissions has planned High School Counselor breakfasts to strengthen and deepen our engagement and collaboration with colleagues in secondary schools. These breakfasts, both hosted by the office and in conjunction with other peer universities, are opportunities to highlight the strength of the academic offerings at the University of Florida to high school guidance and college counselors.

2016-2017 Counselor Breakfasts			
Locations	Dates	Registered	Attended
Boca Raton	9/27/16	75	54
Orlando	9/28/16	90	54
Gainesville	9/29/16	41	22
Charlotte, NC	5/21/2017	5	3
Indianapolis, IN	5/22/2017	8	5
Louisville, KY	5/23/2017	6	1
Nashville, TN	5/24/2017	23	18

## AMBASSADOR GROUPS

Admissions Volunteer Ambassadors	Admissions Alumni Ambassadors
Admissions Volunteer Ambassadors (AVA) engage with prospective and newly admitted students. They support, expand and enhance the continued pursuit of an inclusive and diverse UF campus community. AVA conducted tours for targeted groups and provided community service and high school outreach. AVA coordinate the Gator For A Day (GFAD) shadowing program for prospective high school seniors throughout the nation. Prospective students have a one-on-one experience with a UF student, attend classes, tour the campus, and speak with a Freshman Admission representative.	Alumni Admissions Ambassadors support the Office of Admissions by volunteering to engage prospective and newly admitted UF families across the nation. Through their clubs and affiliated groups, alumni host various events throughout the year, attend admissions events for admitted students and represent UF Admissions throughout the country and internationally at college fairs. Once these ambassadors are trained, the Office of Admissions provides them with promotional items and publications.

## ADMITTED STUDENT CALL CAMPAIGNS

Phone Blitz is designed to establish peer-to-peer outreach through phone calls to targeted newly admitted students. The calls are supervised by the Office of Admissions, but our various student ambassador groups and current students make the program successful. Some of the organizations that help are: Admissions Volunteer Ambassadors (AVA), Office of Academic Support (OAS)

mentors, UF Honors program ambassadors, Black Student Union (BSU) Leaders, New Student and Family Programs (NSFP) peer leaders, The Florida Cicerones, and The Machen Florida Opportunity (MFOS) mentors. The goal of this program is to assist with any last-minute questions and to increase enrollment. Student volunteers completed 4,562 calls.

## REGIONAL OUTREACH

Our regional admissions representatives' primary goal is to increase out-of-state enrollment of students from targeted states. Target states include: California, Connecticut, Georgia, Illinois, Maryland, New York, Texas, Virginia and Washington, DC.

REGIONAL RECRUITMENT *			
State	Applied	Admitted	Confirmed
CA	322	118	20
CO	100	40	10
CT	211	72	19
GA	639	397	85
IL	405	155	39
MA	197	71	18
MD	414	243	53
MI	157	66	16
NC	315	175	42
NJ	841	370	89
NY	890	422	102
OH	169	77	11
PA	416	212	58
SC	155	66	11
TN	155	64	12
TX	412	202	44
VA	380	199	51

\* 2016-2017 Non-FL Applicants

**Destination UF:** Working with the Outreach team, the Regional Representatives bring the excitement of UF to our admitted out-of-state Gators by sharing information important to students and families making the decision to attend. UF alumni and staff from New Student & Family Programs also attend to share their expertise with our families, and local alumni provide their firsthand experience of the Gator Nation!



**Summer Send Off:** This collaboration with a local Gator Club during the late summer serves as a great capstone to recruitment efforts in the region, while also providing a time for the new Gator families to bond as they send their new freshmen to Gainesville to begin their college careers. The students arrive on campus with local friends!

**Coffee House Chats:** One of the benefits of having a regional admissions representative is the local perspective and a powerful, one-on-one personal touch. One of the ways this is accomplished is through coffee house chats set up by the regional admissions representative and promoted virtually to interested students.

**Guidance Counselor Consortiums:** Many colleges and universities have regional representation and when feasible, our regional admissions representatives work together collaboratively with other institutions to present admissions information to guidance counselors as a group. Counselors get more information from one breakfast or lunch event than any one of our institutions could provide — and we present UF admissions information to more counselors in one or two hours than we could by visiting individually.



# UF @ CORAL GABLES

## GATORS IN CORAL GABLES!

Established to further its commitment to the thousands of alumni, current and future students, parents, research, programs, partnerships and shared aspirations that the University of Florida enjoys with the South Florida community.

Located at 1 Alhambra Plaza in downtown Coral Gables, the UF Coral Gables office offers a unique way to share the Gator Nation experience with our diverse constituents.

“UF Coral Gables is part of the vision for the University of Florida to impact the lives of people across our state and beyond,” said President Kent Fuchs. “This office embodies the many connections the flagship Florida university has in South Florida, and helps support our goal toward becoming a premier university that the state, nation and world look to for leadership.”



## Post Acceptance Activities

DECISION DAY	2
DESTINATION UF	2

## UF Coral Gables Office Visits

SCHEDULED ADMISSIONS MTGS	19
WALK IN MEETINGS	8

## Recruitment Activities

FLORIDA TOUR	14
COLLEGE FAIRS	14
MDCPS	9
HIGH SCHOOL VISITS	1
NACAC	1
PANEL SESSIONS	3
ADMISSION FORUM	2
EMPLOYER EDUCATION FAIR	2







# 2017 HIGHLIGHTS

• UF Coral Gables office opened in February which provides service to a wide ranging constituency of students, parents, alumni, public and private education communities and business organizations in the South Florida area. The office houses staff associated with the Office of Admissions, UF Online, UF Advancement and the UF Lastinger Center for Learning.

• We successfully completed our first year as a member of the Coalition for Access, Affordability and Success, as a result of our participation, freshman applications increased by approximately 7.6%.

• The Office of Admissions contracted with CollegeNET to produce applications for the transfer, graduate, professional and certificate applications beginning with the Spring 2018 application cycle.

• Salesforce was selected as the enterprise wide platform for the Constituent Relationship Management Tool (CRM). The first phase of our CRM implementation supports event and campus tour registration.



## TEAMWORK

We look forward to new challenges that will arise in 2018. Our staff remains committed to improving efforts to recruit, evaluate, and enroll future students.





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**FLORIDA**



CHEMISTRY

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

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