



2017 Annual Report

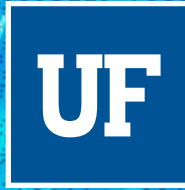


BUSINESS SERVICES / COMMUNICATIONS
Division of Enrollment Management
University of Florida

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BUSINESS SERVICES AND
COMMUNICATIONS
ANNUAL REPORT 2017

SUPPORTING THE MISSION

I am pleased to present this report of activities for the Division of Enrollment Management's Business Services Office and Communications teams for the 2016-2017 fiscal year. While the main functions of the Business Services Office are very different from the communications team, both areas are primarily dedicated to supporting the enrollment goals of the university through their expert, innovative and efficient services. This report will showcase some of our activities that demonstrate our alignment with the university and division goals as we work to enable the enrollment management units and the campus community to achieve the highest quality results in pursuit of those goals. We are honored to have served the enrollment management team and campus community this past year and look forward to another year of opportunities to serve.



Aigi Adesogan
Assistant Vice President for Enrollment Management

OUR MISSION

Supporting the Division of the Enrollment Management to enable us to achieve the highest quality results in pursuit of the university's enrollment goals.

OUR GUIDING VALUES

ACCOUNTABILITY

EXCELLENCE

INTEGRITY

TEAMWORK



RESPONSIVENESS

RESPECT

INNOVATION



MEET THE BUSINESS SERVICES TEAM





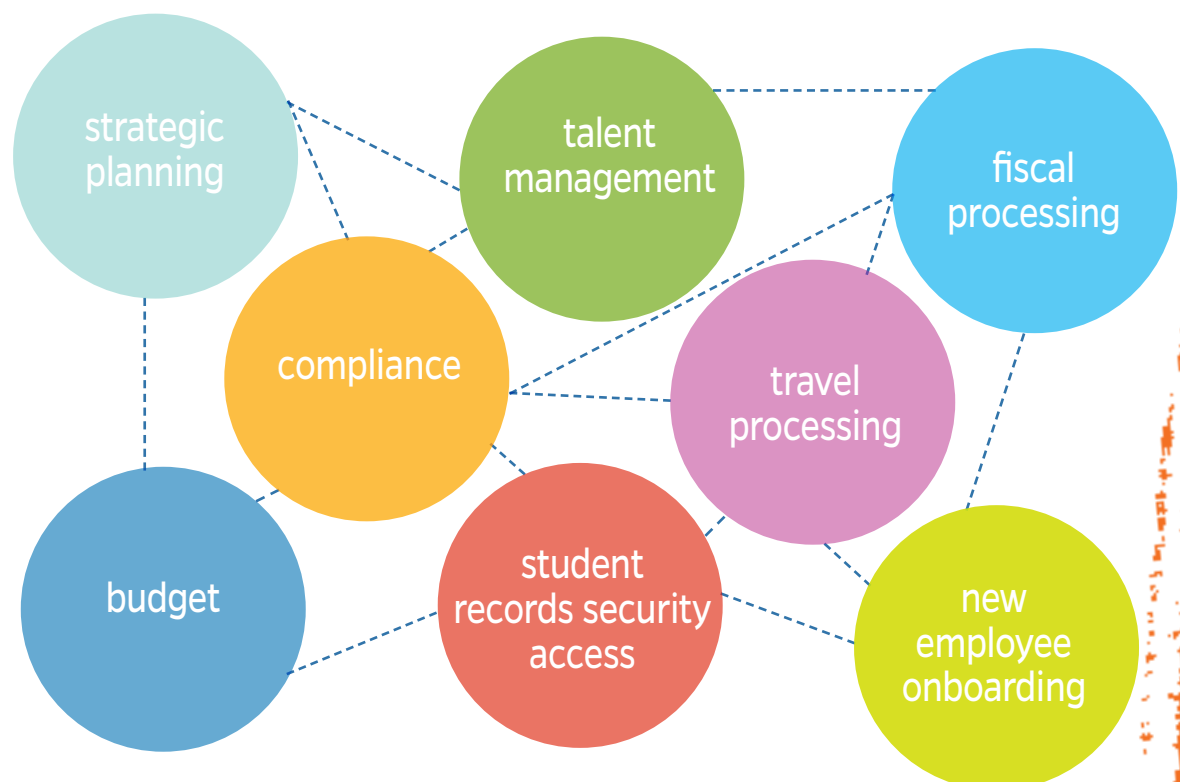
THE BUSINESS SERVICES TEAM

Who we are

The Division of Enrollment Management Business Services Office is located on the third floor of Criser Hall. The team is led by an assistant vice president and includes three business services specialists, a senior business services specialist, and an associate director of business services who also serves as the division's chief fiscal officer. The Assistant Vice President and Director of Business Services also oversees the division's communications team, strategic planning, building safety and emergency protocols, and compliance.

What we do

The Business Services team provides human resources and fiscal support to all units in the division and coordinates student records security access for all of the university campus. We firmly believe and work in adherence with our guiding values – accountability, service with excellence, integrity, responsiveness, respect, team work and innovation. Our team has humorously adopted a modus operandi that states “their business is our business,” and we are seriously committed to serving and supporting the division and the university with that spirit of dedication and service.



BUSINESS SERVICES HIGHLIGHTS

- Implemented a service request tracking/ ticketing system (MyRequest) to enhance workload management and responsiveness to our customers.
- Created a division payroll/personnel/ administrative support staff group where regular training and information is shared to promote and ensure consistent and best HR practices across.
- Coordinated and provided training and leadership development opportunities for division staff.
- Served on universitywide organizations change management team for COMPASS, including monitoring personnel and budgetary impact of staff reassignment to the program.
- Participated in COMPASS program planning of the security access system for the student information system.
- Promoted diversity and inclusion awareness through invited speakers and various celebratory programs such as the week-long International Education Week.



BUSINESS SERVICES FACTS

We support EM's growth

We process personnel actions.

More than

713

Electronic Personnel Actions,
including:

207

New Hires

254

Job Changes

We are on the road and recruiting

We support EM at home and
while on the road recruiting.

391

Expense Reports

1,135

P-card Charges

1,154

Invoices

We enable and support EM and campus with systems access

Processed over 600 requests
for access to the Student
Records System both this year
and last year.

600

1,834

Processed 1,834 myUFL access
requests in 2016-2017.

LOOKING FORWARD . . .

1

In partnership with the COMPASS program team, implement the security access structure for the new student information system.

2

Implement a tracking system at division level for routine required compliance training.



4
Enhance new employee onboarding program.

3
Increase employee wellness training and activities offered at the division level.



New Employee



The Division of Enrollment Management is committed to recruiting, building and maintaining a team of highly talented personnel. We believe a positive and strategic onboarding experience is integral to employees acquiring knowledge, skills and behaviors to be successful. We make every effort to create a warm and welcoming environment for our new employees.

- ⇒ 51 new TEAMS employees in fiscal year 2016-17.
- ⇒ Our new employees love our “work buddy” program, where we pair a seasoned employee with a new employee.
- ⇒ We make new employees feel welcomed, excited and valued.
- ⇒ The division orientation program is a good way to build cross functional work relationships.

...and of course there's always food.



Onboarding



Employee Appreciation



thank you. thank you.



Student Employee Appreciation Week

The success of our organization is dependent on our dedicated and committed pool of talent. The Division of Enrollment Management employs about 200 dedicated and hardworking student assistants. We recognize and appreciate their efforts through various divisionwide events during the national student employee appreciation week.

200 students



. thank you. than

Celebrating Diversity





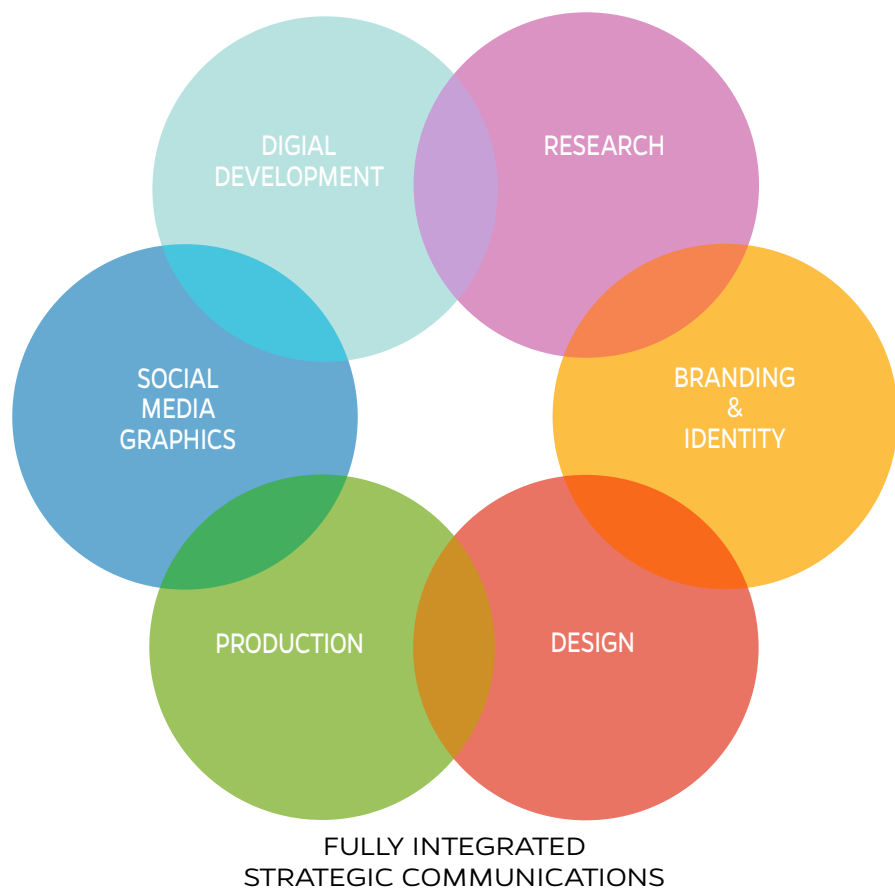
International Education Week

We appreciate the diversity in our division and are committed to supporting the university's membership in a global community. The International Education Week is a great time to celebrate diversity within our division and the campus through various awareness programs, activities, trainings, and presentations all culminating in a grand international potluck luncheon.





THE COMMUNICATIONS TEAM



We Tell Your Story in print, on the web and in social media

Enrollment Management Communications is a team of writers, designers, artists, photographers, digital ninjas and content generators that create award-winning designs that heighten UF's brand and reputation globally. Through compelling print and digital communications, we aim to advance the vision of the University of Florida as a preeminent research institution that is rising in the national rankings. We pack a lot of punch in a team of three full-time employees and three part-time employees, led by the Assistant Vice President for Enrollment Management.

We Enhance Your Reputation our guiding principles

- **Set New Standards** - We seek to be some of the finest higher education communicators on our campus, through an efficient and effective office that raises expectations and pushes boundaries.
- **Create Inspiring Content** - When you can't find the words, we do - to engage audiences through calls to action and timely, informative content.
- **Elevate the Brand** - We support the president's strategic goals through our designs and messaging that remains true to the UF brand.
- **Cause Excitement** - We work to increase awareness and excitement about knowledge and world change that is emanating from UF.
- **Measure Impact** - We analyze data to measure the impact of certain print and digital communications, and this data drives our decisions, designs and recommendations.

WEBSITES

The EM Communications team has leveraged emerging technologies and communication strategies to engage with web users. From atmospheric videos to clean, organized pages; mobile-friendly design to compelling student narratives, this communications team makes departmental content accessible, relatable, and ultimately available for students, parents, faculty, staff and friends.

Websites we have created:

During the past fiscal year, we have created new websites for:

- Admissions, Launch One
- Decision Day, Admissions
- Office of the University Registrar
- Office of Veterans Services
- Division of Enrollment Management
- UF Commencement
- EM Business Services
- EM Emergency Protocol
- Admissions, Launch Two

HTTPS

We have been working to move all division websites to HTTPS, Hyper Text Transfer Protocol Secure, which is a more secure version of HTTP, the protocol over which data is sent between your browser and the website that you are connected to.

OPTIMIZATION

We seek to ensure optimization via monthly analytics.

UF ADMISSIONS

near
200,000
USERS PER
MONTH

Average
session time:
more than 3
minutes



WEBSITE

near
750,000
PAGE REVIEWS

AVERAGE MONTHLY TRAFFIC

ADMISSIONS

748,494
PAGE VIEWS

188,386
USERS

44%
BOUNCE
RATE

REGISTRAR

67,694
PAGE VIEWS

18,432
USERS

46%
BOUNCE
RATE

COMMENCEMENT

83,072
PAGE VIEWS

9,101
USERS

7%
BOUNCE
RATE

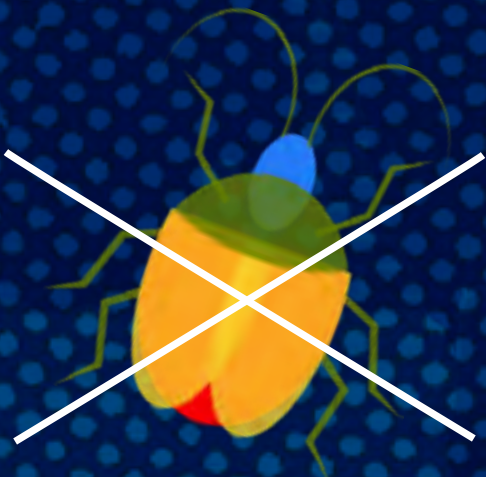
VETERANS

2,682
PAGE VIEWS

888
USERS

33%
BOUNCE
RATE

We are pros at bug tracking and repair.



PRINT MATERIALS

From the initial stages of planning and concept design work to the final printed product, EM Communications works within our division to meet its visual communication needs. Our senior graphic designer and student interns can help with a variety of types of publications and have consistently met deadlines and budget parameters. More than 30 publications were created during this fiscal year, which have included:

Student Recruitment

- General Information for Future Gators
- Student Search publication/poster
- International Recruitment brochure
- Freshman and Transfer Admitted Student brochures
- Ad designs for magazines
- Recruitment postcards
- Walking Tour booklet
- Numerous informational fliers

Outreach

- Counselor Information Folder
- State University System College Tour printed materials
- Business cards and stationery

Commencement

- Six commencement programs for doctoral and undergrad/master's students
- Three printed commencement agendas for distribution at ceremony

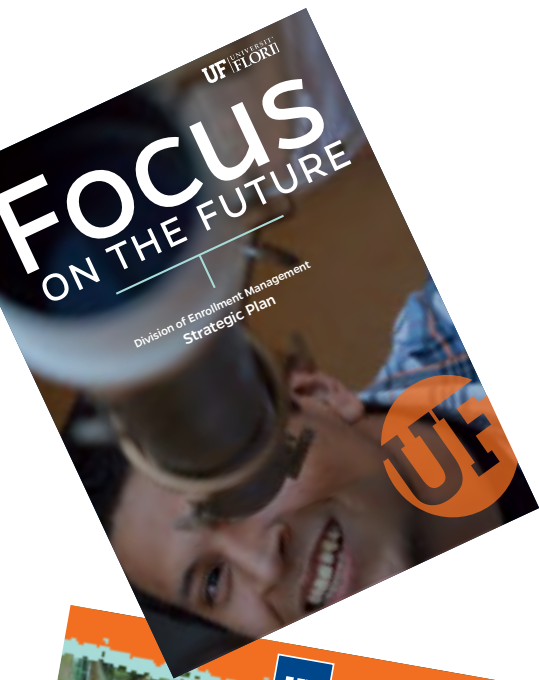
Informational

- 2017 Guide to Majors
- Registration Instructions

Accountability

- Annual reports for the Office of Admissions, Office of the University Registrar, UF Online, and EM Business Services/Communications

more than
30
publications
created each year



BLOG

Working in tandem with admissions bloggers, we launched a blog on the Admissions website that provides more in-depth information about the admissions process. EM Communications provides the design and graphics to support the blog content.

SOCIAL GRAPHICS

EM Communications supplied more than 40 social media graphics during the past year for the offices of admissions and the university registrar.

DIGITAL ASSET MANAGEMENT

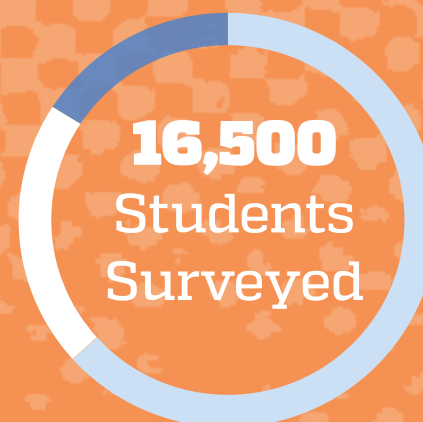
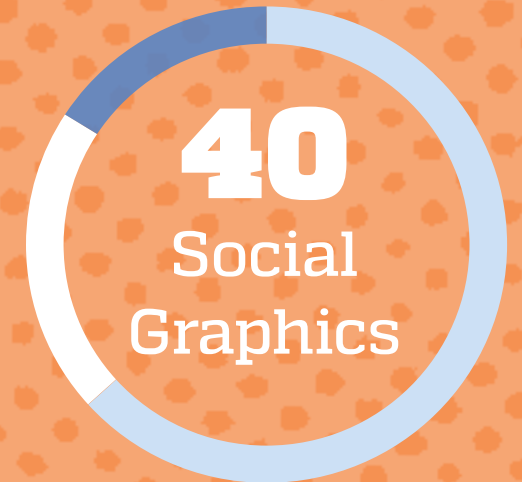
Turning chaos into organization, EM Communications has uploaded more than 3,500 images, along with metadata, into our division-wide photo shelter. Photographs are now catalogued for easy access across the division.

EMAIL SIGNATURE

EM Communications created a custom email signature deployed to all employees division-wide to increase awareness and positive perception of the division in our email dialogue.

STUDENT PERCEPTION SURVEY

Were newly admitted freshman students satisfied with their UF acceptance package and did they read the provided materials? That was what EM Communications sought to learn from writing, designing and deploying the first ever student perception survey of the acceptance packages.



Response rate - 6%



COMMUNICATION GOALS

1. Continue to improve our divisions' web presence through inspiring content and graphics, along with technology to create version control and optimization. Serve as a point of contact in the division for best practices related to web technology.
2. Continue to produce high quality publications to meet our division's strategic goals, as well as working within the brand standards.
3. Drive our communications and web content and designs via web usage reporting and other analytics, and surveys/focus groups.
4. Ensure best practices are utilized in assessibility and mobile responsiveness of our communications.
5. Continue to update and maintain our digital asset management platform to store all communication assets, from photos to video to social media graphics.

MAKING CONNECTIONS

Memberships:

UFCN University of Florida Communications Network

F16 Monthly meetings of the top 16 communicators on campus

CASE The Council for the Advancement and Support of Education – serving as judging chair for the 2017 publication awards, student recruitment category

**Continue to Inspire,
Motivate and Create**

fun, supportive workplace . . .





**we work hard and also
make time for fun.**



leadership and professional development can be fun too . . .





A photograph of the University of Florida's bell tower at sunset. The sky is a gradient of orange and yellow, with the sun low on the horizon. The tower is silhouetted against the bright light, with its internal structure visible through the windows. In the background, another building with a tall spire is visible.

Business Services Office and Communications
Division of Enrollment Management

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