

# 2019

## ANNUAL REPORT

**BUSINESS SERVICES  
COMMUNICATIONS  
ONESTOP ENROLLMENT SERVICES**

Division of Enrollment Management  
University of Florida

**UF**

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**BUSINESS SERVICES**  
**COMMUNICATIONS**  
**ONESTOP ENROLLMENT SERVICES**  
DIVISION OF ENROLLMENT MANAGEMENT

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# OUR MISSION

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



## SUPPORTING THE MISSION

I am pleased to present the report of activities for 2018/2019. Our team continues to grow both in scope and in numbers of talented employees that support the Division of Enrollment Management, its units, and the broader campus community of faculty, staff and students. This year in addition to our Business Services Office and Communications teams, we added the OneStop Enrollment Services team with responsibility for providing cross-functional training and coordinating integrated student services.

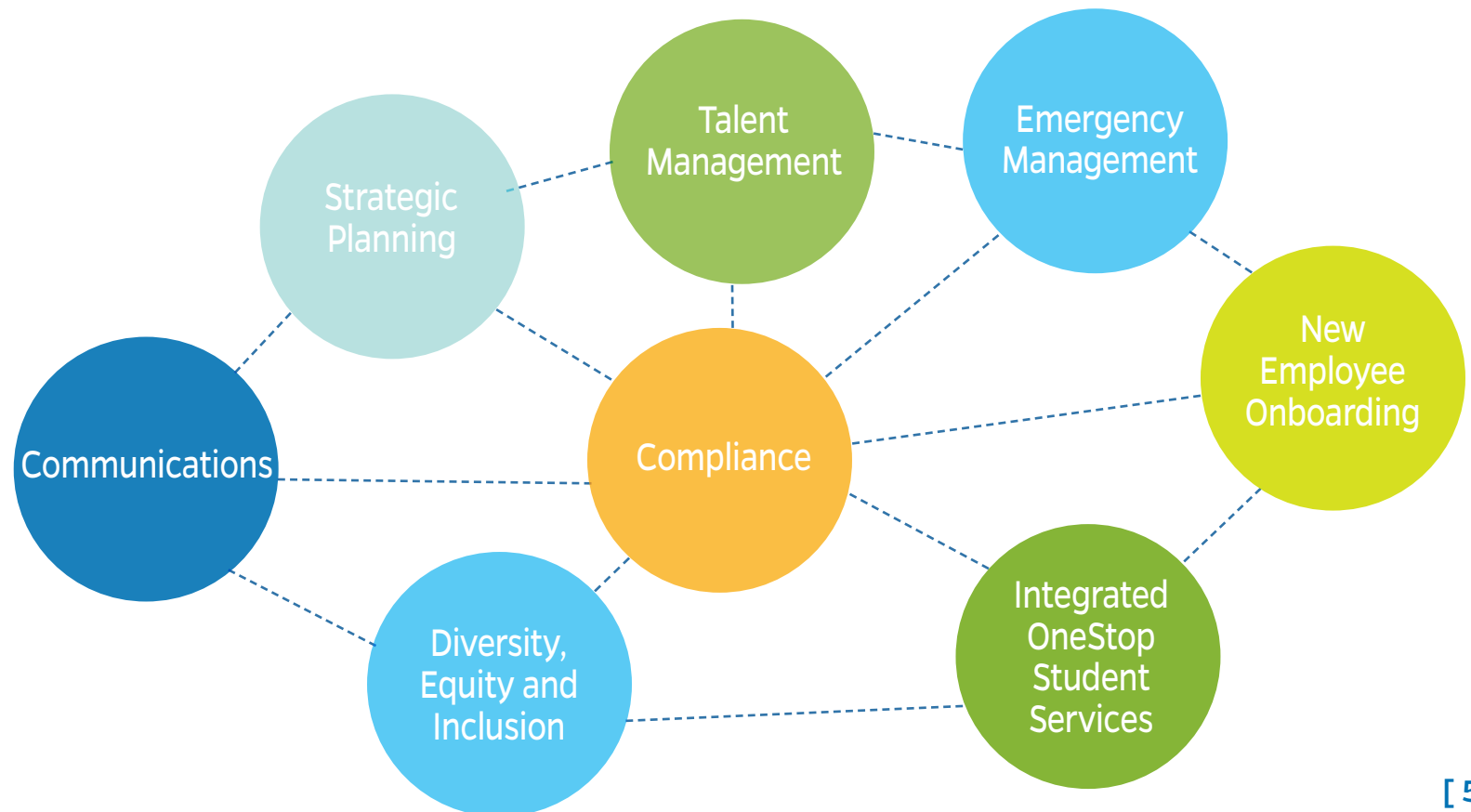
In August 2019, we launched our longtime vision to provide integrated student-focused services with our inaugural OneStop Enrollment Services. From August 12-30, during our peak fall semester weeks, the offices of admissions, registrar, student financial affairs, and the university bursar came together in one location at the Smathers Library to provide services to students with a one-stop approach. Our colleagues from UFIT also played a significant role by providing technical assistance with the CRM (Gator360) to support the initiative. The goal of the OneStop Enrollment Services initiative is to improve students' experience by reducing multiple visits they may experience as they navigate different offices for help. OneStop provides seamless service in one location. The initiative continues beyond August as we continue to provide comprehensive, cross-functional training to enable frontline staff in the core offices to serve with the one-stop approach.



This year we also supported the implementation of the new students' records system by working extensively with our campus partners to provide thousands of users with security access. Our communications team members won university superior accomplishment award and a regional grand CASE award for the second year in a row for web design. In addition, we established our first division-wide equity, diversity and inclusion team.

Overall, it has been a busy but exciting, productive year. It has been an honor to serve and support the student enrollment and success goals of the division, and the university, as we continue to aspire for the top. I look forward to more opportunities in the future.

Aigi Adesogan  
Assistant Vice President for Enrollment Management





***OUR  
GUIDING  
VALUES***



→ **RESPONSIVENESS**

→ **INTEGRITY**

→ **INNOVATION**

→ **EXCELLENCE**

→ **TEAMWORK**

→ **RESPECT**

→ **ACCOUNTABILITY**

MEET THE ENROLLMENT MANAGEMENT

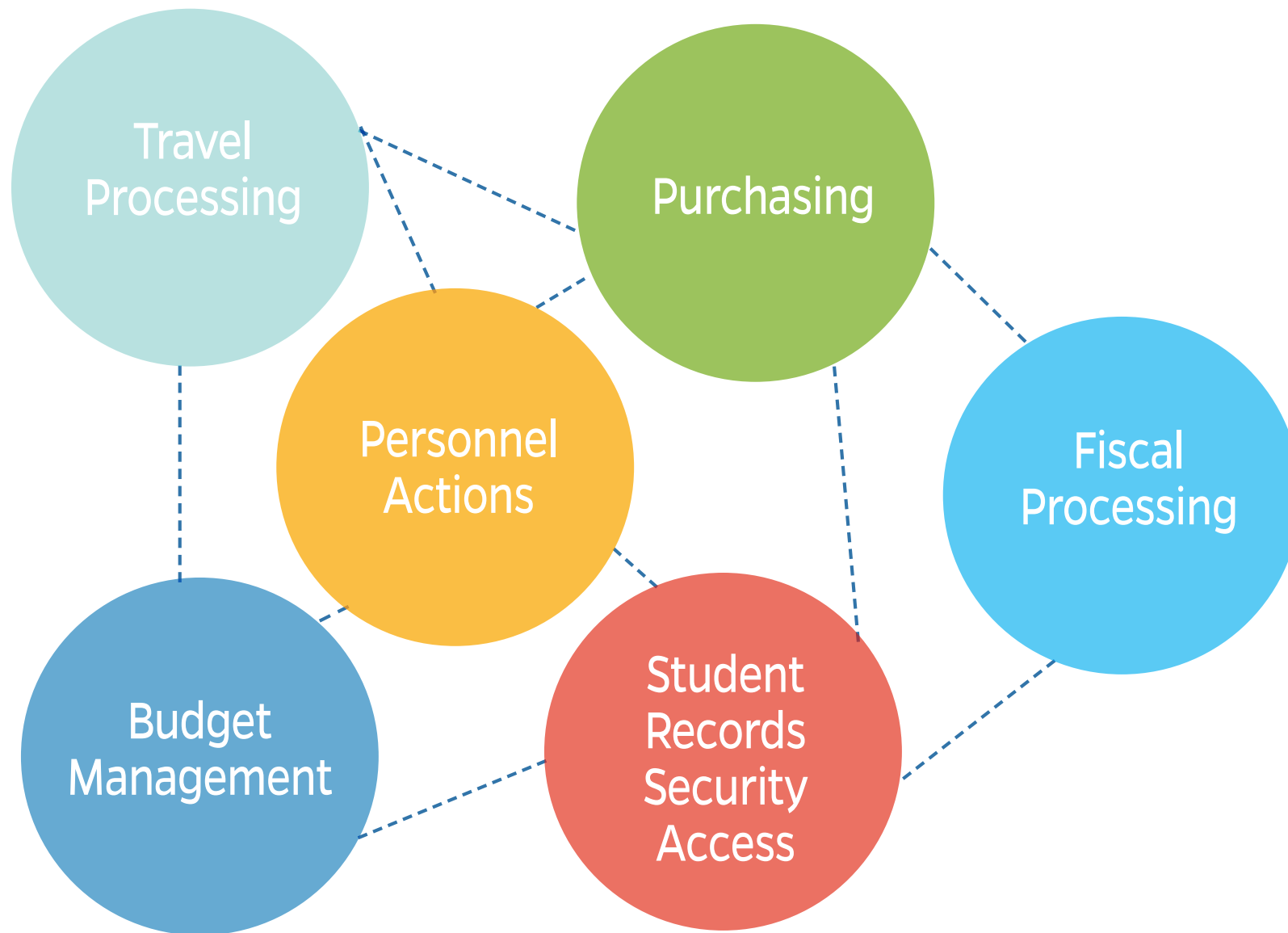
# BUSINESS SERVICES TEAM



## 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, an accountant, 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, compliance and OneStop Enrollment Services.





## **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*

- Promoted diversity and inclusion through various employee awareness programs including organizing a week-long, division-wide celebration of the International Education Week.
- Supported the recruitment of talented employees and students through personnel and fiscal activities.
- Provided campus-wide security access to SIS users during the COMPASS implementation and ongoing.
- Continually monitor fiscal and other systems for compliance with appropriate regulations, including providing training, designing tools and other best practices to enhance compliance.
- Established a division-wide diversity, equity, and inclusion team.
- Initiated the integration of student services in a one-stop environment through cross-functional training and the implementation of the inaugural OneStop Enrollment Services.

## *LOOKING FORWARD*

- Review and update new employee onboarding program
- Enhance and coordinate cross-functional training for frontline staff
- Promote diversity, equity, and inclusion training and activities

# BUSINESS SERVICES

# FACTS

## SYSTEMS ACCESS

We enable and support campus wide access to the SIS.

**6,557**  
myUFL access

## GROWING EM'S TALENT POOL

We support the recruitment of qualified and talented employees.

We process personnel actions.

**874**

Electronic Personnel Actions,  
including:

**230**

New Hires

**414**

Job Changes

## ON THE ROAD RECRUITING

We support the recruitment of future Gators (students).

**419**

Expense Reports

**1,153**

P-Card Charges

**1,323**

Invoices

# NEW EMPLOYEE ONBOARDING



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.

- ⇒ 43 new TEAMS employees in fiscal year 2018-19.
- ⇒ Our new employees love the “work buddy” program.
- ⇒ We make every effort to make our new employees feel welcomed, excited and valued.
- ⇒ The division orientation program promotes cross-functional work relationships.
- ⇒ We continue to review our onboarding program to improve staff experience.

**Building  
teams  
in a fun  
environment**

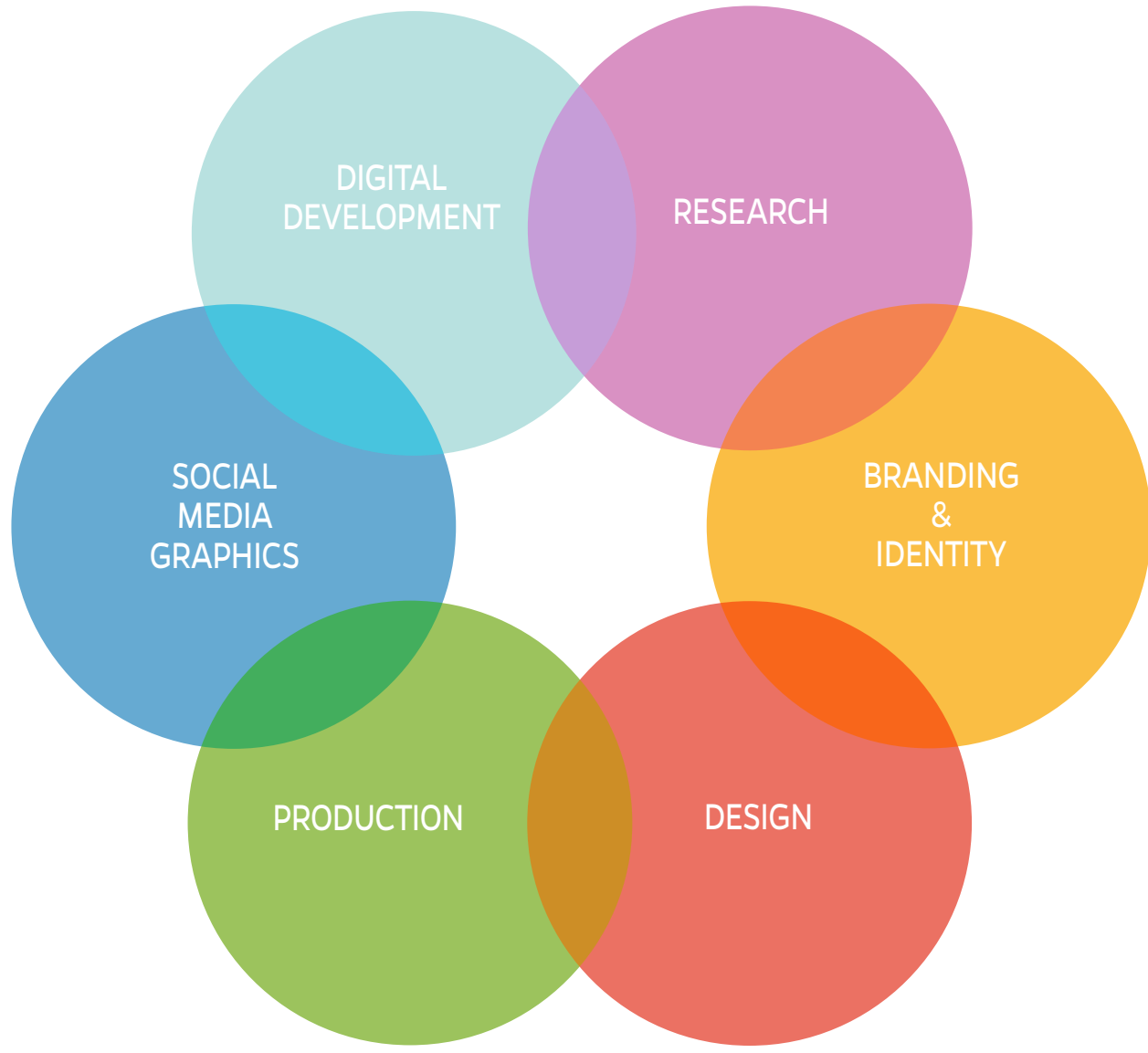


MEET THE ENROLLMENT MANAGEMENT

# COMMUNICATIONS TEAM



FULLY INTEGRATED  
STRATEGIC COMMUNICATIONS



**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 four part-time employees, led by the Assistant Vice President for Enrollment Management.

# DESIGNING AND MANAGING WEBSITES TO SUPPORT THE DIVISION'S MISSION

## AVERAGE MONTHLY TRAFFIC

### ADMISSIONS

**483,000**  
PAGE VIEWS

**178,000**  
USERS

### REGISTRAR

**79,000**  
PAGE VIEWS

**27,000**  
USERS

### COMMENCEMENT

**47,000**  
PAGE VIEWS

**13,000**  
USERS

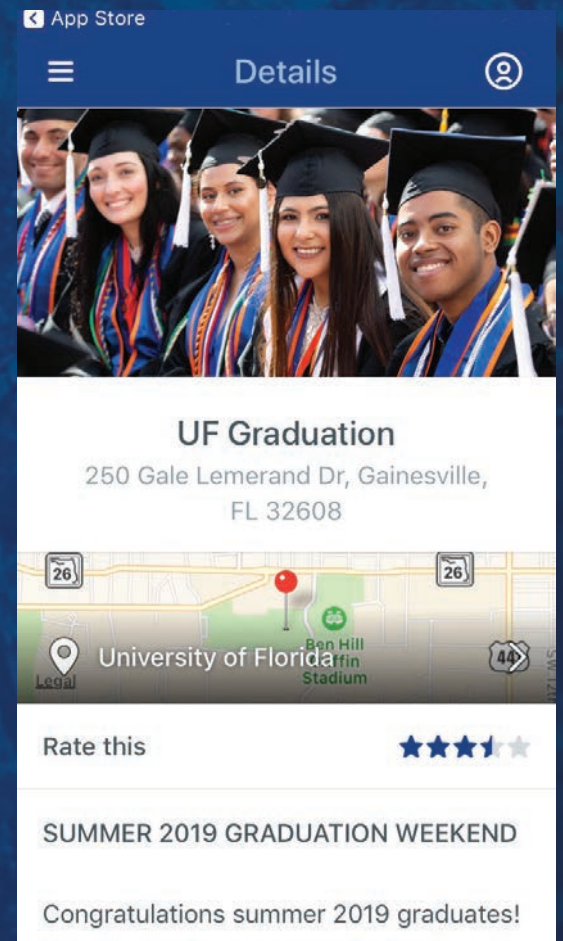
### VETERANS

**3,000**  
PAGE VIEWS

**1,000**  
USERS



ADMISSIONS WEBSITE FOR RECRUITMENT



COMMUNICATIONS CREATED THE CONTENT AND DESIGN FOR THE UNIVERSITY'S FIRST COMMENCEMENT APP FOR MOBILE DEVICES

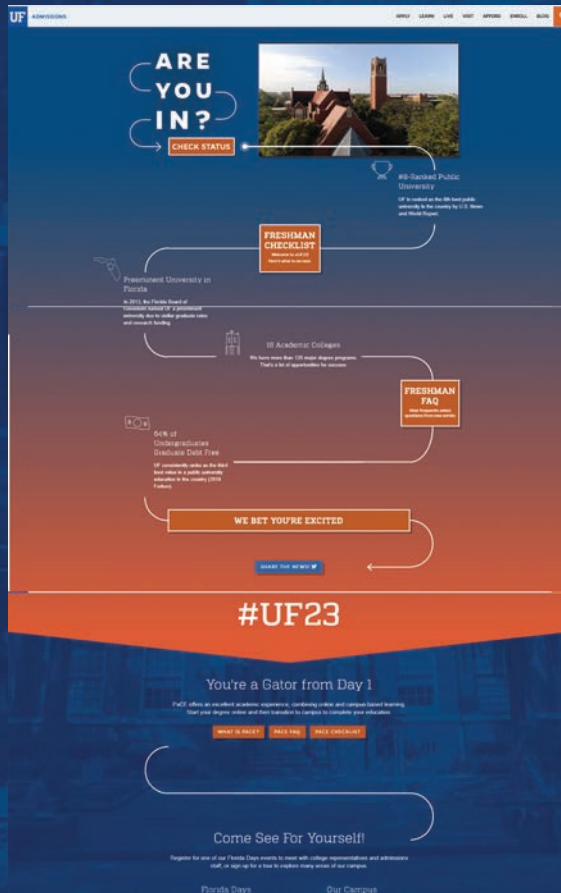
COMMUNICATIONS PROVIDES CONTENT & DESIGN FOR THE ADMISSIONS BLOG







ADMISSIONS WEBSITE FOR YIELD,  
LAUNCHED LATE FEBRUARY 2019



ADMISSIONS WEBSITE FOR DECISION DAY,  
LAUNCHED FEBRUARY 9, 2019

**150,554**  
Decision Day  
Page Views

## WEBSITES

The EM Communications team has leveraged emerging technologies and communication strategies to engage with web users.

During this fiscal year, we created three distinct homepages for the cycle of student admissions: recruitment, decision and enrollment.

In addition to the admissions websites, we have updated and maintained websites for:

**Office of the University Registrar**  
**Office of Veterans Services**  
**Division of Enrollment Management**  
**UF Commencement**  
**EM Business Services**  
**EM Emergency Protocol**

## OPTIMIZATION

We seek to ensure optimization via monthly analytics.

## UNIVERSITY & NATIONAL RECOGNITION



James Steele, EM web developer, received the University of Florida Superior Accomplishment Award for his expertise in the development and maintenance of the EM division's websites.



The EM Web Team received the CASE District III Grand Award, the highest award in the Southeastern District, to recognize web design of the UF Admissions Website. This is the second year the EM team has received this award.

# PRINT AND ENVIRONMENTAL COMMUNICATIONS

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, Transfer and PaCE admitted student brochures
- Ad designs for magazines
- Recruitment postcards
- 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
- Commencement agendas for distribution at ceremony

## **Informational**

- Presentation Folder

## **Accountability**

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

## **Environmental**

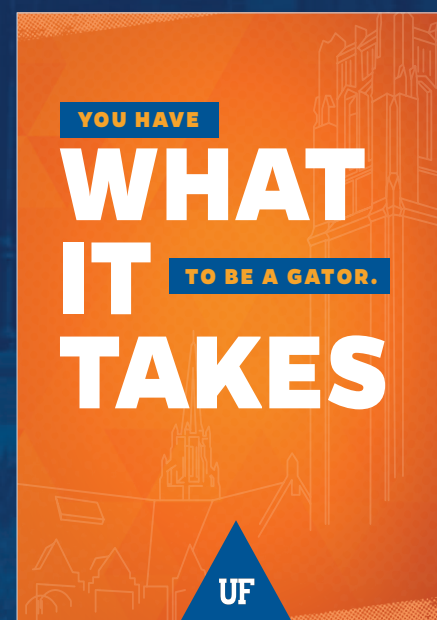
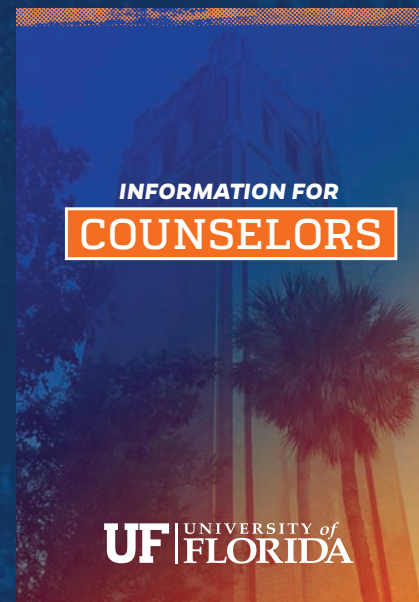
- Numerous wall designs

## **OneStop**

- All marketing materials for OneStop

## **Banners**

- OneStop Banners, table top and floor displays for Admissions





New wall artwork for the EM Vice President's Suite

## OneStop for all your enrollment needs.

**AUG 12  
THROUGH  
AUG 30**

The following services are **LOCATED** in **100 Smathers Library**:

- Admissions (Office of Admissions)
- Records & Registration (Office of the University Registrar)
- Tuition & Fees (University Bursar)
- Financial Aid (Office for Student Financial Affairs)

**MONDAY - FRIDAY, 8AM - 5PM** [onestop.em.ufl.edu](http://onestop.em.ufl.edu)



Creation of all marketing materials for the OneStop launch

more than  
**30**  
publications  
created each year

New wall artwork at the Welcome Center



New wall artwork for third floor Criser Hall





**ONESTOP**

## **ENROLLMENT SERVICES UNIVERSITY OF FLORIDA**

From August 12-30, 2019, the offices of the university registrar, admissions, student financial aid, and bursar came together to serve students' enrollment needs with a cross-functional, student need-focused approach in one central location at the Smathers Library.

The vision is that the one-stop approach to serving students will be the new culture of service by frontline staff in these core offices. UFIT, the University Library administration, Enrollment Management Communications and Operations support teams were integral to the success of this inaugural OneStop shop.

The OneStop is a collaborative effort led by the Assistant Vice President and an Assistant Director for OneStop training.



**ONESTOP**

**ENROLLMENT SERVICES  
UNIVERSITY OF FLORIDA**

**SMATHERS LIBRARY  
AUGUST 12-30**

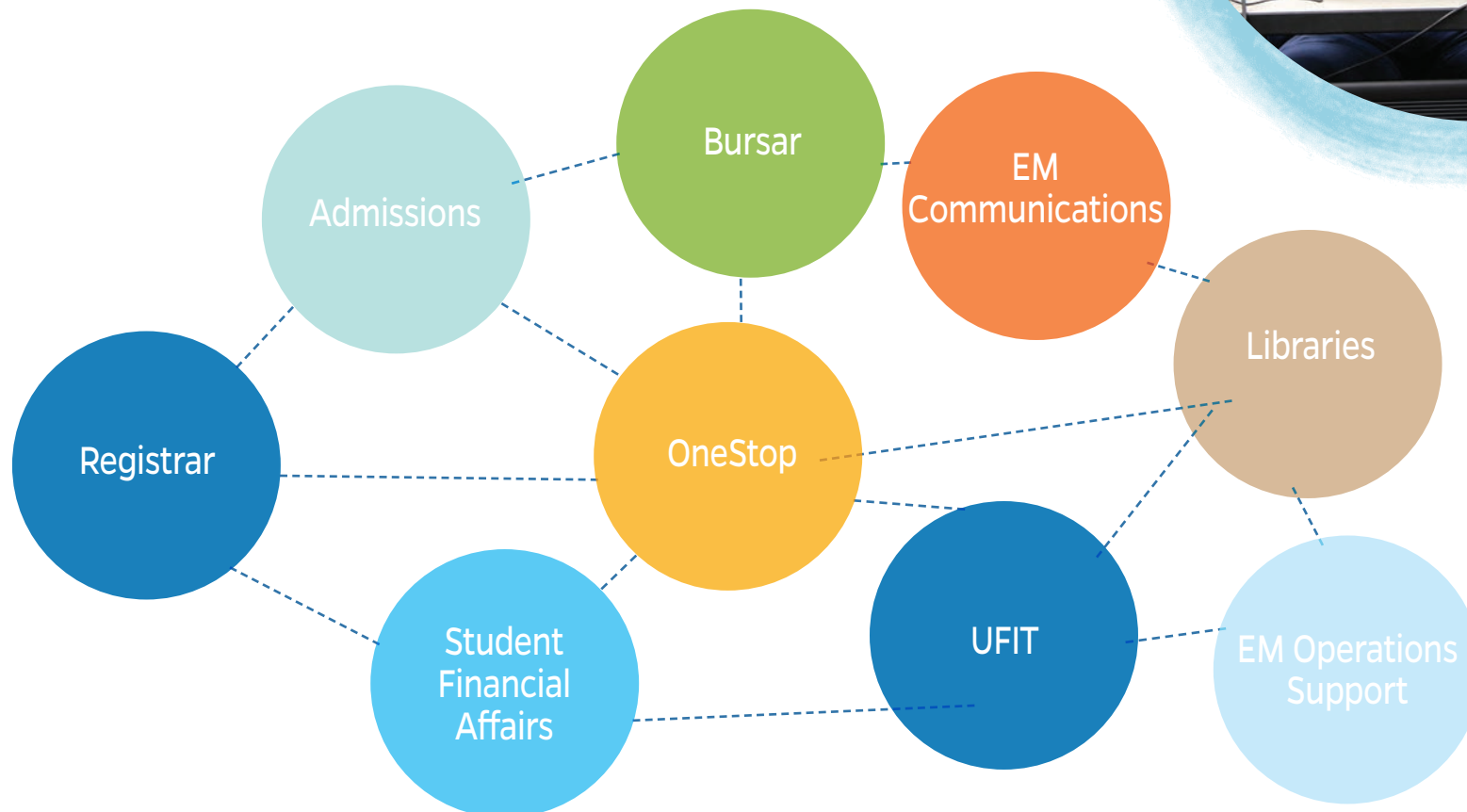


**Comprehensive cross-functional student services**

**Improving students experience**

**Supporting students success**

**Collaborative effort - ~ 100 team members**

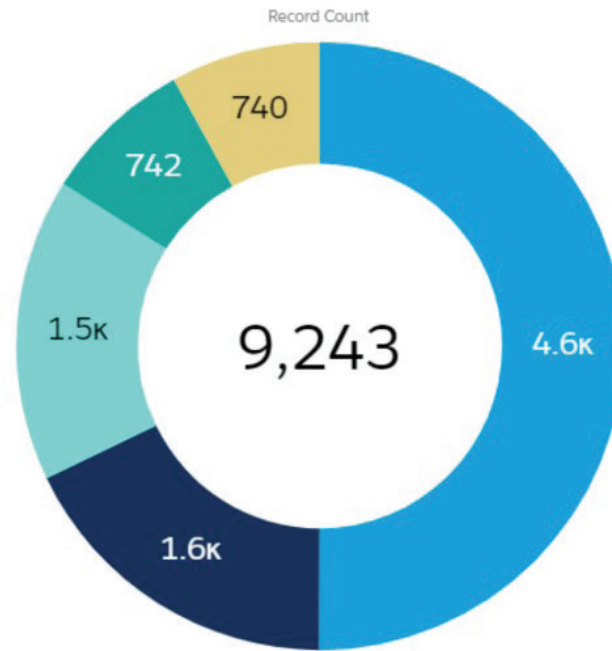




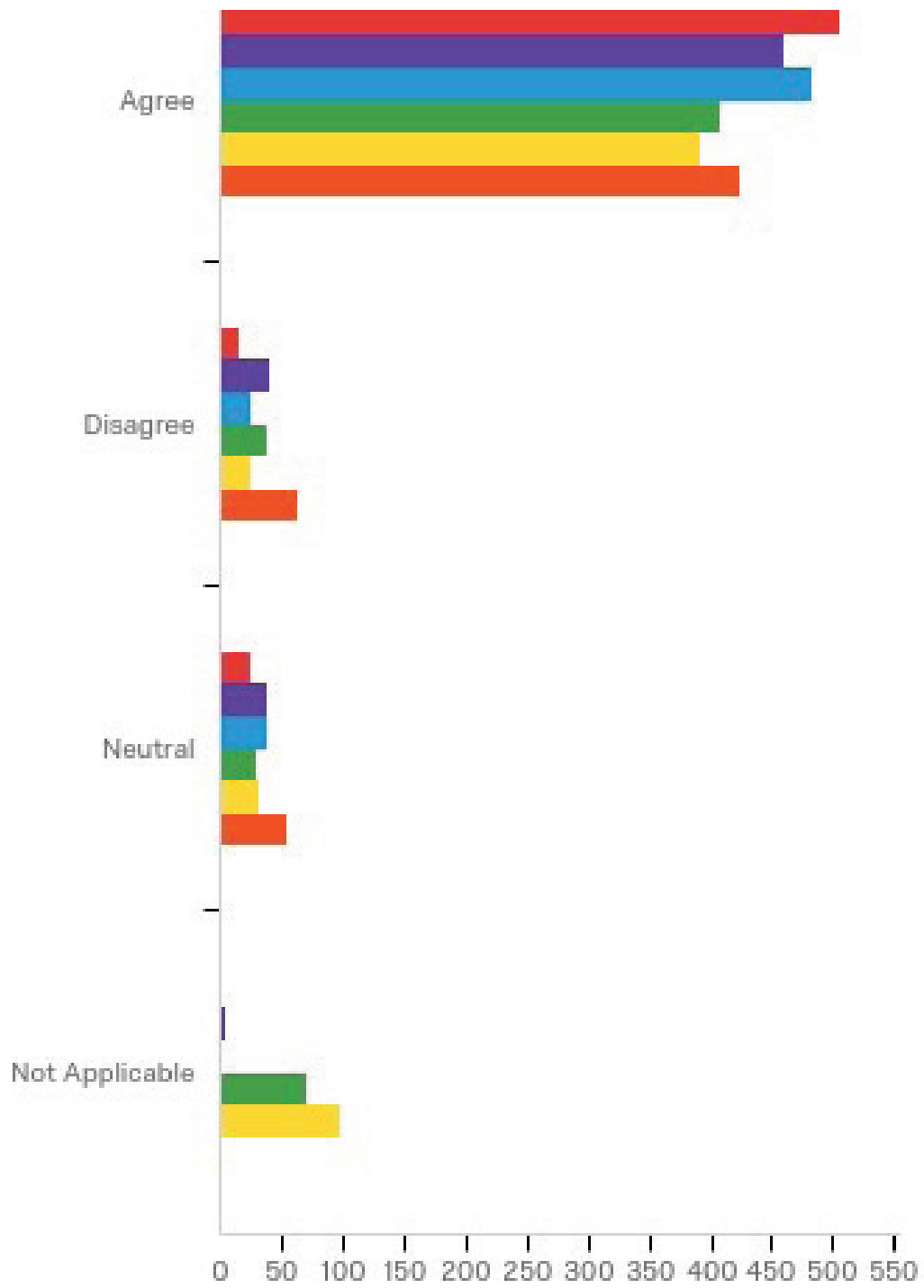
**ONESTOP**

**ENROLLMENT SERVICES  
UNIVERSITY OF FLORIDA**

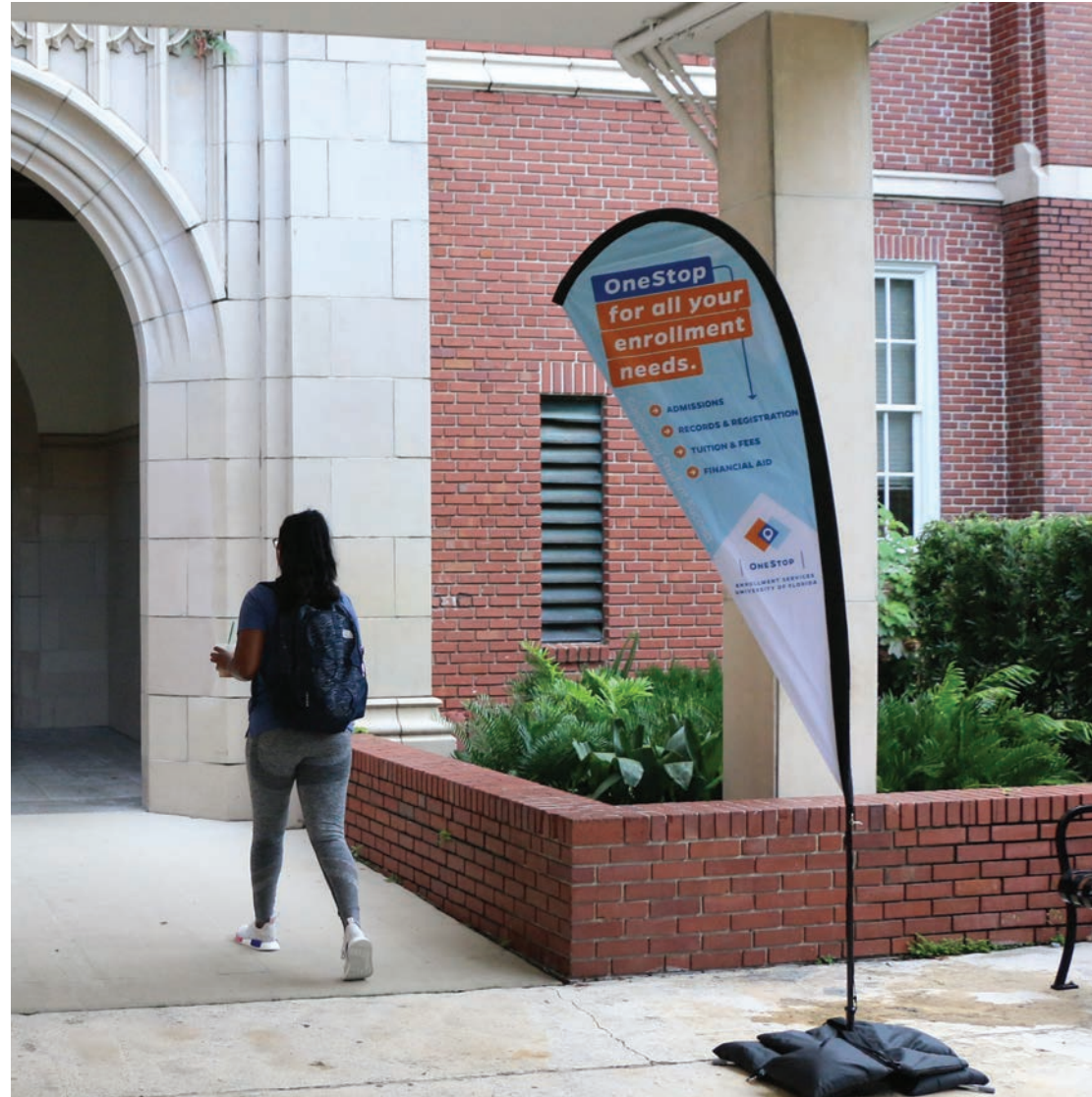
**Over 9,000 cases  
closed in 3 weeks**



# Great Feedback



- The staff member treated me professionally.
- The staff member was knowledgeable.
- The staff member communicated clearly.
- The staff member referred me to appropriate campus resources if needed.
- Even if I did not receive the answer I was seeking, the staff member was he...
- Overall, the visit to the OneStop met or exceeded my expectations.



# CELEBRATING DIVERSITY



**DID YOU KNOW**  
*the E.M. family is from .....*

ARMENIA	UK	FRANCE	NIGERIA
MEXICO	IRELAND	Scandinavia	puerto rico
COLOMBIA	JAMAICA	Switzerland	GERMANY
USA	Swaziland	HAITI	Venezuela
UGANDA	Costa Rica	Syria	Dominican Republic
ITALY	Honduras	Poland	Philippines
		Denmark	Spain
		Ecuador	Peru
		CHINA	





## 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.



ENROLLMENT MANAGEMENT'S ANNUAL  
**INTERNATIONAL POTLUCK**  
Friday, November 16



Join us in the SFA Lobby  
from 11:30am to 1:30pm  
Receive a raffle ticket for bringing in a dish that represents your heritage. Receive an extra ticket for dressing in your culture's traditional clothing!  
(Prizes to be drawn during luncheon)  
**Be on the lookout for a sign up sheet in your area!**

Our International Potluck kicks off the  
**EM FEEDS THE WORLD FOOD DRIVE**  
accepting donations Nov 16-Dec 7



## EM DIVERSITY, EQUITY AND INCLUSION TEAM



# INVESTING IN THE FUTURE



**UF UNIVERSITY of FLORIDA**

ENROLLMENT MANAGEMENT

## STUDENT EMPLOYEE APPRECIATION WEEK

April 15 - 19, 2019

**Events**

**"Your Career Path: A Journey Not a Destination"**  
Presented by Dr. Tammy Aagard  
Date: April 9th, 2019  
Time: 9am and 10:15am  
Location: Criser Hall - LVV Room

**Pizza Luncheon**  
Date: April 17th, 2019  
Time: 11:30am - 1:00pm  
Location: Criser Hall - Room 302

**Ice Cream Social**  
Date: April 18th, 2019  
Time: 2:00pm - 3:30pm  
Location: Criser Hall - Room 302





## **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 division wide events during the national student employee appreciation week.



# FUN, SUPPORTIVE WORKPLACE . . .





**WE WORK HARD AND  
ALSO MAKE TIME FOR FUN.**



# UNLEASHING CREATIVITY IN A FUN ENVIRONMENT

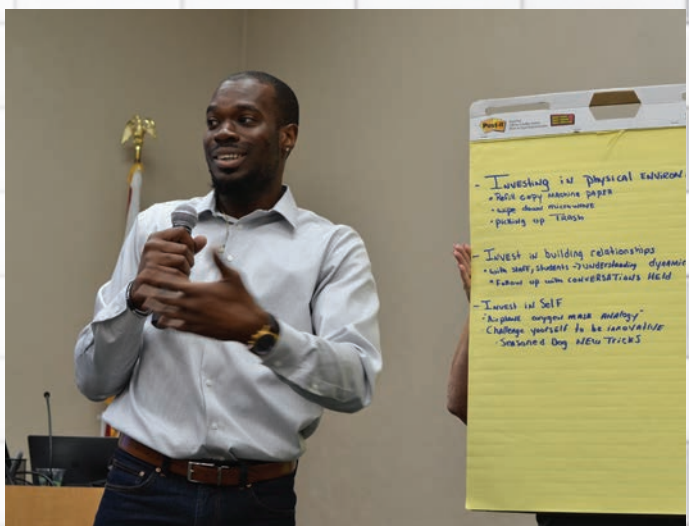


**SENSE THE NEED**  
**INVEST YOURSELF**  
**NULLIFY THE NEED**  
**KEEP IT GOING**





# LEADERSHIP RETREAT 2019



# **LOOKING FORWARD . . .**

**Support integration of student services in a OneStop environment**

**Enhance web presence through inspiring graphics and content.**

**Provide training on critical HR and fiscal processes.**





**Promoting diversity,  
equity and inclusion.**

**Strategic inclusive  
communications.**

**Continue  
to support,  
inspire,  
motivate and  
create**

**Support staff transitions  
after COMPASS.**

**BUSINESS SERVICES  
COMMUNICATIONS  
ONESTOP ENROLLMENT SERVICES**

Division of Enrollment Management



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