A Plan in Review: Taking Control of our Future

- High Quality Academic Programs
- Purposeful Enrollment Growth
- Academic & Student Support Services
- Partnerships & Collaboration
- Investment in People

University of West Florida
Strategic Priorities and Measurable Achievements
2008-2012
A Plan in Review: Taking Control of our Future

THE NEWS IN PICTURES | VOYAGE OF THE ARGO

The crew negotiate a narrow stretch of the Corinth Canal on their way to Colchis (modern Georgia). On its return to Volos, the Argo will become a permanent city exhibit.
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Voyage of the Argo

A recreation of the mythological Greek ship the Argo sails through the Corinth Canal, 50 miles west of Athens. The sailors will row 1,200 miles, following the legendary route of Jason and the Argonauts to retrieve the Golden Fleece.
OUR ACCOMPLISHMENTS
2010-2011
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High Quality Academic Programs

6 Accreditation or Academic Program Reviews

GENERAL EDUCATION REVIEW
A Plan in Review: Taking Control of our Future

Forbes, One of America’s Top Colleges

The Princeton Review, One of the best colleges in the Southeast

The Princeton Review, “Green College”

THE CHRONICLE of Higher Education 2011 “Great Colleges to Work For”

G.I. Jobs Magazine, 2011 Military Friendly School

Military Friendly School
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High Quality Academic Programs

UWF Forensics Team wins 2010 Florida Intercollegiate State Championship in debate.
UWF Voyager named one of top 10 college newspapers at Southeast Journalism Conference.
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High Quality Academic Programs

COB Student, Aaron Hall named grand champion in International Business Strategy Competition.
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High Quality Academic Programs

PJ O’Rouke Visits
Curtis Bonk, Fall Faculty Symposium
Quint Studer, Fall Convocation
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Purposeful Enrollment Growth

12,156 Students
Up 2.8%

Largest Freshman Class at 1,466
Transfer Students:
  1% increase (from state colleges)
  23% increase (other)
Retention Rate: 75%
Online Students: 20%
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Purposeful Enrollment Growth

Freshman Profile

• Average GPA: 3.48
• Average SAT: 1,007
• Average ACT: 22.75
• Ethnically Diverse: 34%
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Purposeful Enrollment Growth

Oracle
“wise one”
## A Plan in Review: Taking Control of our Future

### Purposeful Enrollment Growth

#### Fall 2010

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grad Students</td>
<td>1736</td>
<td>14.9%</td>
</tr>
<tr>
<td>Seniors</td>
<td>3420</td>
<td>29.4%</td>
</tr>
<tr>
<td>Juniors</td>
<td>2984</td>
<td>25.6%</td>
</tr>
<tr>
<td>Sophomores</td>
<td>1162</td>
<td>10.3%</td>
</tr>
<tr>
<td>Freshman</td>
<td>1556</td>
<td>13.3%</td>
</tr>
<tr>
<td>Non-Degree</td>
<td>760</td>
<td>6.5%</td>
</tr>
</tbody>
</table>

#### Fall 2011

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grad Students</td>
<td>1803</td>
<td>14.8%</td>
</tr>
<tr>
<td>Seniors</td>
<td>3577</td>
<td>29.4%</td>
</tr>
<tr>
<td>Juniors</td>
<td>3053</td>
<td>25.1%</td>
</tr>
<tr>
<td>Sophomores</td>
<td>1216</td>
<td>10%</td>
</tr>
<tr>
<td>Freshman</td>
<td>1810</td>
<td>14.8%</td>
</tr>
<tr>
<td>Non-Degree</td>
<td>700</td>
<td>5.8%</td>
</tr>
</tbody>
</table>
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Purposeful Enrollment Growth

• 1st Generation Student, Amy Bueno, General Business major

• Traditional Freshman, Brandi Crews, Nursing (pre)

• Graduate Student, Tanya Gallagher, Environmental Science, 2nd year masters
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Purposeful Enrollment Growth

- **Military Veteran Student**, Robin "Griff" Griffiths, International Studies

- **International Student**, Christiane Barros

- **Non-Traditional Student (Single Parent)**, Danielle Stomp, Professional Accountancy
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Academic & Student Support Services
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Academic & Student Support Services

Welcome Week Activities
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Academic & Student Support Services

1st UWF Family Weekend, Fall 2010
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Academic & Student Support Services

1st UWF Pep Band

Organized Spring Break activities
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Academic & Student Support Services

6th National Division II Title; First for UWF Baseball
Heritage Hall opened fall 2010, a $15 million, 232 bed, LEED GOLD building.
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New Graduate Student Housing, downtown

New Health and Wellness Center
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New Skylab in the Library

Great Good Place in Library
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New College of Business

President’s Hall
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Unveiled plans for a new University Park
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A Plan in Review: Taking Control of our Future

Partnerships & Collaboration
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Partnerships & Collaboration
A Plan in Review: Taking Control of our Future

Partnerships & Collaboration

Japanese Tsunami Relief

Craig Lockhart, Newman Civic Fellows Award
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Partnerships & Collaboration

33,792 volunteer hours
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Partnerships & Collaboration

Research $19.1m

Hometown Heroes Teach

2010 Oil Spill
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Partnerships & Collaboration

Office of Economic Development and Engagement
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Partnerships & Collaboration

Creating Great Futures Campaign Closes: $39.3 million raised
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Partnerships & Collaboration

Annual Fund, employee giving 51%
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Investment in People

• 1.7% salary increase August 2010
• Hired/retained 30 new faculty
• Updated Tenure & Review procedures
• 23 Faculty received tenure and/or promotions

THE CHRONICLE of Higher Education
2011 “Great Colleges to Work For”
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Investment in People

- 6 Faculty Sabbaticals
- 11 Faculty Recognition awards, $26,000
- 20 Staff Professional Excellence Awards, $45,300

2010 Employee of the Year, James Hammond
Our Future is Now
2011 and Beyond
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Strategic Initiatives

• Academic Visioning
• Strategic Planning
• Strategic Budgeting and Resource Allocation
• Campus Master Planning
• Banner Student Implementation
• University Wide Assessment
• Key Performance Indicators
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Academic Visioning

Themes

• 21st Century Skills
• Academic Visibility
• Community Engagement
• Innovation
• Purposeful Enrollment Growth
• Quality
• Research
• Teaching
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Strategic Planning

University of West Florida
Strategic Priorities and Measurable Achievements
2008-2012
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Strategic Budgeting & Resource Allocation
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Campus Master Planning
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Student Banner

• Improved recruiting, advising, and retention support
• Enhanced personalized communications with students
• New enterprise data warehouse for enrollment data
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Measurement is key:
Key Performance Indicators
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Total Headcount and Full Time Equivalent (FTE)

<table>
<thead>
<tr>
<th></th>
<th>UWF Fall 2006/FY 2007</th>
<th>UWF Fall 2010/FY 2011</th>
<th>Peer</th>
<th>Aspirant</th>
<th>FY 2013 Target</th>
<th>FY2016 Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall Headcount</td>
<td>9,819</td>
<td>11,599</td>
<td>12,231</td>
<td>18,087</td>
<td>12,400</td>
<td>14,000</td>
</tr>
<tr>
<td>Annualized FTE</td>
<td>8,149</td>
<td>9,712</td>
<td>10,223</td>
<td>16,046</td>
<td>10,292</td>
<td>11,600</td>
</tr>
</tbody>
</table>

Peer/Aspirant:

HC: Fall 2010
FTE: FY 2010
Average High School GPA

<table>
<thead>
<tr>
<th>Year</th>
<th>HS GPA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2006</td>
<td>3.30</td>
</tr>
<tr>
<td>Fall 2007</td>
<td>3.30</td>
</tr>
<tr>
<td>Fall 2008</td>
<td>3.31</td>
</tr>
<tr>
<td>Fall 2009</td>
<td>3.28</td>
</tr>
<tr>
<td>Fall 2010</td>
<td>3.33</td>
</tr>
<tr>
<td>Peer-Fall 2010</td>
<td>3.20</td>
</tr>
<tr>
<td>Aspirant-Fall 2010</td>
<td>3.50</td>
</tr>
<tr>
<td>Fall 2012 Target</td>
<td>3.40</td>
</tr>
<tr>
<td>Fall 2015 Target</td>
<td>3.52</td>
</tr>
</tbody>
</table>
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Applications Received

<table>
<thead>
<tr>
<th></th>
<th>Fall 2006</th>
<th>Fall 2007</th>
<th>Fall 2008</th>
<th>Fall 2009</th>
<th>Fall 2010</th>
<th>Peer-Fall 2010</th>
<th>Aspirant-Fall 2010</th>
<th>Fall 2012 Target</th>
<th>Fall 2015 Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>FTIC</td>
<td>3,071</td>
<td>3,371</td>
<td>4,149</td>
<td>4,513</td>
<td>5,013</td>
<td>7,280</td>
<td>12,374</td>
<td>6,000</td>
<td>10,000</td>
</tr>
<tr>
<td>Dual</td>
<td>Enrolled</td>
<td>Enrolled</td>
<td>Enrolled</td>
<td>Enrolled</td>
<td>Enrolled</td>
<td>Enrolled</td>
<td>Enrolled</td>
<td>Enrolled</td>
<td>Enrolled</td>
</tr>
</tbody>
</table>
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Undergraduate Retention Rates

Fall to Fall: Freshmen to Sophomore

- Fall 2006: 74.30%
- Fall 2007: 73.00%
- Fall 2008: 71.10%
- Fall 2009: 78.80%
- Fall 2010: 72.80%
- Peer-Fall 2010: 71%
- Aspirant-Fall 2010: 81%
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Graduation Rate: 4 Year

<table>
<thead>
<tr>
<th>Year</th>
<th>FY 2007</th>
<th>FY 2008</th>
<th>FY 2009</th>
<th>FY 2010</th>
<th>FY 2011</th>
<th>FY 2013 Target</th>
<th>FY 2016 Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>22.63%</td>
<td>20.71%</td>
<td>19.56%</td>
<td>21.03%</td>
<td>21.51%</td>
<td>22%</td>
<td>23%</td>
</tr>
</tbody>
</table>

Graduation Rate: 6 Year

<table>
<thead>
<tr>
<th>Year</th>
<th>FY 2007</th>
<th>FY 2008</th>
<th>FY 2009</th>
<th>FY 2010</th>
<th>FY 2011</th>
<th>FY 2013 Target</th>
<th>FY 2016 Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>41.81%</td>
<td>48.49%</td>
<td>44.21%</td>
<td>45.34%</td>
<td>47.38%</td>
<td>44%</td>
<td>46%</td>
</tr>
</tbody>
</table>
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Student Engagement

Senior Survey Results

- Level of Academic Challenge
- Active and Collaborative Learning
- Student/Faculty Interaction
- Enriching Educational Experiences
- Supportive Campus Environment
- Aspirant

2007
2011
Peer
Aspirant
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Price of Mandatory Tuition and Fees

<table>
<thead>
<tr>
<th>Year</th>
<th>Peer</th>
<th>Aspirant</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2007</td>
<td>$3,351</td>
<td>$7,193</td>
</tr>
<tr>
<td>FY 2008</td>
<td>$3,467</td>
<td>$7,116</td>
</tr>
<tr>
<td>FY 2009</td>
<td>$3,655</td>
<td></td>
</tr>
<tr>
<td>FY 2010</td>
<td>$4,210</td>
<td></td>
</tr>
<tr>
<td>FY 2011</td>
<td>$4,794</td>
<td></td>
</tr>
</tbody>
</table>

% of Students with No Unmet Needs

<table>
<thead>
<tr>
<th>Year</th>
<th>FY 2007</th>
<th>FY 2008</th>
<th>FY 2009</th>
<th>FY 2010</th>
<th>FY 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent</td>
<td>38%</td>
<td>39%</td>
<td>39%</td>
<td>41%</td>
<td>42%</td>
</tr>
</tbody>
</table>
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Total Giving

<table>
<thead>
<tr>
<th></th>
<th>FY 2007</th>
<th>FY 2008</th>
<th>FY 2009</th>
<th>FY 2010</th>
<th>FY 2011</th>
<th>FY 2013 Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actual (without MM)</td>
<td>$3,000,000</td>
<td>$3,500,000</td>
<td>$4,000,000</td>
<td>$4,500,000</td>
<td>$4,000,000</td>
<td>$4,500,000</td>
</tr>
<tr>
<td>Peer</td>
<td>$4,000,000</td>
<td>$4,500,000</td>
<td>$5,000,000</td>
<td>$5,500,000</td>
<td>$5,000,000</td>
<td>$5,500,000</td>
</tr>
<tr>
<td>Aspirant</td>
<td>$6,000,000</td>
<td>$6,500,000</td>
<td>$7,000,000</td>
<td>$7,500,000</td>
<td>$7,000,000</td>
<td>$7,500,000</td>
</tr>
</tbody>
</table>

FY 2016 Target: $21m cumulative
<table>
<thead>
<tr>
<th>Measure</th>
<th>2011/12 Target</th>
<th>2015/16 Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purposeful Growth</td>
<td>12,400</td>
<td>14,000</td>
</tr>
<tr>
<td>SAT/ACT</td>
<td>1066/24</td>
<td>1081/25</td>
</tr>
<tr>
<td>GPA</td>
<td>3.4</td>
<td>3.5</td>
</tr>
<tr>
<td>Retention</td>
<td>76%</td>
<td>77%</td>
</tr>
<tr>
<td>6 year Graduation Rates</td>
<td>46%</td>
<td>48%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$3.875m</td>
<td>$21m cumulative</td>
</tr>
<tr>
<td>Research</td>
<td>155 proposals, $19.6m</td>
<td>169 proposals, $21.3m</td>
</tr>
</tbody>
</table>
Our Future is Now

- Get engaged
- Own the goals
- Participate in events
- Always be an ambassador: Wear UWF Gear

This is our legacy
Our Future is Now

Celebrate!!

Think
UWF.

we did.