

FEEA Report-FY 2016-2017

PART III: Academic Program Reviews

Admissions

The Office of Admissions performs periodic reviews of application procedures, decision-making processes and hiring practices to assure compliance. Equity issues are discussed openly to balance representation in the student applicant pool, admitted students and staffing. The Office of Admissions is in full compliance with diversity requirements of Human Resources in hiring practices. The full-time staff in the Office of Admissions is 44% minority and 70% female. Looking to the future of the profession, the staffing for student assistants within the office is 56% minority and 72% female.

The Office of Admissions' commitment to diversity and equity is clearly evident in the profile of the freshman class. The University is proud of the accomplishments in the area of representation. For the 2016-2017 admissions cycle, 42% of applicants were from historically underrepresented populations, 18% were from low income households and 25% were first-generation college students. The gender split of applicants was 42% male and 58% female. Of the applicants offered admission, 39% were from historically underrepresented populations, 14% were from low-income households and 19% were from first-generation college students. The gender split for admitted applicants was 39% male and 61% female.

Florida Educational Equity Act Report

University of Florida

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The Office of Admissions, conducts or participates in a number of targeted programs designed specifically to enhance representation and equity. Some of these programs include:

- Gator Access Program (GAP) application visits arranged at particular high schools with high numbers of targeted students.
- Presentations and panel participation in communities with high percentages of low-income, first-generation college, and rural populations. We also partner with community based organizations such as I'm First, FOCUS, CROP, and My Brothers' Keeper at Santa Fe College.
- Destination UF regional receptions for admitted first-generation, low-income and underrepresented minority students. These receptions are intended to provide additional

information about the university and to raise the level of comfort as students make their college choice.

- Collaboration with college outreach programs such as the Summer Journalism Institute and Upward Bound.

During the coming year, we will continue to engage with high-achieving Floridians, out of state, and international students as well as students who will contribute to UF's diversity through the following activities:

- Vendor-supported outreach, such as Cappex Greenlight which generates and pre-qualifies prospective applicants and conducts specifically targeted communication campaigns.
- Expanding on Student Search and creating University of Florida-specific communication campaigns with prospective students.
- Advertisements in selected publications targeted to specific student populations, e.g. Center for Student Opportunity I'm First magazine targeted to first-generation students and Winds of Change targeted to Native American students.
- Using our student ambassadors to assist with recruitment activities and yield events through participation in telephone campaigns, campus tours and interaction with admitted students and parents by volunteering at Destination UF and Florida Days events.
- Participation in the Coalition for Access, Affordability and Success. The Coalition application and the platform of tools that are being developed are meant to engage students from low-income, first generation, and other underrepresented populations earlier in the college search process.
- Streamlining the Gator Access Program to increase the completion and submission of applications to UF from targeted students.
- Continued partnership with Raise.me, a micro-scholarship program that encourages students from partner high schools to participate in college-going activities earlier in high school.