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OVERVIEW

The University of Florida's **Health Science Center (HSC)** offers online graduate programs through the **College of Pharmacy (COP)**, **College of Medicine (COM)** and the **College of Veterinary Medicine (CVM)**. Over the last few years, the colleges have been centralizing operations, increasing revenues and steadily growing the number of enrollments as well as course options for students. The majority of today's programs offer online master's degrees, graduate certificates and, in some cases, an option for non-degree seeking students to take up to two courses.

This report is intended to review the overall performance metrics and goals during the 2014-2015 academic year. The report is divided into three sections, aggregating the performance results for the following online graduate programs:

1. College of Pharmacy – Three online forensic science graduate programs.
2. College of Pharmacy and College of Veterinary Medicine – Six online graduate programs.
3. College of Medicine – Four online graduate programs.

The findings for this report are based on the 2014-2015 academic year, and, depending on data availability, progress is measured compared to the 2013-2014 academic year. Each of these three sections provide detailed analytics in the following areas (where data is available):

- a. Online program website analytics:
 - Website visits by semester
 - Geographic distribution – Country and State
 - Marketing channel preferences
- b. Enrollment analytics and student profiles:
 - Enrollments by semester
 - Demographics – Gender, age, diversity
 - Geographic distribution – Country and State
 - Industry – Employment status and job titles
 - Reasons for enrolling

“ Programs have a **global reach** with **students from 38 countries** enrolled in the 2014-2015 academic year. ”

BACKGROUND

Dr. Ian Tebbett began exploring the possibilities of online education with two courses in forensic toxicology in Fall 2000 with a budget of \$40,000. In 2015, the program has now expanded into five distinct M.S. programs and graduate certificates. The program has received three national awards for excellence in distance education and is fully self-supporting, generating around \$4.5 million annually. This success has enabled the COP to build a scalable support infrastructure for course development and delivery through to student support and registration assistance.

As associate dean, Dr. Tebbett has assumed the responsibility for all of the College of Pharmacy's online programs representing an annual revenue stream of \$11 million. The success of these programs financially supports the college's efforts to expand and strengthen research and educational capacity. In addition to the financial benefits, the COP provides access to the University of Florida for those who would otherwise be unable to attend. Examples include working professionals, parents with young children or family members needing care, those with disabilities and those with geographic constraints. The COP online graduate programs alone have steadily grown with close to 3000 enrollments per year, making it the largest program of its kind in the world.

This 2014-2015 report covers 13 online graduate programs from three colleges, which currently has over 4,000 enrollments across 19 master's degrees, 21 graduate certificates and individual courses for non-degree seeking students.

“ Programs are
nationally recognized
with at least one student
from every state in the U.S. ”



investigate
the
possibilities



PREPARE TO
SAVE LIVES

KEY FINDINGS

The **University of Florida's (UF)** strategic plan, recently outlined by President Fuchs, identified a priority need to increase the demographic and geographic characteristics of the UF student body. This sentiment is echoed throughout the Health Science Center strategic plans, which describe the need for student and faculty diversity across all the health science colleges. Specifically, the College of Pharmacy's strategic plan has as one of its goals the need to stimulate a culture that promotes diversity of thought through lifelong learning. This goal will be achieved, in part, by increasing diversity among students and faculty, as well as expanding the **UF Health Science Center (HSC)** presence nationally and internationally through COP's already successful online programs.

In summary, the key findings are as follows:

1. Diversity: Collaborative Online Education Improves Student Diversity Ratios

The report demonstrates that the current HSC online programs are averaging close to 28% minority representation in the 2014-2015 academic year. This minority representation percentage has increased by 2% from the 2013-2014 academic year.

2. Geographic Expansion: Borderless Online Programs Provide Worldwide and National Access to Students

In the 2014-2015 academic year, the student population represented 38 countries around the globe. In addition, the online programs demonstrate a truly national focus with at least one or more student from every state of the United States.

3. Enrollment Growth: Double-Digit Growth Expected to Continue

On average the HSC online programs have been experiencing double-digit year-over-year growth. For example in Section 2, the 2014-2015 total enrollments almost reached 4,000, which is a 14% increase from 2013-2014. The biggest incremental increase was Spring 2015, primarily due to additional master's degree programs launched by the College of Veterinary Medicine.

RECOMMENDATIONS

Continued growth of distance education throughout the HSC, as a way to achieve greater access and diversity, was recognized in the white paper *Technology in Health Science Education*. The white paper went as far as to suggest that an Office of Distance Education for the HSC be formed to assist HSC faculty in their development of online learning courses and distance education programs in collaboration with other university units. The College of Pharmacy has the necessary infrastructure, scalability and proven expertise to spearhead such an effort.

Successful online programs have hired their own support staff, but precious resources are being duplicated that could be utilized more effectively as a centralized HSC-wide effort rather than through individual programs. This report recommends evaluating existing resources to maximize their efficiency by sharing capabilities in areas such as course development, recruitment, enrollment management, retention, IT support, marketing and student support services. Building on the HSC's proven results and expertise will allow UF Health to quickly assume a prominent role in online education that will be self-supporting and with minimal investment. Such a model will also promote interdisciplinary course and program development, and such activities could be facilitated and financially incentivized through off-book revenue generation.

“ Programs have **student diversity**, with **minorities** representing close to **28%** of the **online student population.** ”



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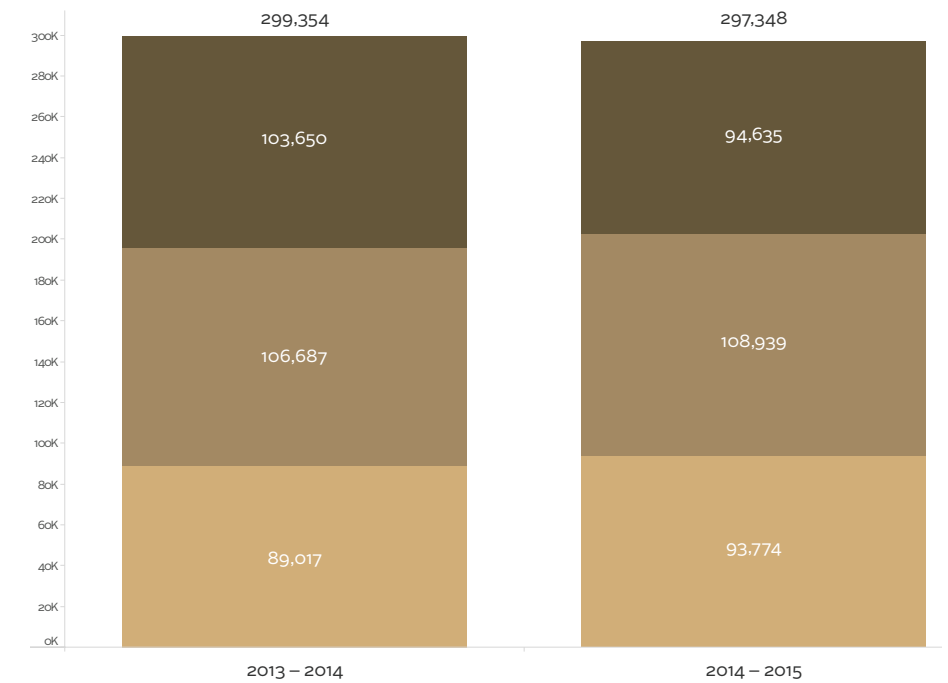
SECTION 1

- Forensic Science
- Pharmaceutical Chemistry
- Clinical Toxicology

These three online graduate programs are from the College of Pharmacy, representing 5 master's degrees, 6 graduate certificates and courses offered to non-degree seeking students in accordance with UF's Graduate School.

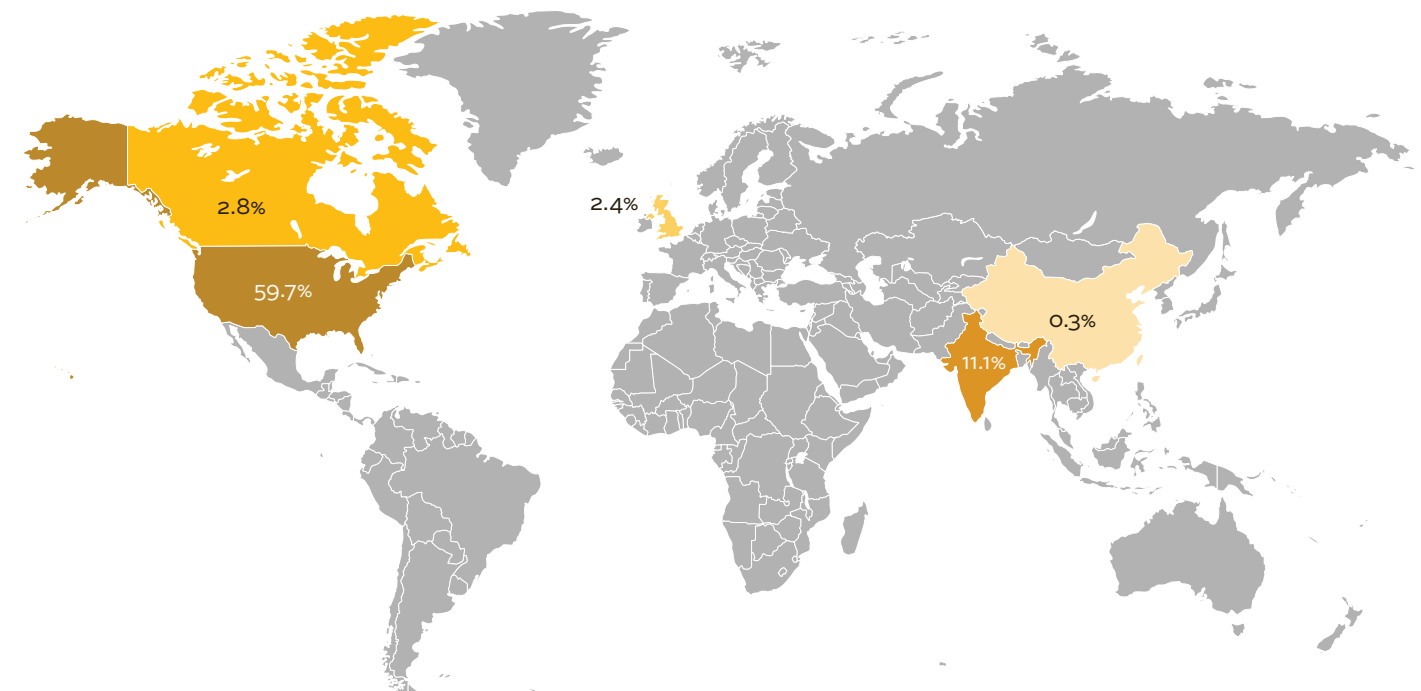
Total Website Visits by Academic Year

The total annual website visits were close to 300,000, showing a 0.7% decrease from the previous year. This decrease was a result of increased targeted marketing, which specifically filtered out non-qualified international website hits. This decrease in no way impacted any other performance metrics.



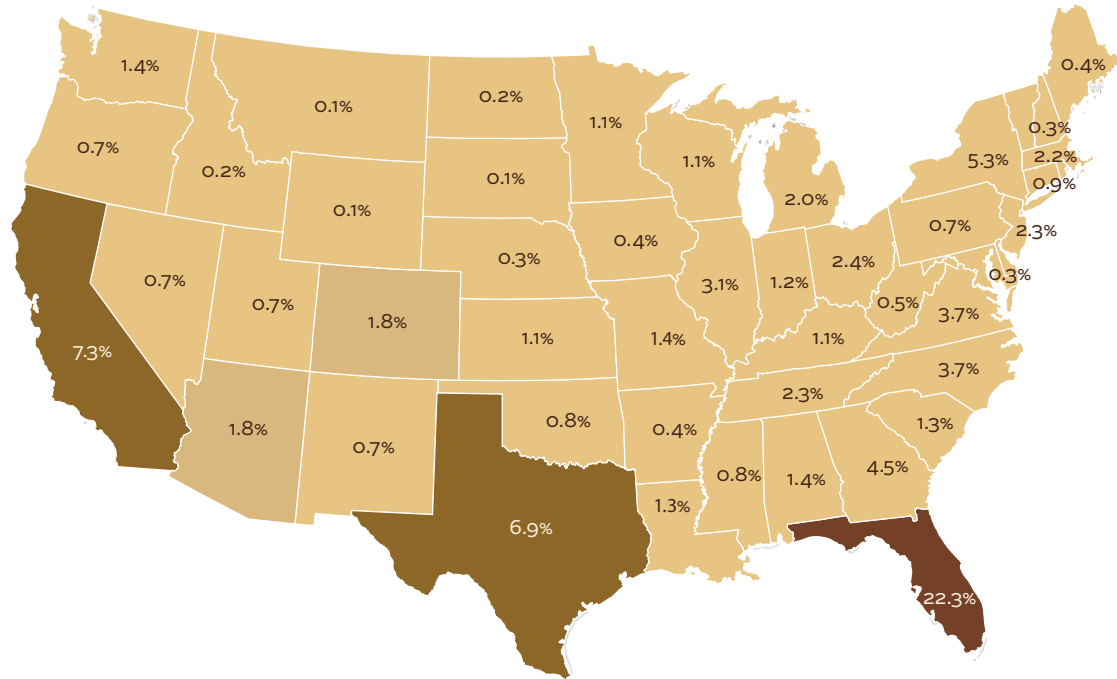
Website Visits by Country

Over 40% of the website hits were not from the US and lead by India, Canada, Australia, United Kingdom and China.



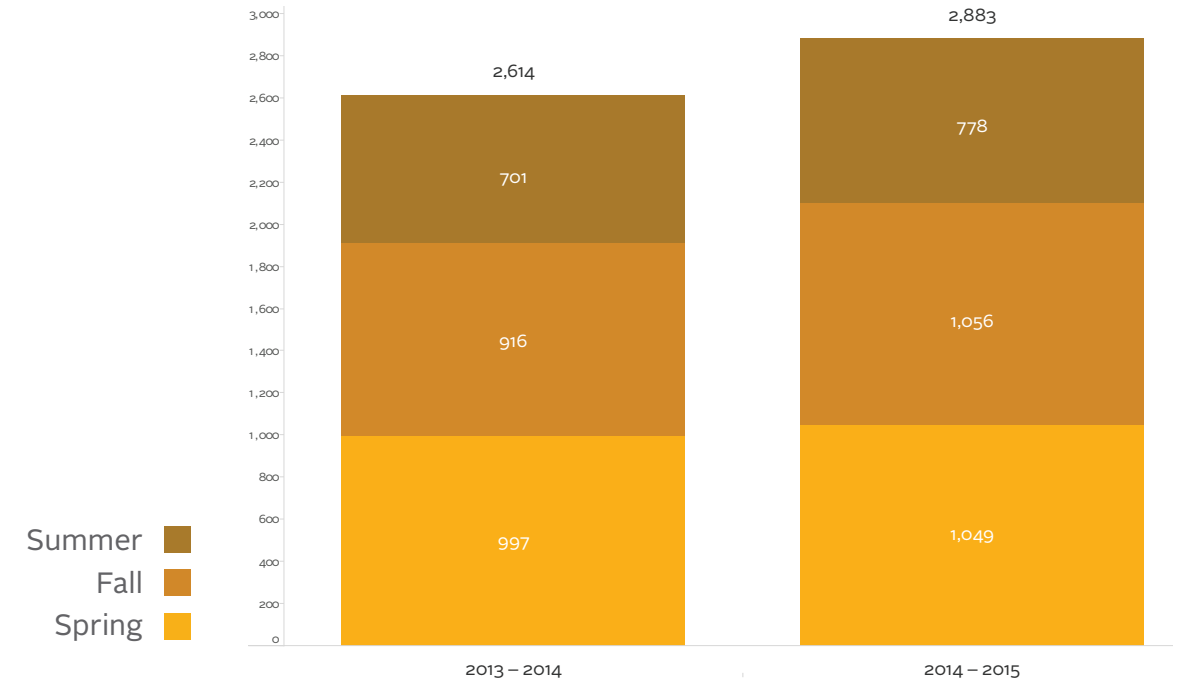
Website Visits by State

Only 22.3% are from Florida, which indicates these COP programs have achieved national awareness. Other states with significant website visits worth noting are California, Texas, New York, Georgia and Illinois.



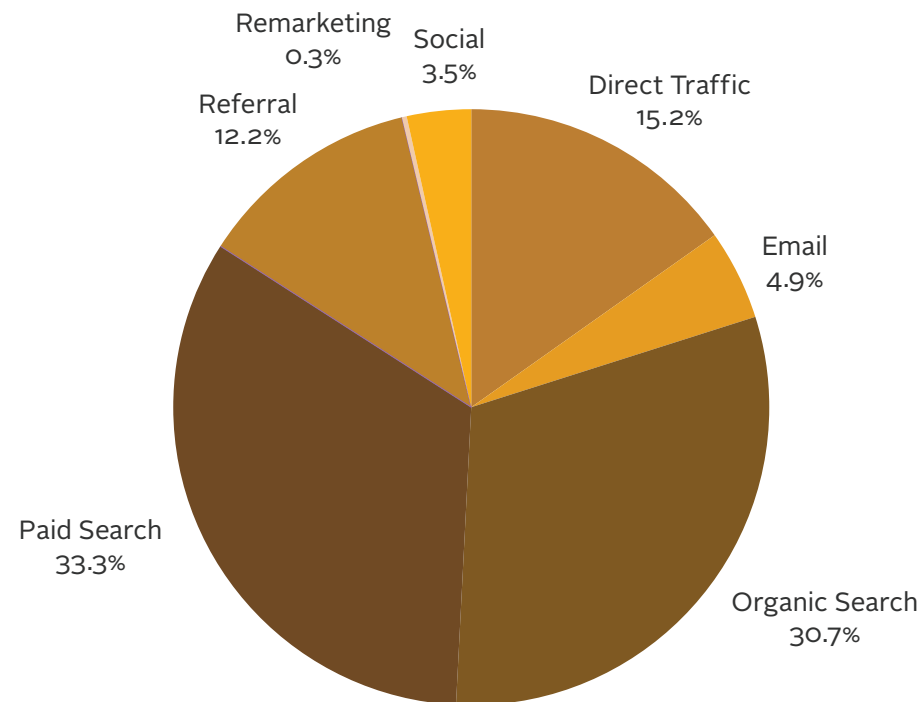
Total Enrollments by Academic Year

There was a 10.3% year-over-year (YOY) increase in enrollments for 2014-2015; close to 3,000 annually for three programs. Every semester increased in YOY enrollments, with Fall 2015 gaining the most at a 15.3% increase.



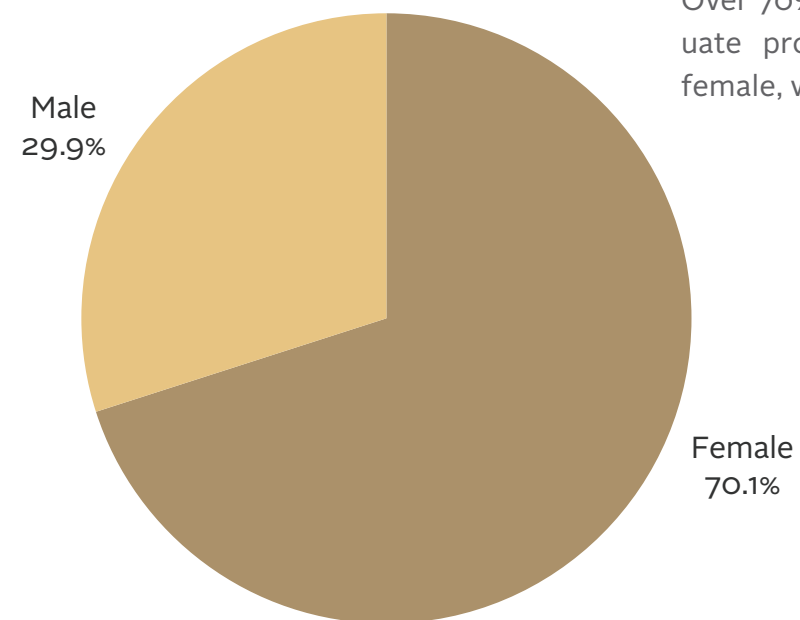
Website visits by Marketing Channel

Paid Search continues to be the top driver to grow and build awareness for the COP programs. However, with over 30% organic search, it's clear that COP's branded programs have established a high profile in the market and should potential students have interest in higher education they invariably will always find UF's COP programs.



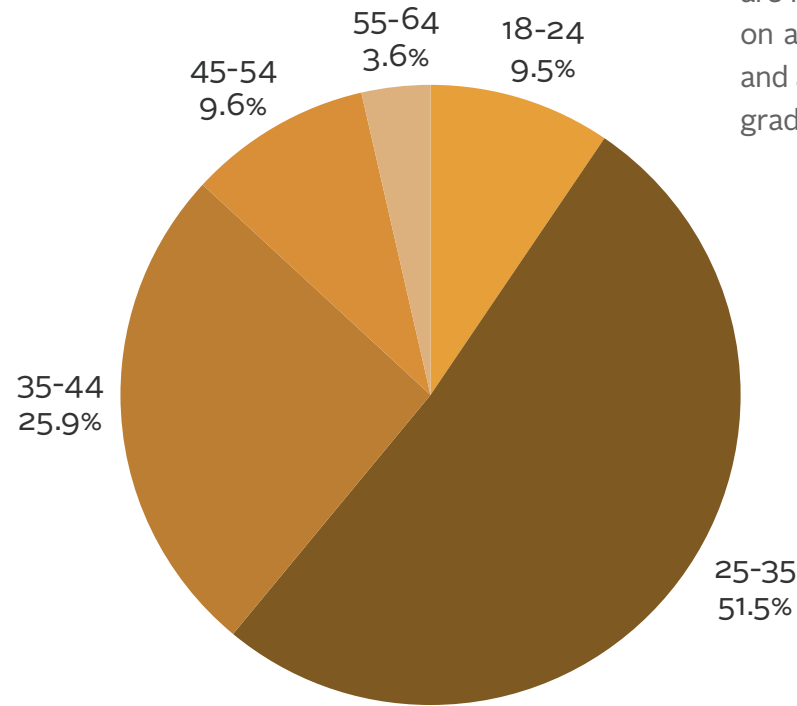
Students by Gender

Over 70% of these online graduate programs' students are female, with 30% male.



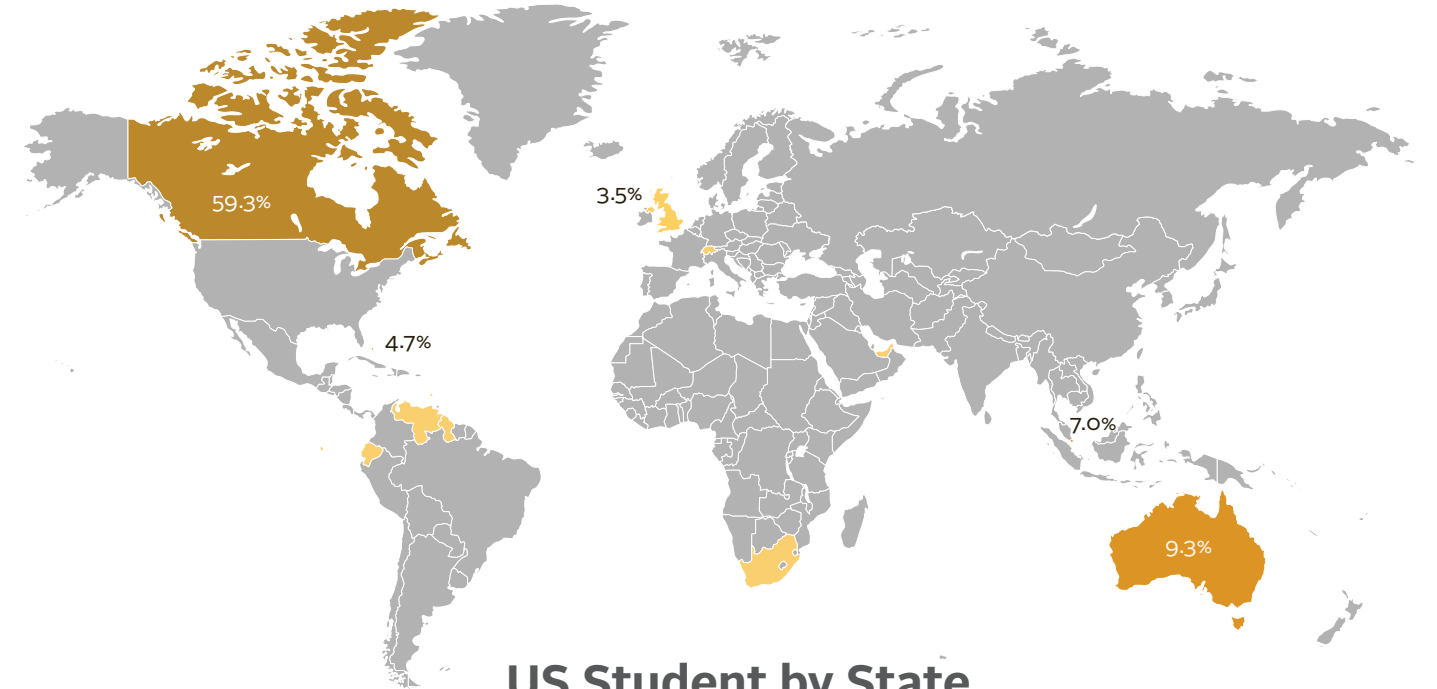
Students by Age Group

For online graduate programs, over 75% of students are in the 25-44 age category, which indicates that on average, students have graduated from college and are in the workforce before returning to UF for graduate education.



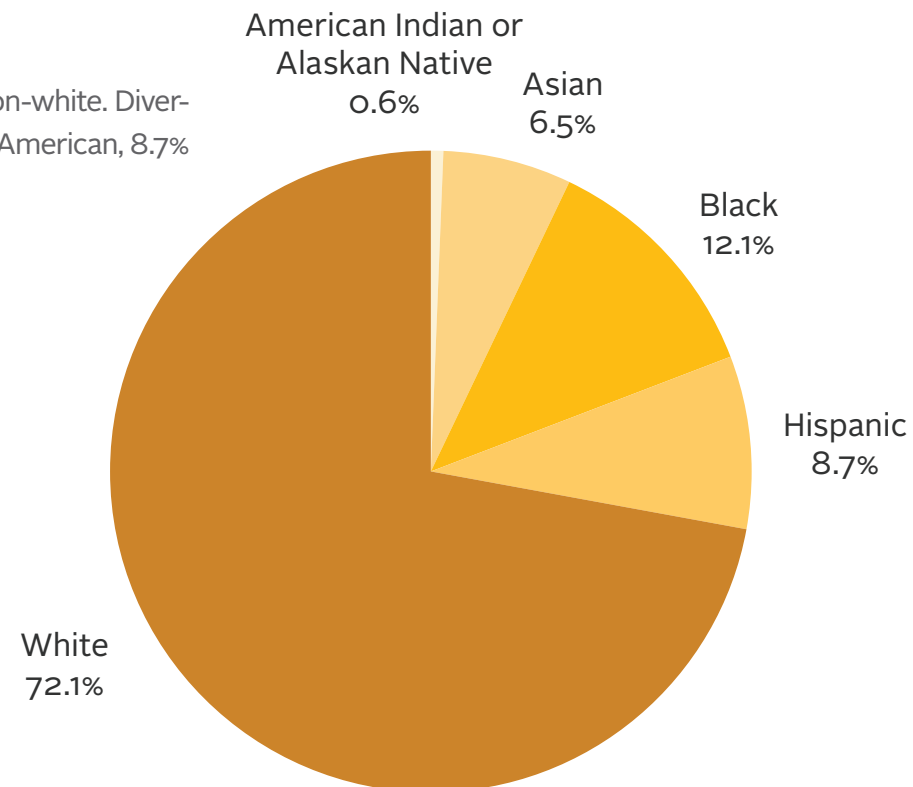
Non-US Students by Country

In total, 5% of the student population is non-US students. The breakdown of the international group has approximately 60% from Canada, followed by 9.3% Australia, 7% Singapore and 4.7% Bahamas.



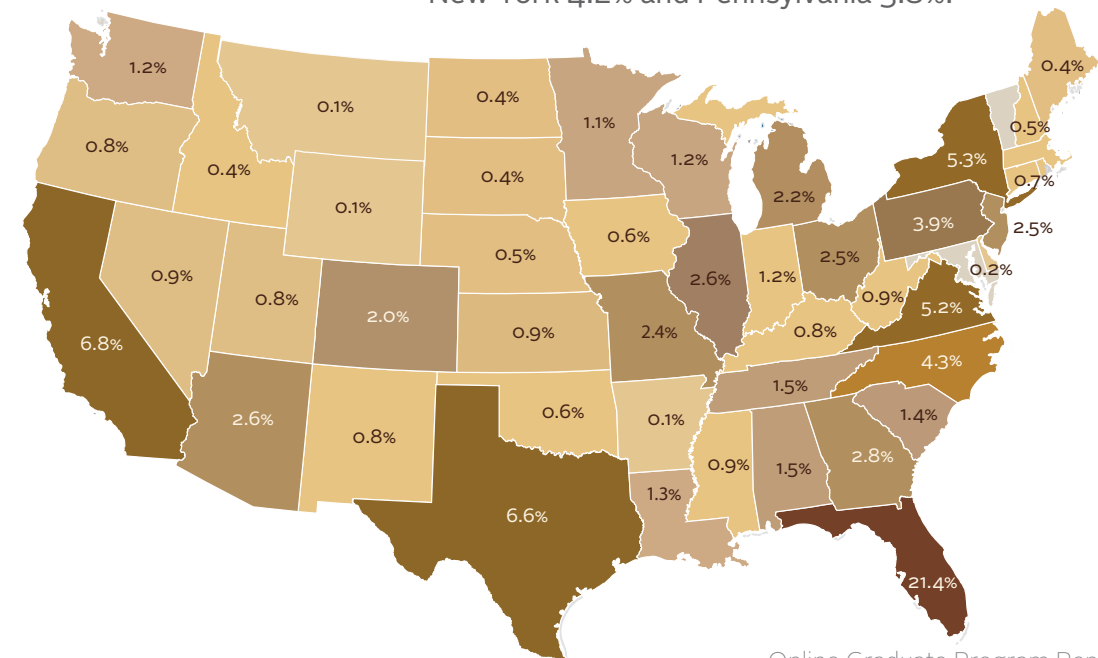
Students by Race

Approximately 28% of students are non-white. Diversity of students includes 12.1% African American, 8.7% Hispanic and 6.5% Asian.



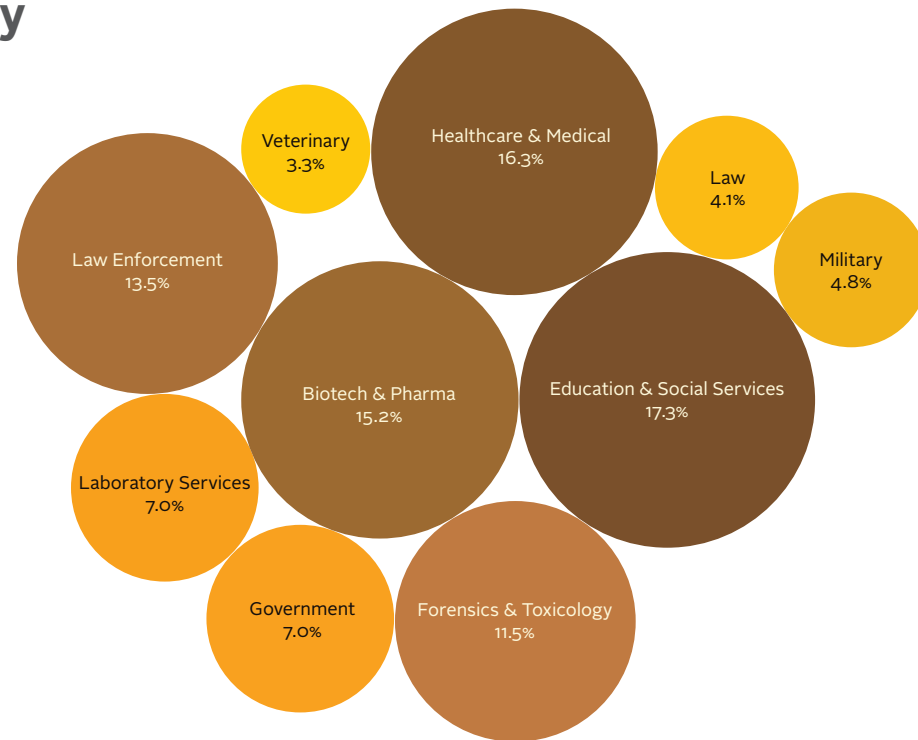
US Student by State

The US student population by state shows a national distribution with less than 25% of the students residing in Florida. California and Texas are almost equal in number of students with close to 7% of the student population each. Some northeast states have significant student populations, including Virginia 5.2%, North Carolina 4.3%, New York 4.2% and Pennsylvania 3.8%.



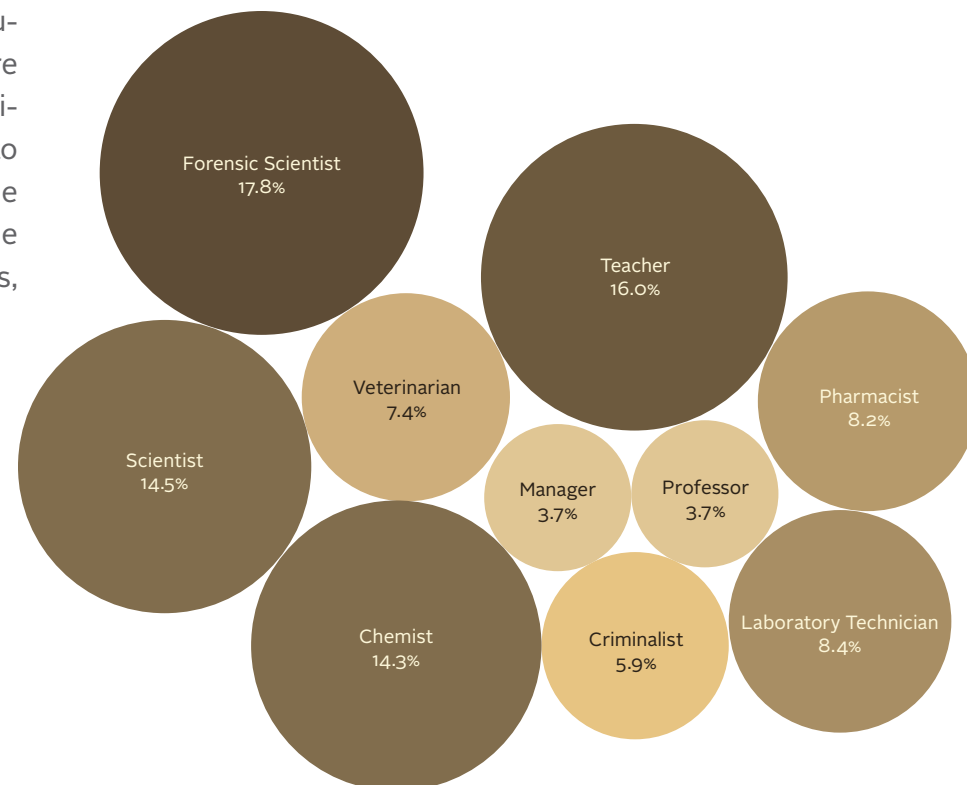
Students by Industry

These three COP programs reveal an even distribution amongst different industry sectors. Several fields such as Healthcare & Medical, Education & Social Services, Biotech & Pharma and Law Enforcement serve as the major source for students.



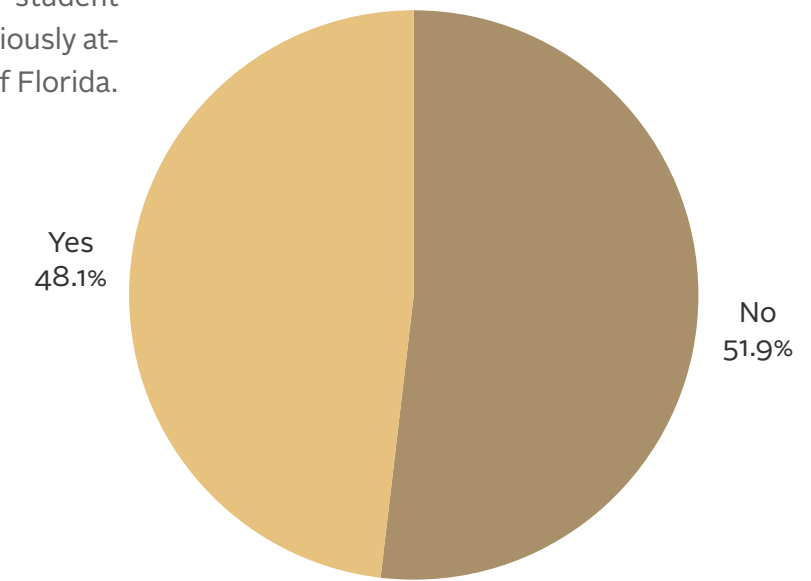
Students by Job Title

Given that the majority of students are in the workforce, there is a commonality amongst job titles and positions most likely to pursue graduate education. The most common positions include Forensic Scientists, Chemists, Teachers and Scientists.



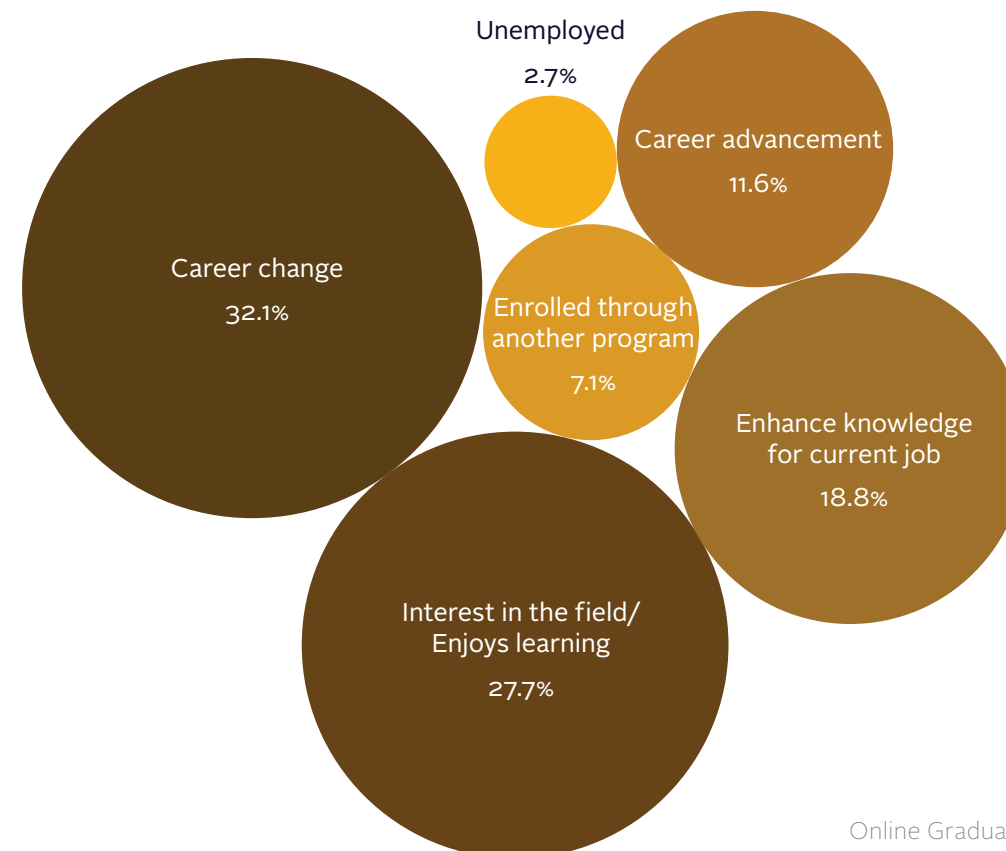
Students who Previously Attended UF

More than half of the student population has not previously attended the University of Florida.



Reasons for Enrolling

Approximately 44% of the student population has enrolled for either a career advancement or career change. Those interested in the field of study and pursuing life long learning is 27.7%. And those students upgrading their skills for their current positions is 18.8%.

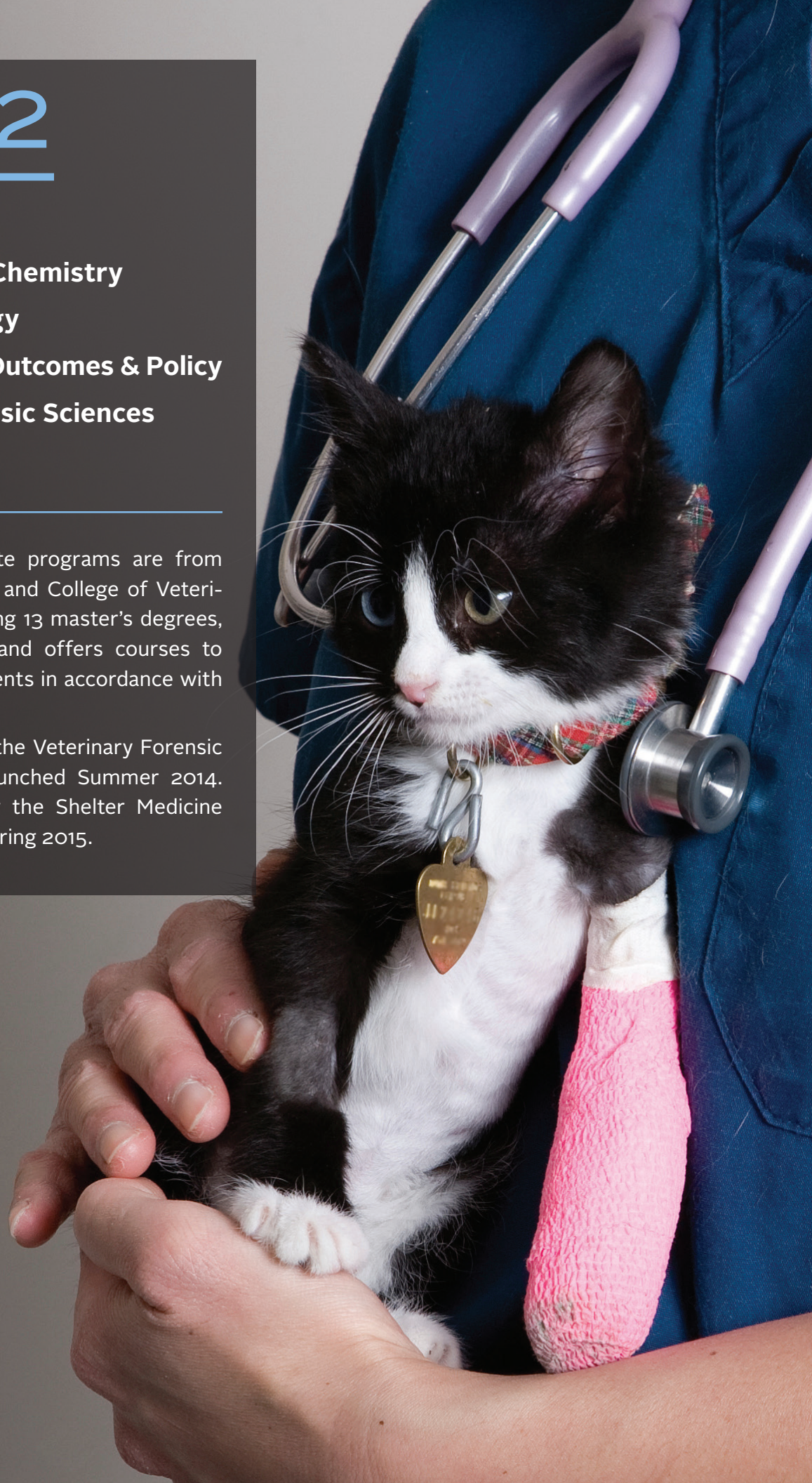


SECTION 2

- Forensic Science
- Pharmaceutical Chemistry
- Clinical Toxicology
- Pharmaceutical Outcomes & Policy
- Veterinary Forensic Sciences
- Shelter Medicine

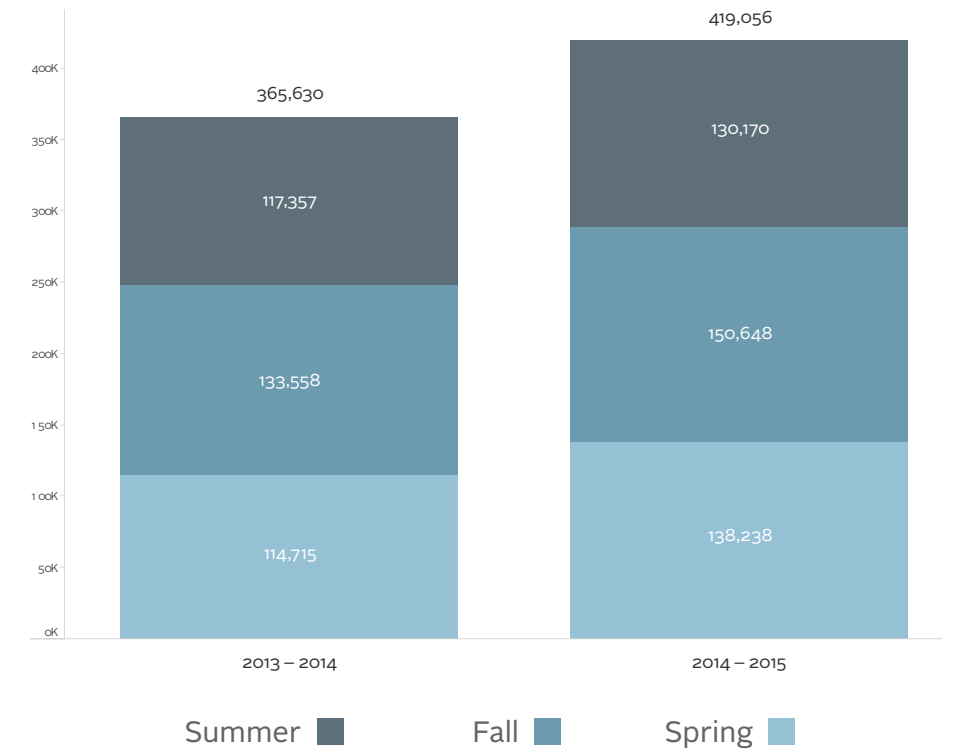
These six online graduate programs are from the College of Pharmacy and College of Veterinary Medicine representing 13 master's degrees, 11 graduate certificates and offers courses to non-degree seeking students in accordance with UF's Graduate School.

The master's degree for the Veterinary Forensic Science program was launched Summer 2014. The master's degree for the Shelter Medicine program was launched Spring 2015.



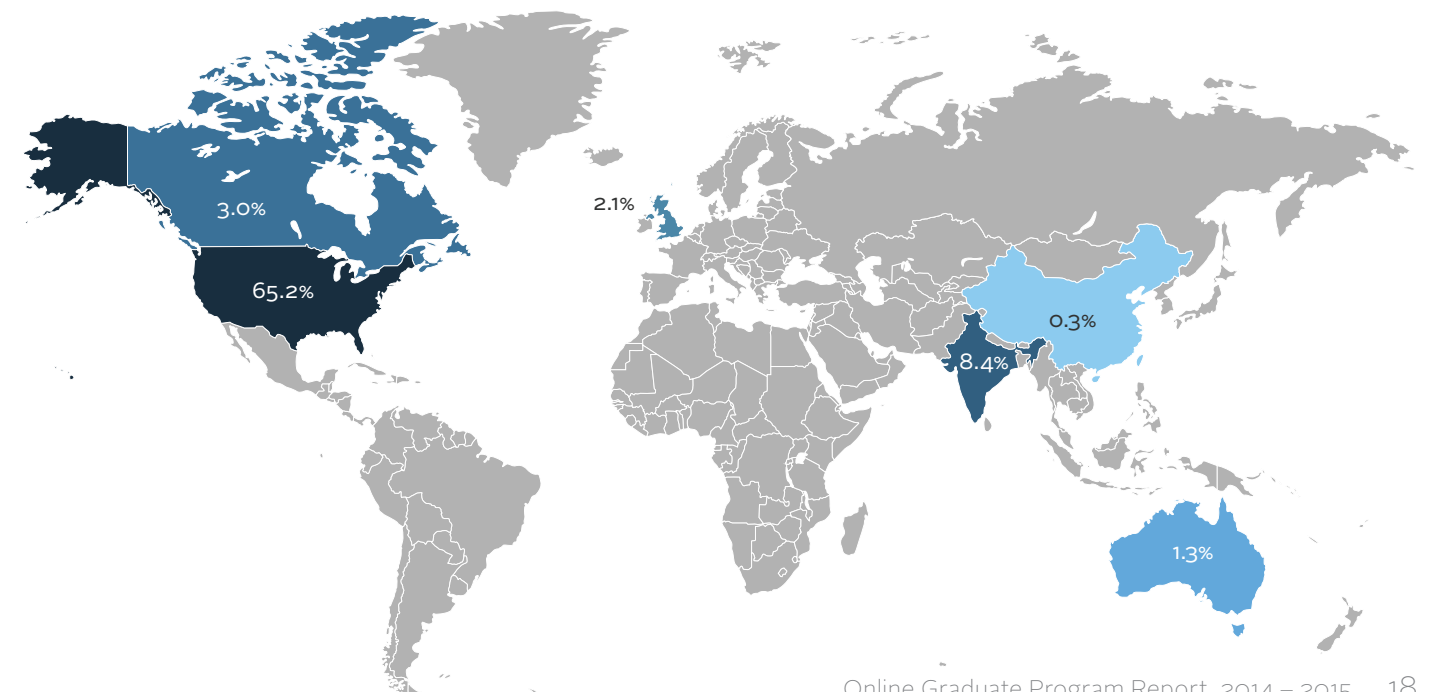
Total Website Visits by Academic Year

Total website visits, approximately 420,000, increased by 14.6% year-over-year (YOY) for all six programs. Each progressive semester in the 2014-2015 academic year witnessed positive growth, with Spring 2015 visits increasing the most by 20.5%. The College of Veterinary Medicine began offering online master's degrees in Veterinary Forensic Sciences (Summer 2014) and in Shelter Medicine (Spring 2015), and subsequently student interest has steadily risen. The Spring 2015 increase was also due to creating a separate website for the online Shelter Medicine program.



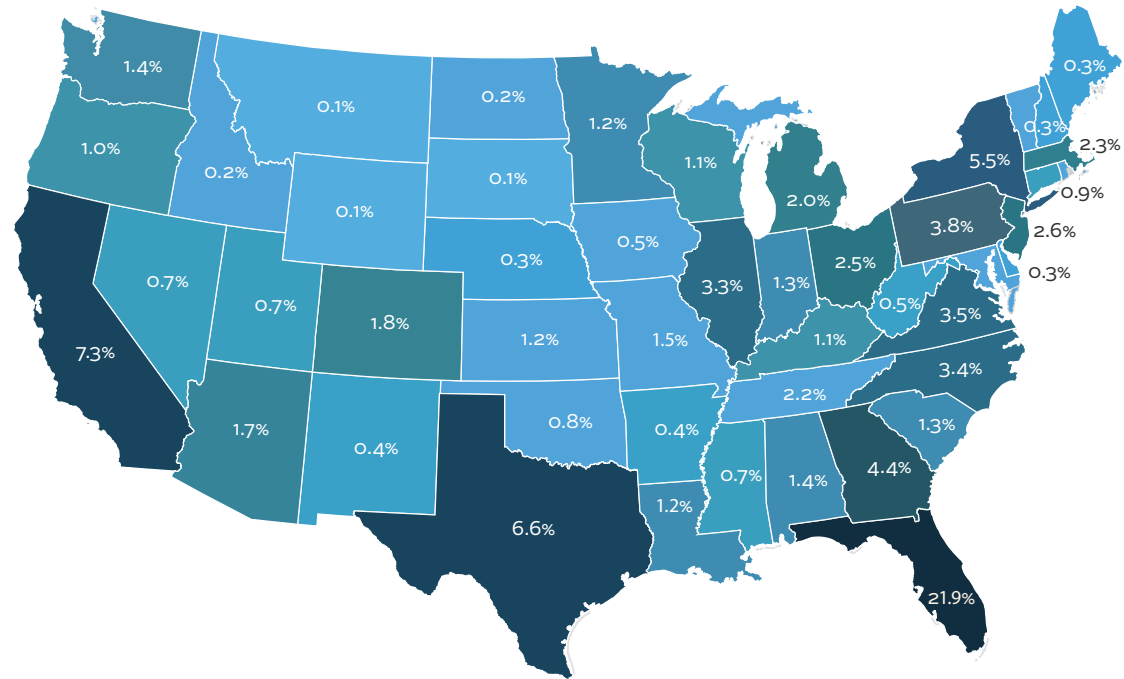
Website Visits by Country

Aggregating all six programs shows more students coming from the US at 65.2%, with India next in line at 8.4%. Programs such as Veterinary Forensic Sciences and Shelter Medicine have less appeal in many international countries due to cultural differences.



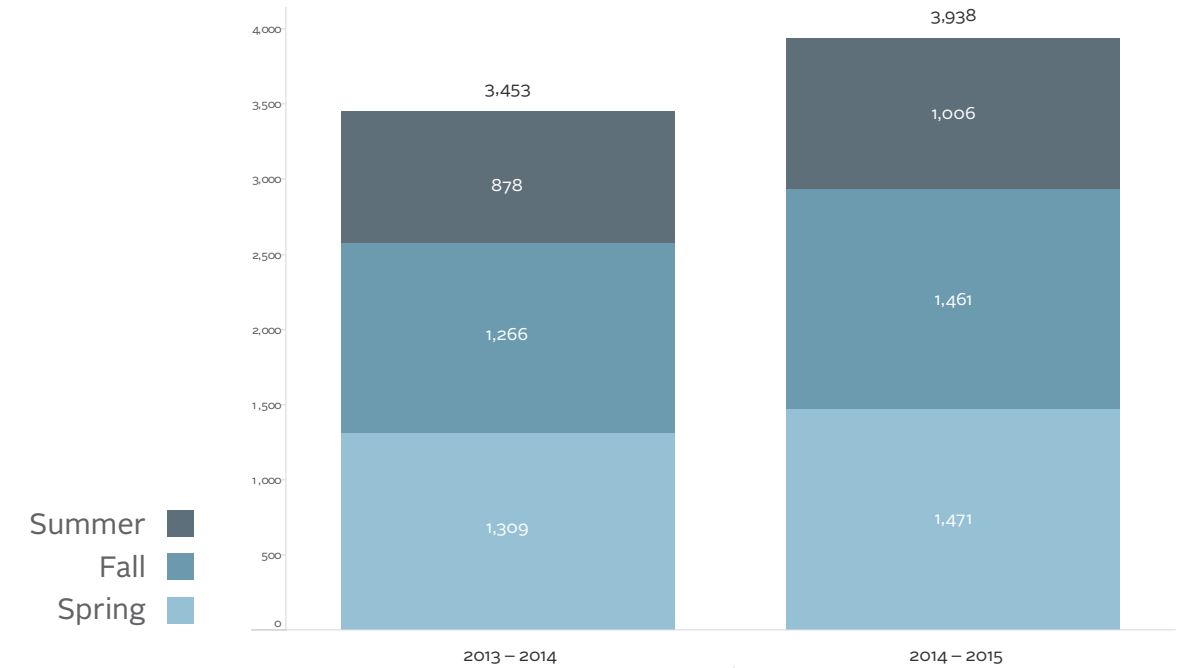
Website Visits by State

All six programs continue the trend of a national focus. Almost 80% of all website visits are from outside of Florida, which is followed by California, Texas and New York.



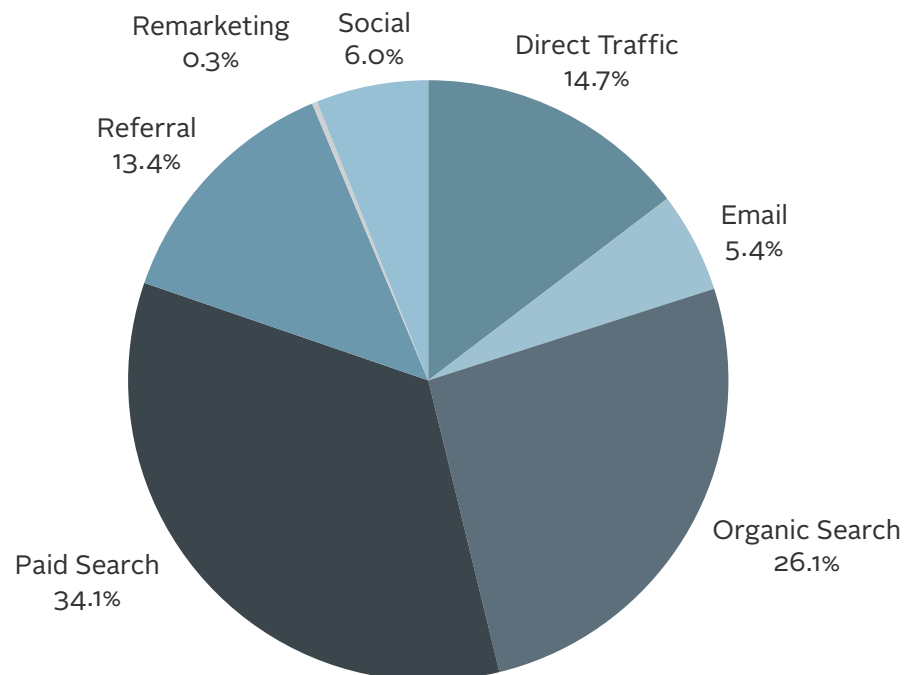
Total Enrollments by Academic Year

In 2014-2015, total enrollments almost reached 4,000, which is a 14% increase from the 2013-2014 enrollments. The biggest incremental increase was Spring 2015, primarily due to additional master's degree programs being offered.



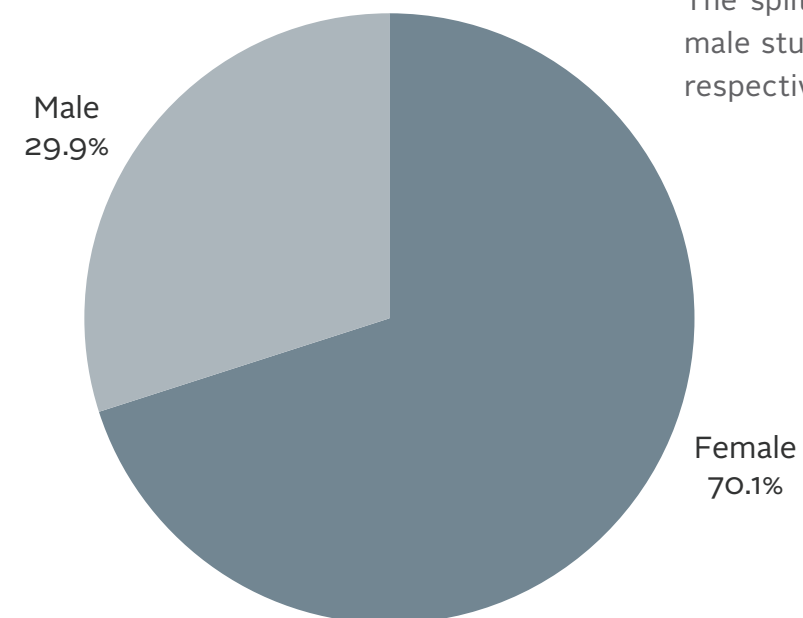
Website visits by Marketing Channel

Not unlike the three COP programs in the first section of the report, paid search continues to be the top driver to grow and build awareness for all programs. Paid search is higher with this group so as to create awareness of new online master's degrees offered by the College of Veterinary Medicine. Over time, as awareness builds in the marketplace, the organic search component will rise. In the meantime, more efforts are required in digital marketing to establish program branding.



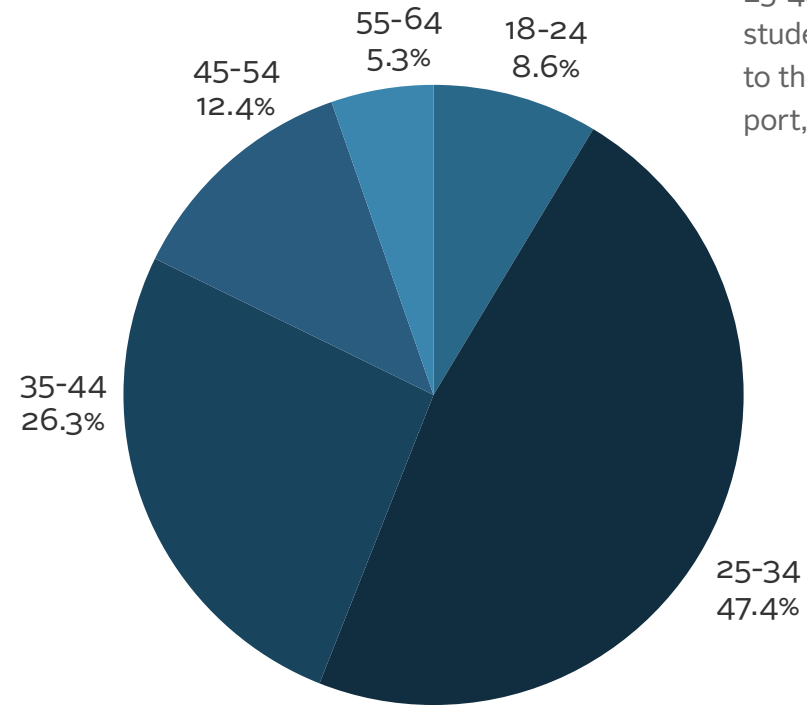
Students by Gender

The split between female and male students is 70% and 30% respectively.



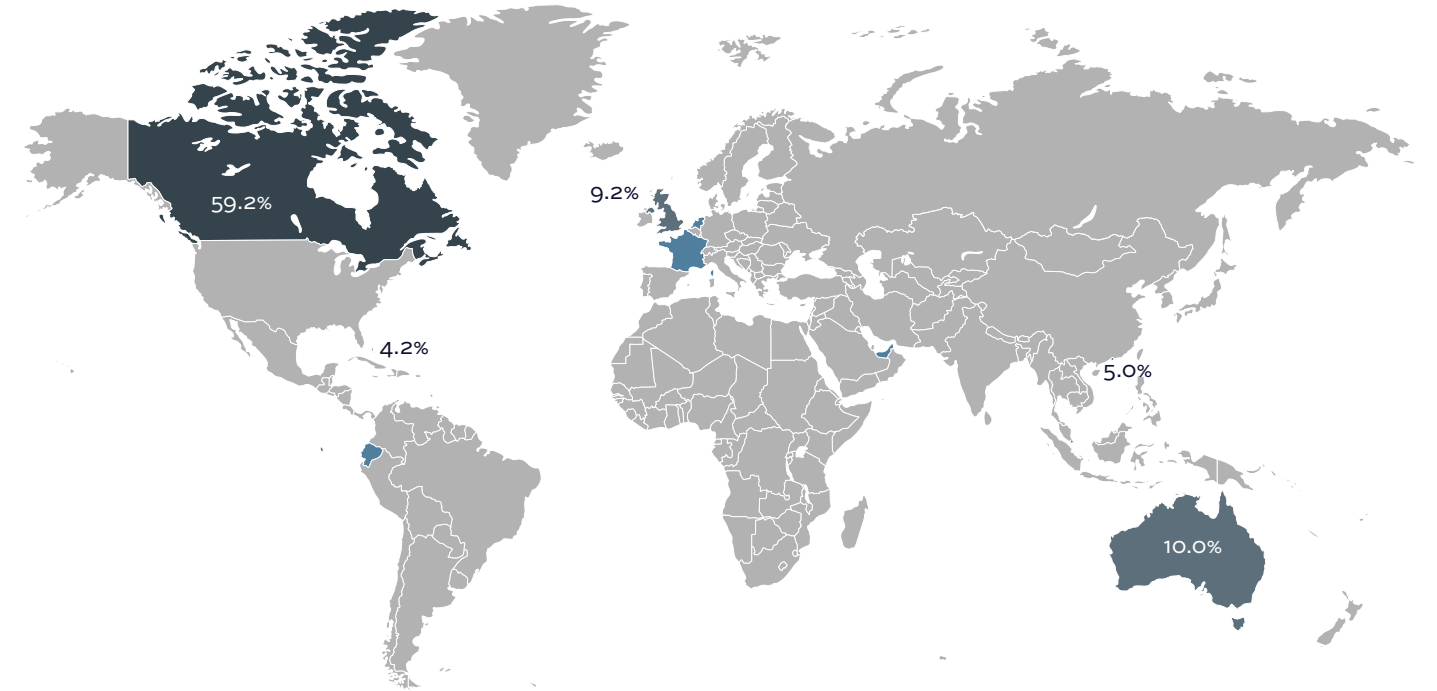
Students by Age Group

With 73.7% of the student population between the 25-44 age range, there is a higher percentage of students in the 45-64 age range (17.7%), as opposed to the three programs in the first section of the report, which have 13.2% in this 45-64 age range.



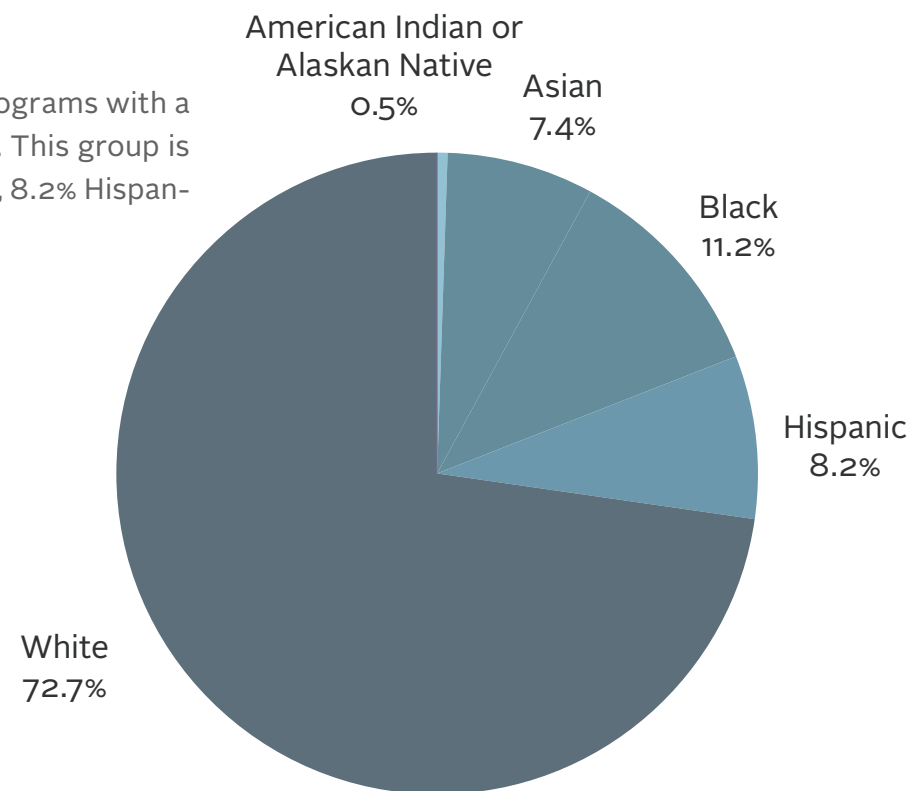
Non-US Students by Country

Student locations by country do not change significantly for all six programs. Canada remains close to 60% of all the international students, followed by 10% Australia, 9.2% United Kingdom and 5% Singapore.



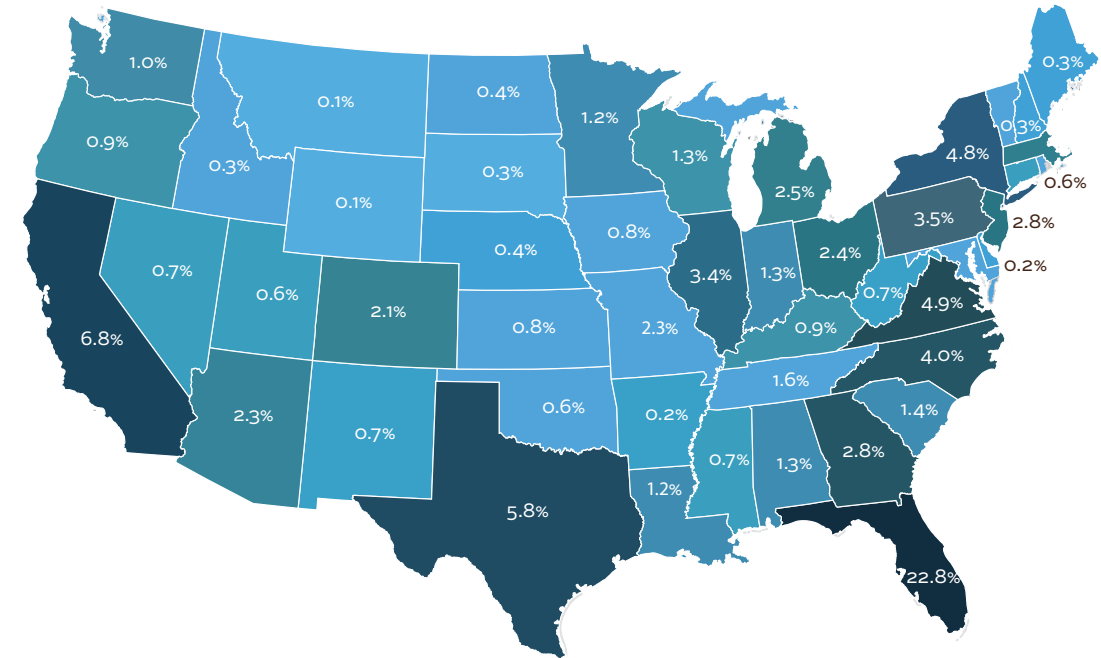
Students by Race

Diversity remains high for all six programs with a 27.3% minority student population. This group is made up of 11.2% African American, 8.2% Hispanic and 7.4% Asian students.



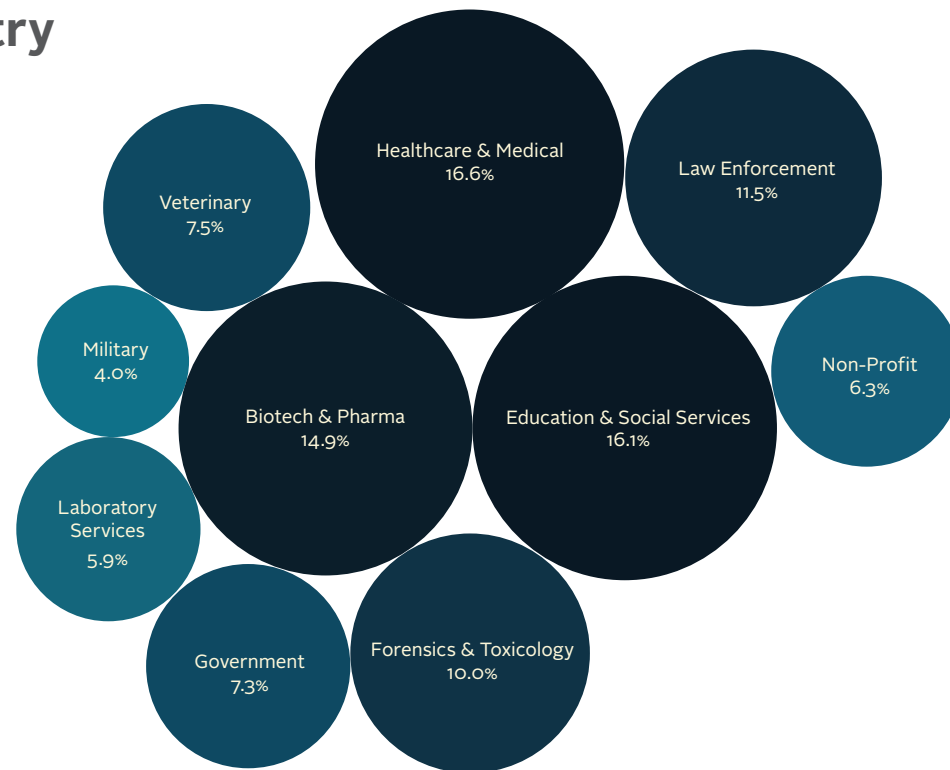
US Student by State

Florida students constitute 22.8% of the student population. Next in line is California with 8.8%, Texas with 5.8% and Virginia with 4.9%. The national focus of the programs shows that there is at least one student from every state in the US.



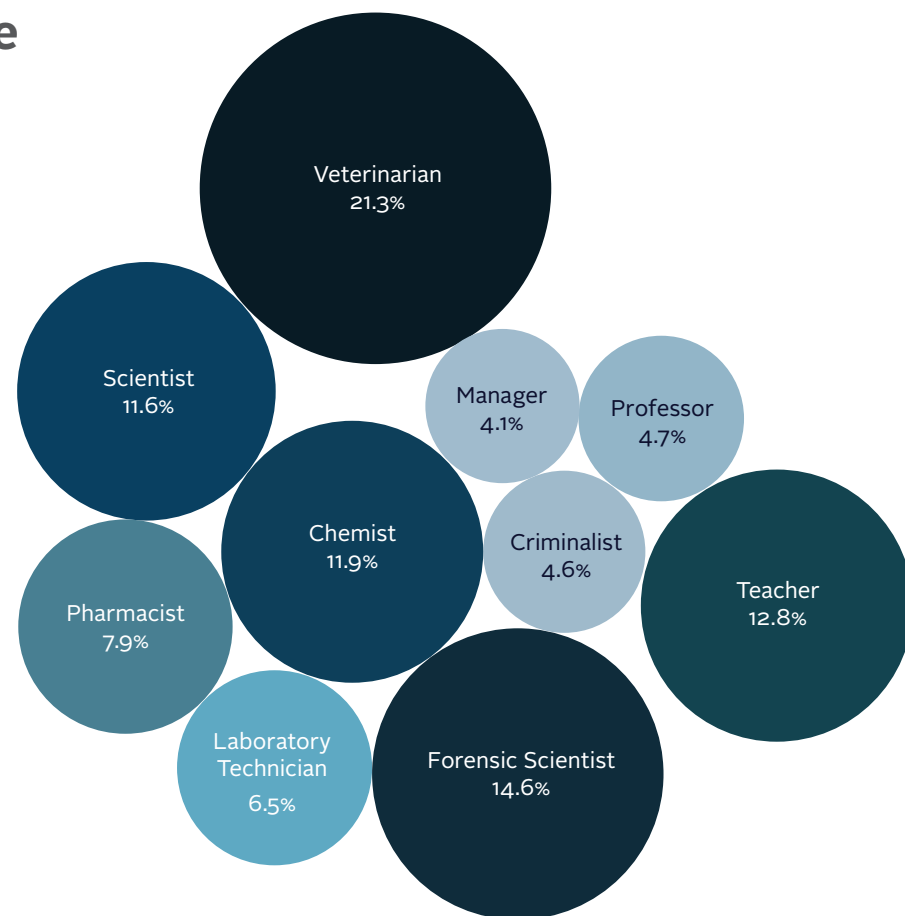
Students by Industry

The top five industries represent approximately 70% of the student population. Healthcare & Medical is 16.6%, Education & Social Services is 16.1%, Biotech & Pharma is 14.9%, Law enforcement is 11.5% and Forensics & Toxicology is 10%.



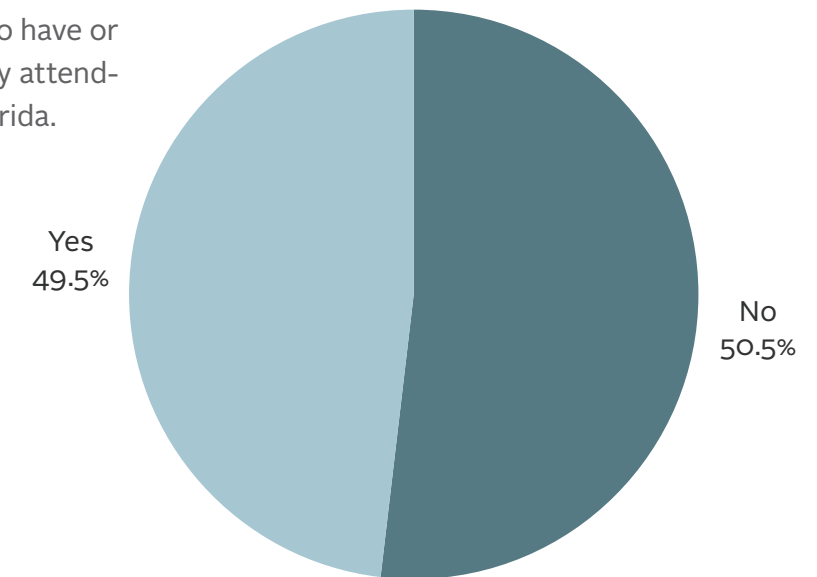
Students by Job Title

When all six programs are aggregated, there is a larger group of Veterinarians taking UF online graduate programs with 21.3% of the population. Making up another 50% of the student population are Forensic Scientists 14.6%, Teachers 12.8%, Chemists 11.9% and Scientists 11.6%.



Students who Previously Attended UF

It is almost an even split for all six programs for those who have or who have not previously attended the University of Florida.



Note: At the time of compiling this report, the College of Pharmacy is the only college collecting student-level data on the reasons for enrolling, therefore there is no additional information available for the other programs.

“ Approximately **44%** of the **student population** has enrolled for either a **career advancement** or **career change.** ”

SECTION 3

- Aging and Geriatric Practice
- Medical Physiology
- Anatomy
- Addiction Medicine

These four online graduate programs are from the College of Medicine, representing 1 master's degree and 4 graduate certificates and courses offered to non-degree seeking students in accordance with UF's Graduate School.

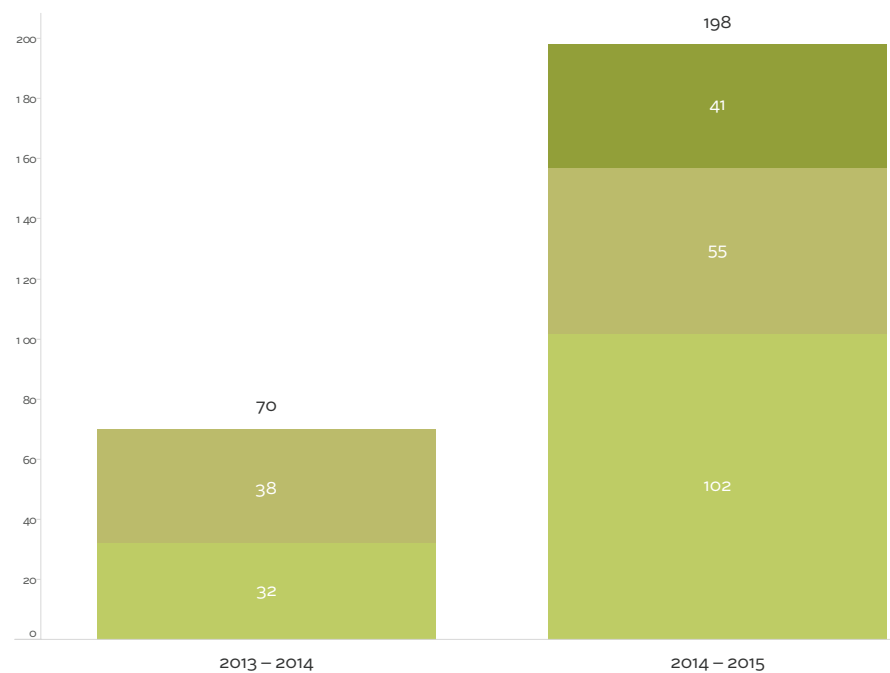
The graduate certificate for the Aging and Geriatric Practice program was launched Spring 2015, and the master's degree for the same program was launched in Fall 2015.



SUMMARY

Successful online programs have hired their own support staff, but precious resources are being replicated that could be utilized more effectively as an HSC-wide effort rather than through individual programs. We need to evaluate existing resources and maximize their efficiency by sharing capabilities in areas such as course development, enrollment management, IT support, marketing and student services. This will allow UF Health to quickly assume a prominent role in online education that will be self-supporting with minimal investment. Such a model will also promote interdisciplinary course and program development since such activities will be facilitated and financially incentivized through off-book revenue generation.

Total Enrollments by Academic Year



In 2014-2015, the four online graduate programs from the College of Medicine resulted in 198 total enrollments. When comparing year-over-year semester growth, Fall semester enrollments grew 44.7%, and Spring semester grew almost 220%.

- Summer
- Fall
- Spring

Note: The COP Distance Education support services team did not commence support and data collection of these programs until Fall 2013. Additional analytics for these programs were not available at the time of this report.

