

**UF Online Performance Measures and Benchmarks  
2013-2019**

Language CS/CS/Senate Bill 1076	Goal	Objective	Evaluation Data	Measure	Data Source	Metric	Notes
<b>Metrics derived from: (g) Beginning in January 2014, the university shall offer high-quality, fully online baccalaureate degree programs that</b>							
1. Accept full-time, first-time-in-college students.	Enrollment of full-time, first-time in-college students	TBD	TBD	TBD	TBD	Report the number of enrolled students that are: <ul style="list-style-type: none"> <li>• Full-time, first-time</li> <li>• Part-time, first-time</li> <li>• Full-time, not first-time</li> <li>• Part-time, not first-time</li> </ul>	These four cohorts a) align with new IPEDs reporting cohorts, b) include counts of transfer students (not first time), and c) allow for an understanding of the entire student body. Due to the UF admissions cycle, FTIC students will be enrolled for the first time, Summer 2014.
2. Have the same rigorous admissions criteria as equivalent on-campus degree programs.	OL admission criteria equivalent to residential program for first-time-in-college students at UF	OL and residential students are evaluated for admission based on the same criteria	Official University data collection records	Mean weighted Grade Point Average (GPA) and Mean SAT scores	Office of Admissions data	TBD	
3. Offer curriculum of equivalent rigor to on-campus degree programs.	OL and residential programs should have identical student learning outcomes and Academic Learning Compacts	TBD	TBD	TBD	TBD	OL and residential programs should have identical Academic Learning Compacts	
4. Offer rolling enrollment or multiple opportunities for enrollment throughout the year.	To offer additional, appropriate opportunities for enrollment	Identify and test opportunities	TBD	TBD	TBD	Report student headcounts by term for both OL and residential students at UF	

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5 Do not require any on-campus courses. However, for courses or programs that require clinical training or laboratories that cannot be delivered online, the university shall offer convenient locational options to the student, which may include, but are not limited to, the option to complete such requirements at a summer-in-residence on the university campus. The university may provide a network of sites at convenient locations and contract with commercial testing centers or identify other secure testing services for the purpose of proctoring assessments or testing	TBD	TBD	NA	NA	NA	Narrative section in annual report	The annual report will include a narrative with a status on lab locations and testing centers.
6 Apply the university's existing policy for accepting credits for both freshman applicants and transfer applicants.	TBD	TBD	TBD	TBD	TBD	# of credits awarded for both online and residential students	
<b>Additional Proposed Measures by UF</b>							
7.	OL program maintains student engagement at the same level as residential students	OL students will be engaged in the learning process as evidenced by student and faculty survey responses and CMS analytics	Survey data demonstrating that OL students are engaged in the learning process and analytics of Course Management Systems	Percent of positive survey respondents and percent of indicators of student engagement	Student engagement survey instrument and Course Management Systems	TBD	Relevant categories of questions from the survey will be reported and used to determine how results will be used to improve program strategies related to student engagement.

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Measures by UF	Goal	Objective	Evaluation Data	Measure	Data Source	Metric	Notes
8.	Ensure OL student retention rate is comparable to online peer institutions	OL students will have retention rates comparable to online peer institutions	Student retention data	Annual student retention data	University of Florida and Peer Institutions data	TBD	Data will be also provided to compare OL FTIC student retention rate to FTIC residential students retention rates and OL Transfer students to Residential Transfer students retention rates.
9.	Ensure OL student 6-year graduation rate is comparable to online peer institutions	OL students will have graduation rates comparable to online peer institutions	Official university data collection and peer institution records	6-year graduation rate	Official university data collection and peer institution records	Graduation rates for: UF Online programs, identical to peer institutions	Data will also be provided to compare OL FTIC student graduation rate to FTIC residential students and OL Transfer students to Residential Transfer students graduation rates.
10.	Minimum increase of academic programs of 5 per year to a maximum of 35	Achieve an annual minimum addition of 5 academic programs	Official university data collection records	Total annual count of OL academic programs	Office of Registrar	TBD	
11.	Provide a curriculum consistent with employment opportunities and lifelong learning	TBD	TBD	TBD	Student Placement Survey; FETPIP in state	1. Percent of OL Bachelor's Graduates employed and/or Continuing their Education further 1 year after Graduation 2. Median average full-time wages of undergraduates employed in Florida one year after graduation	

**Note:** The UF Online Annual Report will include the Performance Measures and Benchmarks as well as a narrative describing progress made on other important issues in the plan to include, but not limited to, course production, program selection, research, innovative technologies, and tuition pricing initiatives.