FY18-19 ANNUAL REPORT

USF INNOVATIVE EDUCATION

Presented June 10, 2019

A Message from the Associate Vice President

I am pleased to present Innovative Education's (InEd) 2018-2019 annual report. As you read this report, you will see the variety of ways in which InEd serves the USF community to advance the university's mission. I am especially proud of the commitment, care, and dedication of our staff. They play a key role in the success of our division, our students and our preeminent university.

Innovative Education's annual report is once again filled with new achievements and innovations based on successful partnerships and collaborations with the USF campus community and beyond. In this report, we have highlighted accomplishments that represent our efforts to support student success and to fulfill our mission to enhance learning across the lifespan, adapting to meet talent needs in the marketplace to ensure lifelong success.

Together with our partners, we design, develop and implement change that supports learning at all levels, for all learners. From pre-college and Corporate Training and Professional Education to Osher Lifelong Learning Institute (OLLI), our units expand the reach of USF to students beyond the University's traditional populations.

We continue to explore the power of digital platforms, from the strategic implementation of digital marketing and recruitment in admissions to the integration of digital learning throughout our curriculum. These initiatives have been instrumental in assisting the University in meeting metrics that lead to student success. Our team members participate in national conversations and collaborations to promote digital transformation. Through our efforts to design quality online courses, offer multiple intersessions and reimagine summer, we are contributing to the improved retention, persistence and time-to-degree by providing flexible, academically rigorous online offerings to our students.

As the Associate Vice President of Innovative Education, I am proud to lead a division that selflessly and anonymously contributes to USF's vision of student success, one which sits at the heart of all that we are collectively working to achieve.

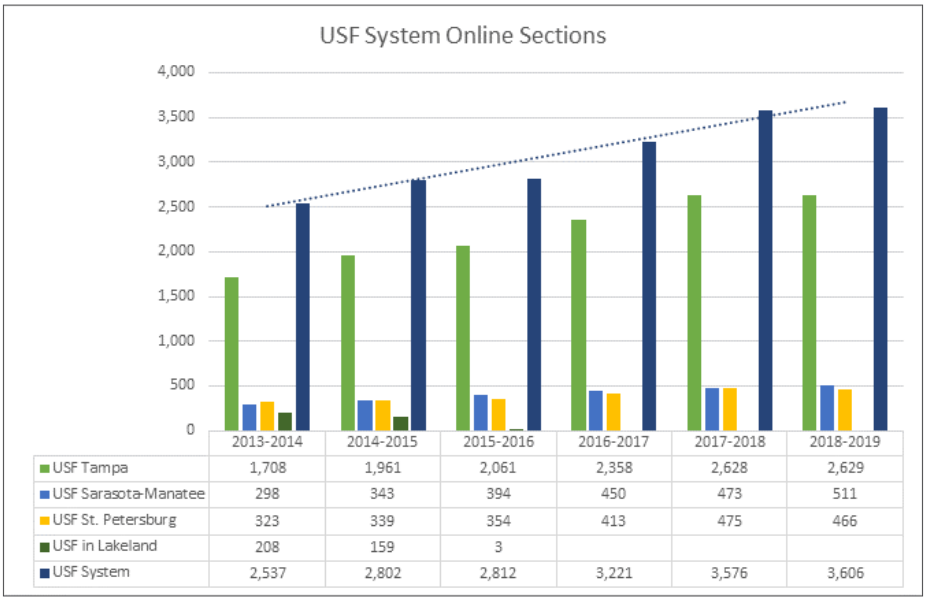
We want to take this opportunity to thank President Judy Genshaft and Provost Ralph Wilcox for their continuous support of our division. We look forward to working with President-elect Steve Currall and wait in anticipation for his input and guidance on our expanding work with the campus community, the Tampa Bay region, the State of Florida and beyond to reach new audiences and increase our collective impact.

With much respect,

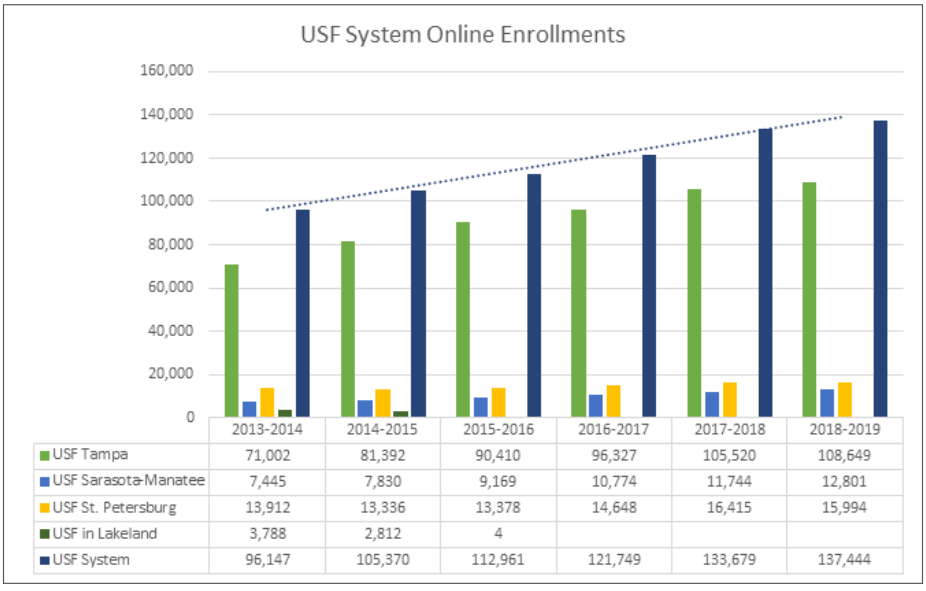
Cynthia A. DeLuca

USF System Online Enrollment – AY2018-19*

- The percentage of SCH generated by online courses across the USF System equaled 32 percent.
- The USF System generated 391,002 fundable SCH for online courses, and 14,676 non-fundable SCH totaled for online courses.
- The USF System offered 1,488 online courses and 3,606 online course sections.
- The USF System generated 137,444 distance learning enrollments.
- Approximately 21 percent of all USF System degrees are now online.
- 100 percent of USF general education requirements can be completed online.



	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019
USF Tampa	1,708	1,961	2,061	2,358	2,628	2,629
USF Sarasota-Manatee	298	343	394	450	473	511
USF St. Petersburg	323	339	354	413	475	466
USF in Lakeland	208	159	3			
USF System	2,537	2,802	2,812	3,221	3,576	3,606



	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019
USF Tampa	71,002	81,392	90,410	96,327	105,520	108,649
USF Sarasota-Manatee	7,445	7,830	9,169	10,774	11,744	12,801
USF St. Petersburg	13,912	13,336	13,378	14,648	16,415	15,994
USF in Lakeland	3,788	2,812	4			
USF System	96,147	105,370	112,961	121,749	133,679	137,444

**Preliminary Benchmark, For Internal Use*

2018-19 Year at a Glance

Accelerated Summer Academic Programs

- Experienced highest first year persistence rate of 86 percent for ACE. Ten percent points higher than year one.
- Increased USF Pre-College completions by 53 percent.
- Increased Maymester enrollment by 15.6 percent from year prior with updates to course offerings.
- Increased Summer enrollment for Tampa Academic Affairs and headcount by more than 2 percent.
- Launched the Re-Imagining Summer@USF System Initiative incorporating over 50 students, faculty, and staff as part of effort.

Corporate Training and Professional Education

- Prior to consolidation we extended our programs to our St. Pete campus and have an MOU under consideration to start offering our courses and training programs at the Sarasota-Manatee campus extending our reach to the greater Tampa Bay Area.
- Added new training partnerships with Wellcare, Amazon, Target and Big Brothers and Big Sisters of America and furthered our relationship with CAE, moving from providing leadership training for only CAE US to CAE globally.
- Started the process of developing a health care leadership vertical, a tech vertical for training current or future IT/Cybersecurity professionals and a corporate leadership development program that are all scheduled to launch in Summer 2019.
- Held the "USF CTPE Test Drive/Food Drive" where we provided a LSAT prep workshop. The price of admission to the workshop was a non-perishable food item. We had more than 60 participants, and we donated the food to the USF Feed-A-Bull food pantry.
- Purchased and launched our new registration system (Canvas Catalog) that now allows us to deliver online courses globally and offer asynchronous non-credit courses that we are developing at USF.
- Purchased a new badging system (Credly/Acclaim) that syncs with many global industry partners (IBM, Oracle, Microsoft) who use Acclaim/Credly badging as a way to track and acknowledge training or skills their employees have attained. Our badging system allows recipients to add their badges to all of their social media accounts, including Linkedin. Clicking on the badge allows current or future employers to see the skills or competencies that were attained in the certificate program and that the certificate and its material is certified by USF CTPE. Our badging system thus serves as a vehicle to increase the USF brand globally.

Digital Learning

- Certified 127 new online instructors to teach online (99 from the Tampa campus and 28 from USF Health). To date, a total of 956 instructors have been certified through the Online Instructor Certification course. More than 70 percent of online sections this fiscal year were taught by OIC certified faculty.
- Provided one-on-one support and consultation to 280 individual instructors.
- Provided 778 "on demand" support cases via phone, email, and scheduled training sessions.
- Analyzed data from hundreds of online quality course reviews conducted by the Digital Learning team. Found and documented common trends of unmet Quality Matters standards and ultimately developed the *Resource Corner* to support our faculty.
- Developed 64 courses in AY18-19, including courses for fully online cost recovery programs such as the M.S. in Social Work, Cybercrime, MBA and ABA.
- Conducted workshops with CAS faculty cohort on Quality Online Courses.

Digital Learning (continued)

- Conducted the STEM Engaged Teaching Workshop: *Interactive Online Techniques*, Michelle Arnold, Sanghoon Park, Christie Nicholas, Heidi Schroeder.
- Completed course redesigns from previous year's Quality Cohort, bringing all 17 courses to high-quality designations/standards.
- Developed a Quality Review online workshop to train faculty on Quality Matters. The outcome of the workshop/training culminates in a faculty self-review, satisfying one component of the BOG high-quality standard.
- DDL-AECT Crystal Award
  - 1st place for Gamification in Online Course Design: *Instructional Technology Superhero,* Sanghoon Park, Christie Nicholas, Menglu Shao
- Presented *USF Online Education* to the Consolidation Planning Study and Implementation Task Force.
- Launched the USF STEM INITIATIVE. Accepted 24 faculty proposals to develop an innovative learning asset to solve a specific challenge in STEM courses. Completed the first 9 projects, and will continue to analyze the effectiveness using surveys and data. Solutions include the development of Augmented Reality, Virtual Reality, interactive activities, and more.
- Partnered with the College of Engineering to plan an active learning classroom, with the ability to hold synchronous active learning sessions with other campuses and globally. Anticipated construction Summer 2019 and implementation in Fall 2019.
- Rolled out a university-wide license of ZAPPAR, an Augmented Reality platform. Conducted guest lectures, online modules and training sessions in several courses. Created assignments for students to develop 21st Century skillsets, creating their own AR projects.
- Developed and delivered customized training for the SUS Civics mandate. Collaborated with registrar's office, office of undergraduate studies and other stakeholders to determine timelines and infrastructure integration.
- Produced and delivered 97 content videos for online courses.
- Produced dozens of animations, custom avatars, course banners, and interactive components.
- Produced 40 instructor introductions.
- Produced 52 lightboard instructional videos.
- Produced Preeminence Video for Strategic Ops/Government Relations.
- Produced hundreds of marketing photography for use by Admissions, UCM and Colleges.
- Produced photography for USF events.
- Produced Workplace Video Series for Strategic Ops/Government Relations consisting of 5 videos.
- Produced several videos for USF Summer, PreCollege and ACE. Traveled to Washington DC, Costa Rica, and the Florida Keys for ACE.
- Produced the USF Human Resources Recruitment Video.
- Produced the USF PD LipSync Video. To date, we have 265K views and 2,249K shares on the ABC Action News TB Facebook page, 70K views and 937 shares on the University of South Florida facebook page, 5,309 views on USF's YouTube channel. The USF video will be featured on CBS's Lip Sync to the Rescue TV show.
- Produced the 2019 Annual Giving Day video.
- Collaborating with the USF Library's Digital Media Commons Cape Canaveral Launch Sites Preservation Project.
- Produced THE Summit Quentin Darrington Video.
- Produced THE Summit AR point of Pride video series.
- Produced THE Augmented Reality banners and floor stickers.
- Produced the Provost's Fall Address "United Shaping the Future" video.
- Produced the Provost's Fall Address "World Class Faculty and Grad Students" video.
- Produced the Provost's Holiday Card Video.
- Developed 4 USF Tampa college Virtual Tours including Honors, Engineering, CAS and the Arts.
- Developed the USF Sarasota campus Virtual Tour.
- Continued to improve the USF Tampa Virtual Tour. To date, the tour has had 66,553 visitors from 158 countries worldwide.

Marketing and Recruitment

- Produced all marketing efforts in support of Undergraduate Admissions. For a complete list of projects, see "Undergraduate Admissions Marketing" under "Marketing" below.
- Partnered with the colleges to recruit hundreds of students into professional master's programs, to include the M.S. in Cybersecurity, the M.S. in Cybercrime, the M.S. in Social Work, the M.S. in Applied Behavioral Analysis and the M.Ed. in Instructional Technology. For campaign results, please see "Graduate Programs Marketing" under "Marketing" below.
- Provided robust marketing support for a variety of credit and non-credit programs, including Summer Academic and Cultural Engagement, Winter Session, Maymester, and a variety of Pre-College and Corporate Training and Professional Education programs.

OLLI

- Offered 386 sessions in FY18-19, a 10 percent increase from the prior year in programmatic offerings.
- Raised nearly $45,000 towards program operations, a 29 percent increase over FY17-18.
- Attained over 1,600 individual members.

Testing Services

- Delivered 23,915 test administrations January 2018 through December 2018.
- Delivered 5,540 test administrations January 2019 through April 11, 2019.
- Delivered the largest number of Pearson Vue test administrations per year when compared to the other Pearson Vue centers worldwide. Delivered 12,178 Pearson Vue test administrations January 2018-December 2018.
- Ranked by College Board as one of the top 100 test centers in the nation for the number of CLEP administrations delivered in 2018. A total of 478 CLEP administrations were delivered January-December 2018 through USF Testing Services.

Academic Support

Digital Learning

As innovative leaders in online education, Digital Learning partners with USF faculty to develop high-quality online courses that meet the needs and expectations of today's learners. Focusing on learning outcomes, student experience, and the development of media-rich interactive content to engage students, Learning Designers, Videographers, Multimedia Developers and Faculty Support professionals work collaboratively to reimagine and optimize learning in a digital space.

Faculty Training and Support

Online Faculty Support is a team of experts dedicated to providing online instructors with an array of services including course consultation, technical skills development and quality online reviews.

- Facilitated virtual workshops on technology and online best practices to 216 faculty participants. To date, enrollments total more than 900 faculty participants.
- Certified 127 new online instructors to teach online (99 from the Tampa campus and 28 from USF Health). To date, a total of 956 instructors have been certified through the Online Instructor Certification course. More than 70 percent of online sections this fiscal year were taught by OIC certified faculty.
- Provided one-on-one support and consultation to 280 individual instructors.
- Facilitated 157 training and recording sessions in our faculty production labs.
- Provided 778 "on demand" support cases via phone, email, and scheduled training sessions.
- Analyzed data from hundreds of online quality course reviews conducted by the Digital Learning team. Found and documented common trends of unmet Quality Matters standards and ultimately developed the Resource Corner to support our faculty.
- Hosted the first USF/Proctorio Lunch n Learn seminar consisting of USF faculty power users and vendor representatives. Discussion focused on how to improve the product, from a faculty perspective.
- Supported the facilitation of more than 275,000 online proctored exams (Proctorio), an increase of more than 100 perecent from last year. USF is now recognized as a leader in the field of online proctoring, with a total number of 580,000 exams proctored to date.
- In collaboration with Office of Decision Support, developed and launched a comprehensive training solution for the Achivum platform which includes a fully online workshop and the facilitation of 6 classroom-based training sessions.
- Accepted to participate in the Universidad del Norte/USF Spanish Immersion Program in Barranquilla, Colombia.
- Member of the MUMA Online Course Student Success Group – A think-tank of instructors teaching high-enrollment online courses who share strategies to reduce DWF and increase academic performance.

Learning Design

Using Quality Matters standards as a roadmap, Learning Designers collaborate with faculty to design and build high-quality online courses. Experts in Universal Design for Learning (UDL), learning technologies, theory and practice, and leveraging the most from faculty partnerships, the Learning Design team plays a crucial role in creating engaging student-centered learning experiences.

- Developed 64 courses in AY18-19, including courses for fully online cost recovery programs such as the M.S. in Social Work, Cybercrime, MBA and ABA.
- Conducted workshops with CAS faculty cohort on Quality Online Courses. Sessions included:
  - Session 1 – Introduction to QM, Getting Started Module & Syllabus
  - Session 2 – Objectives and Alignment
  - Session 3 – Accessibility & Canvas Tips and Tricks
  - Session 4 – Amendments & Preparing for the Quality Review

Learning Design (continued)

- Conducted the STEM Engaged Teaching Workshop: *Interactive Online Techniques*, Michelle Arnold, Sanghoon Park, Christie Nicholas, Heidi Schroeder.
- Conducted First Friday workshops in partnership with ATLE.
  - *Straight Out of the Box: Designing with Students in Mind*, Menglu Shao & Jing Wan.
  - *Dude! Where do I Start!? – Utilizing a Landing Page within Canvas*, Alana Elkins.
- Evaluated 60 online courses for quality.
- Completed course redesigns from previous year's Quality Cohort, bringing all 17 courses to high-quality designations/standards.
- Developed a Quality Review online workshop to train faculty on Quality Matters. The outcome of the workshop/training culminates in a faculty self-review, satisfying one component of the BOG high-quality standard.
- Participated in the system-wide Canvas User's Group.
- Collaborated and presented alongside other instructional design groups around the USF system (Learning Design Group) and region (Tampa Bay Regional Instructional Design Group).
- Researched and piloted several innovative tools to improve content sharing, collaboration, and student-to-student interaction (Padlet, FlipGrid and PlayPosit).
- Presented USF Online Education to the Consolidation Planning Study and Implementation Task Force.
- Restructured staff info and consolidated the learning designers into one team to increase collaboration and consistency.
- Launched the USF STEM INITIATIVE. Accepted 24 faculty proposals to develop an innovative learning asset to solve a specific challenge in STEM courses. Completed the first 9 projects, and will continue to analyze the effectiveness using surveys and data. Solutions include the development of Augmented Reality, Virtual Reality, interactive activities and more.
- Partnered with the College of Engineering to plan an active learning classroom, with the ability to hold synchronous active learning sessions with other campuses and globally. Anticipated construction Summer 2019 and implementation in Fall 2019.
- Rolled out a university-wide license of ZAPPAR, an Augmented Reality platform. Conducted guest lectures, online modules and training sessions in several courses. Created assignments for students to develop 21st Century skillsets, creating their own AR projects.
- Developed and delivered customized training for the SUS Civics mandate. Collaborated with registrar's office, office of undergraduate studies and other stakeholders to determine timelines and infrastructure integration.
- Participated in various professional conferences, workshops and symposiums including the Third Annual Bay-to-Bay Symposium, UPCEA Annual Conference, and CanvasCon FIU.
- Partnered with ATLE to present at several of their First Friday faculty events.
- Participated in the system-wide Canvas User's Group to stay abreast of new information and provide input on LMS initiatives.
- Consulted with the Office of Orientation to build a canvas course and instructional modules for student onboarding and retention.
- Hired and onboarded four student assistants who support our Learning Designers in the development of online courses.
- Continued to leverage new technology designed to meet the needs of faculty, students and courses, to include integrating new eLearning production tools designed to increase efficiency and interactivity.

Media Innovation

As an integral part of the development of high-quality online courses, the Media Innovation Team brings the power of video, interactive media and visual design to revolutionize learning. The team specializes in developing innovative assets that engage and stimulate the student learning experience through visual design and digital media.

Production for Online Courses

- Produced and delivered 97 content videos for online courses.
- Produced dozens of animations, custom avatars, course banners, and interactive components.
- Recorded, edited, and delivered 48 audio presentations used throughout interactive presentations in online courses.
- Produced 40 instructor introductions.
- Produced 52 lightboard instructional videos.

Production for USF, Admissions and Provost's Office

- Produced three Stop Motion Introduction videos for Office of Orientation.
- Produced Preeminence Video for Strategic Ops/Government Relations.
- Produced hundreds of marketing photography for use by Admissions, UCM and Colleges.
- Produced photography for USF events.
- Produced Workplace Video Series for Strategic Ops/ Government Relations consisting of five videos.
- Produced several videos for USF Summer, PreCollege and ACE. Traveled to Washington DC, Costa Rica and the Florida Keys for ACE.
- Produced the USF Human Resources Recruitment Video.
- Produced Innovative Education Corporate Training & Professional Development - Paralegal Certification - Richard Herman.
- Produced the International Orientation Recap/Highlight Video.
- Produced the 2019 Annual Giving Day video.
- Collaborated with the USF Library's Digital Media Commons Cape Canaveral Launch Sites Preservation Project.
- Produced the USF PD LipSync Video. To date, we have 265K views and 2,249K shares on the ABC Action News TB facebook page, 70K views and 937 shares on the University of South Florida Facebook page, 5,309 views on USF's YouTube channel. The USF video will be featured on CBS's Lip Sync to the Rescue television show.
- Produced the Florida Inventors Hall of Fame Profile - Phillip Furman.
- Production of Interview and B-Roll for Dr. Sanberg's Bryden Award video.
- Produced faculty profiles of Chuck Owen, Daniel Yeh, Maya Trotz, & Bob Frisina.
- Produced student profiles of Bradon Schuster, Arian Howard and Brandon Schuster (NYC alum).
- Produced THE Summit Quentin Darrington Video.
- Produced THE Summit video played on bus.
- Produced THE Summit AR Point of Pride video series.
- Produced the Provost's Fall Address "United Shaping the Future" video.
- Produced the Provost's Fall Address "World Class Faculty and Grad Students" video.
- Recorded the full Fall Address video.
- Produced the Provost's Holiday Card Video.
- Participated in the 48 hour film festival video, in which staff garnered several nominations and awards.

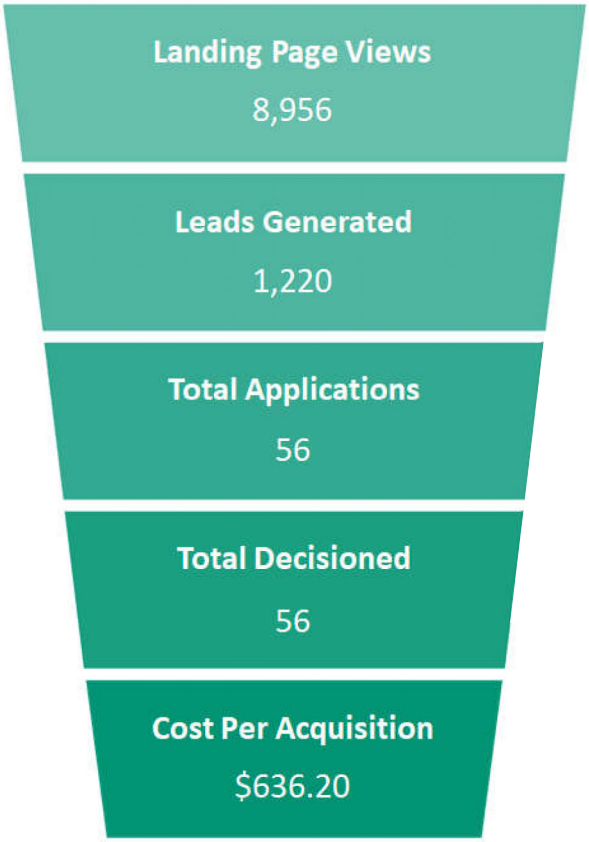
Marketing & Recruitment

Graduate Program Marketing

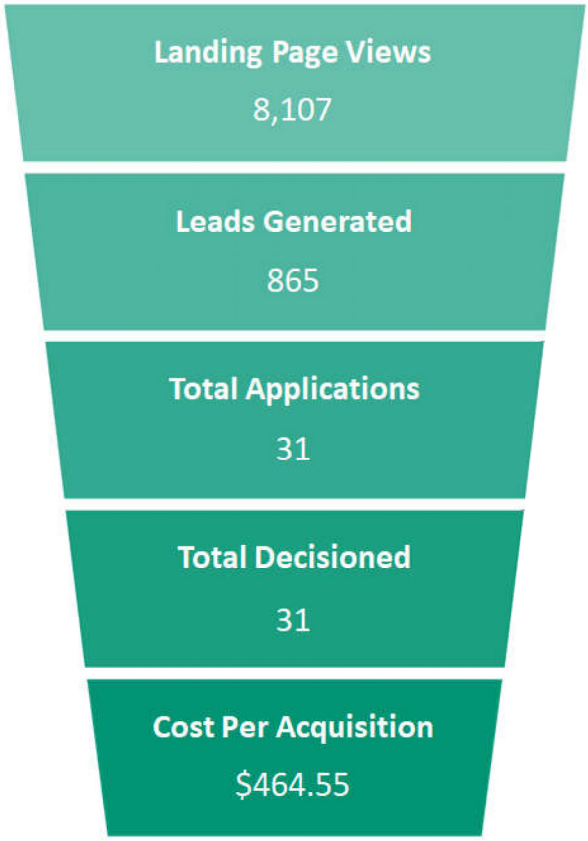
In FY18-19, the InEd Marketing & Recruitment Team continued to provide marketing, recruitment and admissions support to the colleges. This included:

- Collaborating with the Deans to develop innovative new program offerings.
- Conducting market research.
- Developing audience personas.
- Developing a custom campaign strategy for each program.
- Building custom marketing assets for each program.
- Launching and managing all campaigns.
- Continuously analyzing campaign performance, with an eye toward optimization.
- Reporting on progress toward goals.
- Providing focused recruitment services.
- Collaborating heavily with Undergraduate Admissions, Graduate Admissions and International Admissions to provide admissions support.

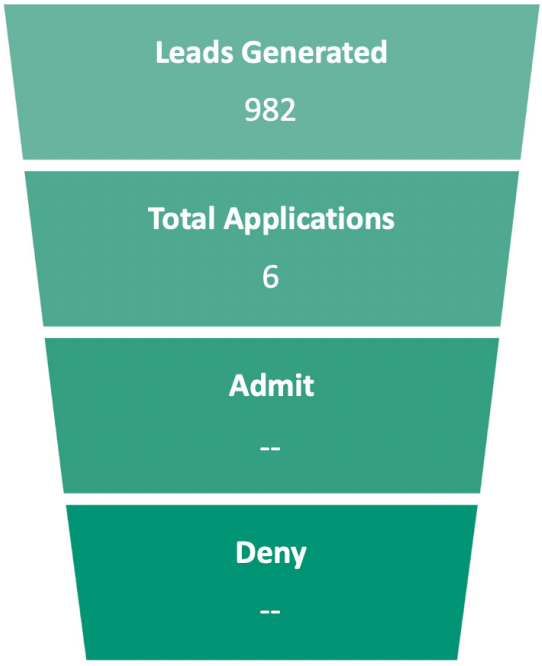
ABA Fall 2018



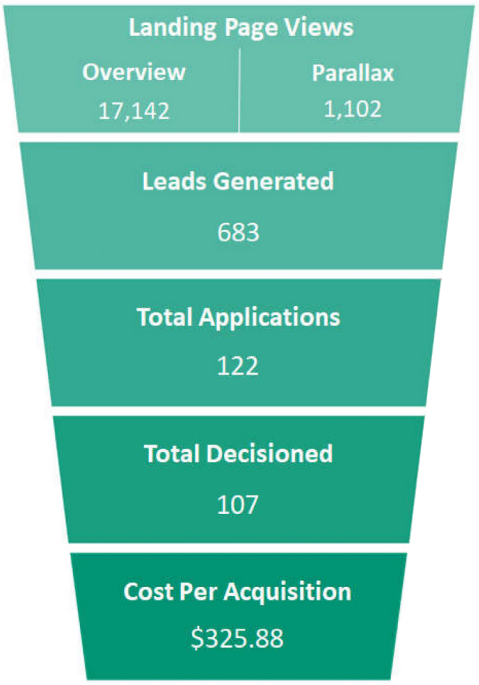
ABA Spring 2019



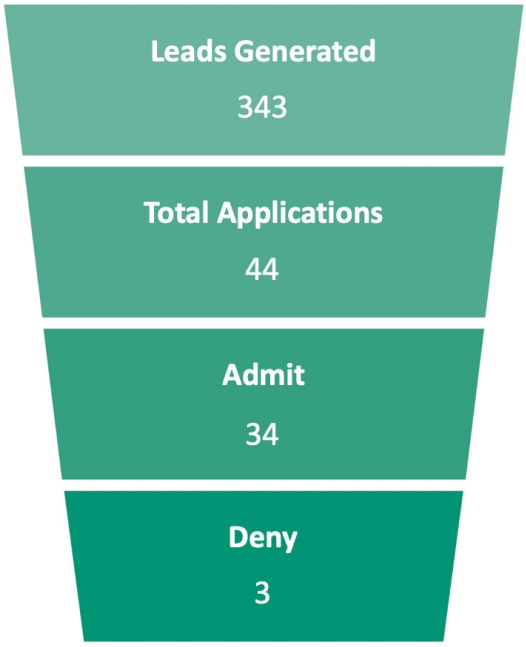
ABA Fall 2019 (Campaign in Progress)



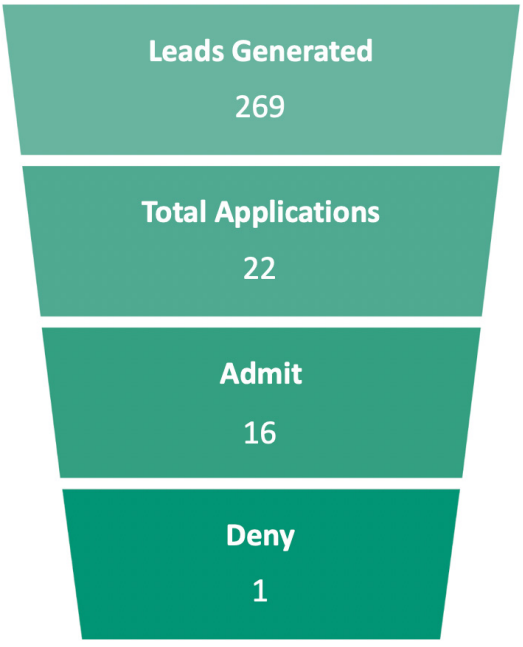
CYB/CYC Spring 2019



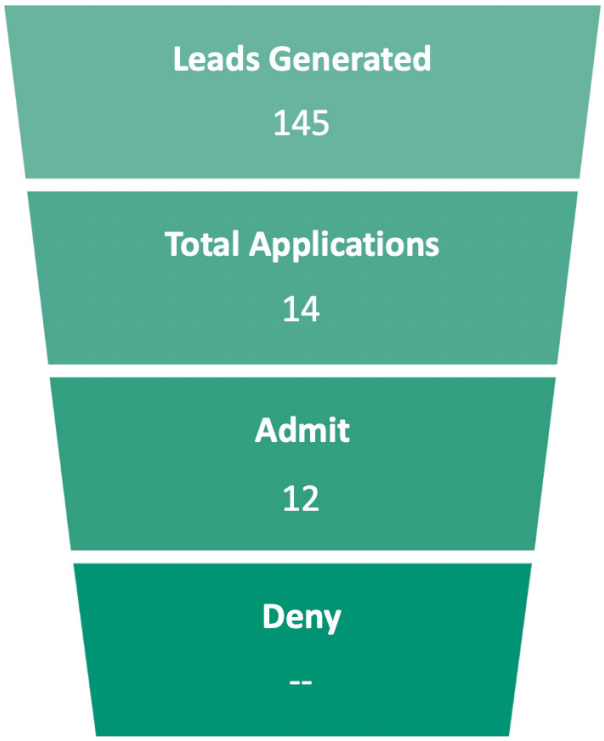
CYB Summer 2019 (Campaign in Progress)



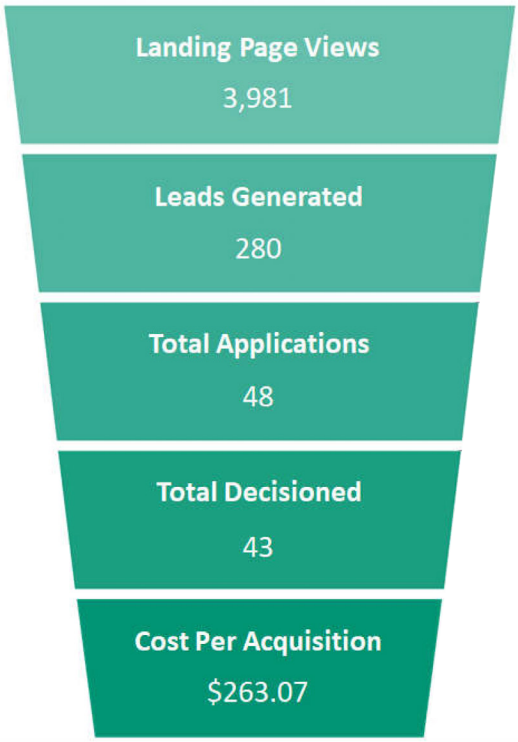
CYB Fall 2019 (Campaign in Progress)



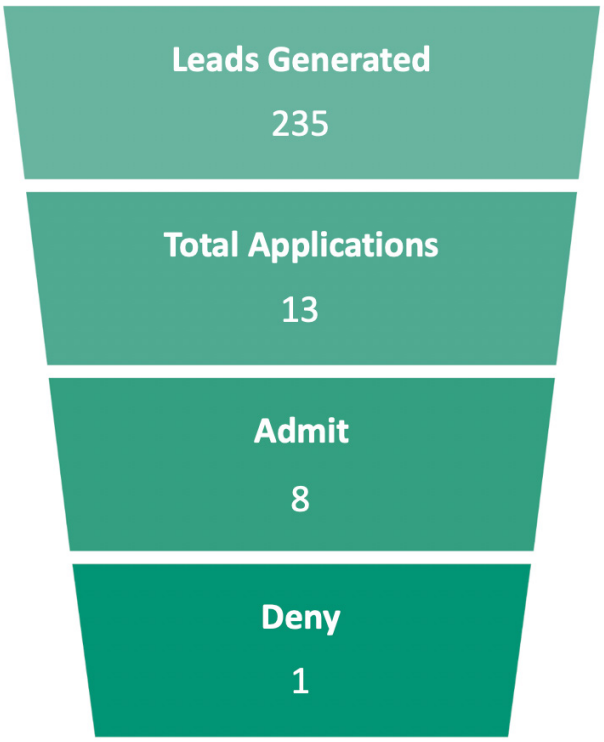
CYC Fall 2019 (Campaign in Progress)



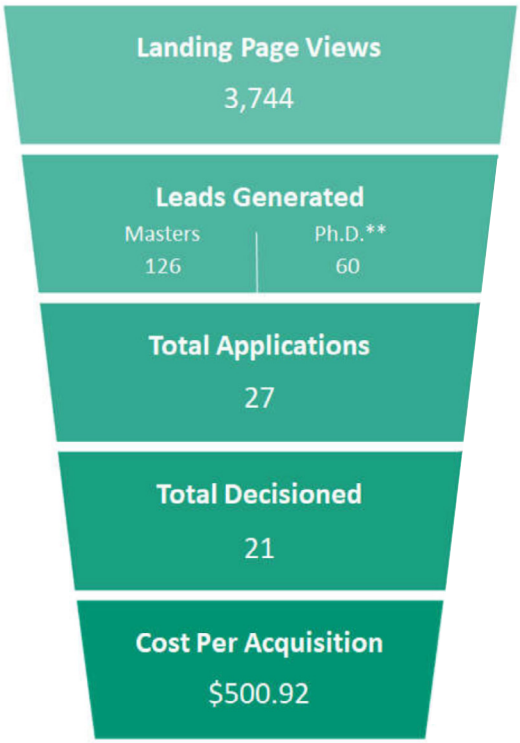
iTech Fall 2018



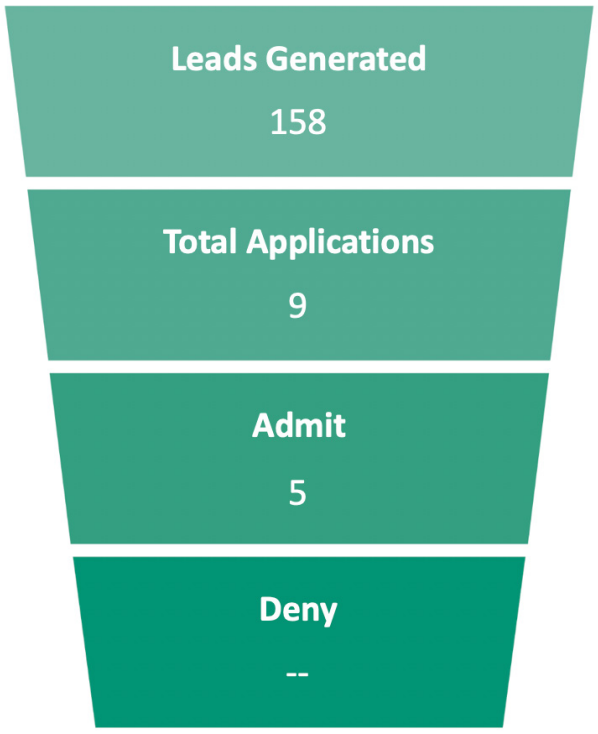
LDT Fall 2019 (Campaign in Progress)



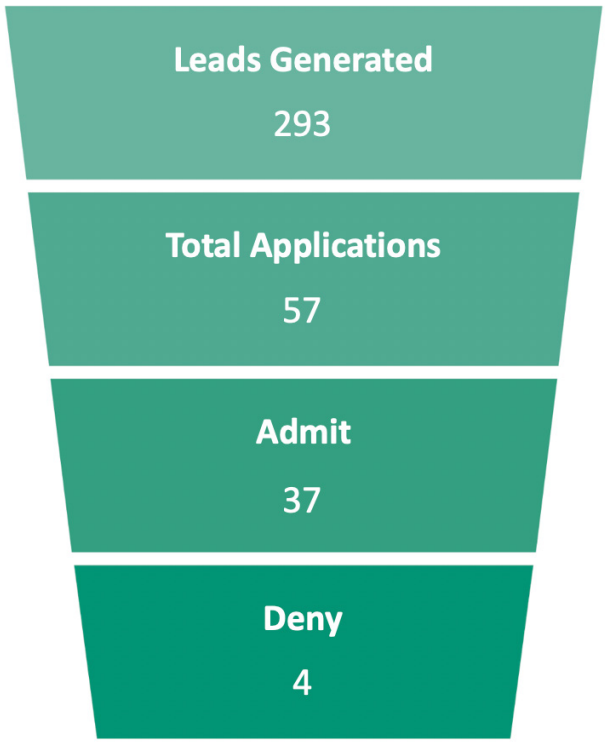
MCTE Fall 2018



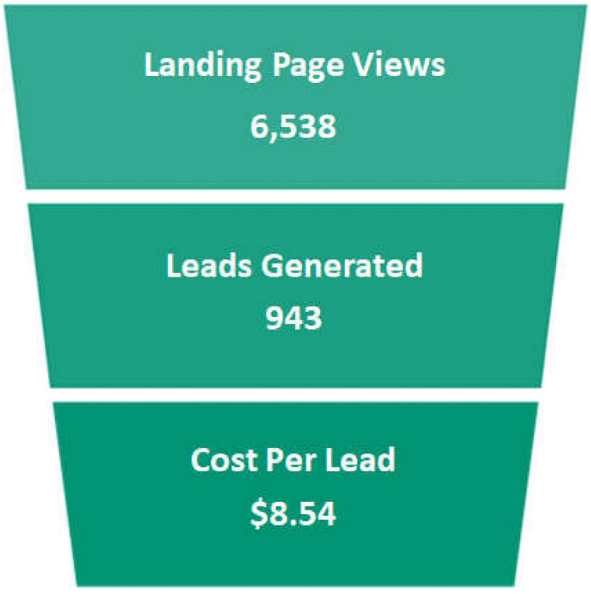
MCTE Fall 2019 (Campaign in Progress)



MSW Fall 2019 (Campaign in Progress)



SLP Fall 2019 (Campaign in Progress)



Undergraduate Admissions Marketing

In FY18-19, the InEd Marketing & Recruitment Team continued to provide marketing support to Undergraduate Admissions. Our team:

- Collaborated with University Communications & Marketing to design the USF Admissions brand, in compliance with updated USF brand standards.
- Managed and produced content for a variety of Admissions-owned digital platforms designed to reach FTIC and transfer students and their families and college counselors, including the Admissions website, the Admissions blog, the USF Virtual Tour, the College Counselor Tool Kit, and multiple Admissions social media channels.
- Produced Admissions content for other digital platforms, including the main USF website and social media channels, and various vendor portals.
- Produced a variety of modern print materials and promotional items used by recruiters throughout the recruitment and yield seasons, including recruitment brochures, PPT presentations, acceptance packets, promotional items and unique collateral for special populations.
- Produced event materials, including event invitations, event programs, maps, signage, promotional items, etc.
- Produced both marketing and transactional email campaigns for suspect, prospect, applicant, admit, deposit and enrolled FTIC and transfer populations.
- Produced both marketing and transactional email campaigns for high ability special populations, including Honors College auto admits, Honors College applicants, National Merit Scholars semi-finalists and finalists, National Hispanic Merit Scholars semi-finalists and finalists, Provost's Scholars and Genshaft Global Scholars.
- Produced marketing email campaigns for other special populations, including African-American and Hispanic students.
- Produced marketing email campaigns for college counselors.
- Collaborated with Admissions to plan, promote, produce and measure the effectiveness of campus events and campus tours.
- Collaborated with Admissions and related business units to develop new resources for students and families, including a new self-guided campus tour, a recruitment and yield event mobile app, a new student on-boarding portal and more.

Online Data and Technology Support

Online Data and Technology provides the university system with a number of services. The primary support areas are USF System State Authorization, Online Data Requests, BOG and BOT annual reports and Online Technology.

State Authorizations

InEd is responsible for ensuring that USF complies with all applicable laws regarding distance or correspondence education where USF establishes a physical or virtual academic presence.

The State Authorization Reciprocity Agreement (SARA) is a national initiative to provide more access to online courses while maintaining compliance standards with state regulatory agencies. SARA allows institutions to provide online courses outside of their own state borders by seeking and maintaining state approvals via a streamlined process. NC-SARA is a voluntary, regional approach to state oversight of postsecondary distance education. Florida joined SARA through the Southern Regional Education Board (SREB) compact in 2017.

In support of the USF System, InEd coordinated membership for all three campuses, in collaboration with General Council, Admissions and Administration in processing SARA membership applications and fees to federal and state agencies. Compliance with SARA policies required a re-design of the State Authorization webpage to include critical student disclosures regarding programs leading to professional licensure and the student complaint process.

InEd also prepared semester distance learning student demographic reports for USF System and designated Data Stewards for NC-SARA data reporting in 2019.

Online Data Support

Through collaboration with USF's Office of Decision Support, InEd is responsible for providing online data which includes data such as Online SCH, FTE, Course Sections and Headcount, DFW rates and more to USF System Campuses and Colleges, and supporting data for BOG/BOT annual reports.

- Participated in FLVC test pilot to include faculty and course quality indicators. The purpose of this is to look at how the course schedules are uploaded and recommend processes that can be used across the SUS schools. Recommended procedures that will help schools keep track of their course designations and expiration dates for submission and review.
- This was the first year of participation in the BOG Online Inventory, providing a central location where information about online programs is displayed such that the Provosts, Distance Learning Leaders and others can communicate with each other and with the Board of Governors staff about the various online programs across the state University System. InEd is the Data Steward and Executive Reviewer for the USF System, reporting three submissions annually.
- Initiated an undergraduate internship program using Muma BAIS undergraduate students to support data efforts within InEd.
- Collaborated on data projects in support of internal and external USF initiatives, such as Maymester, Wintersession, Summer Summary, US News Best Online Programs Survey, BOG Online Tuition and Fees Workgroup, IPEDS Online Education, College Reviews and PPA Matrix.
- Updated USF institution profile, online degree programs and semester online courses for the Florida Virtual Campus Catalog (FLVC).
- Identified over 1,800 distance learning course sections for appropriate distance learning and cost recovery fees.

Online Technology Support

InEd is responsible for providing guidance on existing and emerging online technology and its assimilation across the USF System. For example:

- Worked closely with online leaders at USF to ensure they had the tools to support online course development and delivery. The goal was to ensure that all instructional designers at USF had access to the same tools.
- Collaborated with other Research One institutions in evaluating and implementing applications.
- As an Ex-Officio member of the Council for Technology in Instruction and Research, reported new innovations in online education and updates on online education at the state level.
- Coordinated long-term cost saving agreements with key online applications, including Online Proctoring (Proctorio) and Virtual Classroom (Blackboard Collaborate/Ultra).

Programs

Graduate Certificates

Graduate Certificates are linked courses that provide graduate education in a specific field. The Office of Graduate Certificates extends the resources of the University to the community by offering valuable graduate experiences in more accessible, focused formats than those provided by traditional graduate degree programs.

Current Active Certificates

- The Office of Graduate Certificates offers over 130 graduate certificate programs, of which 53 are available completely online.

Recent certificates approved as of April 2019:

- Data Science for Public Administration
- Digital Humanities
- Hand and Upper Limb Rehabilitation (Discontinued)
- Health and Wellness Coaching
- Management of Non-Governmental and Non-Profit Organizations (Formally Non-Profit Management)

Number of graduate certificate students accepted for AY18-19:

- Summer 2018 – 250
- Fall 2018 – 527
- Spring 2019 – 506
- Total – 1,283

Certificates Awarded for AY18-19:

- Summer 2018 – 97
- Fall 2018 – 220
- Spring 2019 – Semester in progress

Accelerated Summer Academic Programs (ASAP)

Maymester 2018

- Collaborated with multiple colleges, including College of the Arts, College of Arts and Sciences, College of Education, College of Behavioral and Community Sciences, MUMA College of Business, the College of Public Health and Undergraduate Studies to produce courses for this year's iteration.
- Enrolled a duplicated headcount of 1,587 across 21 courses.
- Headcount increased by 15.6 percent from the year prior. Emphasis was placed with the colleges to incorporate general education and major required courses to the session.
- Generated 4,761 student credit hours (SCH).

Pre-College

After a successful 2017 cycle, this year brought about many exciting changes. The addition of the Pre-College Coordinator position in March of 2018 allowed for a direct supervisor for an expanded Residential Mentor student staff to support holistic development of all participants. With all hands on deck, USF PreCollege was able to employ five residential mentors for the summer, made up of Honors College students. With supervision and collaboration with the ASAP Assistant Director, a fully integrated programing plan offered engagement opportunities for students seven days a week.

With 2018 being the second full cycle under ASAP, positive improvements were made in communication with students, parents and campus partners. This more integrated approach through a combination of HubSpot and Constant Contact allowed for reactive communication and facilitation of a streamlined process from application, to registration, to campus acclimation. For the 2019 cycle, further improvements have been made that will be discussed in the next annual review.

The 2018 cycle included an increase of one program over 2017, with the addition of College and SAT Prep. This program, in partnership with the USF Office of Corporate Training and Professional Education, incorporated a certified SAT prep course and workshops around college selection, admissions, financial aid, and student involvement. Another improvement for 2018 was updating our past Filmmaking program into Filmmaking as Philosophy, a for-credit program. In partnership with the College of the Arts and Honors College, the program was a huge success.

True improvements are evident by the numbers:

- Interest Forms Completed – 1,969
- Applications – 337
- Admits – 323
- Registrations – 186
- Total Program Completions – 176. That is an increase of 53 percent over 2017.
- Total For-Credit Program Completions – 57 (342 SCH)

Much of this improvement was built on the success of the prior year's program and the Provost's allotment of $40,000 in scholarship funds. Across the Provost's fund and additional internal funds, USF PreCollege awarded $40,943.70 for need- and merit-based scholarships. In addition to internal funds, external scholarships were offered through CITI Women, Minds Matter Philadelphia and a grant funded by Chamberlain High School.

USF PreCollege prides itself in being student focused and future forward with the relationships it fosters with participants. After the completion of the summer, USF PreCollege continues to work with students to continue to help their dreams come to fruition. For the 2019-2020 Admissions cycle, there are 129 students that are eligible for admission, meaning they were a rising junior during our 2017 programs or a senior during 2018.

Pre-College (continued)

As of April 4th, 2019:

- Applications – 92 (71 percent of participants)
- Admits – 67 (73 percent of applicants)
- Deposits – 23 (34 percent of admits)

Of the students that have applied:

- 40 are Scholarship Eligible
- 33 are Honors
- Five are National Merit Scholars

For the planning of 2019, we are looking to dramatically increase the number of programs and participants. An increased emphasis was placed on student staff and training, which has been integrated with our ACE mentor staff. This training has taken shape as a for-credit section of SLS 3275: Student Leadership on Campus. Knowing the importance of peer support from the onset, ASAP hired a PreCollege lead mentor to work throughout the cycle to support student communication and programming. A further review of the impact of scholarship funds and final deposit numbers will be made available after census date in Fall 2019.

Summer@USF 2018

ASAP continues to brand Summer@USF as an experience, to include marketing efforts towards student success programming and on-campus activities. The data from Tampa – Academic Affairs reveals changes from 2017- 2018:

- Total Student Headcount – +2.4 percent
- Fundable SCH/Gross SCH – +2.1 percent/+2.2 percent
- Non-Degree Headcount – +6 percent

Summer Academic and Cultural Engagement Program (ACE)

In partnership with the Office of Student Success, Education Abroad, and the College of Arts and Sciences, the fourth iteration of the program was successfully completed.

- With 94 students completing, SCH generation was equal to 564 hours.
- Partnered with New Student Connections to embed CampU into an extended orientation format.
- Coordinated the development of Study Away/Education Abroad experiences in Costa Rica, Quebec City, Ecuador, Washington DC and the Florida Keys.

With changes in the Office of Admissions, this was a significant decrease from the year prior in the number of participants. With that, through significant contributions of the student and professional team, an increase in yield was achieved. The addition of the first ACE Coordinator in March 2018 was significant in helping achieve this increase. Overall, the program experienced the highest level of engagement through the measure of attendance in optional student programming offered by the ACE mentor staff. Going into the second year of using the #ACEfam, the culture has been adopted by past students, influencing the path of the mentors into building a strong community.

With the first full year of adoption of the #ACEfam, we saw our highest first year persistence rate of 86 percent for the 2017 ACE cohort. This is a testament to the work to fully institutionalize the program and the addition of the ACE Coordinator.

Re-Imagining Summer@USF

The Re-Imagining Summer@USF Initiative was launched in the fall of 2018. The launch consisted of two State of Summer@USF Summits held in August and September. The input from a group across the system propelled efforts forward in reforming summer. Over this academic year, a leadership team of 16 was charged, and that has been followed by the inception of five sub-teams in the areas of: Academics, Student Experience, Structure, Summer B FTIC and Marketing. With members of the sub-teams extending across the system, current membership is upwards of 45 individuals.

This three-year charge will have a phased approach in gaining feedback from students, faculty, and staff and moving forward with substantial upgrades which continues to strengthen the summer session for both student and faculty success.

Winter Session 2019

Innovative Education collaborated with the College of the Arts, the College of Arts and Sciences, the College of Behavioral and Community Sciences, the College of Public Health, the College of Education, and Undergraduate Studies to provide three week courses 100 percent online, over Winter Break.

- Enrolled a duplicated headcount of 1,477 across 17 courses.
- Saw a decrease of 7.8% in enrollment, and one course. The decline was seen in response to the additional budget that was utilized for the fall course size initiative.
- Generated 4,431 student credit hours (SCH).

Office of Corporate Training and Professional Education

Corporate Training and Professional Education (CTPE) offers a variety of programs and courses designed to provide professionals with new, updated or complementary knowledge and skills for career advancement. As the Tampa Bay economy continues to grow and diversify, the ability for workers to be able to "upskill" quickly and to move into new or higher roles will be essential to sustaining the area's success. USF CTPE aims to be the number one choice in the greater Tampa Bay Area and the state of Florida for companies to train their workers in critical skills and for individuals to upskill and further their career.

Currently we are focused and well known for our expertise in Human Resources Management, Project Management, Process Improvement (Lean Six Sigma Green and Black Belt) and Our Corporate Leadership Programs. Our Paralegal program is the only one in the country that is taught exclusively by local sitting judges and is gaining momentum. Our Test Prep program, specifically GRE, SAT and LSAT, continue to help students achieve high scores and is our fastest growing segment.

Today, CTPE contributes to USF's community engagement strategy by partnering with the various colleges on campus and many leading Tampa Bay companies to provide continuing education and executive training programs that are designed to build a world-class workforce in the Tampa Bay Area. We have partnered with the Bishop Center of Ethical Leadership and Open Partnership Education Network (OPEN) to offer our classes on the St. Petersburg campus, deepening our reach into Pinellas County. CTPE has also drawn up a plan and an MOU to extend our courses and training to the Sarasota-Manatee Campus with a goal of extending our training offering and services all the way down to Ft. Myers. We have run training programs at client locations from Lake City all the way down to Miami and many places in between including Lakeland and Ruskin, extending the traditional reach of USF CTPE.

By partnering with Office of Corporate Relations and the USF Foundation, we continue to extend the reach of our corporate training programs throughout the Tampa Bay Area and are part of a multi-pronged approach to community engagement.

In order to address the skills gap that many have perceived as an aging workforce retires and new employees are being brought in to take their place in the workforce, we are in the process of developing new programs to address marketplace needs this year. We began developing new programs in the Health Care Leadership, Technical/IT and a Corporate Leadership Development Program that is meant to serve as a bridge program between university graduation and corporate leadership and development programs. As an example, through our partnership with The Bishop Center and OPEN we were able to bring together 20+ industry leaders in the US hospitality industry to listen to and to create a program based on their needs and recommendations to grow Assistant Managers and Single Unit Mangers into General or Multi Unit Managers. That program is also in development and is being managed and run out of the Bishop Center for Ethical Leadership.

In FY18-19 CTPE continued to grow its revenue and is projected to top $2M in revenue including over $500K in corporate revenue.

Office of Corporate Training and Professional Education (continued)

This year's corporate clients include Publix Super Markets, Amazon, Target, Wellcare, CITI, CAE Global and Bristol Myers Squibb.

Our goals for the future include growing our reach and market share, as well as working with the colleges across all three campuses to build stackable credentials. We are also exploring the possibility of building "convertible" credentials, which would allow a CPTE student to apply completion of a non-credit course to a for-credit course by meeting additional criteria. We believe this could provide a bridge for people who started but never completed their undergraduate education, to include those who cannot attend enroll as a traditional student due to full-time employment.

OLLI-USF

The Osher Lifelong Learning Institute at USF (OLLI) is a community-based learning cooperative for adults aged 50 and better. Over 300 member-volunteers — many, retired USF faculty and staff — teach courses, serve on committees and project groups, and help run the organization. Established as two separate adult learning, volunteer-based programs in 1993-94, OLLI-USF celebrated its 25th anniversary this year with an instructor reception, member socials, an anniversary Caribbean cruise and the launch of a blog featuring original writing and photography by OLLI members, olliconnects.org. FY19-20 revenue is expected to end the year at $345.5K which is $4.7K higher than budgeted. Total expenses have been managed to budget.

Registration Services

During FY18-19, InEd supported registrations for the DBA weekend workshop, OSHA registration, Certification for Elementary Teachers in Panama, MUMA's Digital Marketing Certificate & Cybersecurity for Executives Certificate Program, CAS's Florida Institute of Forensic Anthropology and Applied Science (IFAAS) & Drone Videography Workshop, and COE's iTeach Professional Learning & Florida Teacher Certification Examinations and 3 Public Health Noncredit offerings.

Testing Services

USF Testing Services is an auxiliary unit within Innovative Education supporting the university's strategic efforts to ensure student success and program innovation by administering entrance/placement, certification/licensure, distance learning and pre-employment exams for agencies, businesses and institutions. The mission of the University of South Florida Testing Services is to provide comprehensive and quality testing, which ascribes to the National College Testing Association (NCTA) Professional Standards and Guidelines and governmental regulations that promote responsible fiscal, legal, ethical and equitable practices within an environment of continuous quality improvement, business innovation and technological advancement. We are one of only five state university test centers in Florida to have received the National College Testing Association (NCTA) certification.

In FY2018-2019 (July 2018-April 11, 2019), USF Testing Services has:

- Delivered an average of 1,856 test administrations per month.
- Generated revenue in excess of $25,000 per month.
- Presented and/or exhibited at USF First Year/Transfer Student Orientation Sessions/Bulls Unite events-Admissions Office; Graduate Professional Fair-Career Services; Spanish Fair-World Languages; International Festival-Office of Multicultural Affairs; Title IX Expo Conference-Office of Diversity, Inclusion & Equal Opportunity.
- Achieved an overall customer service rating of 9.8 out of 10.0.

Testing Services (continued)

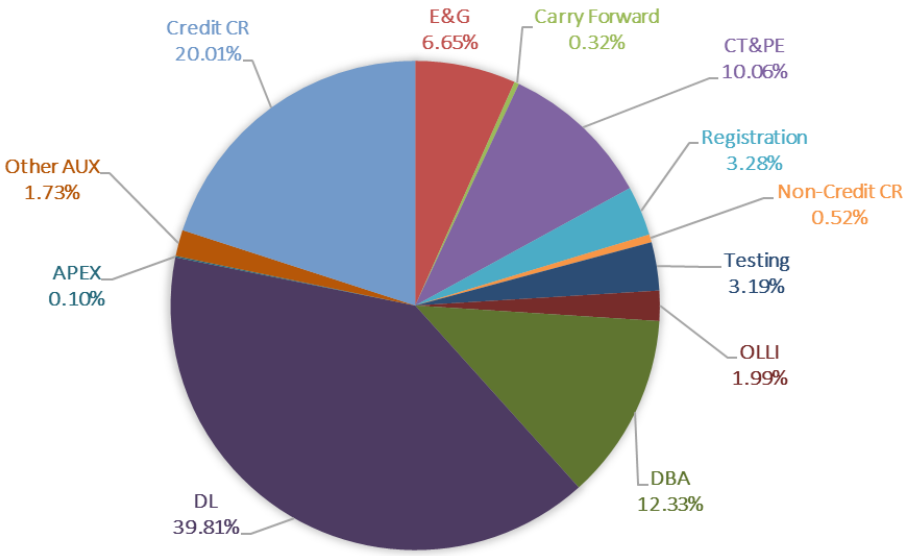
- Delivered 18,570 test administrations.
- Maintained partnership with 18 testing companies and four USF Colleges/Departments.
- Instituted RegisterBlast, a top-notch registration/scheduling/reporting system.
- Held its annual Customer Appreciation events (July and October 2018).
- Continued to be the test center that delivers the largest number of Pearson Vue test administrations per year when compared to other centers worldwide. Testing Services has delivered 9,416 Pearson Vue test administrations from July 2018 to April 11, 2019.
- Continued to be one of the two test centers in Florida that administers the GMAT (Graduate Management Admissions Test) through its partnership with Pearson Vue.
- Ranked by College Board as one of the top 100 test centers in the nation for the number of CLEP exams administered per year. Testing Services has delivered 370 CLEP administrations from July 2018 to April 11, 2019.

Testing Services is projecting revenue of $551,842 which exceeds budget by $2,842. Testing Services cash balance at the end of this fiscal year is expected to be $210,499. The cash balance includes $97,000 that will be used to replace the testing center computers.

Financials

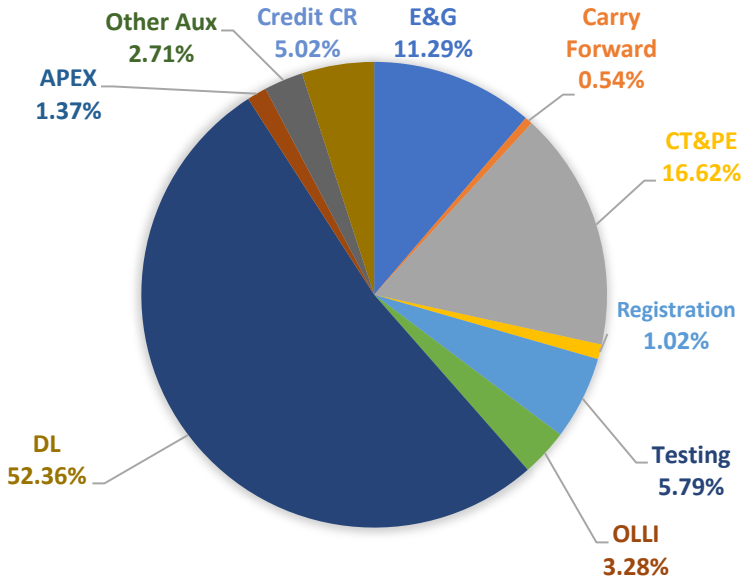
Innovative Education (InEd) is responsible for establishing policies and procedures and reporting on credit and non-credit Continuing Education programs for USF Tampa Academic Affairs. To facilitate this responsibility and provide audit oversight, the financials for both the college(s) and InEd are consolidated into one InEd fund per program/activity. For FY18-19, the total projected revenue/spending authority including the colleges is $17.4M as compared to actual revenue of $16.5M last year. The chart below provides the percentage breakdown of the various funding sources managed at the InEd fund level.

FY18-19 Projected Revenue/Spending Authority (w/Colleges)



The total projected FY18-19 expenses for InEd only is as provided below:

FY18-19 Projected Expenses – InEd Only



The following sections provide more information on the various revenue funding sources managed within InEd.

Distance Learning (DL)

The projected DL revenue for FY18-19 will be in line with the $6.9M budgeted, which is a 1.5 percent increase over the prior fiscal year. For the fourth year in a row, the total revenue share with the colleges increased by an additional 1.0% bringing the total revenue share to 14.0 percent of the total InEd DL revenue. The current expectation is to increase the FY19-20 revenue share to 15 percent.

The total projected expenses are on track. Any surplus will be included with existing reserves required to support the renewal of multi-year software, technology and proctoring services used in developing and supporting fully online courses.

Cost Recovery Programs

InEd works closely with the colleges to evaluate self-supporting for credit program opportunities. The extent of InEd's involvement varies in range from financial start up and support to the full array of services including market research, on-going marketing, course conversions, MOU development, financial modeling & setup and ongoing support (e.g. audit oversight, tuition waivers, and student recruitment services).

Other Auxiliary Funds (Non-Credit)

Other non-credit auxiliary funding sources include Corporate Training and Professional Education (CTPE), Registration Services, the Osher Lifelong Learning Institute (OLLI) and Testing Services.

2018-19 Goals

USF will produce well-educated, highly skilled, global citizens through its continuing commitment to student success.

Corporate Training and Professional Education Goals

- Continue to expand Canvas Catalog registration and learning management system.
- Launch new non-credit online courses and regional offerings to enhance growth.
- Launch and market new Cybersecurity Boot Camp.
- Pilot an open badging system for all of our non-credit certificate programs.
- Develop executive education program that focuses on mid-level and C-suite management.
- Convert all programs to hybrid delivery model by 2020.

Global Engagement

- Pilot first USF Pre-College abroad programs in the summer of 2019.
- Increase participation in Summer ACE.
- Assess the current level of international students in online courses/programs; use the data to guide us in program development as well as digital recruitment and enrollment with a focus on international students.
- Collaborate with USF World to explore opportunities to build global classrooms.

Internships and Experiential Education

- Manage USF's SARA membership which provides access for our students to pursue internships in other states.
- Digital Learning will continue to partner with COEDU's Instructional Technology program, the Arts and CAS's Zimmerman School to offer internships for multimedia, graphic design, video production and instructional design.
- Increase the number of online courses that contain simulations, interaction and engaging content.
- Assess the experiential learning opportunities in the current ACE programs and work with the faculty to enhance programs by integrating more hands-on learning opportunities for students to connect theoretical concepts to real world practice.
- InEd will identify ways to work with colleges to quickly respond to industry needs through the development of online courses/certificates/programs.

Marketing & Recruitment Goals

- Collaborate with IT and Admissions to implement, configure, test and launch new marketing and recruitment technology.
- Produce new content for all platforms, to include video testimonials, slideshows, infographics, how-to tutorials, etc.
- Build new functionality into existing platforms, to include lead generation forms, surveys, etc.
- Collaborate with partners to generate and nurture leads; drive applications; drive deposits; and improve the customer journey throughout the recruitment funnel.
- Continue to partner with the colleges in support of graduate recruitment efforts.

Student Success

- Ensure that we continue to evaluate our process for student success technology and practices.
- Track faculty and course online certifications.
- Improve online student support.
- Increase retention of incoming OOS ACE admitted freshmen.
- Provide courses in alternative calendar sessions to help students expedite their path to a degree along a schedule that works for them.
- Establish a strong, vibrant, and diverse pipeline of high-achieving and motivated students through USF Pre-College programming.
- Continue to develop online courses and grow enrollments through Digital Learning. Innovative Education's focus on high enrollment courses allows access to online courses that may have been previously at capacity, resulting in opportunity for students to progress through their major, and graduate with fewer scheduling setbacks.
- Continue to create and implement intensive, alternate calendars of fully online courses to improve student access to courses, increase student retention and enhance pathways to graduation.
- Continue to work with Library to continue to enhance textbook affordability. Complete Reeves ebook.
- Roll-out a comprehensive online course strategic plan.
- Increase staff to expand Digital Learning services, offering significantly more opportunities to increase quality improvement of existing courses.
- Ensure that we continue to evaluate our process for student success technology and practices.
- Collaborate with University partners to improve the student experience.
- Lead the new Digital Learning initiative to partner with faculty, departments and staff to implement new strategies and support for digital learning across campus, no matter the platform or delivery method.
- Roll-out Quality Online plan for the university.

Faculty Research, Innovation and Creative Activity

- Continue to collaborate with faculty on e-textbooks.
- Collaborate with faculty on proposals based on best practices in online education.
- Continue to offer the faculty online certification.
- Continue to evaluate our faculty development offerings and our utilization of collaborative space both in the Library and the Innovative Hub.
- Continue to develop the Innovative Education Faculty Workshop series.
- Increase support for flipped classroom and hybrid courses.
- Bridge the gap between pedagogy and technology, broadening Digital Learning's reach to support faculty and students with innovative learning technologies that engage students and improve learning outcomes.

Research and Innovation

- Participate in Innovative approaches in online education by working closely with Unizin members, FLVC and other opportunities.
- Partner with faculty to enhance research relating to online pedagogy.
- Participate in Innovative approaches in online education by working closely with Unizin members, FLVC and other opportunities.
- Produce truly innovative virtual experiences for digital learners and viewers by leveraging 360 VR production.
- Continue to push the boundaries of online education at USF.
- Research and implement trends and best practices for learning design and technology.
- Partner with faculty to enhance research relating to online pedagogy.

Graduate Certificates

- Continue discussions with our certificate departments in an effort to encourage them to create certificate offerings aimed to meet the needs of business, industry or the working professional.
- Continue highlighting the benefits of certificates academically and professionally through strategic and academic partnerships.
- Continue to work with our certificate departments to improve and streamline communication with our enrolled students.
- Update the graduate certificate website and finalize plans to list programs in the Graduate catalog.

Professional Development & Achievement

Affiliations, Committees, Organizations and Memberships

- National Association of College Admissions Counseling.
- University Professional & Continuing Education Association: Member.
- Council of College and Military Educators (CCME): Member.
- Florida Advisory Councils on Military Education: Member.
- Greater Tampa Bay Chamber of Commerce Education Connection Committee: Member.
- Tampa Bay Higher Education Alliance (TBHEA): Member.
- Goizueta Business School Alumni: Member.
- Emory Alumni Network: Member.
- USF Instructional Technology Association: Member.
- 2018 Cengage Learning Development Partner.
- Council on Technologies for Instruction and Research: Exofficio Member.
- USF Graduate Counsel: Member.
- USF Graduate Curriculum Committee: Member.
- USF Talisma Workgroup: Member.
- WCET SAN: Member.
- APICS: Member.
- Association for Talent Development (ATD), Florida Suncoast Chapter: Member.
- Society for Human Resource Management (SHRM): Members.
- Project Management Institute (PMI): Member.
- Florida Education Research Association: Paper Proposal Reviewer.
- Wharton Research: USF Data Service Representative.
- State University System Florida Board of Governors: Taskforce for Strategic Planning for Online Education Workgroup on Quality.
- DLSS Strategic Partnerships and Licensing Standing Committee.
- USF System Stem Workshop Committee: STEM Engaging Students in Class Workshop.
- Florida OER Summit.
- WCET State Authorization Compliance Workshop.
- State University System Florida Board of Governors: OER/ eText Coordinating Committee Co-Chair.
- Florida Virtual Campus (FLVC): Florida Shines Data USF System Administrator.
- Florida Virtual Campus (FLVC): Alternate USF. Representative on the Members Council on Distance Learning and Student Services (DLSS).
- TOPkit: USF Ambassador.
- Florida Virtual Campus (FLVC): Members Council on DLSS Proctoring Workgroup Member.
- SUS Distance Learning Leaders: USF System Contact.
- Southern Regional Education Board: USF System Data Administrator.
- Florida Board of Governors: Data Steward for BOG Online Program Inventory.
- Organized and conducted a successful FLVC Professional Development Seminar on Online Course Accessibility attended by 30+ SUS and FCS schools.
- FL Executive Briefing with Instructure.
- Instructor, Muma College of Business, CGS 2100 “Computers in Business.”
- FACTA-Florida Association of College Test Administrators: Secretary and Region IV Director.
- NCTA-National College Testing Association: Member.
- NAASS (North American Association Summer Sessions): Awards Committee member.
- NAFSA: Association of International Educators

Awards

- Ara Rogers was awarded the "Spirit of Partnership Alumni Award," one of three 2017 Distinguished Alumni awards presented by the USF College of Education.
- DDL-AECT Crystal Award
  - 1st place for Gamification in Online Course Design: *Instructional Technology Superhero,* Sanghoon Park, Christie Nicholas, Menglu Shao.
- People's Silver Telly Award - Best Promotional Video, *This is USF*.
- Silver Telly Award - Best Promotional Video, *This is USF*.
- Platinum Hermes Creative Award - Outstanding Marketing Video Category - *This Is USF*.
- Platinum Hermes Creative Award - Interactive Media, Outstanding eBook/iBook Category - *Inside, Outside, & Upside Downs of Children's Literature*.
- Gold Hermes Creative Award - Outstanding Broadcast Advertisement - *SAT Test Prep Commercial*.
- Gold Hermes Creative Award - Excellence in Cinematography - *Digital Learning Show Reel*.
- Videographer Awards - Award of Excellence - *THE Young Universities Summit Performance Intro Video* (Quentin Darrington Video).
- Videographer Awards - Award of Excellence - *This Is USF*.
- Suncoast Regional Emmy Award Nomination - Arts/Entertainment Category - *Times Higher Education Young Universities Summit: Gala Dinner Intro and Performance.*
- \WCET/SAN Certificate of Achievement on the Topic of State Authorization Basics Compliance Management.

Conferences and Webinars Attended

- HubSpot InBound Marketing Conference
- Higher Ed Social Media Conference
- Learning Analytics Summit: Engaging Faculty in the Scholarship of Student Success
- Florida Online Innovation Summit
- Bay to Bay Learning Symposium
- Tampa Bay Regional Instructional Design Group (TBRIDG) Meetings
- Synapse Conference
- Online Learning Consortium
- Proctorio Executive Advisory Council
- EDUCAUSE
- DEVLearn
- STEMPowered
- Distance Learning Administration Conference
- National Association of Broadcasters
- UPCEA
- TOPKit
- CanvasCon
- Incredi-Bull Critical Thinking Workshop
- FACTA – Florida Association of College Test Administrators Conference, FACTA Council Meeting and FACTA Region IV Meeting
- NCTA – National College Testing Association Conference

Conferences and Webinars Attended (continued)

- National Resource Center for the First Year Experience and Students in Transition in Las Vegas, NV – February 2019
  - Participated in the pre-workshop conference: *Utilizing Communication Theories and Campus Partners to Enhance the Hand-Off, exploring how to support students through collaborative communication during the transition to college*.
- Southern Regional Conference for NODA – Association for Orientation, Transition, and Retention in Myrtle Beach, SC – March 2019
- Pre-College Professionals Directors Conference in Oxford, MI – September 2018
- National Resource Center for the First Year Experience and Students in Transition in Las Vegas, NV – February 2019

Presentations

- Florida Online Innovation Summit
  - *Do You See What I See? Immersing the Online Student with 360 Videos*, Jared Brown, Chad Garcia, Syleste Hoskins
  - *From Data to Design*, Colleen Cook, Chad Garcia, Lindsey Mercer, Christie Nicholas
- TOPKit Workshop
  - *Straight Out of the Box: Designing with Students in Mind*, Menglu Shao, Jing Wan
- Sunshine State Teaching and Learning Conference
  - *Using Discussion Boards to Build Community and Solidarity Among Marginalized Students*, Chad Garcia, Ozgur Ozdemir
  - *Making Quality Matter: Implications for Online Faculty Development*, Christie Nicholas, Anchalee Ngampornchai, Aimee deNoyelles, Charlotte Jones-Roberts, Annette Jones
- Online Learning Consortium
  - *Successfully Scaling an Online Certification Course: Challenges and Innovative Solutions*, LaSaundria Glenn Bass, Victor Ventor
- QM Connect Conference
  - *Educating the Educator: From Insight to Action*, Arleen Janz
- QM Regional Conference
  - *Dude! Where Do I Start? - Creating a Landing Page Within Your LMS*, Alana Elkins
- OLC Accelerate
  - *Think Globally, Act Locally - A Model for Central Collaboration and Decentral Support*, Christie Nicholas, Erin Sutliff, Tawnya Means, Joleen Cannon and Sedef Smith
- ATD Ascend
  - *From the Classroom to the Office: Transitioning to Instructional Design*, Alana Elkins & Melissa Granholm
- Distance Learning Administration Conference
  - *Empowering Faculty in an Increasingly Standardized Online Environment*, Christie Nicholas & Erin Sutliff
- Transforming the Teaching & Learning Environment
  - *Get Connected: Aligning Learner To Content, Learner To Learner, And Learner To Instructor Activities*, Brittany Anthony & Syleste Hoskins
- Zimmerman School of Advertising, Beginning Journalism
  - *Workshop on Aftereffects*, Jason Su and John Cundy
- Zimmerman School of Advertising, Beginning Journalism
  - *Workshop on Zappar*, Christine Brown and William Tillis
- Zimmerman School of Advertising, Visual Literacy
  - *Workshop on Zappar*, Christine Brown and William Tillis

Presentations (continued)

- College of Education St. Pete, Science for All
  - *Workshop on Zappar*, Christine Brown, Ozgur Ozdemir, Colleen Reiner and William Tillis
- FACTA 10th Annual Conference
  - *Pass Go and Collect Knowledge about University Testing Centers*, Winnie Cooke-UF, Leonor O'Relly-USF, Rebecca Piety-UCF, and Tatiana Pullen-STU
- FCIE (Florida Consortium of International Education) in Orlando, FL – October 2018
  - *Integration and Internationalisation: Pre-College Summer Programmes*, Danielle Hayward, Owen Hooper and Patrick Hurley – International Partner
- NAASS (North American Association Summer Sessions) National Conference in Portland, OR– October 2018
  - *Surviving Dysentery and Snakebites on the 'Onboarding Trail*, James Streeter and Danielle Hayward
  - Presented on the Summer ACE program, Joey Sousa and Patrick Hurley, international partner
  - Panel Discussion Panelist: *A Director's Panel: Directing Diverse Projects,* Owen Hooper

Addendum

Market Research

InEd performed market research for the following programs:

Corporate Training and Professional Education

- Hospitality Leadership
- Elite People Manager
- Project Management
- Human Resource Management
- Process Improvement
- Test Preparation
- Paralegal Certificate

Academic Programs

- Florida Institute of Oceanography
- Bachelors in Public Administration
- Masters in Learning Design and Technology
- Bachelors in Cybersecurity
- Bachelors in Criminology
- Masters in Social Work

Focused Research

- International Social Platforms
- Provost's Scholars Program

Personas

InEd built marketing and recruitment personas for the following audiences:

Graduate

- Behavioral and Community Sciences
- Urban and Regional Planning (URP)
- Masters in Learning Design and Technology (LDT)

Undergraduate

- FTIC Tampa Campus
- Transfer Tampa Campus
- FTIC St. Pete Campus
- Transfer St. Pete Campus
- FTIC Sarasota-Manatee Campus
- Fall Transfer Sarasota-Manatee Campus
- Summer Transfer Sarasota-Manatee Campus

Focus Groups/Surveys

InEd performed focus groups and surveys on behalf of the following colleges and academic support units:

Graduate

- Behavioral and Community Sciences
- MSW Non-Qualified, Non-BSW
- MSW Non-Progressed, BSW

Undergraduate

- Honors College
- FTIC Tampa Campus
- Transfer Tampa Campus
- FTIC St. Pete Campus
- Transfer St. Pete Campus
- FTIC Sarasota-Manatee Campus
- Fall Transfer Sarasota-Manatee Campus
- Summer Transfer Sarasota-Manatee Campus

Specialty

- High School Counselors
- National Merit Scholars
- Non-National Merit Scholars
- Bulls Box

Other

InEd built special reports on behalf of the following initiatives:

Events

- Stampede to Success
- Bulls Unite Day
- Chicago Student Information Session
- Illinois Student Information Session
- New Jersey Information Session

Research

- Corporate Training and Professional Education Enrollment Student Profiles
- Summer 2018 Pre-College Data Assessment
- Honors College Fall 2018 Admit/Deposit Report
- Fall 2018 Enrollment Report
- GRE Requirements vs. Performance Report
- GDPR Matrix – InEd

Data Analysis Workgroup

- Application Analysis Report