Technology & Distance Education Committee

October 13, 2022 Meeting Notes

Participants: Swapna Kumar (Chair), Tom Dana, Helena Mawdsley, Kristi Cheney, Katy Chapman, Matt Schmidt, Sondra Smith

- Updates (Swapna)
  - Kevin Coulson and Jason Arnold will be joining our next meeting
  - Data requested from Tina's office/Nathan Hanson
  - Tina Smith-Bonahue would like to attend data discussion
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- Questions for Kevin (discussion):
  - Focus: how to market to each diverse applicants
  - Google analytics on COE website, geographic regions?
  - Audience segmentation strategies

- Details of data from Nathan (discussion):
  - Applicant data: Fall 2022
  - Discussion of online certificates, all levels, etc. Decided on all online programs.
  - Graduate certificates and BAES might have different sources. Request for data might be needed.

- Possible questions for Tina when she attends the meeting:
  - How does UF deal with recruiting diverse applicants generally? What can we extrapolate from undergrad to graduate students?
  - What can be done about scholarships for online students.

- Discussion: Meeting/ summit/focus group with online program coordinators (PCs)
  - Goal is how to recruit and fund diverse applicants
  - When – Early Spring / January
    - 2 hours on campus
    - PCs to share their different strategies re: recruitment, to bring questions to the session?
    - Retention of students to be a separate session
    - Discussed having directors or not.
  - Who are the Program coordinators at COE? Tom sent a list of all program coordinators
    - Need to identify online program coordinators
    - Representatives of each school will identify and communicate the online PCs in each school to Swapna so we have a list.