The UCF Creed

Integrity, scholarship, community, creativity, and excellence are the core values that guide our conduct, performance and decisions.

Integrity
I will practice and defend academic and personal honesty.

Scholarship
I will cherish and honor learning as a fundamental purpose of my membership in the UCF community.

Community
I will promote an open and supportive campus environment by respecting the rights and contributions of every individual.

Creativity
I will use my talents to enrich the human experience.

Excellence
I will strive toward the highest standards of performance in any endeavor I undertake.

University of Central Florida
The Division of Student Development and Enrollment Services is committed to building and strengthening student enrollment. This is achieved by providing an optimal student learning environment characterized by excellent customer service, diversity, inclusiveness, partnerships and needed programs, activities and facilities that add value to the UCF experience.

The division has three primary functions that include transition, support services and personal growth of students. Key values within the operation of the division include caring, commitment, collaboration, diversity, excellence, honesty, inclusiveness, innovation, integrity, loyalty, respect and trust.

The efforts of SDES to meet its mission and objectives will be measured by enrollment quality, student retention, customer satisfaction and student success. These primary outcomes will contribute to creating a competitive advantage for the individual student and the institution.

*goals*

- Develop quality university enrollment.
- Strengthen student learning.
- Provide excellent customer service.
- Foster diversity, inclusiveness and professional growth.
- Be recognized as the best student development and enrollment services division in Florida.
Since the initiation of the new organizational model in December 1993, many positive results have occurred for the benefit of the students, staff, faculty and administration. Importantly, the work of SDES has changed the university’s market position:

- Increased overall fall FTIC enrollment by 84%:
  - 2,218 in 1994
  - 4,034 in 2003

- Increased fall FTIC applications by 123%:
  - 7,751 in 1994
  - 17,284 in 2003

- Increased overall quality for fall FTIC students:
  - 3.2 GPA, 1085 SAT and 23 ACT in 1994
  - 3.9 GPA, 1176 SAT and 25 ACT in 2003

- Increased ethnic minority FTIC fall applications by 183%:
  - 1,977 in 1994
  - 5,513 in 2003

- Increased fall FTIC minority student enrollment by 123%:
  - 530 in 1994
  - 1,187 in 2003

- Increased SAT scores for FTIC minority students by 9%:
  - 1023 SAT in 1994
  - 1112 SAT in 2003

- Increased first year FTIC retention by 22%:
  - 69% in 1994
  - 84% in 2003

- Reduced first term probation rates for new FTIC students by 58%:
  - 24% in 1994
  - 10% in 2003
Increased FTIC advising contacts by 362%:
- 3,350 in 1996
- 17,562 in 2003
(Note: First Year Advising established in 1995)

Student Financial Assistance (SFA) had a 294% increase in aid applications:
- 21,000 in 1994
- 82,691 in 2003

Student Financial Assistance (SFA) had a 246% increase in aid awarded:
- $60.9 million in 1994
- $210.8 million in 2003
mission

Our mission is to facilitate successful student transitions and experiences by providing the foundation and support for their academic, personal and career success.

accomplishments

Academic Services for Student-Athletes and National Consortium for Academics and Sports:

- Held the Scholars and Services Award program highlighting 372 student-athletes that achieved at least a 3.0 GPA with 32 receiving a 4.0 during the fall or spring terms.
- Completed the SABRE Computer Lab and Study Area with 33 laptops available 69 hours a week as well as during team travel. Also, provided mandatory study activities for 176 student-athletes and tutoring support for 234.
- Provided 7 CHAMPS Life Skills programs, including Mentors in Violence Prevention Training, MADD Tie One On, diversity and time management.
- Coordinated by NCAS, 49 community service events with 291 student-athletes participating, reaching 6,133 individuals in the Orlando area.

Career Resources (soon to be Career Services and Experiential Learning)

- Increased services to undergraduates by 88%, from 13,009 to 24,397 and to graduate students by 503% from 865 to 5,216 contacts.
- Launched the “Recruit Knights” Employer Outreach Campaign to enhance recruiting partnerships with both new and existing employers with over 5,000 new employers identified and over 1,500 calls made to current UCF employers.
- Developed 707 new employer recruiting partnerships; 717 (+3%) recruiting organizations saw 10,503 (+27%) students and alumni at 10 career fairs; 233 (+35%) organizations interviewed 989 (+18%) students on-campus resulting in 37,122 internship and job listings.
- Provided the Golden Opportunities (GO): A Major Today, A Career Tomorrow, a career development program, for first-year students with over 4,300 students attending (+99%) and reports of better defined career and academic goals and reduced career indecision.
- Increased access to career assessments by establishing online 24/7 career assessment featuring the Strong Interest Inventory and the Myers Briggs Type Indicator and enhanced CRC Web site with an average of just over 16,000 hits per month (+33%).
Counseling Center
• Held 6,340 individual therapy sessions compared to 5,380 last year with 2,220 distinct clients and intervened in 230 crisis situations with students.
• Provided outreach programs, training and workshops to 7,799 individuals including 3,231 students, 4,105 parents and 463 faculty and staff.
• Provided 760 consultations (+25%) with 173 faculty or staff, 201 parents and 386 students.
• Coordinated the Allies Program, which is designed to educate the campus community about gay, lesbian, bisexual and transgender issues reaching 311 resulting in 180 signed Allies contracts.
• Conducted the 3rd annual Tunnel of Oppression, an interactive multimedia diversity program reaching 420 participants over a two-day period.
• Held 980 biofeedback sessions, a 72% increase from the previous year.
• Increased Web site hits to more than 15,000, (+50%) adding new educational resources and links to various mental health sites.

Orientation Services
• Coordinated 30 orientations for 6,164 freshmen, 6,179 transfers and 7,068 family members.
• Enhanced the Transfer Orientation program in collaboration with Transfer Services through the addition of 10 transfer peer mentors, a Transfer Student Success series, a stronger parent program and a luncheon that showcases campus services.
• Coordinated the Strategies for Student Success Course offered in the College of Education with participation of 900 new FTIC students.

Transfer Services
• Provided 2,398 advising contacts to new and current transfer students (+20%); handled 10,672 documented phone calls, 6,782 e-mails, and had 69,369 Web site hits (+15%).
• Made 1,445 in-office contacts through the new Transfer Peer Mentor program.
• Co-hosted GRAD TRACK, an early co-advisement outreach program with Valencia Community College (VCC) with more than 450 VCC students attending.
• Enhanced and maintained Web site for UCF Academic Advising Council that was awarded the National Academic Advising Association 2003 Electronic Publication Certificate of Merit.

First Year Transitions – Orientation Services, First Year Advising and Exploration, Transfer Services:

First Year Advising and Exploration
• Increased connection with the 5,556 assigned freshmen advisees by 11% with 17,562 contacts.
• Operationalized advising and four-year course plans for new Grad On Track (GOT), a new four-year degree attainment program, with 60 freshmen scheduled to participate in fall 2004.
• Supported 1,013 undeclared students via the Academic Exploration Program (AEP) with 43% of students selecting a major by the end of their spring semester.
• Implemented an advising satellite office at Pegasus Landing with 469 freshmen holding a total of 845 advising sessions.
• Coordinated the re-chartering of the Phi Eta Sigma National Freshmen Honor Society with approximately 80 eligible freshmen with a minimum GPA of 3.5.
• Conducted 40 advising outreach sessions resulting in 2,469 student contacts.
Registrar’s Office
• Provided direct service support for incoming phone calls (143,869 +3%), major changes (20,089), walk-in visits (41,320), transcripts (63,313 +7%), Ask UCF (832 +37%), Administrative Record Changes (28,889), Withdrawals (18,560), Transfer Credit Summary Reports (14,343), Enrollment Certifications (11,826), e-assistance (5,322) and Grade Forgiveness (3,887).
• Coordinated Commencement for over 7,200 including diploma production and mailings.
• Delivered PeopleSoft training to 410 in 122 classes implementing two WebCT courses.
• Integrated Veteran Services with full on-line certification for quick delivery of benefits.

Student Academic Resource Center (SARC) and University Testing Center
• Conducted celebration activities to honor the 15 years of SARC providing academic support services to over 130,000 UCF students since its inception.
• Experienced 19,693 visits by students in the SARC lab representing an increase of 10%.
• Recorded 14,264 student contacts through Supplemental Instruction (SI) supporting 47 class sections and 1,363 SI sessions in addition to partnering with Residence Life to provide weekly BSC 2010 SI sessions in the Hercules Community for 386 students.
• Increased by 6% the number of contacts (8,425) for SARC tutoring services in 29 areas.
• Increased connection with the 374 Pegasus and College Achievement assigned freshman advisees in SARC by 11% with (10,268) contacts.
• Facilitated 77 academic success workshops with 2,273 students in attendance.
• Administered 20,347 tests, a 26% increase from last year.
• Received an honorable mention award from the National College Learning Center Association for Web site Excellence in SARC.

Student Disability Services (SDS)
• Served an average of 455 students per semester providing 311 note takers and sign language interpreters for students registered in 385 courses.
• Provided 1,411 examination accommodations (e.g. separate room, large print) and administered 2,359 examinations for students taking exams at the SDS Test Center.
• Reinstituted the U.S. Department of Labor Workforce Recruitment Program for students with disabilities searching for internships or jobs with the federal program.
• Made available for the first time access to electronic books for students with disabilities.
Adding Value to the UCF Experience
Campus Life

mission
Campus Life develops partnerships to provide meaningful programs, quality service and personal growth opportunities for students in learning environments. Campus Life promotes personal excellence, healthy lifestyles, leadership development and community responsibility.

accomplishments
• $41 million in construction and renovation projects are underway including expansion of the Student Union, Student Resource Center, a new pool, Student Health Services, an adventure course, intramural fields and Rosen College of Hospitality Management student housing.
• Student Health Services was granted re-accreditation for three years by the Accreditation Association for Ambulatory Health Care.
• LEAD Scholars Program had their largest entering class ever with 360 students. Statistical profile for accepted LEAD Scholars students: Average GPA 4.08, Average SAT 1,171, Average ACT 24.76. Overall GPA for active LEAD Scholars is 3.32 compared to the university average of 2.86. They logged 20,000 volunteer hours throughout the year.
• LEAD Scholars Program hosted its largest and most successful Leadership Week, Building Leaders for the Future, with 42 programs, workshops and events based on the UCF Creed with 1,815 participants.
• Greek membership for both sororities and fraternities exceeded last year’s numbers with 2,931 students in 41 groups. Organized and conducted an Alcohol Summit in conjunction with the North-American Interfraternity Conference. Over 60 students attended this two-day leadership program, the largest in the country thus far.
• The continuing partnership with the national LeaderShape Institute led to the first statewide program in the nation involving a consortium of five other state universities and colleges.
• Established a SDES functional presence on the Rosen Campus and created the Rosen Student Life Council, comprised of students, faculty and staff of the Rosen College, to address the ongoing issues of the transition to the new campus.
• Campus Faiths and Ministries provided programming including a daily fellowship/service activity during the academic year. There were over 1,300 weekly active participants among the 21 ministries along with over 2,000 peripheral participants.
• Conducted 77 workshops and presentations on academic integrity, the Golden Rule and other topics by staff in the Office of Student Rights and Responsibilities. Continued efforts to communicate tenets of the UCF Creed throughout the UCF community.
• Submitted 14,333 papers for 129 classes using TURNITIN plagiarism detection software.
• Student Conduct adjudicated 811 total cases: alcohol related–260, drug related–123, computer related–5, academic dishonesty–
• Student Health Services statistics: patient visits—83,000, laboratory tests—34,400, prescriptions filled—67,000 and unduplicated patient visits—19,000. Campus Wellness Center provided 224 health and wellness related programs with 5,554 in attendance. UCF Student Health Services became the first college site in the country for 24/7 WebMed, an automated triage system that allows students to use the Web for symptom analysis and medical advice.
• MASS student contacts totaled 1,522 students. Other activities included six academic sessions and six academic enrichment workshops, and coordination of the 2003 Seizing Opportunities for Achievement and Retention (SOAR) Program with 86 participants. The Scholarship Retention Program monitored the progress of 338 multicultural students on the UCF High Achievement Scholarship.
• Off-Campus Student Services collaborated with university departments to implement events in six local apartment communities and provided services and consultations for 2,500 students living off campus.
• UCF swept this year’s Florida Leader Magazine awards with Best Student Government, Best College Newspaper, Best Homecoming, and Best Volunteer Program—Honors Educational Reach Out (HERO) Program.
• Selected and honored three graduate students and 10 undergraduate students for the Order of Pegasus, Class of 2004. During the Eternal Knights Memorial Service, the university community remembered 12 enrolled students who passed away over the academic year. Held 3rd Annual Student Convocation program with over 1,800 in attendance.
• Recreation and Wellness Center was the recipient of a 2003 Outstanding Sport Facility Award presented by the National Intramural Recreational Sports Association at their national conference.
• Housing and Residence Life, in collaboration with Academic Development and Retention (ADR) and First Year Advising, established a permanent Student Success Center at Pegasus Landing staffed by ADR personnel. In partnership with the UCF Counseling Center, evening office hours were held in both on-campus and affiliated residence halls.
• Accomplishments of UCF Sports Clubs included: wrestling received a National Championship (NCWA), three individual National Champions, and 11 All-Americans; Bowling placed 10th in the USA Collegiate Bowling Championship; Women’s Rugby was South East Regional Champions; and the Surf Club earned 1st place in the East Coast Championship.

21, admission clearances—1,119, parental notification—133, Deans clearances—75 and notaries—375.
• Student Legal Services handled the following: landlord/tenant cases—257, consumer cases—123, criminal cases—288, booked appointments—1,736, court time (in hours)—470, new cases for year—1,058, Florida Bar approved the addition of Lake County representation, and notaries—517.
• Student Union events increased by 15% to 15,428 in FY04. Daily traffic in the Student Union averaged 21,000 people (fall) and 17,000 people (spring).
• Provided services and indoor facilities at the RWC for over 430,000 participants. Provided comprehensive intramural sports programs for 11,513 unique participants (an increase of 17% from last year).
• Over 270 programs, events and services were provided by the Office of Student Involvement connecting over 130,000 student participants to the institution through co-curricular involvement. Registered clubs and organizations reached an all-time high of 360. Volunteer UCF reports that 13 organizations completed 4,000 service hours, and 655 individuals completed 7,000 hours. $26,000 was raised during Dance Marathon, 2004. Alternative Spring Break participation increased by 35% and sponsored 6 trips.
• Enrollment in the Creative School for Children reached its maximum capacity of 115, which 12% were children of students. The number of training hours for university students increased by 5%, 1,425 hours were provided for observation, field and training experiences and volunteer opportunities for 129 undergraduate students. The school received a consultant’s review and evaluation and is developing a strategic plan for the school’s future.
“The education that I have received at the University of Central Florida goes well beyond the four walls of the classroom, the City of Orlando, and even the borders of this country,” said Anne Cecil. “The semester I spent in Queensland, Australia, made me realize how truly special this university is, and that the lessons I learned here will stay with me regardless of my geographic location. Yes, I can create marketing plans, calculate occupancy percentages, and run the back of a restaurant, but more importantly, I have learned what I stand for, who I am, and what kind of leader I want to become. I will remember the professor who came in on his day off to help me with my interviewing skills, the residents who entrusted me with their most personal problems, and the sorority sisters who pulled together to help a friend in need. I will remember these individuals and the hundreds of others who together make up the UCF family that I have grown to love so much. It is this group who has educated me in the greatest lesson of all—to surround myself with good people, to live every day to its fullest, and to measure success by the extent to which I have given back to my community.”

Anne is a hospitality management major in the Rosen College of Hospitality Management. She is a member of the Burnett Honors College, the President’s Leadership Council, Panhellenic Council, Hospitality Association and Kappa Delta sorority. She participated in the UCF Study Abroad program in Australia, has served as a Resident Assistant (RA) in the Department of Housing and Residence Life, and has coordinated many community service programs in the Orlando area.

“Anne was an outstanding RA,” said Jeff Novak, associate director, Housing and Residence Life. “She took the time to establish great rapport with all her residents, personally getting to know each of them. She went above and beyond what was required; she was a team player and always volunteered for extra duties and assignments. Her positive and upbeat demeanor was infectious among both students and staff.”

Faculty say, “She possesses all the desirable academic qualities: thoroughness in preparation, a keen intellect, curiosity, and a sincere interest in the hospitality industry. Anne excels in the classroom and is an outstanding student. She is currently within the top one percent of her class, a member of the Honors College and has been named UCF’s Distinguished Student. Anne is a good citizen and is active in Girl Scouts of America and in many volunteer groups contributing to the well-being of our community. She is a sincere and thoughtful individual with the ability to set and achieve goals and accomplish challenging opportunities utilizing high ethical standards. Anne has demonstrated excellence in scholarship, leadership and service. Her enthusiasm, graciousness and winning smile are the essence of hospitality, and for those reasons, she was chosen to represent UCF and Aramark at the 2004 Summer Olympic Games in Athens, Greece. It is my opinion that Anne will be a leader in the hospitality industry.”

Upon graduation from UCF, Anne will be traveling to Athens, Greece, to work the Summer Olympic and Paralympic games. She was hired by ARAMARK, an international leader in food service, to be a team leader for this project. Her true passion is event planning and so the opportunity to be a part of the greatest event on earth, The Olympic Games, is an occasion not to miss. Her long-term goal is to become a dynamic leader in the travel and tourism industry.
Transition
Support Services
Personal Growth
**Mission**

The Unit of Undergraduate Admissions and Student Financial Assistance at the University of Central Florida is responsible for setting and implementing policies, and coordinates processes relating to the outreach, recruitment, admission, and enrollment of all undergraduate students (First Time In College—FTIC, transfer, non-degree and non-Florida state university transients) to UCF. It provides financial assistance to eligible students through an effective and efficient student aid delivery system. Our primary functions are to identify, attract and enroll talented, diverse and academically qualified students who will contribute to, benefit from and achieve academic success at UCF.

It is our opinion that a healthy mix of students will foster a vibrant academic atmosphere that provides the best educational experience for all students.

**Accomplishments**

Student Financial Assistance (SFA)

- Awarded over $210.8 million, disbursed over $172.4 million in aid.
- Received more than 82,691 aid applications.
- Processed over 14,031 loans totaling over $92.7 million.
- Processed over 6,030 files through the verification process.
- Processed over 1,472 Satisfactory Academic Progress appeals.
- Processed over 563 Professional Judgment requests.
- Provided over $3.6 million in employment money benefiting more than 1,002 students.
- Funded over $30.2 million in federal, state and institutional grants.
- Provided over $45.6 million in scholarship funds for students.
- Processed over $2.8 million in athletic service awards to 431 athletes.
- Disbursements increased by $26.4 million from the previous year.
- Completed the federal, state and local funds audit with minimal exceptions.
- Chaired the University Scholarship Committee.
- Successfully communicated with students via e-mail regarding their financial aid process, responding to a weekly average of 500 e-mails.
- Provided timely, important information for students to assist them with their financial aid process via the Financial Aid Bulletin Board and the Financial Aid To Do List on POLARIS.
- Enhanced Athletic Service Award processing by developing shared files to improve communication between the Athletic Compliance Office and SFA. Both billing and award information is available in one place for both offices to access for award processing.
- Provided professional development to staff via a state association conference, training workshops and an annual retreat.

<table>
<thead>
<tr>
<th>Scholarship</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Scholarships</td>
<td>$3,934,177</td>
</tr>
<tr>
<td>Foundation</td>
<td>$726,188</td>
</tr>
<tr>
<td>Institutional/ Dept.</td>
<td>$405,319</td>
</tr>
<tr>
<td>Fee Fund Inst.</td>
<td>$6,498,137</td>
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<tr>
<td>Graduate Fellowship</td>
<td>$3,067,089</td>
</tr>
<tr>
<td>State Scholarships</td>
<td>$34,530,983</td>
</tr>
</tbody>
</table>

Student Outreach Programs

UCF McKnight Center of Excellence

- Received honor when the Orange County History and Culture Brain Bowl team ranked 5th at the Statewide Youth Summit.
- Recruited and hired an African-American female director and a Hispanic assistant director.
- Won two $10,000 National Urban League scholarships for National Achievers.
Received a $10,000 grant to provide academic programs for participants through the ScholarShop program.
Served 300 National Achievers; inducted 112 new Achievers.
Assisted 200 Achievers in various workshops and college preparation services.
Executed 11 major programs/activities which garnered 1,191 individuals.
Admitted six Achievers to UCF for fall 2003.

**College Reach-Out Program (CROP)**
- Recognized over 370 students with 3.0 + GPAs during the annual awards program.
- Admitted eight CROP graduates to UCF for fall 2003.
- Conducted six campus tours by CROP staff for special groups totaling 391 visitors to campus.
- Held an average attendance of approximately 22 Middle School students for eight CROP sessions.
- Held an average attendance of approximately 25 High School students for eight CROP sessions.

**Undergraduate Admissions**
- Increased fall 2003-04 FTIC applications from 17,284 in 2002-03 to 18,321 in 2003-04 by 6%; we actually processed over 21,500 applications.
- Fall FTIC student enrollment:
  - 3,679 in 2000
  - 3,956 in 2001
  - 4,037 in 2002
  - 4,134 in 2003
- Increased overall fall enrollment from 2,218 in 1994-95 to projected 4,134 in 2003 by 85%.
- Increased ethnic minority FTIC fall applications from 1,977 in 1994-95 to 5,600 for 2003-04.
- Increase in minority student enrollment from 530 in 1994-95 to 1,187 in 2002-03 by 123%.

**Progress Energy University Welcome Center**
- Opened August 2004.
- Training manuals updated for all areas within Undergraduate Admissions.
- Updated and improved Web site.
- Implemented a BPM system with imaging processing.
- Increased SAT test scores for each ethnic minority group:

<table>
<thead>
<tr>
<th>Ethnic Minority</th>
<th>1994</th>
<th>2003</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>980</td>
<td>1048</td>
</tr>
<tr>
<td>American Indian</td>
<td>1074</td>
<td>1156</td>
</tr>
<tr>
<td>Asian</td>
<td>1074</td>
<td>1176</td>
</tr>
<tr>
<td>Hispanic</td>
<td>1018</td>
<td>1130</td>
</tr>
</tbody>
</table>

- Fall transfer applications:
  - 8,406 in 2002
  - 8,604 in 2003
- National Merit fall enrollment:
  - 18 in 1998
  - 19 in 1999, 29 in 2000
  - 25 in 2001 and 2002
  - 33 in 2003
- Increased overall quality for fall FTIC enrolled students:

<table>
<thead>
<tr>
<th>Year</th>
<th>GPA</th>
<th>SAT</th>
<th>ACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1994</td>
<td>3.2</td>
<td>1085</td>
<td>23</td>
</tr>
<tr>
<td>2003</td>
<td>3.8</td>
<td>1176</td>
<td>25</td>
</tr>
</tbody>
</table>

- Hosted approximately:
  - 8,000 students and parents during Open House on-campus events.
  - 14,000 visitors in the admissions office.
  - 9,000 guests for campus tour and information sessions in 2003-04, a total increase of 5% over last year.
The mission of SDES Administrative Services is to provide the Vice President for Student Development and Enrollment Services and other SDES units with assistance in resource management and technology support, as well as providing administrative oversight to the Activity and Service Fee Business Office and the Alcohol and Other Drug Programming Office. Through collaboration and coordination within SDES and other academic and administrative units, this office provides overall management and leadership in areas of budget, personnel, technology, purchasing, inventory control, A&SF expenditures and alcohol and other drug programming.

**Alcohol and Other Drug Programming (A&OD)**
- HLP 2701 (3-credit health education course) – provided course to 120 students.
- 188 student evaluations at a minimum of two hours per assessment.
- 200 individual student counseling sessions at a minimum of one hour per session.
- 18 family, faculty and staff consultations.
- 212 students assessed for at risk drinking behaviors and provided with brief educational intervention during Alcohol Screening Day.
- 36 two-hour sessions of ADAPT (sanctioned course) to 377 students.
- 19 professional workshops to faculty, staff and administration.
- The director serves as the Vice Chair of the Statewide Florida Higher Education: Alliance for Substance Abuse Prevention (FHE: ASAP), and secured $50,000 for member institutions’ initiatives.

**REACH Health Education Services**
- Provided HIV/AIDS testing and counseling to 536 students.
- Conducted 144 health education workshops.
- Partnered in 150 FTIC student Orientation sessions for approximately 6,000 students.
- 2,646 REACH health education phone-in/walk-in students.
- Provided workshops to 300 Greeks and 150 Athletes.
- Provided three large scale HIV/AIDS awareness, education and prevention events reaching over 500 African-American and Hispanic/Latino students.
- Implemented first annual REACH Women’s Conference.

**Activity and Service Fee Business Office**
- Director assisted in contract negotiations and served as liaison between vendors and UCF/SGA for SGA related events. This process saved SGA over $49,000 in comparison to last year’s contracts.
- Explored UCF’s overhead assessment in relation to other public universities in Florida, finding that UCF has the highest assessment charged to non-E&G departments. As a result, UCF is going to reevaluate the percentage charged.
- Continues to strengthen partnerships with local and national businesses, and has also begun new partnerships this year. This office also assisted USA Today in their regional presentation of an effective College Readership Program.
- Placed departmental forms on-line, making them interactive, editable and self-calculating.
- Created a new component to the Student Eligibility database so that SGA Election Commissioners could assist in verifying student status for Declaration of Candidacy forms without violating FERPA. Over 6,500 students were verified during this process.
- Processed over 4,200 expenditure transactions.
Technology Office
- Estimated savings of over $213,000 in software, salary, new equipment purchases and special projects was achieved by SDES technology staff.
- Completed over 984 call tickets which consisted of 2,590 hours of work, an increase of over 250% from last year.
- Created the ability to access secure documents from the server through the Internet from remote locations. This capability has provided faster and more convenient service to SDES personnel when away from the office.
- Increased antivirus protection throughout the division by adding several more units to the antivirus server. SDES technology staff has more than tripled the antivirus protection and are now responsible for the antivirus needs of over 630 computers, an increase of 420% over last year.

Budget and Fiscal Control
- Created and simplified annual budget forms and information worksheets to promote enhanced planning and management throughout the fiscal year. Streamlined internal record keeping, reconciling and reporting is encouraged utilizing these newly developed budget management documents. These documents are designed to work in conjunction with available PeopleSoft financial data as well as provide a check against errors.
- The assistant director in charge of SDES budgets provided both individual and group instruction on PeopleSoft Financials best practices, complementing the Project LIFTOFF training provided by Finance and Accounting.

Personnel
- In order to reach the goal of creating a paperless office, the scanning of HR related documents continues, with well over 1,500 documents scanned each month.
- Began utilized electronic time sheets, making the payroll process more efficient.
- SDES has approximately 1,878 employees including OPS. The HR paperwork is centralized in this office, which processed:
  - 504 Personnel Action Forms (PAF’s)
  - 102 Rate Allocation Forms (RAF’s)
  - 52 Contract Request Forms (CRF’s)
  - 298 Contracts
  - 459 Appendix G’s
  - 2000 + W-2’s (disbursed within two hours of receipt)
  - 253 Hiring Packages (117 A&P, 10 Faculty, and 126 USPS).
The mission of the Assessment and Planning Office, Student Development and Enrollment Services, is to improve and contribute to the quality of university operations and student success.

This office provides the vice president and other SDES unit and department heads with assistance in developing programs and plans, support for their Institutional Effectiveness efforts, and timely and accurate assessment information. This is accomplished in collaboration with other university academic and administrative units, as well as, national research organizations. Specifically, this office provides overall management and leadership for comprehensive planning, student assessment, division communications and staff development within the division.

**accomplishments**

- Participated in the research project, Your First College Year (YFCY), with the Higher Education Research Institute, University of California, Los Angeles. Administered the 2003 YFCY Survey to over 3,000 incoming freshmen at the end of their freshmen year.
- Collaborated with OEAS in the development and administration of the new Incoming Freshman Survey. Administered the Web-based survey to over 6,000 incoming freshmen in the summer of 2003.
- Chaired the Parent Calendar Committee and coordinated the publishing of a new Parent Calendar for parents of incoming freshmen students.
- Collaborated with Housing and Residence Life to design and layout the Student Calendar.
- Revised the division Bookmark and published 25,000 copies to be distributed to prospective, new and current students.
- Collected information from SDES offices and edited copy, designed and layout the division newsletter, which included the attendance, photograph and reporting on SDES events. Monthly newsletters were placed on the SDES Web site.
- Collected information from SDES units, edited copy and designed the division Annual Report and place the report in pdf format on the SDES Web page.
- Maintained Web site for the Office of Assessment and Planning including placing the current and past SDES newsletters in pdf and html files on the Web.
- Coordinated SDES information for the Undergraduate Catalog.
- Conducted orientation for 63 new SDES employees within the division.
- The Florida Foundation for Future Scientist hosted the annual Florida State Science and Engineering Fair in Jacksonville, Florida in April 2004. The fair was attended by more than 900 high school and middle school students and included 861 behavioral and physical science projects.
- Collaborated with OEAS in the implementation of a department performance review program for the division. Coordinated the first eight unit performance reviews for the 2003 academic year.
- Director serves as a member of the University Assessment Committee and chaired the SDES Assessment Committee which directs and monitors the divisions Institutional Effectiveness efforts.
- Director served as the SDES representative to the Strategic Planning Council Executive Committee and participated in the development of the UCF 2002-2006 Strategic Plan. Chaired two implementation working groups.
Integrity, scholarship, community, creativity, and excellence are the core values that guide our conduct, performance, and decisions.

Integrity
I will practice and defend academic and personal honesty.

Scholarship
I will cherish and honor learning as a fundamental purpose of my membership in the UCF community.

Community
I will promote an open and supportive campus environment by respecting the rights and contributions of every individual.

Creativity
I will use my talents to enrich the human experience.

Excellence
I will strive toward the highest standards of performance in any endeavor I undertake.