

# The Florida Senate Local Funding Initiative Request Fiscal Year 2023-2024

LFIR # 2963

Project/Program Description  New construction of a state-of-the-art Welcome Center at the University of Florida, a visual centerpiece for campuserving as the cornerstone of UF's new recruitment strategy for attracting prospective undergraduate students and families, as well as high-quality graduate students. The Center will be: 1) Visual platform for admissions staff to highlight/communicate what makes UF a special institution; 2) Place where curated experiences enable a prospec student to envision opportunities and future achievable outcomes.  State Agency to receive requested funds  State Agency contacted? Yes  Amount of the Nonrecurring Request for Fiscal Year 2023-2024  Type of Funding  Operations  Total Project Cost for Fiscal Year 2023-2024 (including matching funds available for this project)  Type of Funding  Total State Funds Requested (from question #6)  Total Project Cost for Fiscal Year 2023-2024 (including matching funds available for this project)  Type of Funding  Total State Funds Requested (from question #6)  Total Project Costs for Fiscal Year 2023-2024 (including matching funds available for this project)  Type of Funding  Total State Funds Requested (from question #6)  Total Project Costs for Fiscal Year 2023-2024 (including matching funds available for this project)  Matching Funds  Federal  O	Project/Program Description  New construction of a state-of-the-art Welcome Center at the University of Florida, a visual centerpiece for campusering as the cornerstone of UF's new recruitment strategy for attracting prospective undergraduate students and families, as well as high-quality graduate students. The Center will be: 1) Visual platform for admissions staff to highlight/communicate what makes UF a special institution; 2) Place where curated experiences enable a prospect student to envision opportunities and future achievable outcomes.  State Agency to receive requested funds  Board of Governors  State Agency contacted? Yes  Amount of the Nonrecurring Request for Fiscal Year 2023-2024  Type of Funding  Operations  Operat	. Senate Sponsor	Offiversity of Fig	orida: Student Expe	erience Center		
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11. Status of Construction

Salary and Benefits

Services/Study

Consultants/Contracted

Planning Engineering

Construction/Renovation/Land/

Expense/Equipment/Travel/Supplies/

Fixed Capital Construction/Major Renovation:

Total State Funds Requested (must equal total from question #6)

a. What is the current phase of the project?

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0

0

7,500,000

7.500.000

If yes, indicate the amount of funds received and what the funds were used for.

Revenue:\$76M Direct Student Aid & \$93M Institutional Support;Expenses:1)\$76M-Direct Student Aid;2)\$93M-Campus Operations:\$8.7M for IT Infrastructure & Equipment for Remote/Distance Learning;\$9.4M for Housing/Study Abroad;\$9.1M Campus Health/Safety \$8.2M Other Operating/Research costs: Student mental health/basic needs;\$57.6M for Lost Revenues in the student union, educational business activities, parking, research service centers, museums/performing arts centers.

### Complete questions 11 and 12 for Fixed Capital Outlay Projects

	◆Planning	Construction			
	b. Is the project "shovel ready" (i	i.e permitted)?	No		
	c. What is the estimated start dat	te of construction?	Upon receipt of total funding		
	d. What is the estimated complet	tion date of construction?	1 year		
12	<ol><li>List the owners of the facility to relationship between the owner</li></ol>			outlay funding. Inc	lude the
	University of Florida				
13	. Details on how the requested sta	•			A
13	. Details on how the requested sta	•	Description		Amount
13	·	•	Description		Amount
13	Spending Category	•	Description		Amount
13	Spending Category  Administrative Costs:  Executive Director/Project Head	•	Description		Amount
13	Spending Category  Administrative Costs:  Executive Director/Project Head Salary and Benefits	•	Description		Amount
13	Spending Category  Administrative Costs:  Executive Director/Project Head Salary and Benefits  Other Salary and Benefits  Expense/Equipment/Travel/Supplies/	•	Description		Amount

New construction for a premier Welcome Center of estimated 15,000

GSF including: reception area; presentation space for 500 people; space to demonstrate layout of resident hall rooms to prospective students/families; individual rooms for families to meet privately with admissions/financial aid counselors; offices and support rooms for welcome center staff. \$15M total (\$7.5M each year for 2 years.)



## The Florida Senate Local Funding Initiative Request Fiscal Year 2023-2024

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### 14. Program Performance

a. What specific purpose or goal will be achieved by the funds requested?

New construction of a state-of-the-art Welcome Center at the University of Florida, a visual centerpiece for campus, serving as the cornerstone of UF's new recruitment strategy for attracting prospective undergraduate students and their parents, as well as high-quality graduate students. The Center will be: 1) Visual platform for admissions staff to highlight/communicate what makes UF a special institution; 2) Place where curated experiences enable a prospective student to envision opportunities and future achievable outcomes.

b. What activities and services will be provided to meet the intended purpose of these funds?

Currently, campus units may conduct tours not led by UF Office of Enrollment Management (EM), which may result in differing experiences/messaging to students/parents about UF and potential lost opportunities for recruitment. The new state-of-the art Welcome Center will be integrated into and support a central recruitment strategy led by EM.

c. What direct services will be provided to citizens by the appropriation project?

Welcome Center goals: 1) UF's first access point for visitors: easily accessible, exceeds expectations for guests; 2) projects the image of the "Gator Spirit" that campus/alumni embrace; 3) place where curated experiences leave an impactful introduction to UF. Experience to include: UF branding, interactive technology, custom wallpaper, artwork, videos, wall of academic/athletic champions, etc.

d. Who is the target population served by this project? How many individuals are expected to be served?

Prospective high school and undergraduate students and their families, and prospective graduate students; College Deans; Admissions Office; Counselors; Cicerones.

e. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?

University tours: 1) a cornerstone of a school's undergraduate and graduate student recruitment strategy; 2) a unique opportunity to learn about academic offerings and campus life; 3) memorable, relevant, relatable touch points between prospective students and campus.

Assessment methods: 1) Results from the Revised Enrollment Management Satisfaction Survey emailed to tour attendees to help EM assess the efficacy of its campus tours; 2) Assessment of the impact on recruitment of undergraduate and graduate students due to the implementation of the proposed integration of campus tours into a centralized strategy.

f. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for the contract?

	None.						
15.	Requester Contact	Informati	ion				
	a. First Name	Curtis		Last Name	Reynolds		
	b. Organization	Vice Pres	ident for Busine	ss Services,	University of F	lorida	
	c. E-mail Address	curtrey@	ufl.edu				
	d. Phone Number	(352)392	-1336	Ext.			
16.	Recipient Contact	Information	on				
	a. Organization	university of Florida					
	b. Municipality and	d County	Alachua			]	

c. Organization Type



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□For Profit Entity						
□Non Profit 501(c	□Non Profit 501(c)(3)					
□Non Profit 501(c	2)(4)					
□Local Entity						
☑University or Co	llege					
□Other (please sp	pecify)					
d. First Name	d. First Name Mark Last Name Kaplan					
e. E-mail Address	e. E-mail Address mark.kaplan@ufl.edu					
f. Phone Number	(352)392-0207					
7. Lobbyist Contact Information						
a. Name	a. Name Sara C Bremer					
b. Firm Name						
c. E-mail Address	sbremer@ufl.edu					
d. Phone Number	(850)270-4000					