H4. Student Recruitment and Admissions

The school implements student recruitment and admissions policies and procedures designed to locate and select qualified individuals capable of taking advantage of the school's various learning activities, which will enable each of them to develop competence for a career in public health.

1) **Describe the school's recruitment activities. If these differ by degree (eg, bachelor's vs. graduate degrees), a description should be provided for each.**

   Undergraduate recruitment in the college occurs through multiple events and opportunities. Because the undergraduate programs are limited access, the college has focused on connecting with prospective students to make them aware of the BPH and BHS programs and the career paths that these degrees may facilitate. In 2018, the college hired a dedicated recruiter for the BHS, BPH and MPH programs. The recruiter attends university events, including external career fairs and the UF Minority Mentoring program, attends and organizes internal events such as freshmen-sophomore orientation and information sessions managed by the college, makes presentations in courses and health-related career clubs, holds individual advising appointments, and liaisons between college advisors and Florida SUS community colleges.

   Recruitment for graduate programs in the college takes place through a variety of activities and venues. At the annual American Public Health Association (APHA) meeting, prospective students can meet with the recruiter, program directors, faculty and students at the UF expo booth to learn more about the college's public health programs. Badges of those who are interested in college programs are scanned so that potential applicants can be contacted after the meeting to follow up on their interest. Program directors visit Bethune-Cookman University, a nearby HBCU, in the fall to provide an overview of PHHP graduate programs. Individual faculty also identify potential applicants at conferences and invite them to apply.

   For the MPH program, the main goal of the recruiter is to increase the rate of accepted applicants who choose to matriculate. To do this, the recruiter connects with applicants early in the process to answer questions and ensure that they complete the application process. The recruiter then maintains contact after applicants are accepted to encourage them to come to UF. The program has developed an MPH Welcome Portal in the e-learning platform that any accepted student can access to learn more about programs, chat with current students and program staff and access information on life in Gainesville.

2) **Provide a statement of admissions policies and procedures. If these differ by degree (eg, bachelor's vs. graduate degrees), a description should be provided for each.**

   Admission policies and procedures at the undergraduate level are outlined on the university website. Admission officers undertake careful review of all application requirements, which include a strong GPA, SAT or ACT scores and a personal essay. Per the Admissions office:

   > The undergraduate admissions process is designed to consider all aspects of an applicant's academic record and personal experiences. The admissions review process tries to balance the subjective and objective components of the application. Admission officers can exercise flexibility and professional judgment in their reviews and decisions, but they also must apply consistent standards. Every evaluation retains a focus on academic achievement and the applicant's overall potential for success at the University of Florida. UF's application is designed to facilitate individual holistic consideration. The university recognizes that there is great variation among applicants' personal circumstances, home communities and high schools, including schools' course offerings and grading practices. Admissions officers, therefore, have a responsibility to consider all factors when evaluating applications and to admit those applicants who are academically

qualified and who have demonstrated a potential to contribute to and to be successful students at the University of Florida.

The college's undergraduate programs are limited access, meaning students have to apply and be accepted to the program for their junior year after completion of at least 60 transferable college credits or an associate's degree and a minimum of a 3.0 prerequisite and cumulative GPA. The application system opens in late fall for the following fall cohort. Applicants are pooled and reviewed by the director of the BPH program as well as academic advisors within the program. Students are notified of their acceptance, waitlist or denied status no later than April of each year. Those who are accepted and choose to enroll matriculate into BPH courses the following summer or fall.

For graduate programs, all students are required to apply through the UF Graduate School, in addition to any other application portals in use by individual programs. Graduate School requirements include a recognized baccalaureate, graduate or professional degree from a regionally accredited U.S. institution or a comparable degree from an international institution. For applicants with a bachelor's degree only, a minimum grade point average of B (3.0), calculated from all grades and credits after the semester where the applicant reached 60 semester hours or 90 quarter hours, is required. For applicants from countries where English is not the official language, a TOEFL score (minimum 550 paper or 80 internet), IELTS score (minimum 6) or documented successful completion of the UF English Language Institute program is required. The Graduate School does not require the GRE but allows colleges to set their own requirements. PHHP traditionally required a GRE score for all graduate programs, with the following exceptions; MPH program applicants could submit an MCAT score in lieu of the GRE and applicants with a graduate degree from a regionally accredited U.S. institution were exempt from the GRE. During the COVID-19 pandemic, the Graduate School suspended the GRE score requirement for all master's and PhD programs. This suspension applied to cohorts matriculating in fall 2020, spring 2021, summer 2021 and fall 2021; thus the college has not required GRE score submission for any of these cohorts. In fall, 2020, the college eliminated the GRE requirement for all future cohorts but allowed individual programs to determine whether they would continue with the GRE. The GRE requirement was eliminated for all public health programs with the exception of epidemiology, which delayed a decision until spring, 2021 given a new chair had just started, and biostatistics, who elected to keep the GRE as one component of admissions consideration. . In addition to the Graduate School application, the MPH and PhD in Public Health programs utilize the SOPHAS application system. PHHP graduate programs require a letter of intent and three letters of recommendation, in addition to the Graduate School requirements.

3) Select at least one of the measures that is meaningful to the school and demonstrates its success in enrolling a qualified student body. Provide a target and data from the last three years in the format of Template H4-1. In addition to at least one from the list, the school may add measures that are significant to its own mission and context.

Table H4-1.1 Outcome Measures for Recruitment and Admissions				
Outcome Measure	**Target**	**AY 2017-2018**	**AY 2018-2019**	**AY 2019-2020**
Average GPA of new enrollees Undergraduate Graduate	Maintain or exceed current level	3.7 3.8	3.7 3.8	3.7 3.8

4) If applicable, assess strengths and weaknesses related to this criterion and plans for improvement in this area.

Strengths:

- Recruitment takes place through a variety of methods that are tailored to the individual program and the type of student they seek to recruit.
- Most programs utilize a holistic approach to admissions, taking into account a host of contextual factors to assess the suitability of potential students for admission.

Weaknesses:

- The appropriateness of including GRE scores in admissions decisions is questionable.

Plan:

- The college plans to remove the GRE requirement for admissions to its academic and professional degree programs.