

UCF DOWNTOWN



Campus Vision

We will expand ACCESS:

Promote inclusivity and empower all students.

We will create IMPACT:

Foster student success and entrepreneurship.

We will cultivate INNOVATION:

Challenge boundaries and create catalysts for change.

Academic Concept

Focus on academic programs that:

- Benefit students because of the learning environment downtown
- Develop unique synergies with downtown industry and organizations
- Build on downtown Orlando's emerging creative technology economy
- Strengthen research, community outreach and service

Criteria for Planning Process

1 Enrollment

2 Strategic programs

3 Community-facing programs

4 Student experience

5 Program synergies

Academic Programs

UCF — 5,395 Students

- Communication (M.A.)
- Corporate Communication (Certificate)
- Digital Media (B.A., M.A.)
- Emerging Media: Character Animation Track (B.F.A.)
- Interactive Entertainment (M.S.)
- Health Care Informatics (M.S.)
- Health Informatics and Information Management (B.S.)
- Health Sciences (M.S.)
- Health Services Administration (B.S.)
- Human Communication (B.A.)
- Legal Studies (B.A., B.S.)
- Social Work (B.S.W., M.S.W.)
- Military Social Work (Certificate)

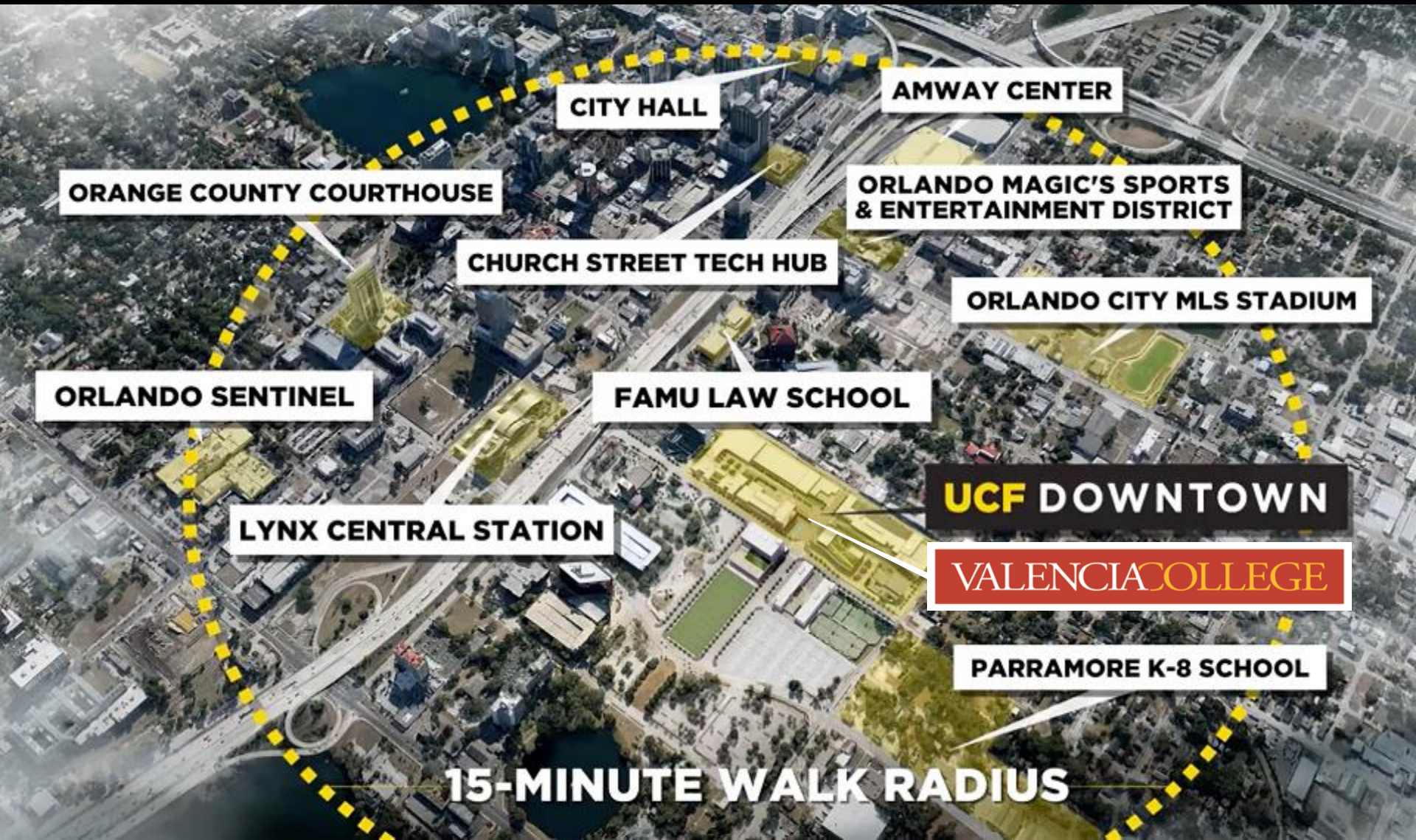
*Programs of strategic emphasis

Valencia — 2,303 Students

- Associate of Arts (A.A.)
- Culinary and Hospitality (A.S.)
- Digital Media (A.S.)
- Health Information Technology (A.S.)

Total Students:
7,698

The Vision for an Education Ecosystem...



DIRECT CONNECT TO UCF

VALENCIA COLLEGE

The Power of our Nationally-Recognized Transfer Model

- Since 2006, more than 126,000 students at Valencia College have identified themselves as DirectConnect to UCF.
- 53% of Valencia's students enrolled in Fall 2014 identified as DirectConnect to UCF (23,053 of 43,214)
- Progression to Graduation at UCF:
 - ✓ 2,053 (2008-09) to 4,391 (2014-15) Valencia students enrolled as new students at UCF
 - ✓ 1,547 (2008-09) to 3,015 (2014-15) UCF graduates from Valencia
 - ✓ 30% of UCF Graduates of Color (5,211) in 2014-15 are Valencia Graduates (1576)
 - ✓ 23.5% of UCF Graduates (12,807) in 2014-15 are Valencia Graduates (3,015)



Stands For Opportunity

The demand for health informatics workers is projected to grow 22 percent through 2018.

Source: Missed Opportunities? The Labor Market in Health Informatics, 2014, Burning Glass Technologies



Digital media-related job demand grew 148 percent between 2010 and 2013, with regional employer demand outpacing national demand.

Source: Demand for Certificates in Digital Media, Design, and Marketing (DMDM), 2014, Education Advisory Board



The demand for hospitality and culinary workers is expected to grow 10.8% in Central Florida through 2023. Enrollment in Valencia's hospitality and culinary programs has grown 16.7% from 2010 to 2015.

Sources: Hospitality and Culinary Combined Occupation Overview Report – Query 2 (2015), Economic Modeling Specialists International (EMSI) Database; Valencia Program Review Report (2015), Institutional Research



The Transformation...

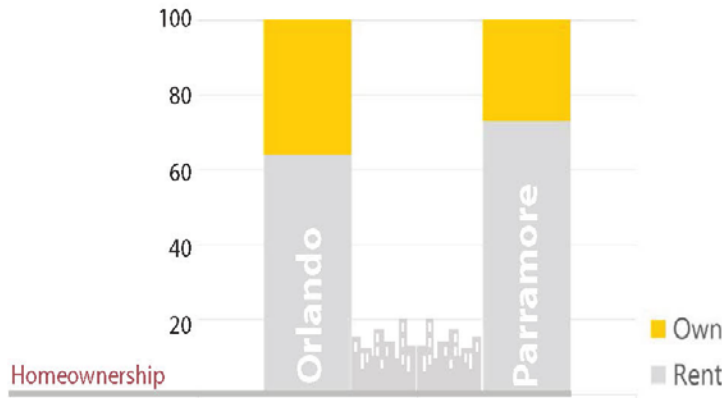
Population

There were approximately **6,175 residents** in Parramore in 2013. This represents a 65% decrease from the 1960s.



Homeownership

Approximately **73% Parramore residents rent** rather than own their homes.

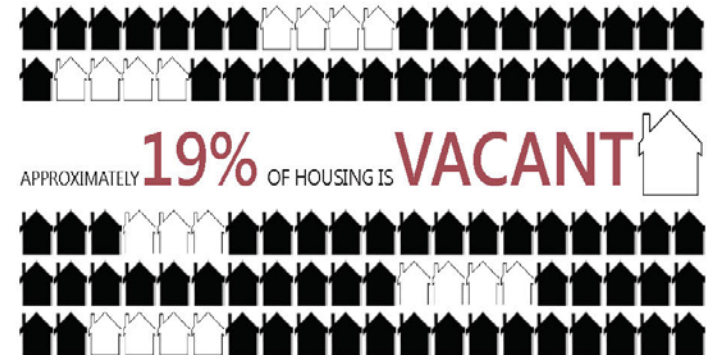


While the City of Orlando's homeownership rate (36%) is fairly low due to a preponderance of apartment units and tourism and service-dependent economy, Parramore's homeownership rate is far below the City as a whole.

There has also been a sharp decline in the number of local businesses in Parramore. **The community's commercial building stock was designed to serve three times the current population** and a large number of buildings are under-utilized, in poor condition, or are vacant.

Housing Stock

There are approximately **2,762 housing units** in Parramore today, with an average of **2.76 persons per household**. Approximately 19% of these housing units are vacant. Parramore residents are much more likely to rent housing than own it.

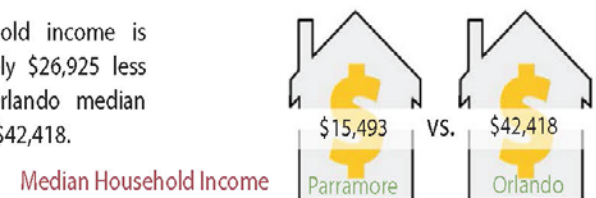


Economic Conditions



In addition to low homeownership rate and declining population, Parramore suffers from long-standing depressed economic conditions. The **unemployment rate is 23.8%**, approximately 18.5 points higher than the Orange County average.

The median household income is \$15,493, approximately \$26,925 less than the City of Orlando median household income of \$42,418.



NEW HOUSING FACILITY
UCF HOUSING SYSTEM
STUDENT SERVICES

EXISTING FACILITY
CENTER FOR EMERGING MEDIA

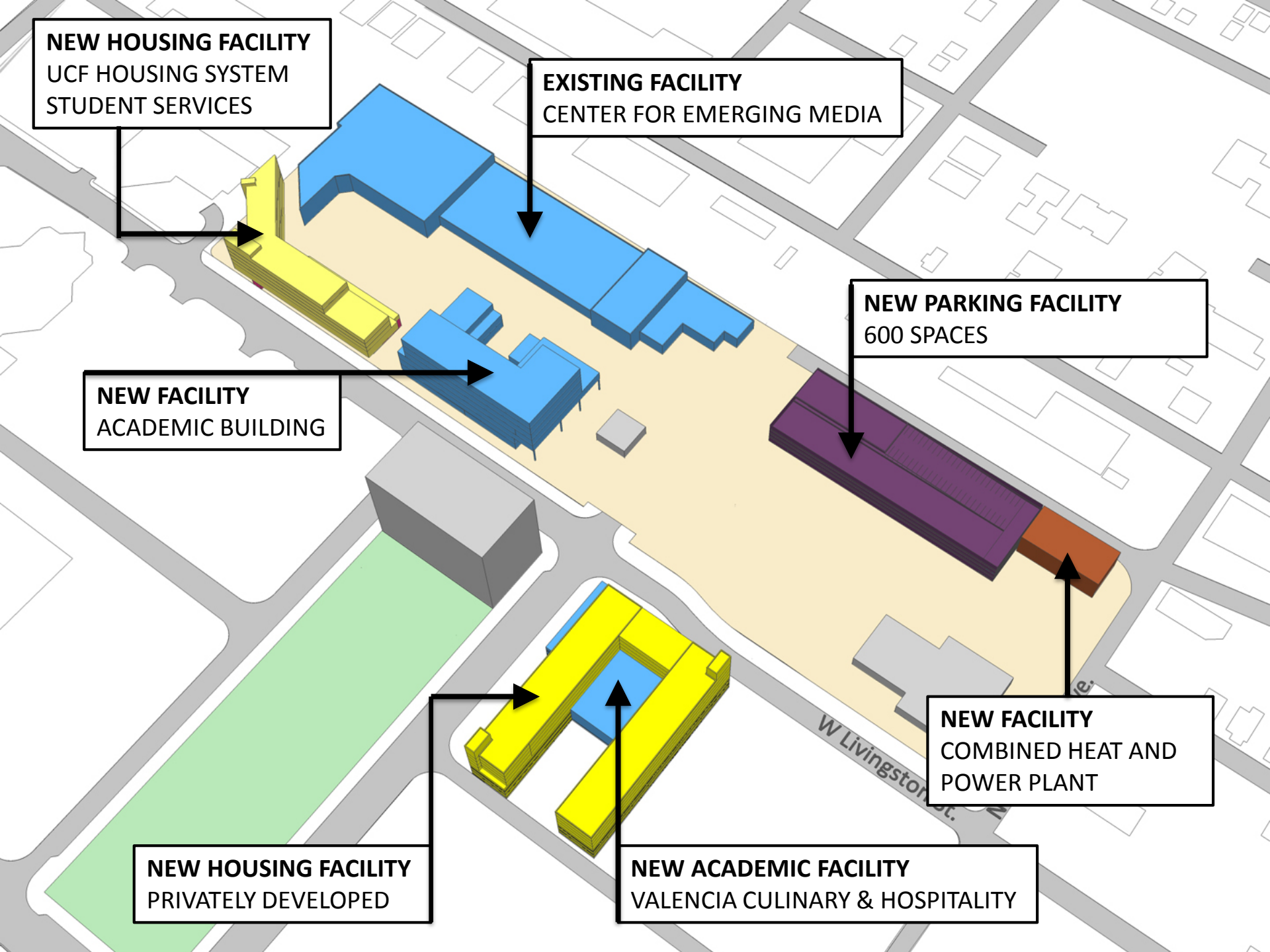
NEW PARKING FACILITY
600 SPACES

NEW FACILITY
ACADEMIC BUILDING

NEW FACILITY
COMBINED HEAT AND
POWER PLANT

NEW HOUSING FACILITY
PRIVATELY DEVELOPED

NEW ACADEMIC FACILITY
VALENCIA CULINARY & HOSPITALITY



Partner Contributions

CITY OF ORLANDO INVESTMENT

Estimated land value	\$20 million
Estimated building value	\$22.5 million
Infrastructure investment	\$25 million
New private developer support	\$7.7 million
Total investments	\$75.2 million

New Educational Cost Model

**Tuition and Fees
at UCF Downtown**

\$18,920

Based on 60 credit hours at Valencia and 60 credit hours at UCF

**Average Tuition
and Fees at FL SUS**

\$24,650

Based on 120 credit hours at a FL SUS institution

An aerial photograph of downtown Orlando, Florida, showing a dense cluster of skyscrapers and modern buildings. In the foreground, a multi-lane highway (I-4) is visible with traffic. A prominent white skyscraper with a blue top is on the left. A black banner with the text 'UCF DOWNTOWN' is overlaid in the upper center. A yellow sign on the highway reads 'RIGHT LANE ENDS'.

UCF DOWNTOWN