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)

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

*Programs of strategic emphasis*
The Vision for an Education Ecosystem...
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 (1,576)
- 23.5% of UCF Graduates (12,807) in 2014-15 are Valencia Graduates (3,015)
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 (DMDDM), 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.

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.

Source: City of Orlando, Parramore Comprehensive Neighborhood Plan; Used with permission.
EXISTING FACILITY
CENTER FOR EMERGING MEDIA

NEW FACILITY
ACADEMIC BUILDING

NEW PARKING FACILITY
600 SPACES

NEW HOUSING FACILITY
PRIVATELY DEVELOPED

NEW FACILITY
COMBINED HEAT AND POWER PLANT

NEW HOUSING FACILITY
UCF HOUSING SYSTEM
STUDENT SERVICES

NEW FACILITY
VALENCEA CULINARY & HOSPITALITY
# Partner Contributions

## City of Orlando Investment

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Estimated land value</td>
<td>$20 million</td>
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<tr>
<td>Estimated building value</td>
<td>$22.5 million</td>
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<tr>
<td>Infrastructure investment</td>
<td>$25 million</td>
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<tr>
<td>New private developer support</td>
<td>$7.7 million</td>
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<tr>
<td><strong>Total investments</strong></td>
<td><strong>$75.2 million</strong></td>
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</tbody>
</table>
New Educational Cost Model

Tuition and Fees at UCF Downtown

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

$18,920

Average Tuition and Fees at FL SUS

Based on 120 credit hours at a FL SUS institution

$24,650