

**AN INVENTORY OF NON-ELECTRONIC
COMMUNICATION MEDIA AT UCF**

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Julia Pet-Edwards, Project Director**

**UCF 21-TR-98-005
June 1998**

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ABSTRACT

This Technical Report is part of a systems analysis of non-electronic communication media at UCF as they relate to student services. As part of the UCF 21 Project, there is a need to determine how and how well information (related to students) is being managed, communicated, and updated at UCF. Part of the systems analysis is to gain an understanding of all of the means of communication and information storage and retrieval used at the University. This report provides an inventory of the non-electronic communication media related to student services where each element in this inventory is briefly described and as well as who has access and how they are accessed. The report includes a description of the process used to collect the information and includes a broad overview on the various types of communication media. A gross level evaluation of the various types of media leads to the conclusion that there is no coordinated approach to the preparation and distribution of the various brochures and other non-electronic communication media. It is clear that most offices providing student services are interested in developing relevant non-electronic communications media, but differing budgets and capabilities yield very different results, ranging from professional to embarrassing. Copies of the relevant brochures, information sheets, and other non-electronic communication media are maintained in a separate file at the UCF 21 project office. A follow-on study will provide a detailed evaluation of these media.

THE UCF 21 PROJECT TEAM

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AN INVENTORY OF NON-ELECTRONIC COMMUNICATION MEDIA AT UCF

1.0 INTRODUCTION AND SCOPE

The University of Central Florida currently serves a diverse student body population of over 28,000 students. One of its primary objectives has been and continues to be to improve the quality of institutional services. Several offices (e.g., Office of Student Affairs and the Quality Initiatives office) have administered surveys to obtain an index of student satisfaction. Their findings show a high student approval rating with respect to most academic issues, in contrast to a lower approval rating with respect to those issues generally classified as “student services.” The Quality Initiatives office has worked closely with the process owners to improve their processes. Their approach has helped to enhance communication and understanding within various organizational functions and improve processes. There is a need, however, to identify and address systemic issues that cross organizational boundaries that involve multiple process owners.

The University, as part of its Strategic Planning Initiative, has provided funding to support the University’s Customer Focus for the 21st Century (UCF 21) project to address this need for a systems level study of student services. The primary goals of the UCF 21 project are to: 1) develop a systems level view of student services and their interactions by documenting all critical student service processes and their interrelationships; 2) identify systems level improvement opportunities, including re-engineering; 3) recommend changes and/or in-depth studies; and 4) develop implementation plans for changes and /or in-depth studies.

As part of the UCF 21 Project, there is a need to determine how and how well information (related to students) is being managed, communicated, and updated at UCF. Part of the systems analysis is to gain an understanding of all of the means of communication and information storage and retrieval used at the University. This report provides an inventory of the communication media related to students. Section 2 of this report briefly describes the process used to collect the information and provides a broad overview on the various types of communication media. In Section 3, each element in the inventory is briefly described in terms of its purpose and then the access information is provided (who accesses the information and how one gets access to it). Section 4 provides a gross level evaluation of the various types of media and conclusions and recommendations are found in Section 5. Copies of the relevant brochures, information sheets, and other non-electronic communication media are maintained in a separate file at the UCF 21 project office.

2.0 COMMUNICATION MEDIA AT UCF

This inventory was developed as a guide for improving existing media at UCF. The majority of services and departments have printed forms of media. Included in this report is a representative sample of academic programs and departmental brochures. Also included are all catalogs and publications and a high percentage of service and

organization brochures. The process of collecting this media began by gathering each of the communications from the various departments, offices, informational booths, and media drop-off locations. The initial collection process resulted in a collection of non-electronic communication media that represents the breadth of information that an aggressive student would be able to find. It is not intended to be an exhaustive survey of all such media. In particular, many academic program brochures were not included because of their number. To complete the information included in this report, particularly the access information, phone calls and several personal visits were necessary. Copies of all of the media described in Section 3 are maintained in a separate file in the UCF 21 office.

3.0 AN INVENTORY OF NON-ELECTRONIC COMMUNICATION MEDIA AT UCF ,

3.1 Academic Development and Retention

Description: Informational sheet includes information for new students in relation to academic advisors. There are five offices of advisors listed. By using this sheet the student is able to identify which office they have been assigned to, the hours in which advising is conducted, the location and phone number for all offices, and a map of the campus.

Access: This sheet is available in the
Phone: 823-5322
E-mail: gradges@mail.ucf.edu

3.2 Academic Exploration Program, Helping You Choose and Academic Major

Description: Brochure provides information on resources that are available in helping a student choose a major including individualized academic advising, academic exploration workshops, SIGI Plus, group advising programs, and the alumni network

Access: Brochure is available in Phillips Hall, Room 202.
Phone: 823-5322

3.3 Applied Sociology, Master of Arts Degree

Description: The Applied Sociology degree is available through the Department of Sociology & Anthropology. This brochure informs students of degree requirements, the graduate faculty, program features, admission procedures, and financial aid.

Access: This brochure is available on the third floor of the Humanities and Fine Arts Building, Room 405.
Phone: 823-2227

3.4 Art Education at UCF

Description: Brochure briefly explains the Art Education Program, while informing readers of various degrees in Education, including Bachelor of Science, Master of Education, and Master of Arts.

Access: This brochure can be picked up in the Education Building, Room 109.
Phone: 823-2676

3.5 Bachelor Of Arts in English Technical Writing, Department of English

Description: Brochure informs reader about details of the program including an overview of classes required.

Access: This informational brochure is available in the Humanities and Fine Arts Building, Room 301.
Phone: 823-2212

3.6 Bias-Free Communication Guide

Description: This guide includes words, phrases and appropriate behaviors (etiquette) to decrease bias in our communication patterns. It is designed to support an environment in which all members of the community are respected on the basis of what they contribute, not by perceptions of who they are.

Access: This guide can be picked up at the Office of Diversity, Room 329 Adm., or in University Relations, Room 338 Adm..
Phone: 823-6479 or 823-2504

3.7 Biofeedback

Description: This brochure explains clinical biofeedback techniques that are used to treat migraine headaches, and many other types of pain including, disorders of the digestive system, high blood pressure, and low blood pressure, cardiac arrhythmia's, Raynaud's disease, epilepsy, paralysis and other movement disorders, and stress coping and avoidance.

Access: Biofeedback information is available in the Wellness Center, Trailer #617.
Phone: 823-5841
Contact: *Kathy Beckman*

3.8 Brief Guide to the UCF Library

Description: This pamphlet provides information on library hours, quick reference services, circulation/reserve, reference and other general information to help library visitors.

Access: Pamphlet is available in the UCF Library.

3.9 Cardiopulmonary Science—College of Health and Public Affairs

Description: This brochure describes the program of study for undergraduates, as well as a brief look at the graduate program in Cardiopulmonary Science. It also defines Cardiopulmonary Science and touches on career opportunities in Cardiopulmonary Science.

Access: Brochure can be picked up at the College of Health and Public Affairs, Trailer #617 or the Academic Support Office, Room 202.

Phone: 823-2214
Contact: Professor Warrel

3.10 Career Resource Center, UCF -, Career Planning and Placement Services Available to All UCF Students and Graduates

Description: Brochure gives information on the services provided including advisement, mini classes, registering with the CRC, career information, and jobs.

Access: This informational sheet is available
Phone: 823-6200
Job Line: 823-5851
Web Site: www.crc.ucf.edu

3.11 Central Florida Future

Description: This newspaper is aimed at students, faculty, and staff and is distributed once a week, on Wednesdays, all over the campus.

Access: Campus wide distribution, primary location outside of the Administration Building. *Knight Publishing, Inc., 120 N. Central Ave., Oviedo, FL 32765.*
Phone: 977-1009
Fax: 977-0019
Website: orlando.digitalcity.com

3.12 College Level Academic Skills Test--CLAST

Description: Brochure provides questions and answers about the CLAST Test.

Access: This brochure is given to students during orientation or can be picked up in various colleges around campus.

3.13 College of Education

Description: This informational brochure provides information on the mission statement of the college, college faculty, undergraduate programs, admission to the university, admission to the college of education, procedure to gain admission to teacher education, and student internships.

Access: Brochure is available in the Education Building, Room 109.
Phone: 823-3723

3.14 College of Education Undergraduate Newsletter

Description: Includes Dean's welcome, testing information, frequently asked questions, registration and other areas of interest including important dates.

Access: Distributed in the fall and spring semesters and available in the College of Education, Room 109.
Phone: 823-3723

3.15 College of Engineering—Facts and Information

Description: This pamphlet acquaints the student with the vision and goals of the College of Engineering. It also includes the mission statement, and important statistics such as the distribution of male students and female students within the college.

Access: The pamphlet is available in the Engineering Building, Room 107.
Phone: 823-2156

3.16 Communicative Disorders—College of Health and Public Affairs

Description: Describes program of study for undergraduates, as well as a brief look at the graduate program in Communicative Disorders. It also defines Communicative Disorders and touches on career opportunities in Communicative Disorders.

Access: Brochure can be picked up at the College of Health and Public Affairs in the Office of Student Support, Room 201.
Phone: 249-4798

3.17 Comprehensive Health Assessment & Motivation Program--CHAMP

Description: This brochure describes the CHAMP program, which is a program designed to help students grow and change in a positive way. Issues covered include nutrition, exercise, safety and self care, stress management, lab screening, and wellness plan.

Access: Located in the Wellness Center, Trailer #617.
Phone: 823-5841

3.18 Computerized Career Planning, SIGI PLUS

Description: SIGI PLUS is a fast, easy-to-use, free computer program that helps to make important decisions about your future. This informational sheet provides the reader with the benefits of using the system. Included on the sheet are names and numbers of departments that can help get you started.

Access: Informational sheet is available in the Office of Academic Development and retention, Room 210 Adm
Phone 823-2691

3.19 Cooperative Education, Co-op

Description: Co-op is an academic program in which you work in your major field for a competitive salary. The hand-out includes qualifications, benefits, relationship with Financial Aid, and how to apply.

Access: The Co-op informational sheet can be picked up in the Co-op Education room in Howard Phillips Hall, Room 208.
Phone: 823-COOP

3.20 Counseling and Testing

Description: The Counseling and Testing Center is the only campus agency designated to provide psychological and testing services. The center is composed of a professional staff of psychologists, mental health counselors, and test administrators who provide a confidential environment. The brochure covers general information, counseling Services offered, testing services and staff.

Access: Located on the second floor of the Recreational Services Building, Room 203.

Phone: 823-2881

3.21 Criminal Justice—College of Health and Public Affairs

Description: Describes program of study for undergraduates, as well as a brief look at the graduate program in Criminal Justice. Criminal Justice is defined and the brochure touches on career opportunities in that area.

Access: Brochure can be picked up at the College of Health and Public Affairs, Room 201.

Phone: 823-2603

3.22 Distinguished Lecture Series

Description: Pamphlet includes a brief description of upcoming lecture events at UCF.

Access: Available in the Student Union Building, Room 215.

Phone: 823-6471

Website: pegasus.cc.ucf.edu/~osa

E-mail: cab@pegasus.cc.ucf.edu

3.23 Division of Enrollment and Academic Services

Description: This pamphlet describes different academic and information services that exist at UCF. It also describes the mission of the Academic Development and Retention Unit.

Access: The pamphlet can be picked up at the Academic Development and Retention Center in the Administration building, Room 210, but it is also distributed at several colleges around campus.

Phone: 823-2169

Web Site: <http://www.ucf.edu/academics>

3.24 Division Of Student Affairs

Description: The Division of Student Affairs, is responsible for the administration and management of programs, services, facilities, and activities. their main objective is to encourage the involvement of students in a variety of programs. This brochure briefly touches on each of the programs and includes contact information for each. The programs include the Counseling and Testing Center, Housing and Residence Life, Center for

Off-Campus Housing, Dean of Students, International Student Services, Veterans' Affairs, Student Disability Services, and many others.

Access: This brochure can be picked up in the Division of Student Affairs, Room 282.

Phone: 823-2821

3.25 Downtown Academic Center

Description: Describes the UCF Downtown Academic Center. The brochure informs the reader about the programs offered downtown, specific classes, and also provides the reader with a directional map to the downtown UCF location.

Access: This brochure is sent to non-students who have an interest in UCF. This brochure is also available at several locations around the campus. The campus is located at *36 Pine Street, Orlando, FL 32801*.

Phone: 317-7700

Website: <http://www.oir.ucf.edu/dtac>

3.26 Eating Disorders Treatment Program

Description: This informational sheet answers the questions, How do I know if I have an eating disorder?, How can this program help me?, How do I enroll in this program? The sheet also briefs the reader on the treatment team.

Access: Sheet can be picked up in the Campus Wellness Center, Trailer # 617.

Phone: 823-2811

Contact: *Cathy A. Barbano*

3.27 Employment Opportunities

Description: This brochure contains information on obtaining employment at the university including how to begin the job search, what job vacancies are available, when to submit an application, and why an individual should apply for a position at UCF.

Access: This brochure is available

Phone: 823-2771

Fax: 823-6272

Web Site: <http://pegasus.cc.ucf.edu/~perspay/>

3.28 Engineering Technology at a Distance

Description: This pamphlet describes the "Engineering at a Distance Program" at UCF. The purpose of the program is to deliver engineering technology programs to students any place and any time.

Access: This pamphlet is available in the engineering technology department.

Phone: 275-4349

Contact: *Dr. Lucy Morse* (Research Pavilion)

Website: <http://www-ent.engr.ucf.edu>

E-mail: *morse@ucf.edu*

3.29 English

Description: Brochure includes different areas of concentration within the college.

Access: This Brochure is available in the English Department, Room 301.
Phone 823-2212

3.30 English Honors in the Major Program, Department of English

Description: This brochure includes an overview, requirements, admission, and financial aid for the English Honors Program.

Access: Brochure is available in the Department of English, Room 301.
Phone: 823-2212

3.31 Executive Development Center, College of Business

Description: Brochure gives information on the Executive Development Center including public enrollment programs, customized corporate programs, executive MBA programs, and nationally renowned speakers that are going to be visiting the college. Also included are the various degrees available in the college.

Access: This brochure is available in the College of Business Administration.
Phone: 823-2446
Fax: 823-3153
E-mail: execdev@bus.ucf.edu
Website: www.bus.ucf.edu

3.32 Faculty/Staff Directory

Description: Directory includes a large amount of information including emergency procedures, the dialing plan, using e-mail addresses in the phone directory, Rolmphone features, phonemail basics, frequently called numbers, mail code listing, fax listing, departmental listing, faculty/staff listing, building list, and Retirement Association board members.

Access: This directory is mailed to all faculty and staff.

3.33 Fellowship for Graduate Study

Description: Brochure includes information on funds that are available through University Graduate Enhancement awards, which provide financial enhancements to selected graduate programs. The fellowships available include McKnight, FGMAP, UCF Foundation, Minority Graduate, Auzenne Graduate, etc.

Access: Available in Graduate Studies in the Administration Building, Room 144.
Phone: 823-2766

3.34 Financial Aid Information for Graduate Students

Description: This brochure includes information on fellowships, assistantships, financial assistance, special minority opportunities, and tuition waivers for graduate students.

Access: Brochure is available in Graduate Studies in the Administration Building, Room 144.

Phone: 823-2766

Website: <http://www.finaid.org/>

3.35 First Year Advising & Information Services

Description: This sheet informs reader of the new advising office and provides a list of the services provided.

Access: This sheet is available in First Year Advising, Trailer # 541.

Phone: 823-3789

E-mail: firstyr@pegasus.cc.ucf.edu

Web Site: pegasus.cc.ucf.edu/~firstyr

3.36 First Year Students--First Year Advising and information Services

Description: This newsletter is directed towards first year students at the University of Central Florida. It brings up important dates for academic success, as well as other important things and services that the student need to know. It also includes a news section from each college at the university.

Access: This newsletter is printed three times a year, and is sent to incoming and first year students or may be picked up at Academic Development and Retention, Room 210.

Phone: 823-2691

Contact: *Dr. David Dees or Maribeth Ehasz*

3.37 First Year Times

Description: A newsletter for first year students including, welcome, important dates, things to know, getting started, college corner, advising support for first year students, and the football schedule

Access: The newsletter is distributed three times a year and sent to incoming freshman. Additional copies are available in building 541, Room 109.

Phone: 823-3789

E-mail: firstyr@pegasus.cc.ucf.edu

3.38 FLMC, Foreign Language Media Center

Description: Brochure includes information on the history, current status, contributors, hours of operation, language tapes and software available, degrees offered and contact information for the media center.

Access: This brochure is available in the Visual Arts Building, Room 114.

Phone: 823-3227

E-mail: forlang@pegasus.cc.ucf.edu
Web Site: <http://pegasus.cc.ucf.edu/~forlang/>

3.39 Florida's Educational Attraction, UCF

Description: This brochure covers UCF attractions including categories: A Focus on Undergraduate Students; A Talented and Diverse Student Body; Dynamic partnerships with the Greater Orlando Region; A Spacious, Natural Campus; Modern and Ever-expanding Facilities; Easy Access to Great Housing; Outstanding Employment Opportunities; An emerging Athletic Presence; and You Can Afford a Great University.

Access: This brochure is mailed to individuals expressing an interest in the university. The brochure can also be picked up in the Admission Building, Room 161.
Phone: 823-3000
Website: <http://www.ucf.edu/>

3.40 Fraternity Life , The Journey Begins Here

Description: Recruitment week is a time to meet the members of the various chapters, ask questions, define obligations, time commitments, and membership requirements. This brochure explains the above stated aspects of recruitment week.

Access: The brochure is available at various locations around campus.
Phone: 823-2072

3.41 Getting to Databases and Gateways

Description: Informs user of access and web addresses to UCF databases and gateway. Also supplies information on WebLUIIS.

Access: Available in the UCF library.

3.42 GMAT-- Worried about the GMAT

Description: This Pamphlet includes information on preparation for the Graduate Management Admission test including course description, instructor, and fees involved in the prep class.

Access: This information is available in Graduate Studies, Room 144. Pamphlet can also be picked up in the Research Pavilion, Suite 265.
Phone: 207-4929

3.43 Golden Rule

Description: This student handbook and planner is given to undergraduate students when they come to orientation before starting their first semester at UCF. It includes rights and responsibilities, student activities, campus resources, academic information, and a calendar.

Access: The Golden Rule is given to new students at orientation or can be purchased by any student in the Bookstore.

Phone: 823-2691

3.44 Graduate Program--College of Education

Description: This informational brochure includes details on master's and doctoral degree programs in education.

Access: Brochure is available in the Education Department, Room 109.
Phone: 823-3723

3.45 Graduate Program--College of Health and Public Affairs

Description: Brochure describes briefly the seven graduate programs that are offered in the College of Health and Public Affairs.

Access: Brochure is available at the College of Health and Public Affairs, Room 201.
Phone: 823-0205
Contact: *Ms. Joyce Dornier, Assistant Dean*
E-mail: *graduate@ucf.edu*

3.46 Graduate Study in Communication--School of Communication

Description: Included in this informational packet are admission requirements, transfer information, financial aid, thesis and comprehensive exam tracks, graduate curriculum, other requirements and standards, and other details of the program.

Access: Packet is available in the School of Communication, Room 238.
Phone: 823-5670
Contact: *Dr. Burt Pryor*

3.47 Graphic Standards for Electronic Use--User's Guide

Description: This pamphlet addresses the electronic usage of the UCF four official symbols.

Access: Guide is located in the Public Relations office, Room 338 Adm..
Phone: 823-2504
Contact: *David Finneity- Assistant Director*

3.48 Guide to Applying for University Housing

Description: This brochure includes information on residence halls including commonly asked questions, names and locations of all halls, important numbers, and a map of the residence halls.

Access: Brochure is available in the Student Resource building, Room 137.
Phone: 823-4663

3.49 Guide to Campus Hours

Description: The guide includes campus hours for all departments, colleges, and Student Union hours.

Access: Guide is available in several locations around the campus.
Phone: 823-5479

3.50 Health Information Management—College of Health and Public Affairs

Description: Describes program of study for undergraduates, as well as a brief look at the graduate program in Health Information Management. It also defines Health Information Management and touches on career opportunities in Health Information Management.

Access: Brochure can be picked up at the College of Health and Public Affairs, Room 201.
Phone: 823-2359

3.51 Health Services Administration—College of Health and Public Affairs

Description: Brochure describes program of study for undergraduates, as well as a brief look at the graduate program in Health Service Administration. It also defines Health Service Administration and touches on career opportunities in Health Service Administration.

Access: Brochure can be picked up at the College of Health and Public Affairs, Room 201.
Phone: 823-2359

3.52 HIV Antibody Testing Program

Description: The HIV Antibody Testing Program is an anonymous and confidential testing and counseling center. This informational sheet explains the procedures for getting started, the pre-test appointment, the post-test appointment, and a special note

Access: This sheet can be picked up in the HIV-AIDS Education Office which is located in the Wellness Center, Trailer #538.
Phone: 823-2437 (UCF-AIDS)

3.53 Honors Program at UCF, The

Description: This informational brochure informs the reader of features of the program which include Student Honors Advisory Council, tickets for cultural events, small classes, early registration, scholarship opportunities, and many others. Also included are entrance requirements and academic requirements as well as an application.

Access: This brochure is available in Phillips Hall, Room 203.
Phone: 823-2076

3.54 Housing Guide

Description: A guide to off-campus housing for the University of Central Florida.
Access: Guide is located at the information booth in the Administration Building.
Phone: 420-4671
E-mail: housing@pegasus.cc.ucf.edu
Web Site: <http://www.housing.ucf.edu>

3.55 Industrial Engineering

Description: This pamphlet introduces the student to Industrial Engineering, and the many ways in which Industrial Engineering will help lead us into the 21st century. It also explains how the Industrial Engineering Program is designed at UCF.
Access: This pamphlet is available in the Engineering Building, Room 307.
Phone: 823-5644
Contact: *Dr. Bill Thompson- Assistant Chairman*
Web Site: <http://ie.engr.ucf.edu/>
E-mail: wthompson@pegasus.cc.ucf.edu

3.56 Intercollegiate Athletics

Description: This sheet includes a list of intercollegiate sports available at UCF, along with the head coaches' names and telephone numbers.
Access: This summary sheet is available in the administration building information desk.
Phone: 823-2256
Website: www.oir.ucf.edu/sports/
Contact: *Scott Smith*

3.57 KnightLink, UCF Career Resource Center's

Description: KnightLink is the hottest source of new job listings on campus and is fast, easy, effective and free. This instructional brochure guides you through the telephone registration with Knightlink.
Access: This instructional brochure is available in the Career Resource Center located on campus across from the cafeteria, Room 185.
Phone: 823-6200

3.58 Knight's Quest, A Guide to University Life

Description: This guide informs the student of the many available opportunities that UCF offers. Included in this guide is a welcome, a letter from President Hitt, a letter from Vice President Tubbs, UCF facts and history, UCF spirit, campus information, campus map, academic services and information, calendar, and on and off campus services.
Access: Guide can be picked up in the Office of Student Affairs, Room 282, Adm.
Phone: 823-2626
Fax: 823-2969

3.59 Knight Quest, Florida Community College Transfer Guide

Description: This guide is designed to help make the transition from a Florida public community college to UCF a smooth one. The information provided will answer the most common questions and concerns that students encounter when transferring.

Access: Guide is available in the Office of Articulation and Community College Relations, Trailer #619.
Phone: 823-2231

3.60 Knight Times

Description: This newspaper is distributed once a week on Tuesdays. It contains articles related to student life, as well as information on what is going on at campus.

Access: Campus wide distribution with 15 drop boxes.
Phone: 249-5962 ext. 2
Fax: 249-0428
Website: *supernovacom@aol.com*
E-mail: *knightnews@aol.com*

3.61 Legal Studies—College of Health and Public Affairs

Description: Describes program of study for undergraduates, as well as a brief look at the graduate program in Legal Studies. It also defines Legal Studies and touches on career opportunities in Legal Studies.

Access: Brochure can be picked up at the College of Health and Public Affairs, Room 201.
Phone: 823-2603

3.62 Library Survival Tips

Description: Brochure includes welcome from the UCF Library and an extensive list of “library lingo” such as abstract, bound periodicals, circulate, format, and others.

Access: Survival tips are available in the UCF Library.
Website: *http://pegasus.cc.ucf.edu/~library*

3.63 Life at UCF, The Learning Institute for Elders

Description: Brochure includes general information on this non-profit organization for elders interested in life long learning. Information includes lecture schedule, locations, curriculum, fees, and a membership application.

Access: This brochure is mailed to individuals who express an interest in the program.
Phone: 249-4778
Website: *http://pegasus.cc.ucf.edu/~life-ucf*
E-mail: *life-ucf@pegasus.cc.ucf.edu*

3.64 LINK—Learning in Communities, Arts and Sciences

Description: The pamphlet introduces the LINK program to students. The LINK program links courses such as English Composition with Sociology, so that the student can write about an important issues in sociology, and still improve their knowledge in English Composition, and vice versa.

Access: This pamphlet is available in Center for Arts and Science, Room 190.
Phone: 823-2251
Contact: *Dr. Kathleen Bell- Director*
E-mail: *kbell@pegasus.cc.ucf.edu*

3.65 LUIS--The On-line Catalog

Description: This brochure explains the on-line catalog as well as keyword and combination searches.

Access: This instructional brochure can be picked up in the library near the reference desk.
Phone: 823-2580

3.66 Map & Parking Guide

Description: Includes welcome by President Hitt, a brief description of the university, a brief description of the five colleges, parking service information and pointers, campus directions, and a campus map. Provided by the University Bookstore.

Access: Guide can be picked up at information booths across campus.
Phone: 823-2665
Web Site: <http://pegasus.cc.ucf.edu/~acad/maps.html>

3.67 Massage Therapy

Description: Brochure explains the use of massage therapy to help in relaxation, stress release, and pain.

Access: Brochure is located in the Wellness Center, Trailer 617.
Phone: 823-5841

3.68 Masters Programs, College of Business

Description: This informational brochure introduces to the reader various master programs within the College of Business including Master of Business Administration, Master of Science in Taxation, Master of Arts in Applied Economics, and Master of Science in Accounting.

Access: Brochure is available in the College of Business, Room 240.
Phone: 823-2184

3.69 Medical Laboratory Sciences—College of Health and Public Affairs

Description: Describes program of study for undergraduates, as well as a brief look at the graduate program in Medical Laboratory Science. It also defines Medical Laboratory Science and touches on career opportunities in Medical Laboratory Science.

Access: Brochure can be picked up at the College of Health and Public Affairs, Room 201.
Phone: 823-2968

3.70 Molecular & Microbiology—College of Health and Public Affairs

Description: Describes program of study for undergraduates, as well as a brief look at the graduate program in Molecular and Microbiology. It also defines Molecular and Microbiology and touches on career opportunities in Molecular and Microbiology.

Access: Brochure can be picked up at the College of Health and Public Affairs, Room 201.
Phone: 823-5932

3.71 Multicultural Student Services

Description: This informational sheet lists many services that are available to a variety of students including academic advising, registration assistance, FTIC retention program, cultural and academic enrichment, and many others.

Access: The sheet is available in the Administration Building, Room 145.
Phone: 823-2716
Contact: *Mrs. Inez Ford, Coordinator*
E-mail: *Isord@pegasus.cc.ucf.edu*

3.72 New Students, Welcome to UCF “Freshman Student Success

Description: This booklet informs the freshman student of the basics that a student needs to know when starting their undergraduate program at UCF. It informs the student of the different course levels and what each level means.

Access: This booklet is distributed by the Academic Development and Retention Center. It is distributed to incoming freshman at orientation.

3.73 Nursing—College of Health and Public Affairs

Description: Describes program of study for undergraduates, as well as a brief look at the graduate program in Nursing. It also defines Nursing and touches on career opportunities in Nursing.

Access: Brochure can be picked up at the College of Health and Public Affairs, Room 201.
Phone: 823-2744
Web Site: *www.cohpa.ucf.edu/nursing*

3.74 OASIS, College of Arts and Sciences

Description: Brochure informs the student of areas of assistance with OASIS as well as Undergraduate degrees with phone extensions of all majors in the university.

Access: Brochure can be picked up in the Fine Arts building, Room 202.
Phone: 823-2492

3.75 Office of Veterans' Affairs

Description: This brochure describes chapter eligibility and benefits for veterans' at UCF.

Access: Brochure is available in the Office of Veterans' Affairs, Room 132.
Phone: 823-2707
Website: <http://pegasus.cc.ucf.edu/~vets>
E-mail: vets@pegasus.cc.ucf.edu

3.76 On Stage, Department of Theater

Description: Includes descriptions and times of upcoming productions. Also provides a season ticket order form including prices

Access: Available in the Department of Theater, Room 121.
Phone: 823-5744
Contact: *Albert Spelsberg, President*

3.77 Parking & Traffic Information

Description: This Booklet, created by Parking Services includes registration information, registration fees, regulations governing the operation of motor vehicles, and regulations governing scooters, motorcycles, mopeds, and bicycles.

Access: This brochure can be picked up
Phone: 823-5812

3.78 Peer Education Out-Reach, Reach

Description: Explains Reach program, a program that presents health issues related to human sexuality in a casual workshop atmosphere. REACH teaches seminars on sex, drugs, and communication skills to the campus community.

Access: The Peer Education Out-Reach Program is based at the Student Health Research Center. The brochure can be picked up in the Wellness Center, Trailer #617.
Phone: 823-5841
E-mail: peered@pegasus.cc.ucf.edu
Web Site: <http://pegasus.cc.ucf.edu/~peered>

3.79 Pegasus, Chronicle of the UCF Alumni Association

Description: Pegasus is a alumni informational magazine.
Access: This magazine is distributed to members every other month.
Phone: *UCF-ALUM or 1-800-330-ALUM*
Web Site: *http://www.oir.ucf.edu/alumni*

3.80 Physics--Info-to-go

Description: Sheet includes a brief easy-to-use guide to some of the sources in the UCF Library on Physics.
Access: This informational sheet is available in the library.
Phone: *823-2580*

3.81 Police Services and Safety Guide

Description: Brochure consists of areas of police services on campus, safety tips, crime statistics, and important phone numbers.
Access: Available at UCF Police Department and Kiosks in the Student Union.
Phone: *823-5555*

3.82 Precision Engineering Graduate Program

Description: Highlights developments associated with graduate program. Provides information on the College of Engineering. Briefly gives background of program instructor.
Access: Brochure is available in the College of Engineering, Room 307.
Phone: *823-2204*
Website: *http://ie.engr.ucf.edu/*

3.83 Promoting Progress

Description: An annual report which pays tribute to faculty, students, and staff and some of the programs they have crafted for improving the quality of life for all residents through public, and private-sector partnerships.
Access: This annual report is distributed by UCF's Public Relations Department and sent to certain individuals within the community.

3.84 Public Administration—College of Health and Public Affairs

Description: Describes program of study for undergraduates, as well as a brief look at the graduate program in Public Administration. It also defines Public Administration and touches on career opportunities in Public Administration.
Access: Brochure can be picked up at the College of Health and Public Affairs, Room 201.
Phone: *823-2604*

3.85 Public Affairs Doctoral Program—College of Health and Public Affairs

Description: This pamphlet describes the curriculum in the public affairs doctoral, and provides information about assistantships.

Access: Can be picked up at the College of Health and Public Affairs, Room 201.
Phone: 823-2406
Website: <http://www.cohpa.ucf.edu> or <http://www.orgs.ucf.edu>
Contact: *Wendell C. Lawther*
E-mail: lawther@pegasus.cc.ucf.edu

3.86 Quality Forum, The

Description: A publication of Quality Initiatives at the University of Central Florida.

Access: Distribution at several locations around campus.
Phone: 275-4330
Fax: 275-4339
Web Site: quality@pegasus.cc.ucf.edu
E-mail: cmilbuta@pegasus.cc.ucf.edu

3.87 Radiology Sciences—College of Health and Public Affairs

Description: Describes program of study for undergraduates, as well as a brief look at the graduate program in Radiology Science. It also defines Radiology Science and touches on career opportunities in Radiology Science.

Access: Brochure can be picked up at the College of Health and Public Affairs, Room 201.
Phone: 823-2747

3.88 Registered Dietitian

Description: Program assists students in health and dietary problems, including eating pattern analysis, weight and eating history, and food journal.

Access: Brochure is located in the Wellness Center, Trailer #617.
Phone: 823-5841

3.89 Rise Up To Meet Your Future, LEAD Scholars

Description: Brochure explains the Program of LEAD Scholars, gives scholarship information, service opportunities, eligibility, program obligations, and recognition. Also included is an application for the program.

Access: This brochure can be picked up in Admissions, Room 351.
Phone: 823-2223
Contact: *Pam Anthrop*, Director
E-mail: lsp@pegasus.cc.ucf.edu
Web Site: <http://pegasus.cc.ucf.edu/~sarc>

3.90 SARC: Your Academic Center for Excellence

Description: Includes services for a variety of students including academic advising, CLAST advising and assistance, supplemental instruction and tutoring, and the Student Academic Resource Center hours.

Access: Brochure is available in the Student Academic Resource Center, Trailer PC1102.
Phone: 823-5130

3.91 Schedule of Classes

Description: The *Schedule of Classes* includes registration information, fee information, general information, course information, and course listings.

Access: This schedule is available in all colleges and distributed every semester.

3.92 Service Learning

Description: This program was developed to offer students valuable experience through community service while earning University credit. The brochure gives information on the program, it's many benefits, and how to get involved.

Access: Brochure is available in the Education Building, Room 257.
Phone: 823-2042
Contact: *Dr. Jennie Loudermilk*
Fax: 823-5144
E-mail: *service@pegasus.cc.ucf.edu*

3.93 Social Work—College of Health and Public Affairs

Description: Describes program of study for undergraduates, as well as a brief look at the graduate program in Social Work. It also defines Social Work and touches on career opportunities in Social work.

Access: Brochure can be picked up at the College of Health and Public Affairs, Room 201.
Phone: 823-2747

3.94 Soldiers To Scholars, Shaping Our Leaders for Tomorrow

Description: Soldiers To Scholars is a program designed to assist veterans and inner city school children. The program was developed to provide positive role models in the inner city for at-risk school children. The brochure briefly provides information on why you should become a role model, housing and tuition benefits, and program entrance requirements.

Access: The brochure is available in the Research Pavilion, Suite 168.
Phone: 426-6838
Fax: 249-4785
E-Mail: *sts@pegasus.cc.ucf.edu*

3.95 Sports and Recreation

Description: Includes 97' and 98' sports calendar, recreational facilities, and fitness center information.

Access: Available in front of the pool, Building 15, Room 101 and other various locations around campus.

Phone: 823-2408

Contact: *Loren Knutson, Director*

3.96 Standards of Satisfactory Academic Progress, For Financial Aid Applicants

Description: This brochure contains information on Financial Aid academic progress requirements, GPA standards, required hours, time limits, probation, procedure for appeals and re-establishing eligibility.

Access: Brochure can be picked up in the Office of Student Financial Assistance, Room 120 Adm.

Phone: 823-2827

3.97 Standards Manual, University Identity User's Guide

Description: This manual introduces the university's accepted workmark and monogram, as well as the Pegasus and the seal, and delineates the policies and procedures for proper use of those symbols.

Access: Guide is available in University Relations in the Administration Building, Room 338.

Phone: 823-1823

E-mail: *jhitt@ucflvm.cc.ucf.edu*

3.98 Student Academic Resource Center—Your Academic Center for Excellence

Description: Describes the different services offered at the SARC. Examples of these services are College Achievement Program, Supplemental Instruction, and CLAST Advising and Assistance.

Access: These pamphlets are available in the Student Academic Resource Center, Trailer PC1102.

Phone: 823-5130

3.99 Student Council for Exceptional Children, SCEC

Description: Informs reader of mission statement, discounts for student members, activities. Also included is a membership application.

Access: Brochure is available outside of the Education main office, Room 109.

Website: *scec@pegasus.cc.ucf.edu*

3.100 Student Escort Patrol Service, S.E.P.S.

Description: Provides information for utilizing patrol service.

Access: Available at information booths in all colleges.

Phone: 823-2424

3.101 Student Financial Assistance Office

Description: Gives students instructions on how to apply, priority deadlines, what kind of assistance is available, and application procedures.

Access: Available in Financial Aid Office in Adm., Room 120.

Phone: 823-2827

Website: <http://pegasus.cc.ucf.edu/~finaid/>

3.102 Student Government Association

Description: Brochure includes services student government provides, student legal services, student activities, recreational services and other things that the SGA does.

Access: Available in the Student Union, Room 214.

Phone: 823-2191

Fax: 823-5593

Website: <http://pegasus.cc.ucf.edu/~sga>

3.103 Student Government Association--Clubs and Organizations funding Guide

Description: Brochure contains a list of helpful hints that will facilitate your club or organization's request for funding.

Access: Available in the Student Union, Room 214.

Phone: 823-2191

E-mail: sga@pegasus.cc.ucf.edu

3.104 Student Health Services

Description: Introduces the student to the services offered at the Health Center. Important information such as hours, who's eligible, and patient rights are addressed.

Access: This informational sheet is available in the Health Center.

Phone: 823-2701

3.105 Student Legal Services

Description: This brochure explains how to use the Student Legal Services Program, identifies which cases legal representation will be available and describes restrictions.

Access: Brochure is available in the Student Center, Room 155.

Phone: 823-2538

Contact: *Patti MacKown- Director*

E-mail: stulegal@ucf1um.cc.ucf.edu

3.106 Student Organizations Listing

Description: Lists registered UCF Student Organizations by Category, Greek, Campus Life, Honorary, Minority/International, Religious, Special Interest, Military, Sports, and Branch Campus.

Access: This listing is updated and distributed annually. Listing is available in the Student Union, Room 208.

Phone: 823-6471

Website: pegasus.cc.ucf.edu/~osa

E-mail: osa@pegasus.cc.ucf.edu

3.107 Students: Want a Room? Looking for a House?

Description: This brochure guides the student through a simple phone process to access information on housing available and potential roommates and includes a map of neighborhoods listed.

Access: Brochure is available

Phone: 823-6700 or 823-0417

3.108 Student Union Shaping Your Future

Description: This brochure presents the Student Union as the central point of interest at UCF. It provides information about the different services being offered at the Student Union and how these services can be helpful for the student.

Access: The brochure can be picked up at any of the information booths across campus. The brochure is also distributed to several colleges across the campus or can be picked up in the student union, as well.

Phone: 823-2117

Website: <http://pegasus.cc.ucf.edu/~union>

Contact: Mark Hall- Director

3.109 Style Guide, A Handbook for Preferred Word Usage

Description: This stylebook is meant to establish a writing and editing style that best suits publications at UCF.

Access: This guide is available in University Relations, Room 338 Adm.

Phone: 823-2502

3.110 Suggestion Awards Program

Description: This brochure includes information on the award program. All students, faculty, and staff are eligible to participate in suggestion award programs including, Incentive Efficiency Program, Intangible Suggestion Component, and the Suggestion of the Month Contest.

Access: Brochure is available in the Human Resources Office in the Administration Building, Room 230.

Phone: 823-2771

Website: <http://pegasus.cc.ucf.edu/~perspay>

3.111 Teach in Japan

Description: The Center for multilingual Multicultural Studies is looking for recent UCF graduates, to teach English in Urayasu, Japan

Access: You can pick up this informational sheet in the Center for Multilingual Multicultural Studies, Trailer #547, Room 120.
Phone: 823-0087

3.112 Teaching English as a Foreign Language (TEFL), Certificate Course

Description: This brochure gives detailed information including application information and costs that are involved in the certificate course.

Access: Brochure is available in the Center for Multicultural Studies, Trailer #547 Room 120.,
Phone: 823-5515
E-mail: teflcert@pegasus.cc.ucf.edu

3.113 Teaching Views & News--A Publication of the UCF Faculty Center for Teaching and Learning

Description: A circulation designed to share and exchange information about teaching and learning.

Access: Publication is distributed quarterly and is available to faculty in the HPB Building, Room 331.
Phone: 823-3544
Contact: *Dr. Karen Smith*
E-mail: fctf@pegasus.cc.ucf.edu

3.114 TouchTone Grades

Description: TouchTone grades is a phone service used for accessing grades off campus. This brochure gives information on universal pins and both local and 1-800 numbers for the student to access their grades.

Access: This brochure is available at the information both in the Administration Building or in the Registrar's Office.
Phone: 823-2527 or 1-800-440-2527

3.115 UCF, A Great Public University

Description: This brochure was written for anyone who is interested in information about UCF. It covers the areas of academics, admissions, campus profile, financial aid, housing, services, frequently used phone numbers, Intercollegiate Athletics, undergraduate academic majors, involvement, opportunities, campus hours, and directions and maps to the campus.

Access: This brochure is given to individuals expressing an interest in the university.
Phone: 823-5439

3.116 UCF Engineering—Industrial Engineering Student Manual

Description: This manual is directed towards engineering students. It gives a lot of helpful information that can be used through out the education. It also provides maps of the Engineering Building and degree requirement certification.

Access: This manual can be picked up in the Industrial Engineering Building, Room 307.

Phone: 823-5644

Contact: *Dr. Bill Thompson, Assistant Chair*

Website: *http://ie.engr.ucf.edu*

3.117 UCFacts

Description: Includes important UCF facts concerning the campus, accreditation, enrollment, library holdings, expenditures, employees, charges, operating budgets, intercollegiate athletics, campus fraternities and sororities, degrees awarded, and officers of the university.

Access: Available at information booths in colleges and Administration.

Phone: 823-2000

3.118 UCF Graduate Catalog

Description: The Graduate Catalog contains information on admission, application deadlines, academic calendar, administration and staff, research opportunities, registration information, financial information, organization of graduate studies, university graduate regulations, student services and organizations, the five colleges, and course descriptions.

Access: Catalog is available in Graduate Studies in the Administration Building, Room 144 or can be purchased in the bookstore.

Phone: 823-2766

Website: *www.orgs.ucf.edu*

3.119 UCF In the News

Description: A Public Relations Department update on UCF media coverage.

Access: This letter is distributed by University Relations and is sent to those who are directors and above in the university.

Phone: 823-2502

3.120 UCF Library Map

Description: Includes map of all floors and UCF library shelving chart.

Access: Available in the Library on the first floor.

Phone: 823-2580

3.121 UCF Neighbors--Off-Campus Housing Letter

Description: Newsletter includes security Tips, UCF community housing guide information, UCF area off-campus apartment listings, and vicinity map.

Access: This newsletter is distributed each semester and is available in the Department of Housing and Residence Life as well as many other locations around campus. The newsletter is also mailed to interested individuals.

Phone: 823-4663

3.122 UCF Police Department

Description: The UCF Police Department provides us with a sheet that briefly describes services available to students. The sheet also includes a UCF report of crimes in a table form.

Access: This sheet is available at various information booths across campus.

Phone: 823-5555

3.123 UCF R.E.A.D.S, Reaching for Equality, Awareness, and Diversity through Books

Description: This informational brochure provides information on the R.E.A.D.S organization which is dedicated to the promotion of literacy in both children and adults.

Access: Brochure is available in the Education Building, Room 346 and other various locations around campus.

Phone: 823-2010

Fax: 823-2815

Contact: *Shannon Hamilton- President*

E-mail: *pitsmit@aol.com*

Web Site: *http://pegasus.ucf.edu/~ucf reads*

3.124 UCF Report, A Publication for Staff and Faculty

Description: A non-profit organization providing current information on UCF. Publication includes monthly calendar of events.

Access: This publication is distributed to faculty and staff monthly.

Phone: 823-3544

3.125 UCF Student Union, Shaping Your Future

Description: Brochure informs reader of places to eat and convenience services available in the Student Union.

Access: Available in many locations around campus including all information booths.

Phone: 823-2117

Website: *http://pegasus.cc.ucf.edu/~union*

3.126 UCF Undergraduate Catalog

Description: The catalog includes areas of interest within the university, Student Affairs, admission services, tuition and fees, student financial assistance, academic policies and procedures, undergraduate degree requirements, enrollment and academic services, academic programs, all colleges, Division of Continuing Education, institutes and centers for research, course descriptions, faculty, Faculty and Administration Emeriti, honorary degrees awarded, and courtesy faculty and research appointments.

Access: Catalog is distributed at freshman orientation but is also available for purchase in the bookstore.

Phone: 823-3000

Web Site: <http://www.ucf.edu/admissions.html>

3.127 United Campus Ministry

Description: Included in this brochure are the many different religious groups that are available on campus, with contact information for each.

Access: Brochure is available in the Student Resource Center, Trailer PC1102.

Phone: 823-5335

Contact: *Dr. Lloyd A Lansen- Director*

E-mail: wesley@pegasus.cc.ucf.edu

Web Site: www.pegasus.cc.ucf.edu/~wesley

3.128 University of Central Florida Art Gallery, The

Description: A cordial invitation to view a present art gallery event. Included is the schedule of exhibits.

Access: Art gallery event sheets are available for each semester. They are sent to individuals on a mailing list or can be picked up in the Visual Arts Building, Room 117.

Phone: 823-2676

Contact: *Steve Lotz*

3.129 University Ombuds Office

Description: Established in 1994 by President John C. Hitt to enhance the quality of service to all members of the university. This brochure briefly explains the informal and confidential assistance in dealing with complaints.

Access: The Ombudsman office is located in the Admissions Building, Room 338F. The pamphlet can be picked up there or at the information desk in the Admissions building.

Phone: 823-6440

Website: <http://pegasus.cc.ucf.edu/~ombuds>

3.130 University Writing Center

Description: Trained writing consultants will help with anything that you need to write including, getting started, group projects, developing ideas, writers block,

graduate school applications, and many more. On-line consultations are available. This pamphlet briefly covers the areas listed above.

Access: Brochure is available in Trailer #616 which is located near the College of Business.

Phone: 823-2197

Website: <http://reach.ucf.edu/~writing>

E-mail: uwc@pegasus.cc.ucf.edu

3.131 Veterans' Affairs

Description: Brochure supplies information related to special benefits and program available to veterans including certification of benefits, benefits counseling, tutorial service, VA workstudy, and referrals.

Access: Pamphlet is available at the Veterans' Affairs Office in the Administration Building, Room 132.

Phone: 823-2707

Contact: *Robert H. Atwell- Director*

E-mail: vets@ucf1vm.cc.ucf.edu

Web Site: www.va.ucf.edu

3.132 Victim Services- If a Crime Strikes You...There is Help

Description: A Victim Advocate is available to assist any member of the university community, including students, faculty, and staff. This brochure lists the services that are included in the program including crisis intervention, emotional support and practical assistance, information and referrals, and education services. A list of important numbers are included in the brochure.

Access: This brochure is available

Phone: 823-2425 or 823-6069

3.133 Volunteer UCF

Description: *Volunteer UCF* is funded by the Student Government. It is an organization which is dedicated to promoting community service on the UCF campus. This pamphlet describes the different fields where the student can make a difference in the community. Several of the programs include Adopt-a-grandparent, Adult Literacy Team, Best Buddies, and Habitat for Humanity.

Access: *Volunteer UCF* is distributed by the Office of Student Activities, and can be picked up all over campus. Located in the Office of Student Activities in the Student Union, Room 208.

Phone: 823-6471 or 823-3318

Contact: *Melissa Elniker- Director*

3.134 What is Honors In the Major? And Why Should You Do It?

Description: This brochure explains what the program involves, what the benefits are, who should consider honors in the major, where to begin, and what a thesis or project looks like.

Access: Brochure is available in Phillips Hall, Room 203.
Phone: 823-2076

3.135 Women: Moving Forward

Description: *Women: Moving Forward* presents a program for women where the goal is to gain information and skills in personal goal setting, leadership, and career paths.

Access: The pamphlet is distributed by Women Studies to areas that are frequented by students.
Phone: 823-6502 or 823-5408

3.136 The Writers Forum

Description: This informational sheet informs the reader of this new organization on the UCF campus. The sheet answers five of the questions most commonly asked by UCF authors: Is there any chance to rub shoulders with famous authors? What about opportunities for me to publish my stuff? Is there any way for me to exert undue influence on my professors? Is there any way for me to get my very own graduate student to look up to? Who in the world are these marvelous people who are doing all this?

Access: The office is located on the third floor of HFA, Room 305C. The sheet is available in this office.
Phone: 249-8474
Contact: Tina Kapp
E-mail: crk78687@pegsus.cc.ucf.edu

4.0 SUMMARY AND CONCLUSIONS

The various items identified in Section 3 represent a large and representative sample of non-electronic communication media that are available at UCF. These booklets, brochures, pamphlets, and information sheets provide additional insight into the type of student services that are available at UCF as well as represent some of the specific information that the various student services providers make available to the students.

A gross level evaluation of the various types of media leads to the conclusion that there is no coordinated approach to the preparation and distribution of the various brochures and other non-electronic communication media. Primary documents such as the graduate and undergraduate catalogs do not necessarily look like they are associated with the same school. Some of the most professional looking pieces appear to have been developed by an external source with little regard for the "look and

feel” of UCF publications. There is a wide variance in the colors used and virtually no consistency in format or content of related pieces, whether developed internally or externally.

The volume of brochures and related materials makes it clear that most offices providing student services are interested in developing relevant non-electronic communications media. However, differing budgets and capabilities yield very different results, ranging from professional to embarrassing. Copies of the relevant brochures, information sheets, and other non-electronic communication media are maintained in a separate file at the UCF 21 project office. A follow-on study will provide a detailed evaluation of these media. The evaluation will focus on the distribution, content, and appearance of the various non-electronic communication media.