The Evolving World of Transfer Admission

Agenda:

- Institutional Overviews
- Transfer Admission Trends
- Transfer Lifecycle
  - Recruitment & Strategic Partnerships
  - Evaluation
  - Yield
  - Retention
- Q&A
Priorities & Goals

- Georgia Tech
  - Fall, Spring, Summer Entry Terms
  - Institutional Priorities
  - In-state, Out of State, International Transfer Institutions
  - Holistic Review Process

- Rollins
  - Fall & Spring Entry Terms
  - Goal: 80 in Fall, 30 in Spring
  - 50% local community colleges & 50% 4-year colleges
  - Holistic review process
  - Automatic academic scholarship award consideration
#Trending in the Transfer World

- 52% of transfer applicants are stealth (EAB)
- Only 15% of community college students each a bachelor’s degree within 6 years
- Estimated that 60% of college students attend more than one college/university
- Transfers graduate at a higher rate
- Most shop and submit in the 11th hour
- Admission rate is lower for transfers (64%) than for first-years (69%)
- 25% of publics and 33% of privates reached transfer targets (EAB)
NACAC SPGP on Transfer Admission

- Publish up-to-date lists of 2-year institutions with:
  - Articulation agreements
  - Include transfer credit and grade-requirement information
- Clearly state admission requirements, limitations, major restrictions, deadlines
- Be flexible with deadlines
- Provide a credit evaluation with graduation requirement credit estimation and financial aid packaging prior to deposit deadlines
Recruitment & Strategic Partnerships

Pathway programs

- Programs designed by partnering institutions that assist students in transferring from one college to another through specific academic paths outlined for a smooth transition
  - Public state universities
  - Private neighboring institutions
  - 2 + 2 programs
  - Dual degree partnerships (many engineering focused)
  - Examples at GT: Conditional Pathway, Veterans Pathway, Arts & Sciences Pathway, Regent’s Engineering Pathway Program (REPP)
Recruitment & Strategic Partnerships

- Community college partnerships
  - Partnerships for specific majors, or programs.
  - Departmental partnerships for developing programs - (ie: specific majors looking to grow can work with admission offices to create partnerships to grow majors (ie: specific engineering partnerships)
  - Departmental partnerships for stronger programs - (ie: College of Engineering partnerships)
- Miami Dade- FL, Montgomery College - MD
Recruitment & Strategic Partnerships

- Info sessions
  - On campus sessions used to aid transfer students and families through the transfer process.
  - Begin with a bit about college/university (less or more depending on transfer population)
  - Spend most of session talking about transfer process (depending on the complexities of the transfer process)
Recruitment & Strategic Partnerships

- Webinars
  - Used to explain the transfer process for students and families who cannot come to campus for an in-person information session.
  - Used to share navigation of website to help ease the transfer process
  - Make simple and use words/ charts directly from website (be consistent)
  - Use presentation from info sessions
Recruitment & Strategic Partnerships

- Specific transfer events
  - Partner with organizations or teams on campus that will aid in the relationship building with students.
  - Welcome to college events
  - Set up sharing of services and resources students will need when transitioning
  - Transfer students know what they need (most times) but are unsure of where to find those resources
The Evaluation Process

YO DAWG I HEARD YOU LIKED EVALUATIONS
SO IMMA SUGGEST

EVALUATIN' THE EVALUATION PACKAGES SO YOU CAN
EVALUATE THE WAY YOU EVALUATE FOR A BETTER EVALUATION
Different Types of Evaluation

- **Requirement Based Evaluation**
  - Academic Review: Requirements & GPA

- **Holistic Based Evaluation**
  - Academic Preparation
  - Course Requirements & Credit Hours
  - GPA
  - Personal Essays
  - Contribution to Community
  - Recommendation Letters
  - Major Selection
  - Institutional fit and priorities
What You Need

- Student Information System: SLATE, Banner, Etc.
- Minimum Academic Requirements
- Holistic Requirements
- Review Process
Step 1: Holistic Review

- Preliminary Evaluation: First Read
- Application Information
- Essays: 1 Required, 2 Supplemental
- Contribution to Community: Resumes, Bulleted Activities, Short Essays
- Better Understanding of who a student is outside of academics.
Step 2: Academic Review

- Minimum Requirement: Course Requirements by major, 30 Hour Requirement, GPA Requirements.
- Previous HS Credit: AP, IB, SAT II Subject Exams, Dual Enrollment, A-Levels.
- Competitive Coursework: Higher level Math Courses, Competitive lab sciences, major related coursework.
- GPA Calculations: No Grade Forgiveness, No plus/minus system.
Step 2: Academic Review...Cont.

- Pathway Program Reviews: Freshmen, Engineering, Veteran’s Pathways
- Course Evaluations: Registrar’s Office & Academic Program Offices
- Updated Transcripts: Current Grades or Test Scores
- Committee
Step 3: Committee

- Transfer Team Evaluation
- In-depth team look at holistic and academic reviews
- Institutional Fit and Competitiveness
- Institutional Priorities
- Recommendation Letters
- At this point, all students will have been evaluated a couple of times by multiple people before a decision has been made.
Holistic Evaluation
Yielding Transfer Students

- Articulation Agreements
- Daily Information Sessions & Tours
  - One-on-one transfer admission counselor meetings
  - Transfer tour guides
- Instant Decision Days
- Experience Rollins – admitted student events
- Current Transfer Student Connections
- Valencia College presence & good relationships with advisors
  - Monthly info sessions
  - Honors Program
  - International Students
- Increased scholarship and financial aid packaging
Timeliness of Notification

- 1-2 Weeks Post-Completed Application:
  - Admission & Scholarship Decision – electronic & mailed
  - Transfer Credit Evaluation by Student Records – electronic & mailed
  - College Officials Report
- 1-2 Weeks Post-Admission Decision:
  - Financial Aid Packaging
- Post-Admission Decision:
  - Invitation to Visit Campus (Daily Visit or Experience Rollins)
  - Phone or In-Person Meeting with Transfer Advisor
Transfer Communications

- Brought all application marketing & lead generation in-house
- Website
- Social Media Geofencing @ Community Colleges
- Emails – don’t reinvent the wheel!
  - Academic Email Series
  - Yield Email Campaign
  - Deposit IQ Campaign
Transfer Communications

- Transfer Success Story Library
- Facebook Live
- Texting Campaigns & Transfer
  Admission Counselor Phone #’s
- Transfer Phone-a-thons
  - Admission Counselors (Immediate)
  - Transfer Advisor (April)
  - Student Coordinators (Summer)
Retention

- Advising: Transfer Advisor & Academic Advisor
- Transfer-Specific Introductory Course with Transfer Student Services & Peer Mentors
  - Rollins | Social | Academic
  - Social Aspect
- Orientation & SPARC Day
- Biggest win: new curriculum tweaks!
- Housing is guaranteed
  - New residential buildings with transfer communities
- Commuter space on campus