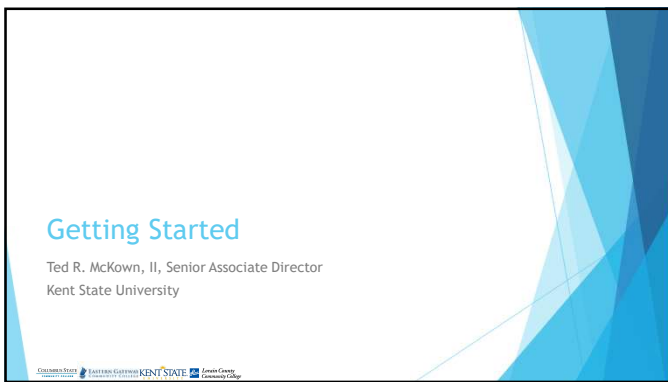
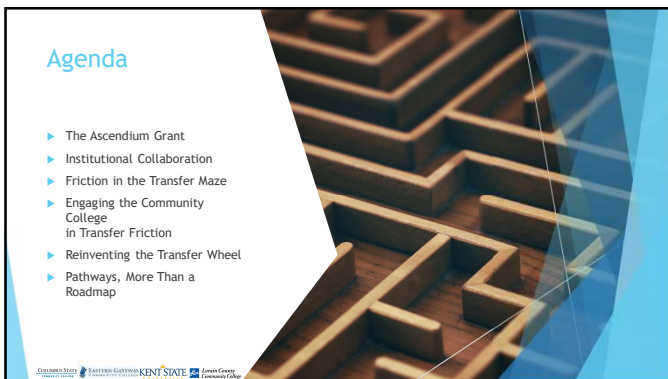


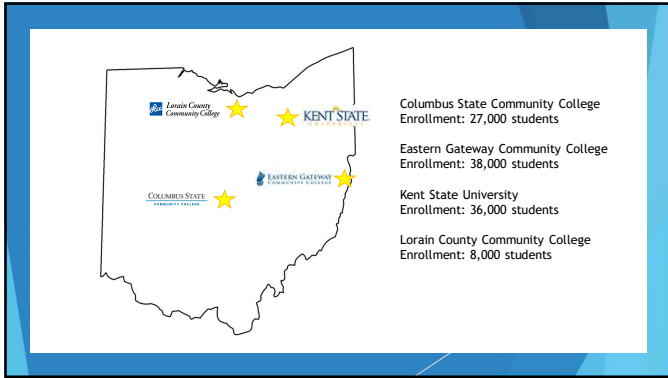
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4

Setting the Stage

- The Student Value Proposition: Engaging Transfer Students with Degree Pathways to Limit Friction
- Friction
- Engaging Students Around Friction

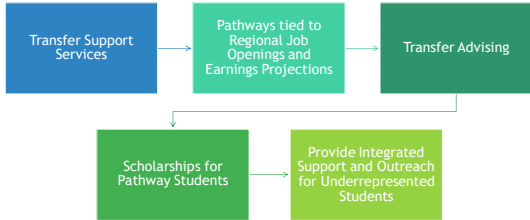
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The Ascendium Grant

- ▶ High Impact Pathways
- ▶ Statewide Comprehensive Transfer Blueprint
- ▶ Four Distinct Institutions
- ▶ Develop Pathways to Streamline Student Progress

6

Establishing a Framework for Student Success to Reduce Friction



7

ASSOCIATE OF APPLIED SCIENCE, HEALTHCARE ADMINISTRATION TO BACHELOR OF SCIENCE IN PUBLIC HEALTH, HEALTH SERVICES ADMINISTRATION

Kent State's A.S./B.S. Public Health Services Administration Concentration is offered both fully online and on-ground on the Kent Campus.

SUGGESTED SEQUENCE AT EASTERN GATEWAY COMMUNITY COLLEGE				SUGGESTED SEQUENCE AT KENT STATE UNIVERSITY			
Course/Prereq	EC Credits	EST Equivalents	Notes	Subject	Cr	Prereq	Notes
Public Health in Practice	3	PH 30000		Public Health in Practice	3	PH 30000	
PH 100 Introduction to Public Health	3	PH 10000		PH 100 Introduction to Public Health	3	PH 10000	
PH 101 Introduction to Public Health	3	PH 10100		PH 101 Introduction to Public Health	3	PH 10100	
PH 102 Introduction to Public Health	3	PH 10200		PH 102 Introduction to Public Health	3	PH 10200	
PH 103 Introduction to Public Health	3	PH 10300		PH 103 Introduction to Public Health	3	PH 10300	
PH 104 Introduction to Public Health	3	PH 10400		PH 104 Introduction to Public Health	3	PH 10400	
PH 105 Introduction to Public Health	3	PH 10500		PH 105 Introduction to Public Health	3	PH 10500	
PH 106 Introduction to Public Health	3	PH 10600		PH 106 Introduction to Public Health	3	PH 10600	
PH 107 Introduction to Public Health	3	PH 10700		PH 107 Introduction to Public Health	3	PH 10700	
PH 108 Introduction to Public Health	3	PH 10800		PH 108 Introduction to Public Health	3	PH 10800	
PH 109 Introduction to Public Health	3	PH 10900		PH 109 Introduction to Public Health	3	PH 10900	
PH 110 Introduction to Public Health	3	PH 11000		PH 110 Introduction to Public Health	3	PH 11000	
PH 111 Introduction to Public Health	3	PH 11100		PH 111 Introduction to Public Health	3	PH 11100	
PH 112 Introduction to Public Health	3	PH 11200		PH 112 Introduction to Public Health	3	PH 11200	
PH 113 Introduction to Public Health	3	PH 11300		PH 113 Introduction to Public Health	3	PH 11300	
PH 114 Introduction to Public Health	3	PH 11400		PH 114 Introduction to Public Health	3	PH 11400	
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PH 121 Introduction to Public Health	3	PH 12100		PH 121 Introduction to Public Health	3	PH 12100	
PH 122 Introduction to Public Health	3	PH 12200		PH 122 Introduction to Public Health	3	PH 12200	
PH 123 Introduction to Public Health	3	PH 12300		PH 123 Introduction to Public Health	3	PH 12300	
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PH 127 Introduction to Public Health	3	PH 12700		PH 127 Introduction to Public Health	3	PH 12700	
PH 128 Introduction to Public Health	3	PH 12800		PH 128 Introduction to Public Health	3	PH 12800	
PH 129 Introduction to Public Health	3	PH 12900		PH 129 Introduction to Public Health	3	PH 12900	
PH 130 Introduction to Public Health	3	PH 13000		PH 130 Introduction to Public Health	3	PH 13000	

130-140 TOTAL CREDIT HOURS TO COMPLETE AAS FROM EASTERN GATEWAY COMMUNITY COLLEGE

130-140 TOTAL CREDIT HOURS TO COMPLETE B.S.H. FROM KSU, INCLUDING TRANSFER COURSEWORK

© Course may be taken at Eastern Gateway Community College and transferred to Kent State. However, please be aware of Kent State's residency policy, which can be found at <https://www.kent.edu/academic/transfer>.

© Course may be taken at Eastern Gateway Community College and transferred to Kent State. However, please be aware of Kent State's residency policy, which can be found at <https://www.kent.edu/academic/transfer>.

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Institutional Collaboration



Three Distinct Community Colleges



One Four-year Public Institution



Ways and Methods of Collaboration

9

Friction in the Transfer Maze

Billie Sim, Transfer Coordinator
Lorain County Community College

10

Internal and External Forces

Internal and external forces can reduce transfer momentum.

Lorain County Community College has found ways to streamline transfer, which sometimes can be a complicated and confusing process.

"Strategically remove barriers and be services focused to increase completion and academic success"

"Socion programs and services of the University Partnership and support wrap-around services"

We all have a responsibility for student success before, during, and after transfer.

*A part of LCCC's Strategic Plan: Vision 2025

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Barriers for Community College Transfer Students

Internal forces

- Transfer shock
- Aspiration
- Motivation
- First-gen student
- Self-doubt
- Intimidation

External forces

- Lack of clear information
- Students place bound to the area (geographically close options)
- Learning new university portal
- Adjusting to new advising model
- Transfer orientation
- Supports B Services with transfer school
- Are these services similar to the Community College?
- Application and transcript fees
- Higher tuition
- Unaware of transfer scholarships

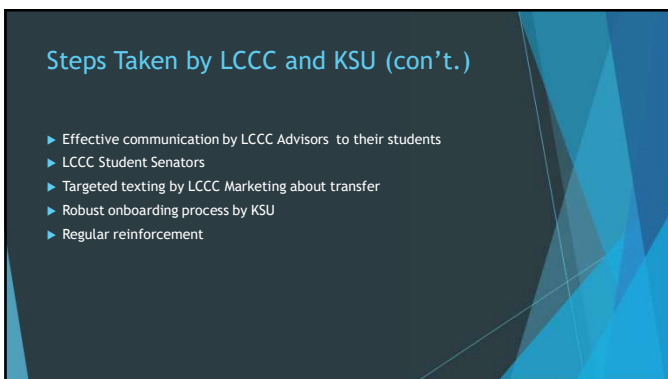
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Wrangling the Friction, Barriers Removed


- ▶ Harness student's internal drive for a bachelor's degree
- ▶ Communicate transfer options early on
- ▶ Continue providing clear, structured pathways
- ▶ Strong advising team, virtual option
- ▶ Supportive faculty at 2 year and 4 year institutions
- ▶ Support services and regular reinforcement for transfer students



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Engaging the Community College to Reduce Transfer Friction


Mary Whitt, Coordinator of Transfer and Articulation
Columbus State Community College



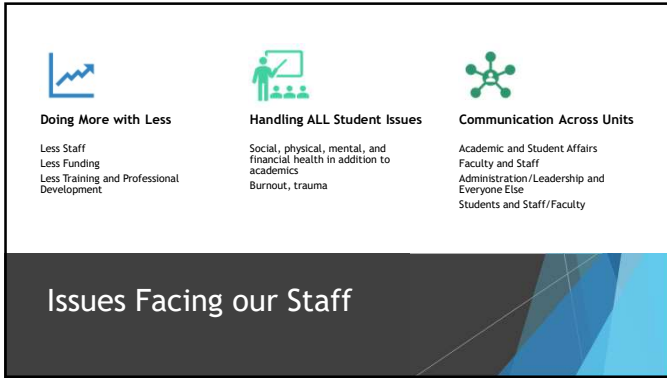
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Issues Facing our Students

Family/Personal Issues	Financial Issues	Academic
<ul style="list-style-type: none"> • Unwilling or unable to relocate • Pressure • Support 	<ul style="list-style-type: none"> • Employment • Funding/Aid 	<ul style="list-style-type: none"> • Standards Mismatch • Desired Environment • Credit Loss/Transfer Issues



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Doing More with Less
Less Staff
Less Funding
Less Training and Professional Development

Handling ALL Student Issues
Social, physical, mental, and financial health in addition to academics
Burnout, trauma

Communication Across Units
Academic and Student Affairs
Faculty and Staff
Administration/Leadership and Everyone Else
Students and Staff/Faculty

Issues Facing our Staff

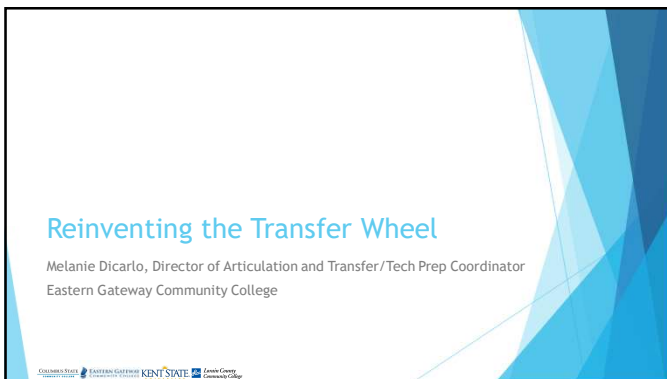
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Potential Solutions

- ▶ Involving Faculty
 - Pathway Creation & Promotion
 - Committees
 - Training & Development
- ▶ Targeting Student & Staff Communication
 - Student Desired Goals & Transfer Destination
 - Major related transfer information
 - Involving all student services staff & faculty
- ▶ Standardized Information
 - Pathways format for easier advising
 - College specific language
 - Inclusion of information relative to student concerns

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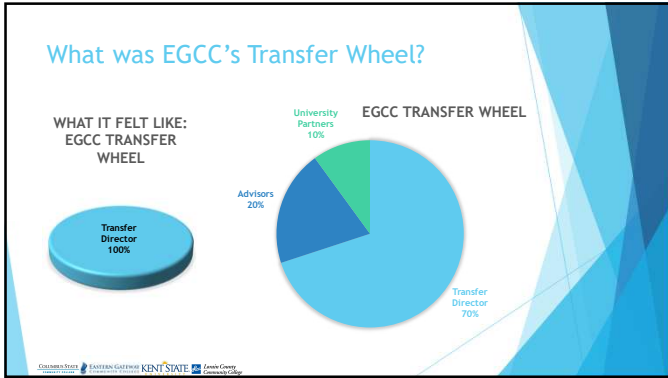


Reinventing the Transfer Wheel

Melanie Dicarlo, Director of Articulation and Transfer/Tech Prep Coordinator
Eastern Gateway Community College

Western State Eastern Gateway KENT STATE Eastern Gateway

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Goal: Make Transfer Clear and Accessible

Become
Become the "Squeaky" Transfer Wheel...It gets the oil
Just Start talking about transfer
Talk solutions first, not problems
Have patience

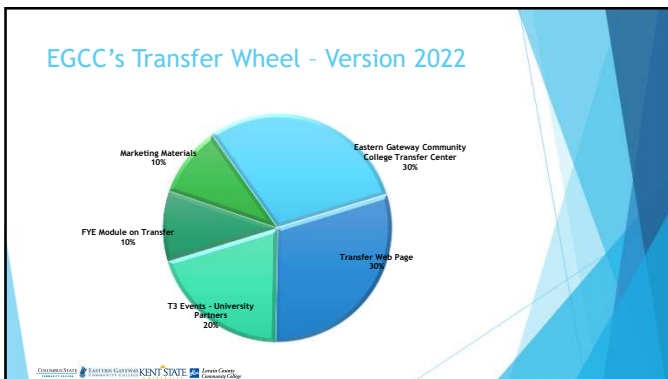
Champions
Create Transfer Opportunities with special guests: T3 Events, Table Talks, Kiosks
Include your Advisors, Faculty in the discussion
Talk at Employee Meetings (especially Faculty & Enrollment)

Connect
Connect Transfer with Your Students
Be clear in the message
Don't confuse it
Consistent Wording
Consistent Design
Transfer Checklist

Talk Transfer
Transfer Center Website
Department Folders on employee drive
T3 events
One-Pagers
Email
Transfer Newsletter
Blog
FYE course

Logos for COLLEGE OF ARTS & DESIGN, EASTERN GATEWAY COMMUNITY COLLEGE, KENT STATE UNIVERSITY, and Eastern Gateway Community College are visible at the bottom.

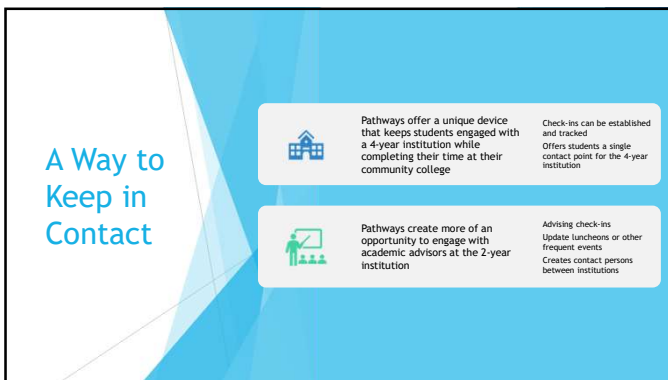
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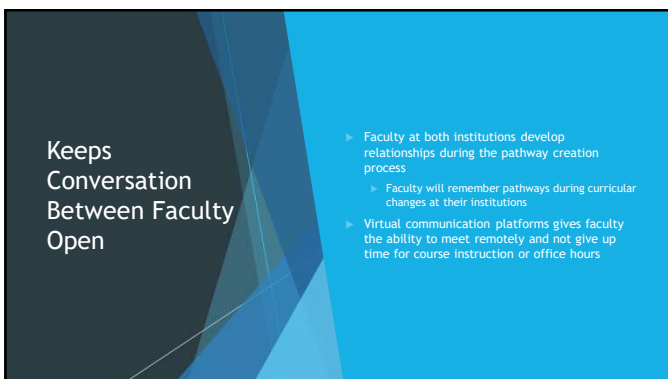
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More Specific Marketing

- ▶ Traditional types of marketing do not target a specific student
 - ▶ i.e., billboards, mailings, mass emails, etc.
- ▶ Marketing can come from someone the student already trusts
 - ▶ i.e., faculty or advisor at the 2-year institution
- ▶ New viewbooks or informational newsletters can be an automatic part of your pathway communication plan
- ▶ Everything is co-branded

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School Identity with Two Institutions

- ▶ Students have the unique opportunity of getting to identify with two institutions at the same time!
 - ▶ Two degrees
 - ▶ Two mascots
 - ▶ Twice the fun
- ▶ Helpful retention tool

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Room for Growth

- ▶ Institutions may look for increased value for their investment. Here are some areas that might help administration see value in pathways:
 - ▶ Access for underrepresented students
 - ▶ College Credit Plus/Post-Secondary/Early College students
 - ▶ Students with technical school credit

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Questions?

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- ▶ Billie Sim - bsim@lorainccc.edu
- ▶ Mary Whitt - mwhitt@cscc.edu
- ▶ Melanie DiCarlo - mdicarlo@egcc.edu
- ▶ Jonathan Gates - jgates19@kent.edu

COLUMBUS STATE UNIVERSITY EASTERN GATEWAY KENT STATE UNIVERSITY JOHN G. GATES UNIVERSITY
