

# NISTS 2022

FROM MOMENT TO MOVEMENT: SHAPING THE FUTURE OF TRANSFER  
FEBRUARY 2-4 | ST. LOUIS • FEBRUARY 23-24 | VIRTUAL

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## *Educational Session*

### **3002 - Virtual “Hokie” Corner: Expanded Transfer Connections and Engagement in the Time of COVID**

Transition Programs and Services, Partnerships and Collaboration

Join representatives from Virginia Tech Admissions and Advising to learn about the challenges of adapting a prospective transfer student engagement model to the virtual realm. Learn how we employed new tools and technologies to create synergy and facilitate comprehensive student support throughout the transfer process. We will also analyze the outcomes of the program, which include expanded geographic and demographic reach, increased student satisfaction, and measurable impacts on enrollment.

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Virginia Tech

# Virtual “Hokie” Corner- Expanded Transfer Connections and Engagement in the Time of COVID?



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# About Us



- Large, public, state and land-grant institution located in Blacksburg, VA
- Total student enrollment of around 36,590 and undergraduate enrollment of 30,000
  - **2,914** transfer students
- Incoming new student cohort for Fall\* 2021:
  - Total: 7,651
  - FTIC: 6,758 (88.3%)
  - **Transfer: 893 (11.7%)**
- **Admission by major** across 8 undergraduate colleges with over 150 total majors
  - Top five academic transfer disciplines/majors include: Engineering (14 majors); Business Information Technology; Biological Sciences; Animal and Poultry Sciences; Finance

\*\*Fall\*\* above and throughout this presentation includes Summer and Fall term entry data for the same cycle

# Fall 2021 Transfer Cohort\*

Total new transfers enrolled: **893**

- 644 of 893 transferred from a Virginia Community College System (VCCS) institution
  - Around 450 (69.8%) of these students completed a VCCS associate degree
- The majority of the remaining students transferred from other 4-year institutions in the state of Virginia, followed by students coming from out-of-state 4-year and 2-year schools

## Demographics:

- 19 states and 18 countries represented
- 30.5% of incoming cohort identifies as first-generation in their family to potentially graduate college



\*Cohort data as of Fall 2021 Census

# Barriers in the Transfer Process

- The admissions process
- Evaluation of transfer credits
- Academic preparedness
- Transfer shock
- Financial issues
- Connecting with the campus community



# 2017 Transfer Student Engagement Survey Data Results

The results of the survey indicated that Virginia Tech's transfer students encountered the following transition barriers:

- Lack of communication regarding application process and admission requirements
- An unclear and unwelcoming acceptance to VT
- Transfer credits and review of transcripts from prior institutions
- Feeling of isolation during first semester/lack of a supportive community
- Transfer shock/difficulty finding academic support and resources
- Unfamiliarity with VT's jargon (course request, etc.)
- Orientation not meeting their needs
- Difficulty finding on- and off-campus housing

# Best Practices

- **Strategy 1: Prioritize Transfers**
  - **Essential Practice 1:** Communicate transfers as a key component to the institution's mission
  - **Essential Practice 2:** Share data to increase the understanding of the need to improve transfer student outcomes across campus
  - **Essential Practice 3:** Dedicate significant resources to support transfer student success
- **Strategy 3: Provide Tailored Transfer Student Advising**
  - **Essential Practice 1:** Commit dedicated personnel, structure, and resources for transfer students
  - **Essential Practice 2:** Clearly communicate to prospective transfer students essential information pertaining to the admissions process
  - **Essential Practice 3:** Replicate elements of the first-year experience for transfer students (LLCs, FYE's, onboarding programs, etc.)

# Hokie Corner



Hokie Corner provides an opportunity for students to meet with representatives from Virginia Tech's Admissions Office and Academic Advising Center

**The goals of Hokie Corner are to:**

1. Provide student-centered advising services
2. Provide up-to-date essential and accurate information regarding the admissions application process and requirements
3. Increase the number of applicants that are admissible to Virginia Tech per the admissions requirements and standards established for each major/program
4. Enhance the onboarding process for new transfer students by helping students identify campus resources they can utilize before and after they transition to Virginia Tech



# Hokie Corner Model Development and Implementation Timeline

- In-person/on-site appointments
- Virtual appointments
- Enrichment and expansion amidst the pandemic

## 18-19 Established Hokie Corner at New River CC

- Created physical meeting spaces at Dublin campus and Mall site
- Created Standards of Operations
- Created the processes for: marketing, appointment sign-up, meeting structures to include follow-up, and assessment procedures
- Piloted meeting with students

## 19-20 Expanded Hokie Corner

- Created physical meeting spaces at Virginia Western & Wytheville CC
- Moved Hokie Corner processes into Slate
- Piloted virtual appointments & opened them to all prospective students
- Extended availability through the end of May to meet increased demand

## 20-21 Enriched Hokie Corner

- Expanded access with virtual only appointments offered twice a week
- Extended the length of Hokie Corner to the beginning of Aug. through end of May
- Optimized operations and communications through Slate
- Added additional Admissions' staff to help meet the increased demand for appointments

The screenshot shows the Slate Scheduler interface. At the top, there's a navigation bar with the 'slate' logo and user profile 'Jarrod Dulaney'. Below it, the 'Scheduler' section includes a search bar and buttons for 'New Session' and 'New Template'. The main area is a calendar for October 2021, with columns for days of the week and dates. Appointment slots are listed for each day, showing time ranges (e.g., 10:00am-10:30am) and session details like 'Virtual Hokie C.' and session leaders. A sidebar on the right contains 'Scheduler' controls, including 'View Calendar', 'Status' (All Scheduler, Confirmed, Tentative, Cancelled/Declined, Full), 'Folders' (All Folders, Admissions Advising, Hokie Corner Appointments, Hokie Corner-NOVA, Hokie Corner-NRCC, Hokie Corner-Virtual, Hokie Corner-VWCC), 'Templates', 'Users', 'Exclude archived', 'Calendars (your feeds)', and 'iCal Subscribe'.

# Optimizing in Slate

The 'New Session' configuration form includes the following fields and options:

- Details** (selected), Location, Description, Notes
- Page Title (optional): Virtual Hokie Corner
- Internal Name (optional):
- Template: Hokie Corner- Virtual
- Folder: Hokie Corner Appointments / Hokie Corner- Virtual
- Status: Confirmed/Active
- Recurrence:  Add multiple sessions
- Date Range: 11/22/2021 through 11/22/2021
- Sessions/Time: 1
- Deadline: 1 hours before start
- Activation Date: hours before start
- Weekdays:  Monday,  Tuesday,  Wednesday,  Thursday,  Friday,  Saturday,  Sunday
- Time Zone: (UTC-05:00) Eastern Time (US & Canada)
- Privacy:  Do not display on public landing pages.
- Buttons: Save, Cancel

- Appointments built through Slate CRM Scheduler tool (fully customizable)
- Templates for each physical Hokie Corner location as well as Virtual

# Integrating with Zoom

- Automated and individualized communications for each template which provide access instructions and reminders to registrants + data tracking and analytics
- Virtual appointments held via Zoom with central standing meeting link and waiting room

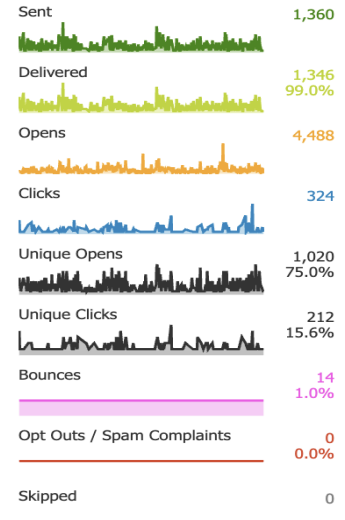


Hi, {{sys-first}}. Thanks for registering for a Virginia Tech virtual appointment through our Hokie Corner program on {{Form-Date | date: 'dddd, MMMM d, yyyy'}} at {{Form-Date | date: 'h:mm tt'}} Eastern!

To join your advising session, please [click here](#). If you have Zoom downloaded, it's advised that you update to the latest version. If you are prompted to sign in when you join the session, look for and click **"Join Meeting as an Attendee."** This will allow you to join without signing in or a VT credential.

You will also receive a reminder email 24 hours before your appointment with the same link to access you.

If you wish to change or cancel your appointment, you may do so at any time using [this link](#).



Need help considering your transfer options and developing a successful transfer plan? Virginia Tech offers flexible options for prospective students to connect through the Hokie Corner Program! View more below and find the way to connect, in-person or virtually, that best fits your needs and schedule.

### Virtual Hokie Corner

Through our Virtual "Hokie Corner" program you can meet with representatives from Virginia Tech and get help with any aspect of the transfer process, no matter where you are currently studying. 30-minute appointments are offered throughout the year and conducted through Zoom for your convenience. View current availability and schedule your appointment today!

[Click here to view virtual appointment availability.](#)

### New River Community College Hokie Corner

In-person transfer appointments are offered on-site at NRCC throughout the academic year. In these 30-minute appointments you can connect with representatives from Virginia Tech and get help with any aspect of the transfer process. View current availability and schedule your appointment today!

[Click here to view NRCC in-person appointment availability.](#)

### Northern Virginia Community College Hokie Corner

In-person transfer appointments are offered on-site at NVCC throughout the academic year. In these 30-minute appointments you can connect with representatives from Virginia Tech and get help with any aspect of the transfer process. View current availability and schedule your appointment today!

[Click here to view NVCC in-person appointment availability.](#)

### Virginia Western Community College Hokie Corner

In-person transfer appointments are offered on-site at VWCC throughout the academic year. In these 30-minute appointments you can connect with representatives from Virginia Tech and get help with any aspect of the transfer process. View current availability and schedule your appointment today!

[Click here to view VWCC in-person appointment availability.](#)

Don't see an appointment option that fits your needs? Check back as appointments are added throughout the year and added as demand and capacity allows. The [Transfer Admissions Homepage](#) can also connect you with further resources and contacts to help with your transfer planning! Questions about Hokie Corner and appointments can be emailed to [transferstudents@vt.edu](mailto:transferstudents@vt.edu).

# Student-facing and access-oriented interface

- Central hosting page for easy student navigation
- Landing/sign-up page for each physical Hokie Corner as well as Virtual
- Individualized calendar widgets that facilitate review of available appointment options and sign-up
- Custom Slate registration form which captures salient information and generates a new prospect record or adds to an existing record



### Available Transfer Majors

Here is a list of majors available to prospective transfer students.

### Admissions Requirements

Learn more about the academic requirements for transfer here.

### Application Checklist

Ready to apply? Click here to learn more about the application process and access a checklist that can guide you through each step.

### Admissions Transfer Roadmaps

Considering transferring to Virginia Tech? If so, make sure you are on the right track for your intended program with our Admissions Transfer Roadmaps. These can aid in planning and help you create a more competitive application for admission.

### Schedule a Transfer Appointment

Meet with Admissions and Academic Advising representatives through our Hokie Corner program to get help with any aspect for the transfer process. Most appointments are held virtually, with in-person options available for students at some community college campuses.



## Undergraduate Admissions

A Division of Enrollment Management

Jarrid Dulaney Logout

### Hokie Corner- Virtual Transfer Appointments

Through our Virtual "Hokie Corner" program you can meet with representatives from Virginia Tech and get help with any aspect of the transfer process! Please click on a date to choose an available 30-minute appointment time. NOTE: All appointments are listed in U.S. Eastern times. After you register, you will receive a confirmation email with information on how to access your appointment through Zoom. Prior to your meeting, please feel free to browse our [Transfer Admissions Homepage](#) to learn more about the process and review helpful resources. Email any questions to [transferstudents@vt.edu](mailto:transferstudents@vt.edu).

Monday, November 22, 2021

- Virtual Hokie Corner  
Monday, November 22 at 10:00 AM  
Online Event  
Zoom
- Virtual Hokie Corner  
Monday, November 22 at 10:30 AM  
Online Event  
Zoom
- Virtual Hokie Corner  
Monday, November 22 at 11:30 AM  
Online Event  
Zoom
- Virtual Hokie Corner  
Monday, November 22 at 2:00 PM  
Online Event  
Zoom
- Virtual Hokie Corner  
Monday, November 22 at 3:00 PM  
Online Event  
Zoom

November 2021

Mo	Tu	We	Th	Fr	Sa	Su
	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Legend:  
  Available  
  Unavailable / Filled  
  Not Scheduled

# Model of an appointment

## Student led:

1. Major/program information
  2. Coursework/prerequisites required for admission
  3. Application timeline and checklist
  4. Transfer credit questions
  5. Financial Aid/Scholarships
  6. Housing options
  7. Student Life
- All students receive a customized follow-up email connecting them to resources covered during the appointment and relevant to continued planning
  - Students are also connected with additional points of contact from their intended academic college/department for further guidance and support
  - Follow-up survey

## ADMISSIONS TRANSFER ROADMAP 2021-2022



ENROLLMENT MANAGEMENT  
UNDERGRADUATE ADMISSIONS  
VIRGINIA TECH



VT Course	VCCS Course	Admission Advising
Accounting and Information Systems (ACIS) (includes ACCT, ISA options)		
Completion of a Calculus-based course, regardless of transferability, is required for entry into this major	MTH 261 (preferred) or MTH 263	Required
ECON 2005 or ECON 2006	ECON 202 or ECO 201	Required
MATH 1524	MTH 261 + 262 (exact sequence required to earn MATH 1524 transfer credit)	Strongly Recommended
Remaining course from: ECON 2005 or ECON 2006	Remaining course from: ECO 202 or ECO 201	Strongly Recommended
ACIS 2115	ACC 211	Strongly Recommended
ACIS 2116	ACC 212	Strongly Recommended
MGT 1104	BUS 100	Strongly Recommended
ACIS 1504	BUS 147 + 226 or BUS 147 + ITE 140 (if available)	Strongly Recommended
BIT 2405	BUS 224 or BUS 221 + 222	Strongly Recommended
BIT 2406	BUS 227 (if available)	Strongly Recommended
HTM 2314	BUS 280	Strongly Recommended
ENGL 1105	ENG 111	Strongly Recommended
ENGL 1106	ENG 112	Strongly Recommended
PSYC 1004 or SOC 1004	PSY 200 or SOC 200	Recommended
COMM 2004	CST 100	Recommended
Transferable Arts/Design course	Transferable Arts/Design course	Recommended
Transferable Humanities course	Transferable Humanities course	Recommended
Transferable Natural Science course	Transferable Natural Science course	Recommended

# Hokie Corner

Virginia Tech | 2018-2019 through 2020-2021

## APPOINTMENTS

2018-2019	2019-2020	2020-2021
<b>264</b> appointments offered (all in- person)	<b>582</b> appointments offered (in-person & virtual)	<b>798</b> appointments offered (all virtual)

## ATTENDANCE

2018-2019	2019-2020	2020-2021
<b>128</b> appointments scheduled	<b>347</b> appointments scheduled	<b>741</b> appointments scheduled
<b>87</b> unique students attended	<b>278</b> unique students attended	<b>567</b> unique students attended

## DEMOGRAPHICS

2018-2019	2019-2020	2020-2021
<b>100%</b> from one VCCS site	<b>92.8%</b> from VCCS	<b>55.7%</b> from VCCS
	<b>2.1%</b> 4-yr VA institutions	<b>20.1%</b> 4-yr VA institutions
	<b>3.2%</b> Out-of-state schools	<b>19.7%</b> Out-of-state schools

# Growth and Expanded Reach

- NC, SC, TN, KY, GA, FL, AL, PA, NJ, NY, MA, VT, ME, MO, OH, IA, IN, WI, CO, TX, AZ, UT, OR, WA, CA, HI, and several other states and territories were represented among Hokie Corner participants
- On several occasions, we've also met with students currently living outside the United States, including those from Canada, Germany, Argentina, Guyana, etc.

# Continued Expansion: Fall 2021

Total appointments offered (7.1.21-12.9.21): **714**

<b>Virtual</b>	<b>In-person</b>
444 available appointments	270 available appointments
410 scheduled (92.3%)	154 scheduled (57.0%)

# Admissions and Enrollment Impacts

## Transfer Student Admissions & Enrollment- Overall vs. Hokie Corner Participants

	2020		2021*	
	Overall	Hokie Corner	Overall	Hokie Corner
Applied	2,768	211 (7.6%)	2,882	416 (14.4%)
Offered	1,784	167	1,326	235
Enrolled	1,210	137	893	175
Offered Rate	64.5%	79.1% (+14.6%)	46.0%	56.5% (+10.5%)
Yield Rate	67.8%	82.0% (+14.2%)	67.3%	74.5% (+7.2%)

### Salient Points:

- From the 2020 to 2021 cycle, proportional representation in the applicant pool of students who participated in a Hokie Corner appointment nearly doubled
- Applicants for 2020 and 2021 who participated in Hokie Corner were offered at a higher rate than the overall applicant pool by at least 10 percentage points
- Applicants for 2020 and 2021 who participated in Hokie Corner enrolled at a higher rate than the overall offer pool by at least 7 percentage points

\*The 2021 Transfer Admissions cycle was significantly more competitive than 2020 given the increased number and strength of applications, a reduced transfer enrollment goal, and capacity limitations for several of the most popular programs



# Hokie Corner

Virginia Tech | 2019-2020 Survey Results compared to 2020-2021

## 2019-2020

**94%** Agree that Hokie Corner staff answered their questions.

**92%** Agree that Hokie Corner made the feel better about their educational journey.

**95%** Found the communications helpful.

**95%** Agree that Hokie Corner staff were knowledgeable about the transfer process.

**16% response rate**

## 2020-2021

**98%** Agree that Hokie Corner staff answered their questions.

**95%** Agree that Hokie Corner made the feel better about their educational journey.

**93%** Found the communications helpful.

**99%** Agree that Hokie Corner staff were knowledgeable about the transfer process.

**35% response rate**

This was the most help I've gotten in awhile as a student in college.

*Everyone was accommodating and very nice during the meeting. Overall, it was a very helpful and insightful process. I would definitely do it again.*

[They] were so bright and they provided a certain amount of positivity and made me look at the application process as more of a formality. They provided links to the application checklist, which I've read over and it makes me feel like the whole process is much more streamlined and transfer friendly than other schools.

I felt better and more sorted after the meeting. It was great!

# Student Satisfaction and Engagement

Previous College work preparation for VT	2017	2021
Not very well prepared	23%	12%
Somewhat prepared	46.8%	56%
Extremely prepared	32%	32%

**33%** of the students involved in an Hokie Corner appointment participated in an HTC program compared to 19% of transfer students who did not attend a Hokie Corner appointment

# Challenges

- Virtual demand exceeding availability
- Higher no-show rate for virtual appointments
- Technology difficulties (Zoom, unstable internet, etc.)
- Rebuilding the in-person appointment culture at partner campuses
- Transfer credit evaluation expectations and other transfer resource limitations outside of the Admissions/Academic Advising spheres

# Recommendations

- Create resources to meet transfer student needs
- Targeted and purposeful information
- Normalize their transition
- Meet them where they are
- Gradually release appointments
- Create a system that can be automated as much as possible (scheduling appointments, communications, survey etc.)
- Create communications for prospects, admitted students, and deposited students
- Promote active participation
- Include campus partners

# Thank you!

Please contact us at:

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[transfer.advising.vt.edu](https://transfer.advising.vt.edu)  
[vt.edu/admissions/transfer](https://vt.edu/admissions/transfer)

