

NISTS 2021

NOT-SO-SECRET TRANSFER AGENTS FEBRUARY 23-25, 2021 | VIRTUAL CONFERENCE

The following presentation was given at the 19th Annual Conference for the National Institute for the Study of Transfer Students. In some cases, photos have been removed to avoid possible copyright infringement. Please cite responsibly and direct questions to the original presenter(s).

Educational Session

Agents of Change: How We Reached Transfer Students in the Midst of a Pandemic

Transition Programs and Services, Matriculation Trends and Issues

Amid the Covid-19 pandemic, the Transfer Student Success Center (TSSC) needed to reevaluate communication, engagement and online resources to support students in an ever-changing new environment. During this interactive session, we will discuss our swift turnaround to improved communications, engagement strategies and online/virtual content to serve a diverse transfer student population.

Michael Quattro, *Director of Educational Outreach and Transfer Initiatives*

Ranae Hamama, *Transfer Student Success Manager*

Doug Peacock, *Academic Advisor, Wayne Advantage Coordinator*

Wayne State University

HOW WE REACHED TRANSFER STUDENTS IN THE MIDST OF A PANDEMIC (45 MINS)

In the midst of the Covid-19 pandemic, the Transfer Student Success Center (TSSC) needed to reevaluate communication, engagement and online resources to support students in an everchanging new environment.

During this interactive session, we will discuss our swift turnaround to improved communications, engagement strategies and online/virtual content to serve a diverse transfer student population.

NISTS 2021 VIRTUAL ANNUAL CONFERENCE



WAYNE STATE
UNIVERSITY



WAYNE STATE UNIVERSITY

- Detroit, MI
- Urban, public, research institution
- 27,000 total students
- 1,387 new transfers F20
- 498 new transfers W21

We will create and advance knowledge, prepare a diverse student body to thrive, and positively impact local and global communities.



Michael Quattro

Director of Ed. Outreach
and Transfer Initiatives



Ranae Hamama

Manager, Transfer Student Suc
cess Center



Doug Peacock

Academic Services Officer III
Pre-transfer Advisor

TRANSFER STUDENT SUCCESS CENTER (TSSC)

Goals:

- One-stop shop and service
- Support students with their transition
- Provide resources and pathways to academic, professional and career success
- Create connections with peers and transfer student ambassadors
- Advocate for transfer students
- Empower transfer students to achieve their goals



WAYNE STATE
UNIVERSITY

Transfer Student Success Center

The mission of the TSSC is to provide transfer student resources and programming in an inclusive, supportive environment to build relationships, advocate on their behalf and promote transfer student success.

WHAT IS GOOD COMMUNICATIONS?

- Pre-pandemic
 - Enchanted with technology
 - Fine tuning
- Pandemic
 - Required new technology
 - Tone deaf
- Post-pandemic
 - Blend of technology
 - Continue listening and address gaps

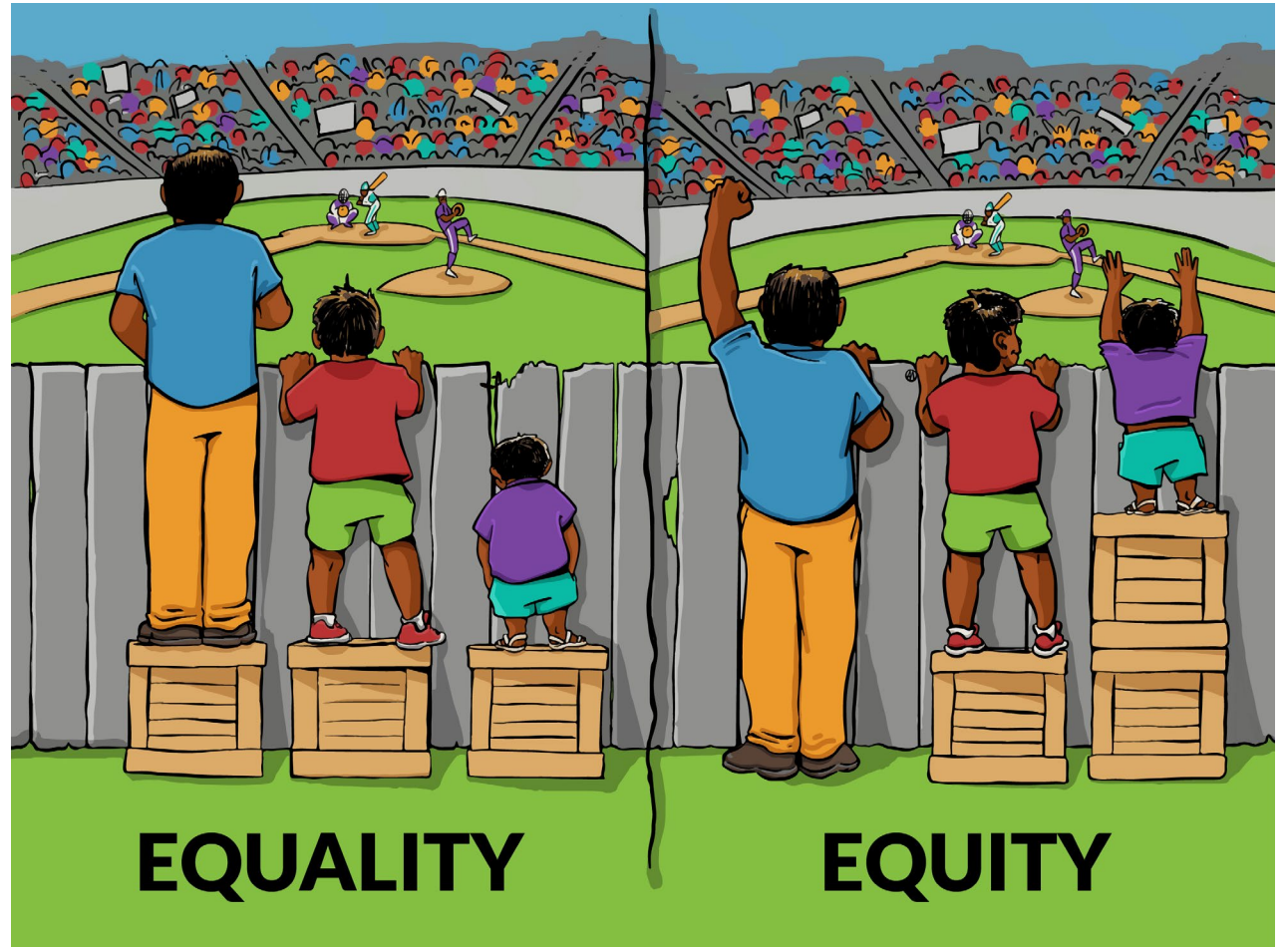


TRANSFER COMMUNICATION: HEAD ON COLLISION

Inequity

Crisis

Technology





- Learn Anywhere

- Effective online learning
- Balanced life

- Teach Anywhere

- Effective teaching online
- Flexibility

- Warrior Safe

- Screening and education
- Resources



WAYNE STATE

**MENTAL
HEALTH** DAY

Oct. 30, 2020



WAYNE STATE

**MENTAL
HEALTH** DAY

February 18, 2021



HOW WE RESPONDED

- Reimagined business-as-usual
- Incorporated new technologies to provide virtual and remote support
- Engaged students and community college partners through virtual experiences
- Revamped TSSC website and communication plan



FOCUS ON TRANSFER NEEDS

Virtual transfer success appointments:

- [Youcanbook.me](https://youcanbook.me)
- Zoom, Microsoft Teams, Phone
- 900+ individual appointments (March through December 2020)

Live chat:

- [Wayne.edu/transfer](https://wayne.edu/transfer)
- [Olark](#)

Communication plan:

- Text messages – [Admit Hub](#)
- Emails – [Slate](#)
- Phone campaign – [Slate](#)
- Social Media



Future warriors - Learn about transferring to Wayne State University
Douglas Peacock



Future warriors- Learn about transferring to Wayne State University
Gabrielle Strzalkowski



International students - Learn about transferring to Wayne State University
Fareed Shalhout



Future, newly admitted or current warriors - Let us support you through the transfer process
Ranae Hamama



Transfer Student Ambassador - Future, newly admitted or current warriors
Kevin Papuga

COMMUNICATION TIPS



Personalize it



Be short, brief and concise



Use readable language and formatting



Make it relevant



Call them to action



Make it timely



ENGAGEMENT AND EVENTS

- Weekly virtual events:
 - Coffee and Credits (Wednesdays)
 - Transfer Chats (Fridays)
- New transfer student orientation
- Transfer Open House
- Admitted student days
- Joint information sessions with community colleges
- WinterFest
- Weekly pre-transfer advising
- National Transfer Student Week



WAYNE STATE UNIVERSITY
Transfer Student Success Center

Coffee and Credits

Join the Transfer Student Success Center online
Every Wednesday through August 2021
12 p.m. - 1 p.m.
Via Zoom
RSVP for Zoom Access Link

RSVP NOW

The poster features a background image of a person's hands typing on a laptop keyboard next to a white coffee cup on a saucer. The Wayne State University logo is in the top right corner.



WAYNE STATE UNIVERSITY
Transfer Student Success Center

Transfer Chats

Join the Transfer Student Success Center online
Every Friday through May 2021
11 a.m. - 12 p.m.
Via Zoom
RSVP for Zoom Access Link

RSVP NOW

The poster features a background image of a person's hands writing on a notepad with a pencil. The Wayne State University logo is in the top right corner.

Thriving Through TRANSFER

The Transfer Student Success Center (TSSC) loves transfers and is excited to celebrate National Transfer Student Week! We understand the value transfer students bring to Wayne State, and want to support your success. All events are open to future, new and current students and last one hour unless otherwise noted.

Click on event to learn more and RSVP.

Monday, Oct. 19, 2020

- College of Education Information Session (11 a.m.)
- Virtual Wellbeing and Mindfulness (Noon)
- Tips for Seeking On-Campus Employment (1 p.m.)
- Study Abroad and Financial Aid Info Session (4 p.m.)
- International Transfer Information Session (4 p.m.)

Tuesday, Oct. 20, 2020

- Q & A Session: Traditional BSN Program (11 a.m.)
- College of Education Virtual Open Advising (9 a.m. -4 p.m.)
- Getting Involved on Campus: Being Engaged Outside of the Classroom (1 p.m.)

Wednesday, Oct. 21, 2020

- Public Health, Sociology and Urban Studies Info Session (11 a.m.)
- Coffee and Credits (Noon)
- WSU Mike Ilitch School of Business Transfer Student Information Session (1 p.m.)
- Q & A Session: RN to BSN Information Meeting (2 p.m.)
- BSW Transfer Student Information Session (3 p.m.)

Thursday, Oct. 22, 2020

- Engineering Technology Information Session: Including New Welding and Metallurgical Program (Noon)
- Virtual Wellbeing and Mindfulness (2 p.m.)
- Pre-Med Info Session for Transfer Students (3 p.m.)

Friday, Oct. 23, 2020

- Getting Academic Help as an Adult Learner (11 a.m.)
- Transfer Chats (11 a.m.)

NATIONAL TRANSFER STUDENT WEEK

- Virtual events for prospective, newly admitted and current transfer students
- Academic and social events
- Partnered with various Wayne State schools/colleges and departments to host events

Welcome



The Transfer Student Success Center is always here to provide you with the assistance you need to succeed at Wayne State, even during these uncertain times.

We offer individual services and transfer pathways to help you in the transfer process. Whether you are coming from a community college or another university, provided military service or took time off to support your family, we will make the transfer process smooth and look forward to welcoming you to the WSU community of learners.

- Transferring from
- Henry Ford
 - Macomb
 - Oakland
 - Schoolcraft
 - Washtenaw
 - Wayne County Community College

[I am admitted](#)

[I am attending](#)

[CC transfer partnerships](#)

[CC transfer scholarships](#)

[Satellite campuses](#)

[Transfer Warrior Community](#)

[Contact us](#)

[Apply now](#)

[Request information](#)

NEW TSSSC WEBSITE



[Virtual Success Appointment](#)



[Wayne-Advantage Macomb](#)



[Transfer Hub](#)



[Apply Today](#)

[Transfer to WSU](#)

[Admitted students](#)

[Current students](#)

[About](#)

[Apply now](#)

[Request information](#)

[Wayne Advantage-Macomb](#)

[Thank a Transfer Champion](#)

Have questions? **We're here.**

 [Chat with us](#)

News

[International and transfer golf student-athletes keep it up to par with academic honors](#)

[Mid Michigan College students save time and money transferring to WSU thanks to new agreement for degrees in Mike Ilitch School of Business](#)

[Engineering Alumni Spotlight: Jay Garth](#)

[Macomb Community College top transfer student Phillip Ryu makes Ilitch School "25 Under 25"](#)

[More news](#)

Events

JAN.
29

Transfer Chats with the Transfer Student Ambassadors
11:00 a.m.

FEB.
2

Pharmacy and Health Sciences Monthly Information Meeting
6:00 p.m.

FEB.
3

Coffee and Credits with the Transfer Student Success Center
12:00 p.m.



LESSONS LEARNED



KEY LESSONS LEARNED

- Don't be tone-deaf.
- We can create a positive VIRTUAL transfer experience....visits,
- The Medium Matters
Text, email, calls, print...etc



LESSONS LEARNED CONTINUED...RELATIONSHIPS

- Relationships can continue in a different way
- For some relationships. This is just a little break. But, we will get back together.
- Everyone had different abilities and we wanted to respect that.
- A new and less streamlined group of students appeared.



LESSONS LEARNED...CONTINUED

- You can change quickly.
- We can continue in this format and go back to the old format
- Don't dig into any format.
- Transfer students prefer one-on-one appointments







REFERENCES AND RESOURCES

- [Alexandre, N., Nordstrom, K., Parshall, J., McCauley, M., & Balser, T. \(2021, January 17\). *Building Relationship with Today's Students through Effective Communication Strategies* \[NACADA\].](#)
 - Building an empathy engine for meaningful communication. (2020, December 11). Retrieved February 04, 2021, from <https://www.admithub.com/resources/building-an-empathy-engine-for-meaningful-communication/>
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THANK YOU FOR JOINING US!

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