

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

2358 - It Takes All Of Us: Creating Cross-Campus Partnerships to Support Transfer Student Success

Partnerships and Collaboration, Leadership and Strategic Planning

Through intentional institutional partnerships, we have developed a campus culture that is eager to welcome and assist transfer students from application to graduation. Developing this culture has shaped the future of transfer, increasing our transfer enrollment to an all-time high. In this presentation, we will share the steps necessary to fostering collaboration between student affairs professionals and academic departments and provide insight into the challenges and celebrations we experienced along the way!

Shelby Burroughs, *Coordinator of Transfer Services*

Lara Swanson, *Associate Director of Transfer & Adult Student Admissions*

Colorado Mesa University

It Takes All of Us

Creating Cross-Campus Coalitions for
Transfer Student Success

LARA SWANSON

Associate Director of Transfer Services
Colorado Mesa University

SHELBY BURROUGHS

Manager of Transfer Services
Colorado Mesa University

LEARNING GOALS

1. Identify the obstacles that are challenging transfer students at your institution through discussion and responding to poll questions.
2. Evaluate and reflect on the processes or collaborations among student services and academic departments at your institution.
3. Design a plan to assemble your own campus-wide transfer task force

WELCOME

OUR CAMPUS DEMOGRAPHIC

Grand Junction, Colorado

SERVING 14-COUNTY REGION OF WESTERN COLORADO

10,835

ENROLLMENT AT COLORADO MESA UNIVERSITY IN 2020

Half of Students

IDENTIFY AS FIRST-GENERATION

22%

PERCENTAGE OF STUDENTS IDENTIFY AS HISPANIC



OUR CAMPUS TRANSFER DEMOGRAPHIC

26%

PERCENTAGE OF TRANSFERS IN INCOMING CLASS*

56%

FIVE-YEAR AVERAGE CONVERSION OF ADMITTED TRANSFERS*

*Psychology, Pre-Nursing, Pre-Business, Biology,
Criminal Justice, Exercise Science*

MOST POPULAR MAJORS AMONGST TRANSFER STUDENTS**

**Institutional Research, Enrollment Fall 2016-2020*

***Institutional Research, Registration Dataset 2016-2020*



LET'S DISCUSS

3 MINUTES

With a partner or group, briefly discuss the following questions:

Where do transfer students struggle during their transition to your campus?

How accessible are your advisors, staff, and faculty members for incoming transfer students?

What classes or degrees are the most difficult for incoming transfer students to navigate at your institution?



What Did Our Team Reflect On?

Admissions

Communication
Preliminary Evaluation
Timely Decisions

Credit Transfer

Timely Evaluations
Self-Service Software
Working with Faculty

Advising

Availability
Transfer Training
Advising Upperclassmen

Orientation

Relevant Information
Services Provided
Welcome Week



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Admissions

Communication
Preliminary Evaluation
Timely Decisions

What admissions process is most challenging for you when working with students who have transfer credits?



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Credit Transfer

Timely Evaluations
Self-Service Software
Working with Faculty

What advising process is most challenging for you when working with students who have transfer credits?



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Advising

Availability

Transfer Training

Advising Upperclassmen

What credit evaluation/credit transfer process is most challenging for you when working with students who have transfer credits?



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Orientation

Relevant Information
Services Provided
Welcome Week

What student orientation process is most challenging for you when working with students who have transfer credits?



Creating Our Transfer Champions Team



**Data Behind the
Decision**



**Who Needs to be at
the Table?**



**Creating Goals and
Expectations for
the Team**



**Assessing our
Effectiveness**

National Data Behind the Decision



80% of community college students want to earn a bachelor's degree



31% of them will transfer to a four-year institution



only 14% graduating with a bachelors within 6-years

Aspen Institute College Excellence Program, 2020





National Data Behind the Decision

**53.3% of 2 to 4-year transfers occur
during the third and fourth years of
attendance.**

**31% during third year
22% during fourth year**

National Student Clearinghouse, Transfer & Mobility Report, 2018

Institutional Data Behind the Decision

Example Data Request:
Institutional Research
Five-Year Average Data:

Admitted Students

Enrolled Students

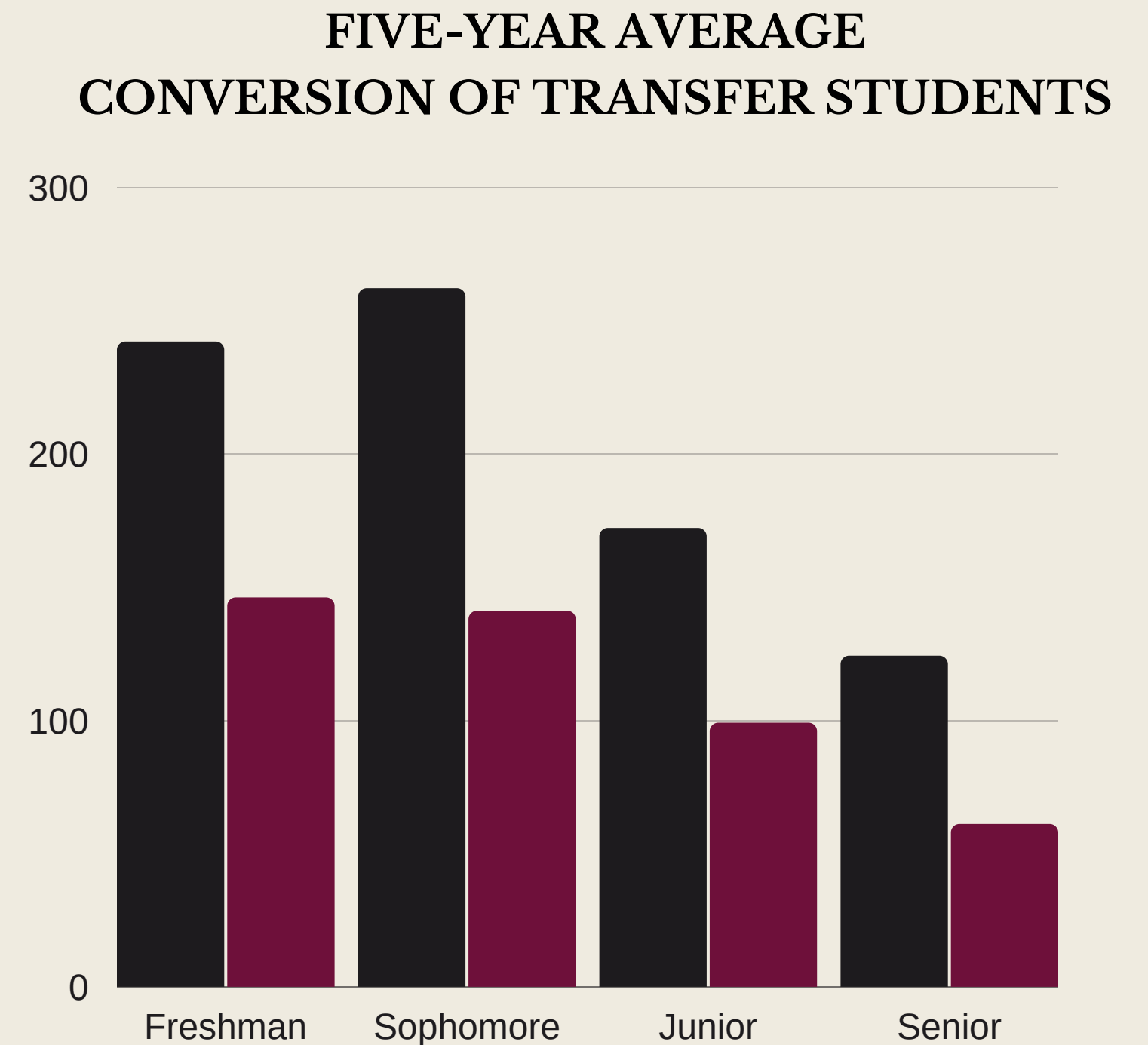
Registration Data

Other Data/Findings to Consider:

Conversations with students

What majors are students most interested in?

What institutions are my students transferring from?



CMU Institutional Research Dataset, 2021

Admissions Representatives

Recruitment and enrollment staff members who are working with transfer students daily.

Student Affairs Representatives

Advising, registrar, financial aid staff members who work with transfer students during their transition to campus.

Administrative Representatives

Executives from Academic Affairs, Student Affairs, Athletics, Enrollment Management

Academic Representatives

Academic department heads/deans, administrative assistants within departments, librarians

*Who Needs
to be at the
Table?*

Maximizing Meeting Times

Stakeholder Meetings

Biweekly, Virtual Meetings

Representative from Advising,
Registrar, and Admissions

Topics Include:

Current Enrollment Trends

Communication/Outreach

Recruitment Plans

Registration Dates

Advising Dates and Trends

Credit Evaluation Trends

Full Team Meetings

Virtual Meetings, Twice a
Semester

All Representatives Attend

Topics Include:

Current Enrollment Trends


Registration Trends/Hurdles

Upcoming Visitation Dates

Improving Faculty Advising

Hear from Transfer Students

Other Topics as Needed



Setting Goals for the Team

Increase
Enrollment of
Transfer Students
by 5%
Year-Over-Year

Implement a
Faculty Advising
Model that Supports
the Unique Needs of
Transfer Students

Discover Solutions
for Popular Courses
and Degrees
that Attract Transfer
Students

Create a Campus
Community that is
Ready for Transfer
Students

STUDENT ENROLLMENT

- ✓ Transfer Enrollment Increased 11% from Fall 2020 to Fall 2021, and Increased 1% from Fall 2019 to Fall 2021

FACULTY ADVISING

- ✓ Transfer students are now assigned a faculty advisor by academic departments at the time of admission

COURSE AVAILABILITY

- ✓ Expanding waitlists and reserving spots in popular courses for transfer students

CAMPUS CULTURE

- ✓ National Transfer Student Week, Welcome Week events, MAVwelcome Orientation

*Assessing
Our
Effectiveness*



PollEv.com/shelbyburroughs679

**What Concerns Do You Have About
Forming a Transfer Team on Your
Campus?**

*Questions?
Comments?
Concerns?*

LARA SWANSON

Associate Director of Transfer Services
Colorado Mesa University
lswanson@coloradomesa.edu

SHELBY BURROUGHS

Manager of Transfer Services
Colorado Mesa University
sburroughs@coloradomesa.edu

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Thank you for joining us!