

# NISTS 2021

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

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*Educational Session*

### **Affordability, Motivation, and Early Momentum: Micro-scholarships as a Pathway to Transfer**

Curricular Alignment or Degree Pathways, Partnerships and Collaboration

Arizona State University and Maricopa County Community College have reframed strategies for removing financial barriers and increasing early engagement by leveraging RaiseMe micro-scholarships. This approach recognizes the financial, academic, and social vulnerabilities that transfer students often face and addresses them early in the transfer planning process. This session will explore the collaboration process used to develop a micro-scholarship program, strategies for engaging students, creating emphasis on the Maricopa-ASU Pathway Program (MAPP), and initial outcomes.

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# AFFORDABILITY, MOTIVATION, AND EARLY MOMENTUM: MICRO-SCHOLARSHIPS AS A PATHWAY TO TRANSFER



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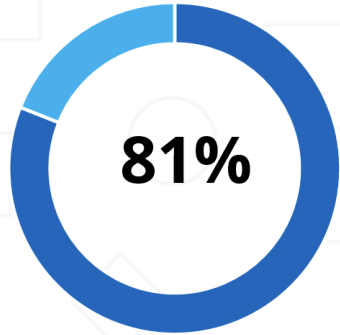
Tara Zirkel Ed.D.

Community College Partnerships

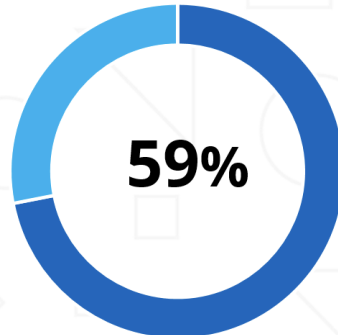
RaiseMe

# Introductions & Agenda

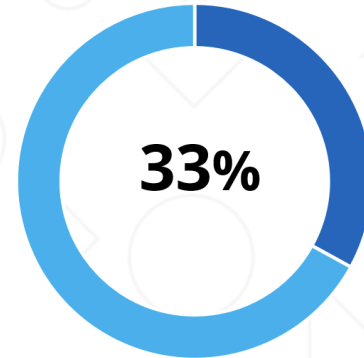
- It's great to meet you!
- The problem
- ASU & Maricopa Community College overview
- ASU & Maricopa Collaborations
  - *MAPP*
  - *Pathway Tracker*
  - *RaiseMe Micro-scholarship incentives*
- Fall 2020 Outcomes
- Moving forward



81% of community college students aspire to transfer.



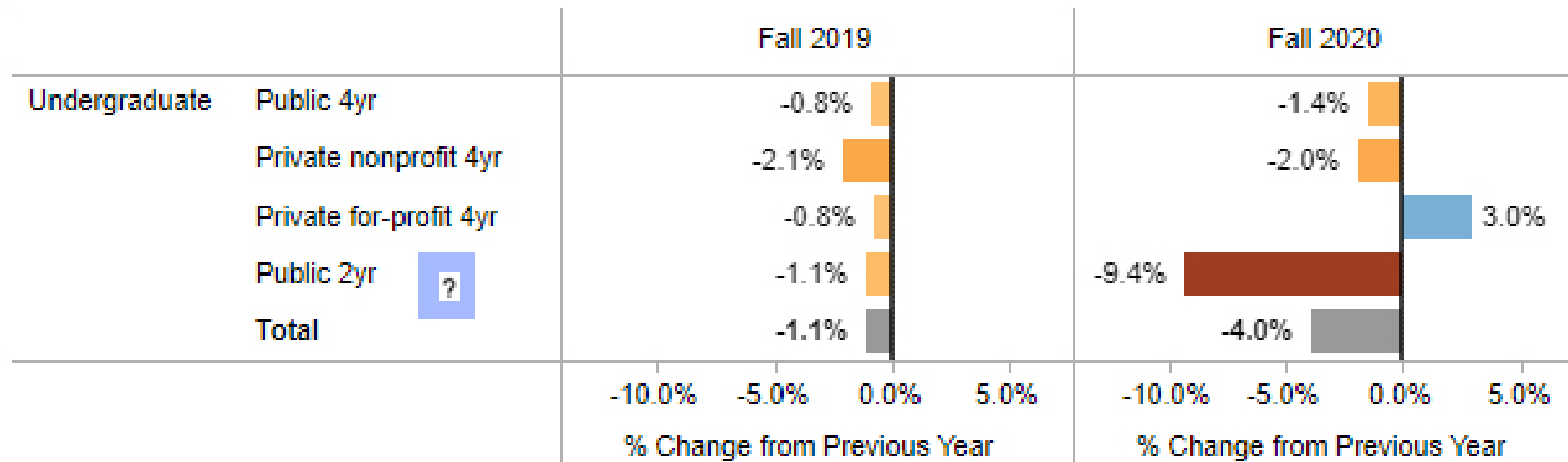
Of those who transfer, 59% did not complete their associates degree .



Only 33% are successful within six years.

# The Problem

Figure 1. Undergraduate Enrollment Changes by Sector



# National Enrollment Trends & COVID

- Transfer enrollments are down 4.7 percent from last fall, declining somewhat more steeply than undergraduate enrollments generally (-4.5%).
- Each transfer pathway, however, responded differently. The number of reverse transfers fell much more (-18.4%), along with summer swirlers (-10.8%) and lateral transfers (-8.3%), while upward transfers unexpectedly increased by 2.6 percent.
- The growth in upward transfers this fall is led by continuing students, those who maintained enrollment since the COVID-19 outbreak. **Most transferred without finishing an associate degree and these students are on the rise.**

## National Enrollment Trends & COVID

**Students have faced many  
barriers this year when  
planning to transfer.**



Students choose an option

Pear Deck Interactive Slide  
Do not remove this bar



# Arizona State University Profile

*“ ASU is a comprehensive public research university, measured not by whom we exclude, but rather by whom we include and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves.” – ASU Charter*

- Fall 2019
  - New Transfers: 4,793
  - From Maricopa Community Colleges: 2,687
- Fall 2019
  - New Transfer Pell recipients: 2,156





# Maricopa Community College Profile

The Maricopa Community Colleges consists of ten individually accredited colleges and in Arizona with its headquarters in Tempe.

- Total enrollments: 97,164
- Student Intent: 35% intend to transfer a university
- Number of transfer partners: 55
- New student transfer to the Arizona public universities in 2019-20 (ASU, NAU, and UA): 6,939
- Awards Conferred (Transfer and Occupational): 27, 131

## MAPP MyPath2ASU benefits

**Students who sign up for the MAPP MyPath2ASU can:**

- **receive guaranteed admission** to their desired ASU major once requirements are met
- **save time and money** by taking the courses you need to transfer to your ASU degree
- **track academic and course progress** with a personalized online tool called Pathway Tracker
- **meet with ASU academic advisors** for guidance to stay on track
- **access individualized university information**

## MAPP MyPath2ASU agreement

**By signing up for the MAPP MyPath2ASU, you are agreeing to the following terms:**

- You commit to working with your community college advisor and ASU transfer specialist to monitor progress on your MAPP MyPath2ASU.
- You agree to complete the MAPP MyPath2ASU with a specified grade point average and any requirements identified on the pathway document.
- You will complete the MAPP MyPath2ASU within four years of signing up.
- You agree that your academic data and advising information may be shared between your community college and ASU to ensure your success.

# COLLABORATION INITIATIVES: MAPP

# JOINT RESOURCES



## me3 game

Play a unique 60 image game that helps assess your interest area and matches them to careers and ASU majors.

[Play the Game](#)

## MAPP MyPath2ASU tools and resources

### Pathway Tracker

Track progress toward completion of your MAPP MyPath2ASU through the Pathway Tracker. See how courses taken fulfill pathway requirements. From My ASU, click on Pathway Tracker.

[Go to Pathway Tracker](#)

### My ASU

After signing up for a MAPP MyPath2ASU, follow the Maricopa to ASU Pathways Program link from [my.maricopa.edu](http://my.maricopa.edu) to access [My ASU](#), and view individualized transfer and university information that will assist in your smooth transition to ASU.

[Go to My ASU](#)

### Transfer Guide

Learn how credits from other colleges and universities that you have attended will transfer to ASU. Search for ASU course equivalencies or request a transfer course evaluation.

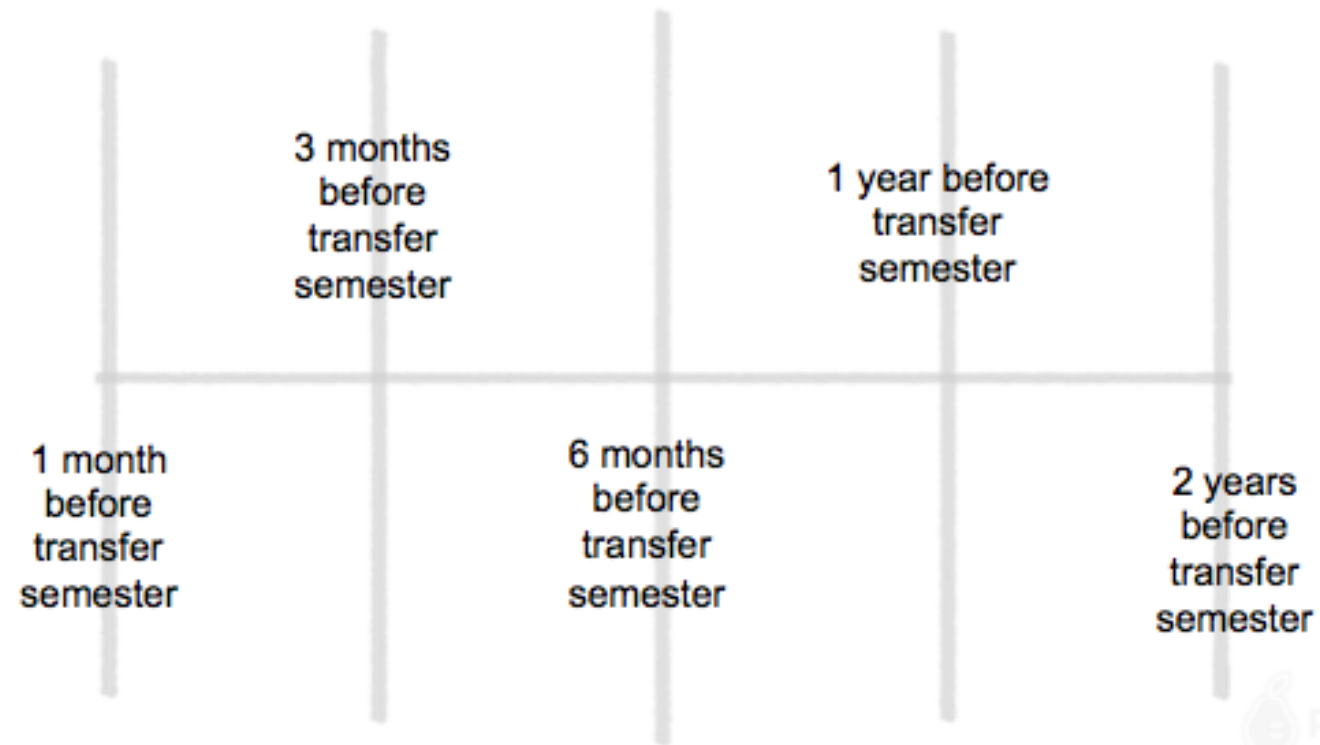
[More about the Transfer Guide](#)

### ASU career services

As a MAPP MyPath2ASU student, you'll have access ASU Career and Professional Development Services, career advising, career assessment and job search tools. You will need your ASURITE UserID and password to access services. Note that some services have fees.

[Go to career services](#)

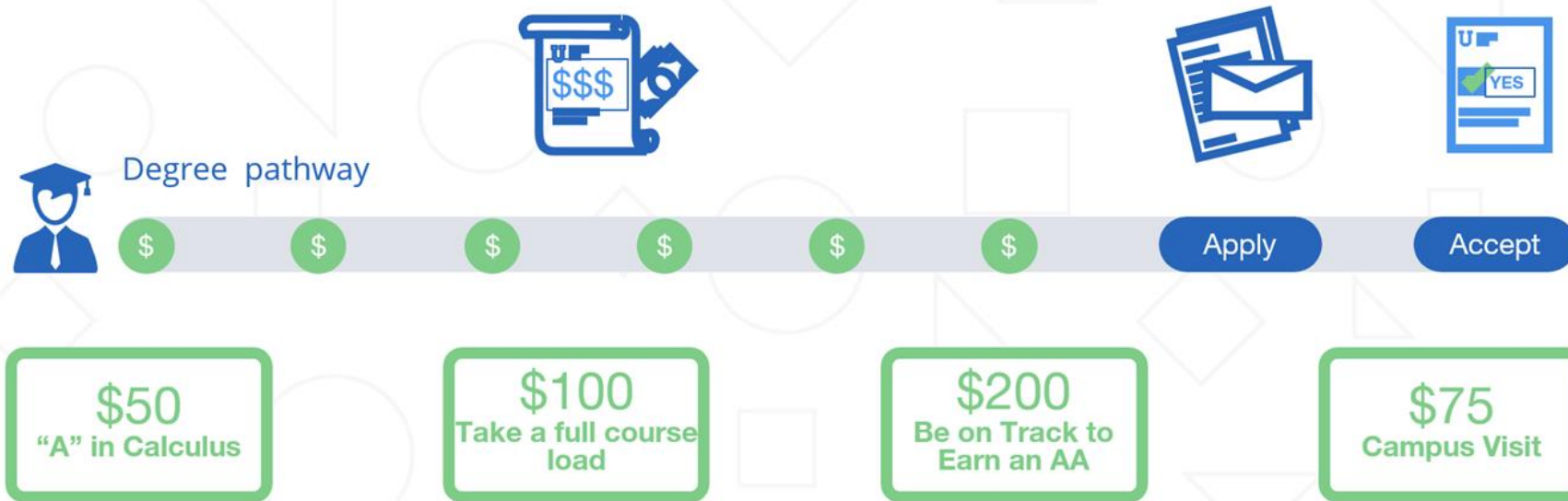
## At what point do you begin to talk about transfer scholarships and financial planning with students?



Students, drag the icon!



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Do not remove this bar



“Levels the college playing field and paying field”

*The New York Times*


# What is RaiseMe?

## Courses ^

### Maintaining a high GPA

Earn \$5 per credit hour (up to 60 credit hours) for each 0.1 points above a 3.4 GPA (up to \$1,500 maximum).

[Add in Portfolio](#)

 **\$775**

1 Award ▼

### Get an A

Earn \$40 for each A in any course (up to \$400 maximum).

[Add Course](#)

 **\$373**

9 Awards ▼

### Get a B

Earn \$20 for each B in any course (up to \$200 maximum).

[Add Course](#)

 **\$20**

1 Award ▼

### Take a full course load

Earn \$50 for each semester of taking a full-time course load (defined as 12 credit hours) (up to \$200 maximum).

[Add in Portfolio](#)

 **\$50**

1 Award ▼

## College Events ^

### Visit our Campus

Earn \$250 for a campus visit to Arizona State University (up to \$250 maximum).

[Add](#)

 **\$0**

No Awards Yet

### Sign up for the ASU Pathway Program

Earn \$100 for signing up for the ASU Pathway Program (up to \$100).

[Add](#)

 **\$0**

No Awards Yet

## Degree Progress ^

### Make progress toward completing your Associate degree

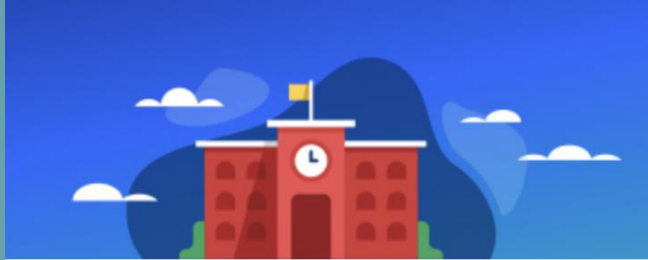
Earn \$200 for indicating that you plan to complete your Associate degree (in Portfolio or Account Settings) and completing at least 45 credit hours.

[Edit in Account Settings](#)

 **\$0**

No Awards Yet

# Sample micro-scholarships



## How to Understand FAFSA with RaiseMe



Samantha Schulte 7 months ago 3 min read

## Financial Wellness During COVID-19

Jaymee Griffin 7 months ago 6 min read

Former Community College Academic Counselor, Jaymee, talks about financial wellness and resources for students during these stressful times.

It's been a hard month for many of us. Life has changed quickly in response to COVID-19. Schools have closed. Classes have moved online. We've been asked to be socially distant. We're all trying to figure out how we can still feel connected to one another when we're unable to connect in-person. Some people are lucky to be able work from home, but many people have lost their jobs.

How do you stay financially well amid the coronavirus? This is an extraordinarily [stressful time](#), and as a student, we know how hard it can feel trying to sort through all of the information and understand how it impacts you. As a former community college academic counselor, I've helped countless students navigate through many difficult situations. Now that I'm here at [RaiseMe](#), I thought I'd try to help from afar by sharing some advice and resources that might help you during this difficult time.



## How to Appeal a Financial Aid Award



Jaymee Griffin 7 months ago 3 min read

# Transfer & Financial Resources

# How do we address financial barriers amplified by COVID?

- RaiseMe provides financial transparency early on, so there are no surprises for students
- Provide resources on how to respond to verification selection, changes in financial status, filing for unemployment, and CARES Act resources.
- Incentivizing FAFSA completion with micro-scholarships

## **Send your FAFSA to ASU**

Earn \$100 for sending your Free Application for Federal Student Aid (FAFSA) to ASU. ASU's institution code for the FAFSA is 001081, and it must be the FAFSA needed for your first enrollment at ASU as a transfer student (up to \$100 maximum).



# How do we get the word out about RaiseMe ?

- ASU
  - Recruitment staff are regularly updated about RaiseMe platform
  - Email communication
  - Presentations
  - Unique student join link
  - [Inclusion on ASU scholarships page](#)
- Maricopa
  - Inclusion in publications and website language
  - Literacy initiatives with faculty and staff
  - Social Media
  - Digital flyers

RaiseMe provides marketing assets and best practices so it's easy to get students involved and reduces the time you spend creating engagement initiatives.

Chandler-Gilbert CC  
@chandlert Gilbert

Got an A in a course, joined an extracurricular, or won an award? You could be earning scholarships towards your transfer for each of those achievements now on @RaiseLabs. Get started free: [raise.me/transfer](https://www.raise.me/transfer)

**RaiseMe**

Get transfer scholarships for **getting an A in a course.**

Earn towards your path to transfer:  
[www.raise.me/transfer](https://www.raise.me/transfer)

292

- *Completed Applications*  
54 First Source

277

- *Admits*  
49 First Source

217

- *Transferred*  
42 First Source

Arizona State  
University:  
Fall 2020  
RaiseMe  
Outcomes

218

• *Completed Applications*

207

• *Admits*

172

• *Transferred*

Arizona State  
University:  
Fall 2020  
Maricopa  
Transfer  
Students

# Maricopa to ASU: Fall 2020 RaiseMe Outcomes

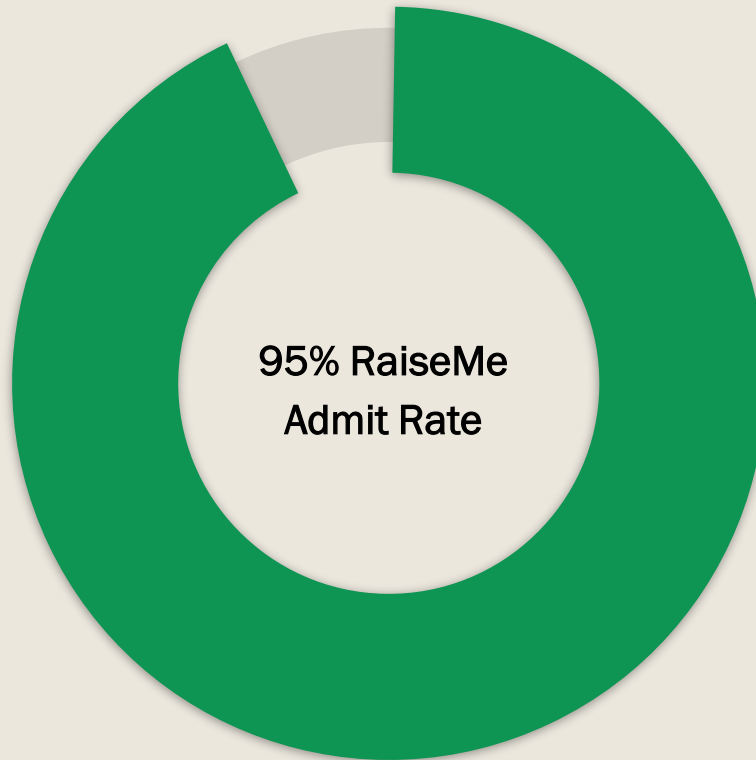
Fall  
2019

- Avg GPA: 3.6
- Avg Credits: 45

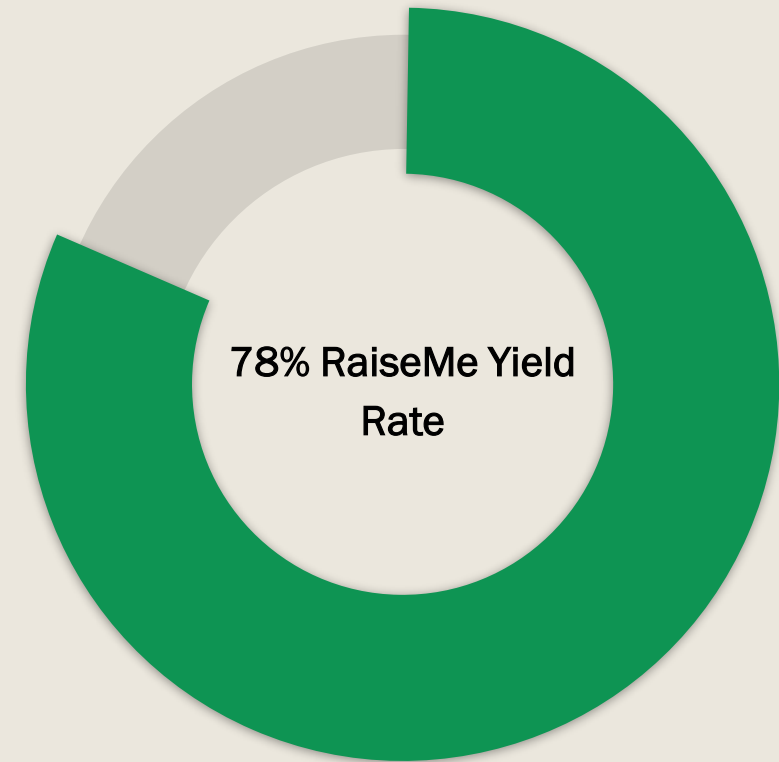
Fall  
2020

- Avg GPA: 3.54
- AVG Credits: 47

# ASU Fall 2020 RaiseMe Outcomes



vs. 80% national average\*



vs. 60% national average\*

\*For transfer students attending public colleges ([RNL 2019](#))

# Future endeavors

- In support of a transfer equity agenda, convert CTE milestones (internships, WBL, stackable credentials, prior learning) into micro-scholarships..
- Identify the transfer partners who are on the platform and integrate action items as part of our implementation efforts.
- As part of pathway mapping, stakeholders can help identify crucial milestones as part of our pathways and make recommendations for micro-scholarships to university partners.
- Work with RaiseMe on a press release and to elevate awareness within the system and among our local communities.
- Outreach to those who “stopped out” due to COVID by co-creating niche marketing campaigns with RaiseMe.