



Full Steam Ahead

LEVERAGING OUR WINS TO FUEL SYSTEM CHANGE

NISTS 2024 | St. Louis, Missouri • February 21-23

The following presentation was given at the 22nd Annual Conference for the National Institute for the Study of Transfer Students. Please cite responsibly and direct questions to the original presenter(s).

Practitioner Panel

3389 – Leveraging Free and Low-Cost Technology

Fostering Inclusion, Engagement, and Community, Supporting Diverse and Special Populations

In this practitioner panel, presenters from Ohio and Georgia will share strategies for leveraging free and low-cost technology to enhance productivity and foster stronger connections with students. They will explore a range of budget-friendly tools, from traditional mediums like websites, emails, and texts to newer platforms like Reels and Discord. They'll also discuss how to easily create social media content and then use the corresponding analytics tool to evaluate reach and impact. This interactive session provides practical insights and hands-on examples, and attendees will leave with fresh ideas for using technology to support their existing practices.

Jonathan Gates, Assistant Director/President
Kent State University/Ohio Transfer Council

Melissa Frederick, Senior Business Systems Analyst
Penny Overcash, Senior Program Manager
University System of Georgia - GaTransfer

Play a game
while you wait!



Leveraging Free and Low-Cost Technology

Jonathan Gates – Assistant Director, Kent State University and President, Ohio Transfer Council

Melissa Frederick – Senior Business Systems Analyst, University System of Georgia – GA Transfer

Penny Overcash – Senior Program Manager, University System of Georgia – GA Transfer

A little about me

- B.A. and M.A.Ed. from The University of Akron
- Working on Ed.D. at Kent State University
- Working at Kent State since June 2020
- Nearly 7 years experience in Transferland
- Started on Ohio Transfer Council's Executive Board in 2018



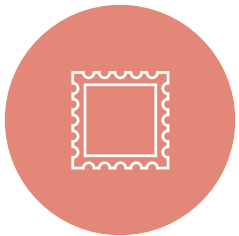
How many roles
are you currently
juggling?



Start with the Basics

- The human approach
 - Empathy and personalization are important
 - Relatability > Robotic
 - Keys to improving personalization
-

Frequency preferred by undergraduate students



LETTER – MONTHLY –
85.1%



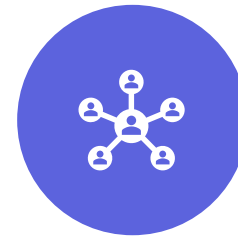
EMAIL – WEEKLY –
71.5%



PHONE CALL –
MONTHLY – 48.5%



TEXT MESSAGE –
WEEKLY – 43%



SOCIAL MEDIA –
STUDENT
EXPERIENCE DIFFERS

Non-Basic Tools



Most popular with traditionally aged students – Instagram, TikTok, and YouTube

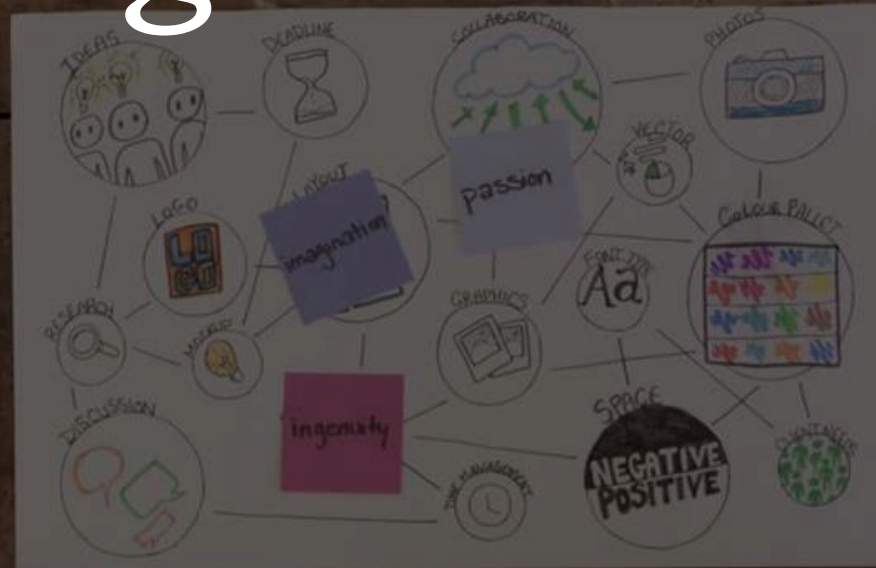


Less popular with traditionally aged students – Facebook, X (Twitter), and LinkedIn



New tools with promise – Discord, Reddit, WhatsApp (international students)

Storytelling



- Students are drawn to stories
 - Can be done on any platform
 - Consistency is key
 - Be heavy on graphics
-

1

Reach out and respond often

2

Respect wishes of students

3

Utilize more than one method of communication

Respectful Frequency

A little about us



Melissa Frederick

Sr Business Systems Analyst, GaTransfer, University System of Georgia, System Office

- Working in Higher Ed for 8 years
- Previously Assistant Registrar and Transfer Evaluator, University of West Georgia
- B.S. Troy University
- M.Ed. Valdosta State University
- Post Secondary Transfer Certificate in Leadership University of North Georgia
- Currently, Ed.D. Columbus State University



Penny Overcash

Sr Program Manager, GaTransfer University System of Georgia, System Office

- Working in Higher Ed technology for 21 years
 - Specializing in technical and business documents and public relations
 - Master of Science – Southern Polytechnic State University
 - Post Secondary Transfer Certificate in Leadership University of North Georgia
-



Who is GaTransfer?

THE TEAM:

Lisa Baldwin, Director

Penny Overcash, Program Manager

Melissa Frederick, Sr Business Systems Analyst



PARTNERSHIPS:



University
System of
Georgia
(USG)



Technical
College
System of
Georgia
(TCSG)



Georgia
Independent
College
Association
(GICA)



GAfutures
Explore. Plan. Succeed.

Georgia
Student
Finance
Committee
(GSFC)



Georgia
Department
of Education
(GaDOE)



www.gatransfer.org



Explore Opportunities at Georgia's Colleges & Universities



Find College Credit Transfer



Find Exam Score Credit Transfer



Plan for Dual Enrollment

Build

Search for Courses to Build your Course History

First, create your course history in the college credit transfer tool. Your work is automatically saved and you can return at any time to continue searching for transfer possibilities.

- Enter courses you've already taken to see which colleges accept your credit for transfer
- Enter a grade and term for the course by clicking the blue edit button beside the course.
- Enter courses you plan to take in the future to find transfer opportunities in advance

Learn how: <https://www.gatransfer.org/tools/find-college-credit-transfer>

Note: The results are for informational purposes only to help you plan your college career. Contact college admissions for final credit transfer decisions.

If you have problems with the site, please contact gaatrac@usg.edu

Select Institution Course code or title

Selected Courses

Course	Title	Institution	Grade Achieved	Term
	ENGL 1101	ENGLISH COMPOSITION I	Georgia State University	-
	MATH 1111	College Algebra	Chattahoochee Technical College	-
	SPA 101	Introduction to Spanish I	Berry College	-

Key Transfer Courses

Institutional Matches

Evaluate

Evaluate transfer opportunities

Evaluate transfer opportunities at Georgia's University System, Technical College System, and Independent colleges. This evaluation will show you which colleges accept courses credit for transfer.

Learn how: <https://www.gatransfer.org/tools/find-college-credit-transfer>

Compare transfer opportunities

Click the blue evaluate button to compare credit transfer results for up to five institutions at a time. To remove an institution scroll down to the results of the evaluation and red 'x' by the institution.

Learn how: <https://www.gatransfer.org/tools/find-college-credit-transfer>

Note: The results are for informational purposes only to help you plan your college career. Contact college admissions for final credit transfer decisions.

If you have problems with the site, please contact gaatrac@usg.edu

Sort by most matches first | Sort by university name (A-Z)

 ABRAHAM BALDWIN AGRICULTURAL COLLEGE 2 matches <input type="button" value="Evaluate"/>	 ALBANY TECHNICAL COLLEGE 2 matches <input type="button" value="Evaluate"/>	 ATHENS TECHNICAL COLLEGE 2 matches <input type="button" value="Evaluate"/>	 ATLANTA METROPOLITAN STATE COLLEGE 2 matches <input type="button" value="Evaluate"/>
 ATLANTA TECHNICAL COLLEGE 2 matches <input type="button" value="Evaluate"/>	 AUGUSTA TECHNICAL COLLEGE 2 matches <input type="button" value="Evaluate"/>	 CLAYTON STATE UNIVERSITY 2 matches <input type="button" value="Evaluate"/>	 COLUMBUS STATE UNIVERSITY 2 matches <input type="button" value="Evaluate"/>

View Potential Credit Acceptance

University of West Georgia				Lanier Technical College			
Min. Grade Required	Min. Term Required	Equivalence Course(s)	Evaluation	Min. Grade Required	Min. Term Required	Equivalence Course(s)	Evaluation
F	Any	ANTH 1102	Details	No data available			
F	Any	ART 120 OR ART 1007	Details	No data available			
F	Any	ENGL 1101	Details	C	Any	ENGL 1101	Details
F	Any	MATH 1111	Details	C	Any	MATH 1111	Details
F	Any	PSYC 1101	Details	C	Any	PSYC 1101	Details
F	Any	SPAN 1001	Details	C	Any	SPAN 1101	Details



Exam to College Course Tool

FIND EXAM SCORE TRANSFER CREDIT

Exam to College Course Tool

Search Form

EXAM TYPE
-- select --
Please select an Exam Type.

EXAM TITLE
(select an Exam Type to activate menu)

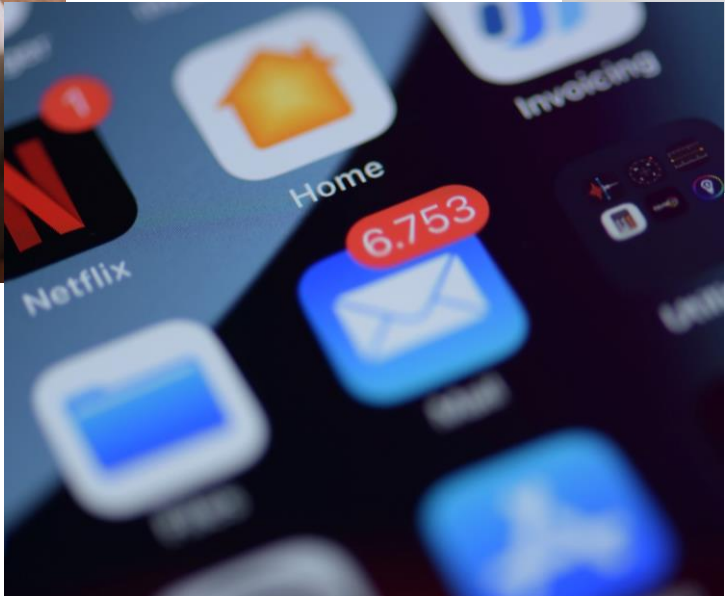
TRANSFER TO COLLEGE
(select an Exam Type to activate menu)

Available Exams

- Cambridge Advanced International Certificate of Education [AICE]
- Advanced Placement [AP]
- Caribbean Examinations Council [CAPE]
- College Level Examination Program [CLEP]
- Dantes Subject Standardized Tests [DSST]
- Foreign Language Achievement Testing Service [FLATS]
- International Baccalaureate [IB]
- Standard Aptitude Test: Subject Test [SATII]



Communication





Connect with GaTransfer



facebook.com/GaTransferCredit



twitter.com/GaTransfer



instagram.com/gatransfercredits



[@gatransfercredits@threads.net](https://threads.net/@gatransfercredits)



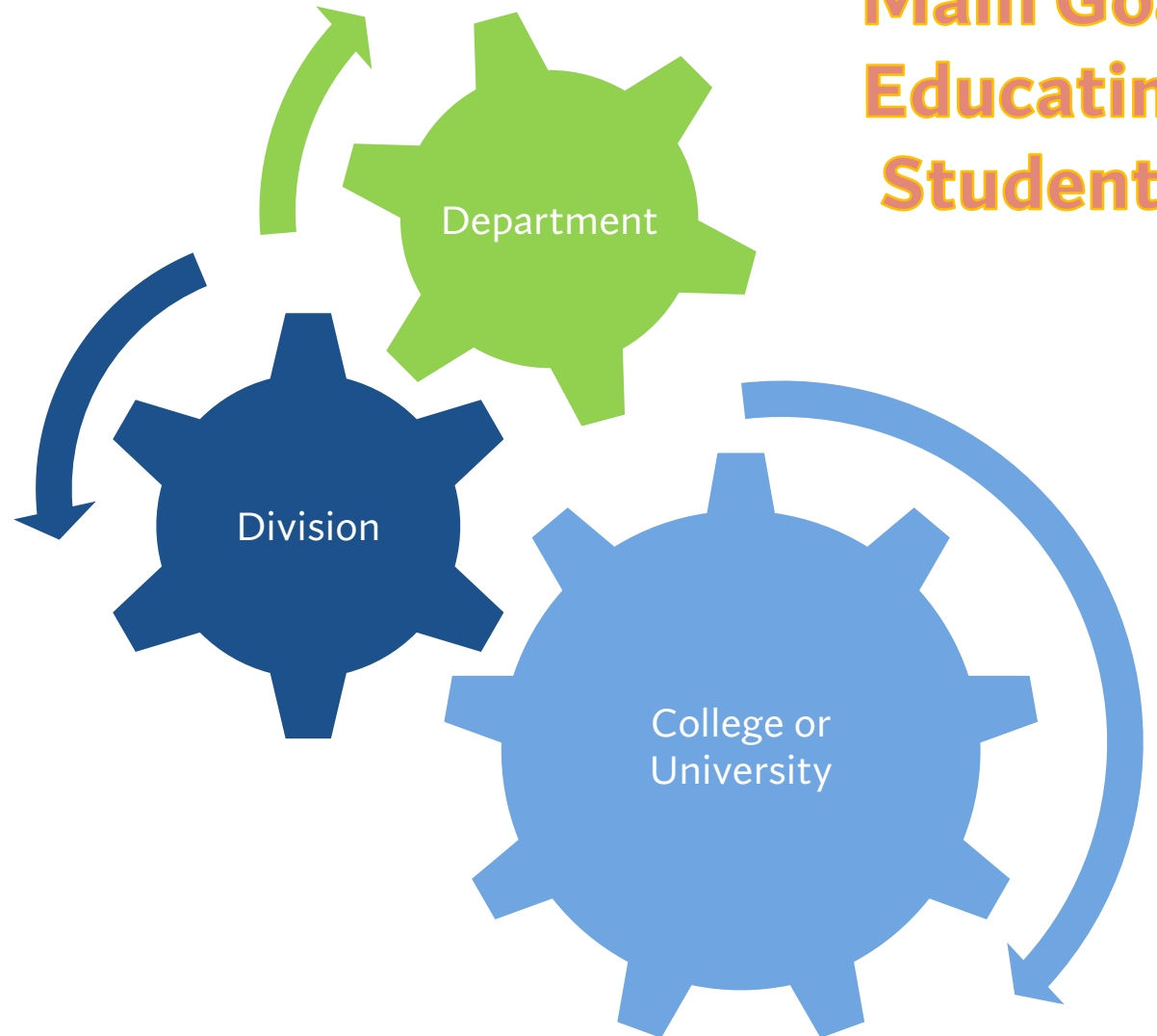
linkedin.com/company/gatransfer





Social Media Accounts

Departments & Divisions need to support what the college or university is pushing out through social media.



**Main Goal
Educating
Students**



Social Media Tips

Information to Share:

- Academic Calendar Info
- Important Dates
 - Registration
 - Apply for Graduation
- Upcoming Deadlines
 - Withdraw Deadline
 - FAFSA Apps and Acceptance
- System Maintenance
- Orientations
- Preview Days
- Tours
- Campus Events
- Student Job Fairs

Be Transparent with Students

Follow your institution, division & departments on campus

Follow student-led institutional organizations

Follow educational agencies (i.e., state, county, local high schools, etc.)



GaTransfer Social Media

Following:

Social Media Following:

Facebook: [GaTransferCredit](#), Twitter: [GaTransfer](#), Instagram/Threads: [GaTransferCredits](#), TikTok: [GaTransfer](#); Reddit: [GaTransfer](#); LinkedIn: [GaTransfer](#)

Facebook	Twitter	Instagram	TikTok	LinkedIn	USG (26)	Facebook	Twitter	Instagram	TikTok	LinkedIn	TCSG (22)	Facebook	Twitter	Instagram	TikTok	LinkedIn	GICA (24)	Facebook	Twitter	Instagram	TikTok	LinkedIn	Organizations
X	X	X	\	X	Abraham Baldwin Agricultu	X	X	X	\	X	Albany Technical College	X	X	X	X	X	Agnes Scott College	X	X	X	\	X	University System of
X	X	X	\	X	Albany State University	X	X	X	\	X	Athens Technical College	X	X	X	\	X	Andrew College	X	X	X	\	X	Technical College Sys
X	\	X	\	X	Atlanta Metropolitan State C	X	X	X	\	X	Atlanta Technical College	X	X	X	X	X	Berry College	X	X	X	\	\	Gafutures
X	X	X	X	X	Augusta University	X	X	X	\	X	Augusta Technical College	X	X	X	\	X	Brenau University	X	\	\	\	X	Georgia Student Fina
X	X	X	\	X	Clayton State University	X	X	X	\	X	Central Georgia Technical Coll	X	X	X	\	X	Brewton-Parker College	X	X	X	\	X	National Institute fo
X	X	X	\	X	College of Coastal Georgia	X	X	X	\	X	Chattahoochee Technical Colle	X	X	X	\	X	Clark Atlanta University	\	\	\	\	\	Georgia Independent
X	X	X	\	X	Columbus State University	X	X	X	\	X	Coastal Pines Technical College	X	X	X	\	X	Covenant College	X	X	X	\	X	Georgia Department
X	X	X	\	X	Dalton State College	X	X	X	\	X	Columbus Technical College	X	\	X	X	X	Emmanuel College	\	X	\	\	\	Georgia on my Line
X	X	X	X	X	East Georgia State College	X	X	X	\	X	Georgia Northwestern Technica	X	X	X	\	X	Emory University	X	X	X	\	X	eCampus
X	X	X	\	X	Fort Valley State University	X	X	X	\	X	Georgia Piedmont Technical Co	X	X	X	\	X	LaGrange College						
X	X	X	X	X	Georgia College & State Univ	X	X	X	\	X	Gwinnett Technical College	X	X	X	\	X	Life University						
X	X	X	\	X	Georgia Gwinnett College	X	X	X	\	X	Lanier Technical College	X	X	X	\	X	Mercer University						
X	X	X	\	X	Georgia Highlands College	X	X	X	\	X	North Georgia Technical Colleg	X	X	X	\	X	Morehouse College						
X	X	X	X	X	Georgia Institute of Technol	X	X	X	X	X	Oconee Fall Line Technical Coll	X	X	X	\	X	Oglethorpe University						
X	X	X	\	X	Georgia Southern University	X	X	X	\	X	Ogeechee Technical College	X	X	X	X	X	Piedmont University						
X	X	X	\	X	Georgia Southwestern State	X	X	X	\	X	Savannah Technical College	X	X	X	\	X	Point University						
X	X	X	X	X	Georgia State University	X	X	X	\	X	South Georgia Technical Colleg	X	X	X	\	X	Reinhardt University						
X	X	X	\	X	Gordon State College	X	X	X	\	X	Southeastern Technical College	X	X	X	\	X	Shorter University						
X	X	X	X	X	Kennesaw State University	X	X	X	\	X	Southern Crescent Technical Co	X	X	X	\	X	Spelman College						
X	X	X	X	X	Middle Georgia State Univer	X	X	X	\	X	Southern Regional Technical Co	X	X	X	\	X	Thomas University						
X	X	X	X	X	Savannah State University	X	X	X	\	X	West Georgia Technical College	X	X	X	\	X	Toccoa Falls College						
X	X	X	\	X	South Georgia State College	X	X	X	\	X	Wiregrass Georgia Technical C	X	X	X	\	X	Truett McConnell Univer						
X	X	X	X	X	University of Georgia							X	X	X	\	X	Wesleyan College						
X	X	X	\	X	University of North Georgia							X	X	X	\	X	Young Harris College						
X	X	X	\	X	University of West Georgia																		
X	X	X	X	X	Valdosta State University																		

TikTok Deactivated 12-20-2022



Social Media Tips

Use products supported by your institution, such as Adobe:



Log in with school account



Company or School Account



DESKTOP
InDesign

Design and publish elegant layouts.



DESKTOP
Premiere Pro

Edit and craft polished films and video.



DESKTOP + MOBILE
Illustrator

Create stunning illustrations and graphics.



DESKTOP
Creative Cloud

Easily manage your Creative Cloud apps and services.



DESKTOP + MOBILE
Photoshop

Create beautiful graphics, photos and art anywhere.



Adobe Stock

Find the perfect image for your creative project



Premiere Rush (desktop)

Create and share online videos anywhere.



Adobe Express

Quickly and easily create standout social graphics and more.

Bonus Freebie:





Social Media Calendar

Meta Business Suite

Georgia Transfer C... ▾

- Home
- Notifications
- Inbox
- Content
- Planner**
- Ads
- Insights
- All tools

Planner

Plan your marketing calendar by creating, scheduling, and managing your content.

Week Month < Today > **November 2023** Content type:

Sun 5	Mon 6	Tue 7	Wed 8	Thu 9	Fri 10	Sat 11
<p>5:07 PM</p> <p>1</p>		<p>10:37 AM</p> <p>1</p>	<p>4:37 PM</p> <p>1</p>		<p>9:36 AM</p> <p>1</p>	<p>8:51 AM</p> <p>1</p>
<p>5:12 PM</p> <p>1</p>			<p>4:37 PM</p> <p>1</p>		<p>9:36 AM</p> <p>1</p>	<p>8:51 AM</p> <p>1</p>

Note: Not all social media accounts have a schedule-ahead option

- Suggest creating a social media calendar, I use Outlook



Social Media Analytics

Meta Business Suite

Georgia Transfer C...

- Home
- Notifications
- Inbox
- Content
- Planner
- Ads
- Insights
- All tools

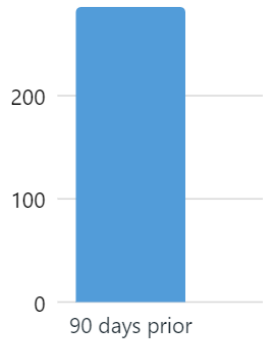
Facebook

Reach

Post reach ⓘ

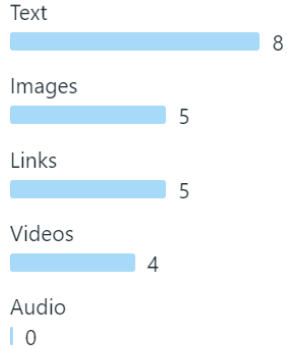
142 ↓ 50.3%

Total from last 90 days vs 90 days prior



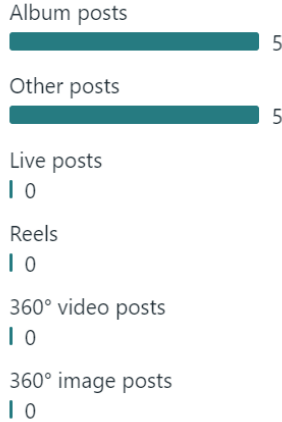
Median post reach per media type ⓘ

For posts created in the last 90 days

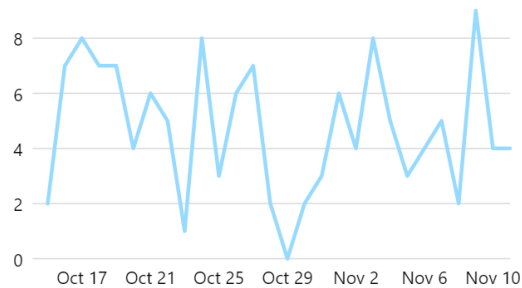


Median post reach per content format ⓘ

For posts created in the last 90 days



54 ↓ 31.6%



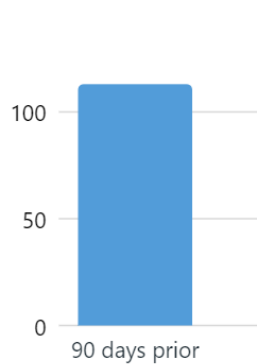
Instagram

Reach

Post reach ⓘ

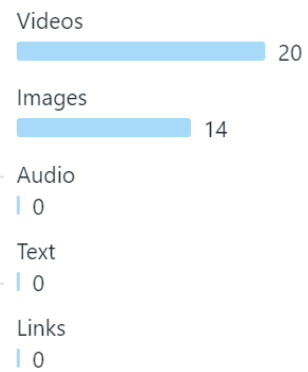
144 ↑ 27.4%

Total from last 90 days vs 90 days prior



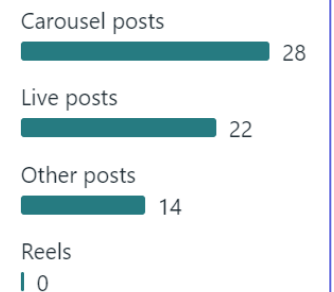
Median post reach per media type ⓘ

For posts created in the last 90 days

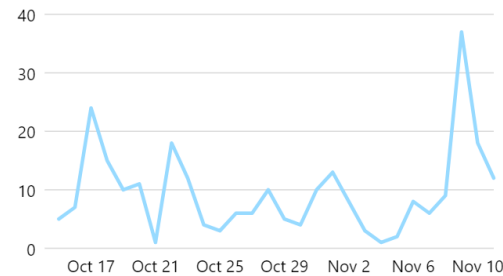


Median post reach per content format ⓘ

For posts created in the last 90 days



94 ↑ 36.2%





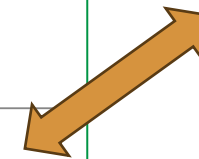
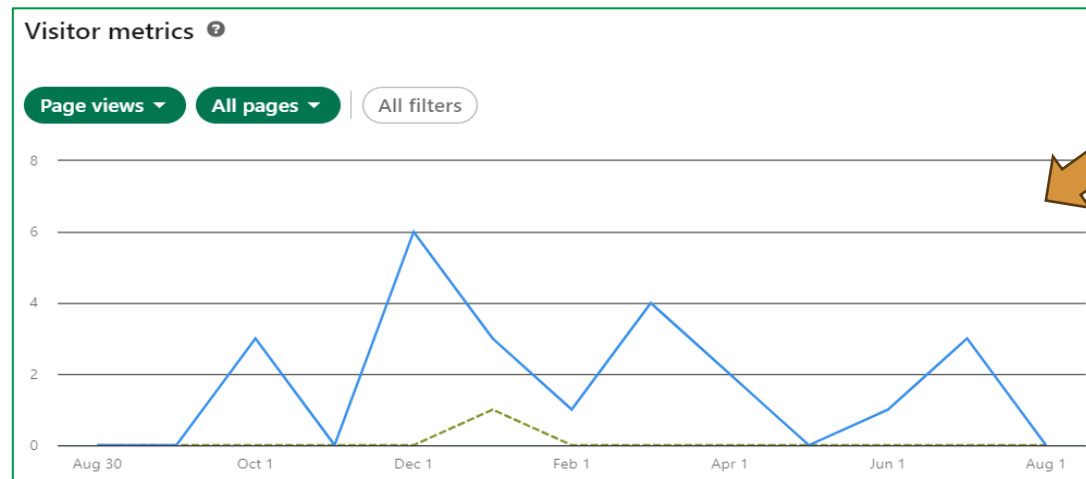
Social Media Analytics

analytics.twitter.com

The screenshot shows the profile page for 'GaTransfer' on Twitter. At the top, there is a header with the text 'GaTransfer' and '15 followers'. Below this, there are two buttons: a blue '+ Create' button and a white 'View as member' button. A vertical navigation menu on the right side includes 'Feed', 'Activity', 'Analytics', 'Inbox', 'Edit page', and 'Settings'. The 'Analytics' option is highlighted with a green bar. The profile picture shows the Georgia Transfer logo with the tagline 'MEAN EVERY COLLEGE CREDIT COUNT'.

This section displays the '28 day summary' for the account. It includes a navigation bar with 'Analytics', 'Home', 'Tweets', and 'More'. The summary shows four key metrics, each with a small line chart below it:

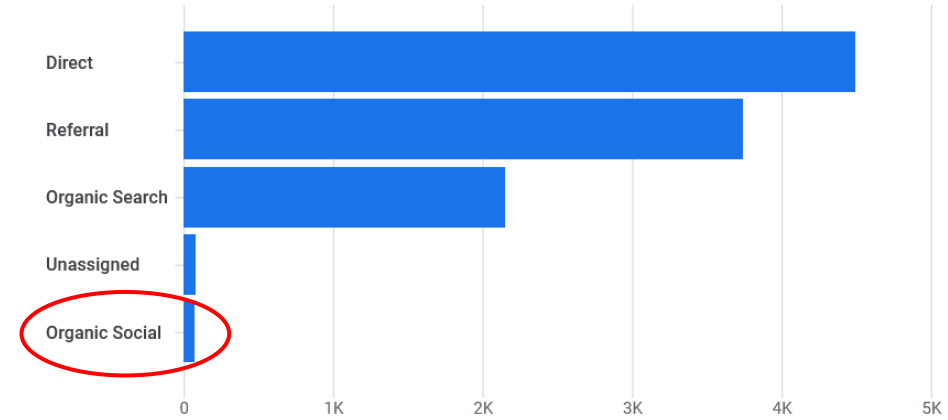
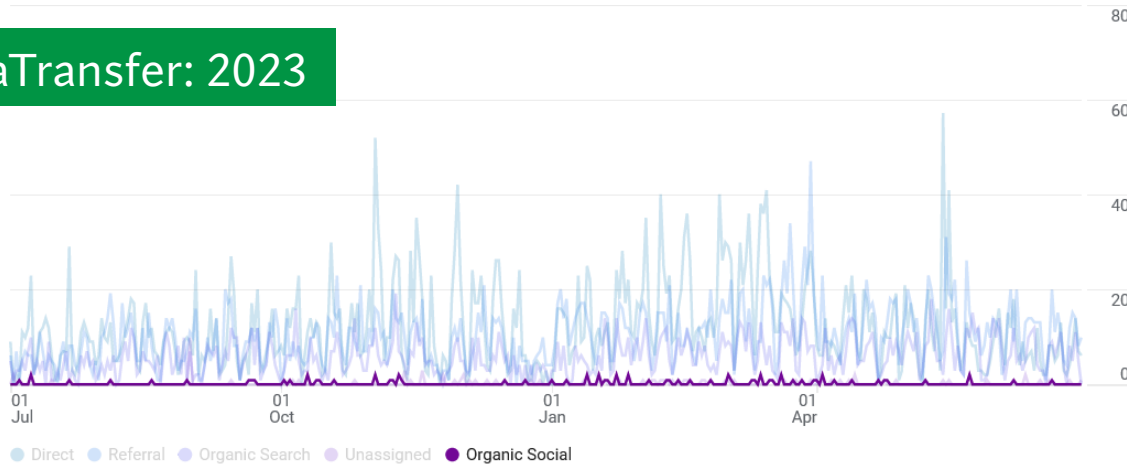
Metric	Value	Change
Tweets	19	↑ 5.6%
Tweet impressions	843	↑ 38.7%
Profile visits	220	↑ 292.9%
Followers	88	↑ 3





Social Media Analytics – Google Analytics

GaTransfer: 2023



Search...

Rows per page: 10 1-5 of 5

Session default channel group	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count	Conversions
	7,499 100% of total	10,547 100% of total	6,126 100% of total	0m 27s Avg 0%	0.82 Avg 0%	6.01 Avg 0%	58.08% Avg 0%	63,439 100% of total	0.00
1 Direct	3,093	4,492	2,189	0m 22s	0.71	5.45	48.73%	24,492	0.00
2 Referral	2,814	3,744	2,655	0m 33s	0.94	6.69	70.91%	25,050	0.00
3 Organic Search	1,615	2,150	1,238	0m 30s	0.77	6.18	57.58%	13,286	0.00
4 Unassigned	74	70	8	0m 12s	0.11	2.63	10.13%	208	0.00
5 Organic Social	63	71	28	0m 14s	0.44	5.68	39.44%	403	0.00

Q&A



Doing something cool
at your institution? Let
everyone know!



Thank
you!

Jonathan Gates –
jgates19@kent.edu

Melissa Frederick –
melissa.frederick@usg.edu

Penny Overcash –
penny.overcash@usg.edu

Presentation # 3389

**Please complete a
session evaluation**
(via the conference app)

Thanks!

