



Full Steam Ahead

LEVERAGING OUR WINS TO FUEL SYSTEM CHANGE

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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).

Solutions Showcase

3289 - Harnessing the Power: how a Comprehensive Transfer Office can Fuel Student Success

Leading and Advocating for Change, Optimizing the Matriculation Process

Imagine having the benefit of a 22 full-time staffed office dedicated to transfer students - at conferences and in discussions we often get envious questions about our history, structure, mission, and how this can be replicated. Here's your chance to hear all about Appalachian State's office of Transfer Admissions & Engagement! Learn how we grew from an office of 3 to 22 and about our vast mission, reach, and collaborative efforts. The audience will be able to take with them strategies on transfer admissions, credit evaluation, and student engagement to build a case for a similar model for their campus.

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Nate Weigl, *Senior Director, Transfer Admissions & Engagement*

Michael Brackett, *Director of Operations*

Appalachian State University

Harnessing the Power: How a Comprehensive Transfer Office can Fuel Student Success



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Senior Director

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Director of Transfer Recruitment
& Retention

Michael Brackett
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Transfer Admissions & Engagement

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What we will discuss today

- **Introductions & Overview of App State**
- **History & Growth of our office**
- **Current structure, mission & how we collaborate**
- **Advantages & Disadvantages of a centralized Transfer office**
- **Takeaways**
- **Activity**
- **Q & A**



Overview of Appalachian State University

- **Located in Boone, NC with a second campus in Hickory, NC**
- **Public, one of 17 institutions in the UNC system - over 21,000 total student enrollment**
- **Welcome approximately 1,500 new transfer students each fall and 500 in the spring (Boone, Hickory, Online)**
- **¼ of our undergraduate population (5,000+) began as a transfer student**
- **70% transfer from community colleges**
- **52% are first generation students**



History & Growth of Office

WE'RE CHANGING OUR
OFFICE NAME (AGAIN!)

TRANSFER ADMISSIONS & ENGAGEMENT

ONLINE & TRANSFER SERVICES

OFFICE OF TRANSFER SERVICES

OFFICE OF TRANSFER ARTICULATION

THIS NEW NAME BETTER REFLECTS OUR MISSION AS
WELL AS APP STATE'S MOVE TO SHARE RESPONSIBILITY
FOR ONLINE STUDENTS ACROSS CAMPUS.

transfer.appstate.edu

- Originated in 2010 as **Office of Transfer Articulation** in response to Gen Ed revision - started with 3 staff
- 2013 name changed to **Office of Transfer Services** - expanded to include pre-transfer advising, pathway program, & engagement / retention for current students (grew to 8 staff)
- 2020 an EM reorganization saw increase in mission (Recruiting, App State Online) & size (8 to 20 employees) - renamed **Online & Transfer Services**

History & Growth of Office (continued)

- In 2020 we collaborated with Housing to open a transfer residence hall - 2 staff member offices are housed there (Engagement Team)
- 2021, a second reorganization led to **Transfer Admissions & Engagement** - ASO absorbed by University, began application processing
- Created three regional recruiter positions
- 2022, TrACE Grant increased team to 22 full-time staff
- 2023, App opened a new Hickory campus - TAE staff housed here & expect transfer student growth from this new market



Mission and Structure

TAE cultivates an inclusive environment that elevates the higher education experience by advocating, collaborating, and providing innovative service to recruit, retain, and graduate students.

- **Our unit reports directly to the Vice Chancellor for Enrollment Management**
 - Equals the playing field for Transfer initiatives and resource requests
- **We are 1 of 5 EM units**
 - Transfer Admissions & Engagement
 - First Year and Graduate Admissions
 - Registrar
 - Financial Aid and Scholarships
 - Enrollment Communications and CRM Solutions



Organizational Structure

ADMINISTRATION

TRANSmision

5 territory counselors who pre-advise on transfer courses
1 dedicated Counselor on Duty
1 Pathway Coordinator
2 (plus GA) Engagement Team

TrACE



Operations

1 associate director
2 operations specialists
3 credit evaluators

We collaborate with
EVERYONE

**Community Colleges | On-Campus Partners
UNC System and 4-Year Peers | And Beyond**

Advantages of a Centralized Transfer Office



- Direct and more personalized support for our transfer students
- More targeted recruitment efforts for the transfer student population
- Transfer-specific admission events
- Dedicated engagement team for new / continuing transfer students
- Cross-training of all transfer functions (know enough to be dangerous)
- More visibility across campus

Disadvantages of a Centralized Transfer Office



- Risk being seen as hyper-focused on all things transfer
- Potential for confusion / “siloeing” between transfer admissions and first-year admissions
- When “transfer” or “transfer student” is mentioned → automatically routed to our office (though it may not need to be)
- Because we do so many transfer-specific engagement events, many times it is assumed we will handle ALL engagement related-items for transfers

What's the “So What?”

- **Every office - no matter the size - can collaborate with others on campus & can work towards a more comprehensive mission for transfer students**
- **Take advantage of times of reorganization & strategic thinking - submit those proposals and ideas**
- **If you are a solo or small office, consider an internal advisory board / team to help you advance unmet needs, share ideas, and create advocates**



Make DATA Key to Decision Making

Appalachian State University

Fall 2023

TRANSFER STUDENTS by the NUMBERS



7 out of 10 new transfer students come from community colleges, 25% from a four-year institution



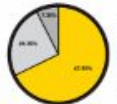
GRADUATION RATES*
70% - 4 years
57% - 3 years
24% - 2 years
*2019 cohort

17 to **57**
range of the age of transfer students
(average age is 23)



POPULATION
• 1,591 new transfer students
• 81 active duty/veterans
• 267 early college students
• 499 transfer students began in Spring 2023

52
average credits brought in by new transfer students
• 24% of first-year students brought in transfer credit
(average of 19 credit hours each)



PLACE OF STUDY
New Fall 2023 Transfers
Boone - 67.95%
Hickory - 7.35%
Online - 24.70%

TOP TRANSFER COMMUNITY COLLEGES

Wake Tech
Central Piedmont
Catawba
Catawba Valley
Wilkes

TOP TRANSFER 4-YEAR INSTITUTIONS

UNC Charlotte
Western Carolina University
UNC Wilmington
UNC Greensboro
North Carolina State

TOP MAJOR DEPARTMENTS OF NEW TRANSFER STUDENTS

Social Work
Management
Computer Science

Public Health & Exercise Science
Veterinary Technology

- Additional (third) Transfer credit evaluator after reviewing OCR options
- More Transfer-specific scholarship dollars
- Reevaluate your needs and how your team is best serving the Transfer population

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Reflection

- **For your institution**
 - What are your successes?
 - What are your greatest challenges?
 - What data could you collect:
 - **To build your case for more resources?**
 - **To determine where you should focus to start?**
 - You must decide: What is your goal?
 - **Do you want to be transactional?**
 - **Developmental?**
 - **Both?**

Activity: Break into Groups of 3 - 4

A generous Transfer alum has just donated a large chunk of money and wants it to be spent solely on Transfer initiatives. You have been tasked with deciding how the money should be spent.

Go!

Questions?

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Presentation #3289

**Please complete a
session evaluation**

(via the conference app)

Thanks!



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