The following presentation was given at the 20th 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**

**2365 - The Student Value Proposition: Engaging Transfer Students with Degree Pathways to Limit Friction**

Credits and Degree Pathways, Partnerships and Collaboration

Learn how four public institutions collaborate in a student-first mindset, establishing high-impact degree pathways to reduce the barriers of transfer students. The presenters will discuss successful strategies to coordinate student services and advising to degree pathways which customizes the process to individual student challenges. The presenters will discuss challenges to meet the student’s needs while navigating institutional culture, policy, and procedure.

**Ted McKown II**, Senior Associate Director of Admissions for Transfer Enrollment  
Kent State University

**Jonathan Gates**, Transfer Enrollment Specialist  
Kent State University

**Mary Whitt**, Coordinator, Transfer and Articulation  
Columbus State Community College

**Billie Sirn**, Transfer Coordinator  
Lorain County Community College

**Melanie DiCarlo**, Director of Articulation & Transfer, Tech Prep Coordinator  
Eastern Gateway Community College
The Student Value Proposition: Engaging Transfer Students with Degree Pathways to Limit Friction

Session #2365
Getting Started

Ted R. McKown, II, Senior Associate Director
Kent State University
Agenda

- The Ascendium Grant
- Institutional Collaboration
- Friction in the Transfer Maze
- Engaging the Community College in Transfer Friction
- Reinventing the Transfer Wheel
- Pathways, More Than a Roadmap
Columbus State Community College
Enrollment: 27,000 students

Eastern Gateway Community College
Enrollment: 38,000 students

Kent State University
Enrollment: 36,000 students

Lorain County Community College
Enrollment: 8,000 students
Setting the Stage

The Student Value Proposition: Engaging Transfer Students with Degree Pathways to Limit Friction

Friction

Engaging Students Around Friction
The Ascendium Grant

- High Impact Pathways
- Statewide Comprehensive Transfer Blueprint
- Four Distinct Institutions
- Develop Pathways to Streamline Student Progress
Establishing a Framework for Student Success to Reduce Friction

1. Transfer Support Services
2. Pathways tied to Regional Job Openings and Earnings Projections
3. Transfer Advising
4. Scholarships for Pathway Students
5. Provide Integrated Support and Outreach for Underrepresented Students
ASSOCIATE OF APPLIED SCIENCE, HEALTHCARE ADMINISTRATION TO BACHELOR OF SCIENCE IN PUBLIC HEALTH, HEALTH SERVICES ADMIN.

Kent State’s B.S.P.H., Health Services Administration Concentration is offered both fully online and on-ground on the Kent Campus.

<table>
<thead>
<tr>
<th>SUGGESTED SEQUENCE AT EASTERN GATEWAY COMMUNITY COLLEGE</th>
<th>SUGGESTED SEQUENCE AT KENT STATE UNIVERSITY</th>
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</thead>
<tbody>
<tr>
<td><strong>Semester One</strong></td>
<td><strong>Summer</strong></td>
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<tr>
<td>CSS 106: Success in College</td>
<td>Kent Core Humanities or Fine Arts (DHUM or KFA)</td>
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<tr>
<td>BUS 101: Introduction to Business</td>
<td>Kent Core Humanities (DHUM)</td>
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<td>CSS 101: Personal Computer Applications</td>
<td>ENG 1101: College Writing I (KCP)</td>
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<td>ENG 101: English Composition</td>
<td>Mathematics Elective (Choose from selected list)</td>
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<td>MTH 105: Quantitative Reasoning</td>
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<td>BUS 211: Business Ethics</td>
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<td><strong>Semester Two</strong></td>
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<td>BUS 201: Principles of Marketing</td>
<td>PHI 1001: Introduction to Public Health</td>
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<tr>
<td>MGT 108: Administrative Medical Office Skills</td>
<td>PHI 2001: Introduction to Global Health (PWH)</td>
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<td>COMM 101: Public Speaking</td>
<td>PHI 2001: Public Health Policy &amp; Decision Making</td>
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<td>ENG 103: Business Communications</td>
<td>PHI 2001: Essentials of Epidemiology</td>
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<td>MGT 109: Psychology</td>
<td>Basic Science and Lab (KBS) (KLAB)</td>
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<td>PSYC 101: Psychology</td>
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<td><strong>Semester Three</strong></td>
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<td>BUS 201: Business Law</td>
<td>PHI 3001: Prevention and Control of Diseases</td>
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<td>ECO 101: Microeconomics</td>
<td>PHI 3001: Introduction to Biostatistics</td>
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<tr>
<td>PSC 101: American Government</td>
<td>PHI 3001: Environmental Health Science</td>
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<tr>
<td>MGT 210: Leadership Development and Team Building</td>
<td>PHI 3001: Health Prof Practice</td>
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<tr>
<td><strong>Semester Four</strong></td>
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<tr>
<td>MGT 202: Organizational Behavior</td>
<td>Public Health (PH) Elective</td>
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<td>MGT 201: Human Resource Management</td>
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<tr>
<td>MGT 215: Healthcare Management</td>
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<tr>
<td>MGT 210: Healthcare Services</td>
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<tr>
<td><strong>TOTAL CREDIT HOURS TO COMPLETE AAS FROM EASTERN GATEWAY COMMUNITY COLLEGE</strong></td>
<td><strong>8-9 TOTAL CREDIT HOURS TO COMPLETE BSPH FROM KSU, INCLUDING TRANSFER COURSEWORK</strong></td>
</tr>
<tr>
<td>15 Credits</td>
<td>12-15 Credits</td>
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<td>15 Credits</td>
<td>13-16 Credits</td>
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<tr>
<td>15 Credits</td>
<td>16 Credits</td>
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</table>

*Upper division course.

© Course may be taken at Eastern Gateway Community College and transferred to Kent State. However, please be aware of Kent State’s residency policy, which can be found in the Kent State University Catalog. To identify a current list of courses to fulfill Kent Core attributes (e.g., KBS, KLAB, KFA), students should refer to the Transfer Credit Guide.
Institutional Collaboration

Three Distinct Community Colleges
One Four-year Public Institution
Ways and Methods of Collaboration
Friction in the Transfer Maze

Billie Sirn, Transfer Coordinator
Lorain County Community College
Internal and External Forces

Lorain County Community College has found ways to streamline transfer, which sometimes can be a complicated and confusing process.

*Strategically remove barriers and be success focused to increase completion and academic success

*Broaden programs and services of the University Partnership and expand wrap-around services

We all have a responsibility for student success before, during, and after transfer.

*A part of LCCC’s Strategic Plan: Vision 2025
Barriers for Community College Transfer Students

Internal forces
- Transfer shock
- Aspiration
- Motivation
- First-gen student
- Self-doubt
- Intimidation

External forces
- Lack of clear information
- Students place bound to the area (geographically close options)
- Learning new university portal
- Adjusting to new advising model
- Transfer orientation
- Supports & Services with transfer school
  - Are these services similar to the Community College?
- Application and transcript fees
- Higher tuition
- Unaware of transfer scholarships
Steps Taken by LCCC and KSU

Direct access to KSU Transfer Specialist
Tailored advising
Office space at LCCC for KSU advisor
Transfer Coordinator at LCCC
Individual attention and accessibility
2 Office locations on LCCC campus
Co-Curricular Events (virtual and in-person)
Welcome Week
Transfer Fair
October National Transfer Month, KSU
advisor on campus
Steps Taken by LCCC and KSU (con’t.)

- Creation of Student Development Class (SDEV 190)
- LCCC Faculty and KSU Faculty working together
  - Reviewing curriculum
  - Creation of 14 pathways
    - Education
    - Health & Human Services
    - Information Technology
    - Paralegal Studies
- Transfer Center Website Created
Steps Taken by LCCC and KSU (con’t.)

- Effective communication by LCCC Advisors to their students
- LCCC Student Senators
- Targeted texting by LCCC Marketing about transfer
- Robust onboarding process by KSU
- Regular reinforcement
Wrangling the Friction, Barriers Removed

- Harness student’s internal drive for a bachelor’s degree
- Communicate transfer options early on
- Continue providing clear, structured pathways
- Strong advising team, virtual option
- Supportive faculty at 2 year and 4 year institutions
- Support services and regular reinforcement for transfer students
Engaging the Community College to Reduce Transfer Friction

Mary Whitt, Coordinator of Transfer and Articulation
Columbus State Community College
Issues Facing our Students

Family/Personal Issues
- Unwilling or unable to relocate
- Pressure
- Support

Financial Issues
- Employment
- Funding/Aid

Academic
- Standards Mismatch
- Desired Environment
- Credit Loss/Transfer Issues
Issues Facing our Staff

Doing More with Less
- Less Staff
- Less Funding
- Less Training and Professional Development

Handling ALL Student Issues
- Social, physical, mental, and financial health in addition to academics
- Burnout, trauma

Communication Across Units
- Academic and Student Affairs
- Faculty and Staff
- Administration/Leadership and Everyone Else
- Students and Staff/Faculty
Potential Solutions

- Involving Faculty
  - Pathway Creation & Promotion
  - Committees
  - Training & Development

- Targeting Student & Staff Communication
  - Student Desired Goals & Transfer Destination
  - Major related transfer information
  - Involving all student services staff & faculty

- Standardized Information
  - Pathways format for easier advising
  - College specific language
  - Inclusion of information relative to student concerns
Reinventing the Transfer Wheel

Melanie Dicarlo, Director of Articulation and Transfer/Tech Prep Coordinator
Eastern Gateway Community College
What was EGCC’s Transfer Wheel?

WHAT IT FELT LIKE: EGCC TRANSFER WHEEL

Transfer Director 100%

Advisors 20%

University Partners 10%

Transfer Director 70%
Goal: Make Transfer Clear and Accessible

Become the “Squeaky” Transfer Wheel….It gets the oil
Just Start talking about transfer
Talk solutions first, not problems
Have patience

Champions
Create Transfer Opportunities with special guests: T3 Events, Table Talks, Kiosks
Include your Advisors, Faculty in the discussion
Talk at Employee Meetings (especially Faculty & Enrollment)

Connect
Connect Transfer with Your Students
Be clear in the message
Don’t confuse it
Consistent Wording
Consistent Design
Transfer Checklist

Talk Transfer
Transfer Center Website
Department Folders on employee drive
T3 events
One-Pagers
Email
Transfer Newsletter
Blog
FYE course
EGCC’s Transfer Wheel - Version 2022

- Eastern Gateway Community College Transfer Center: 30%
- Transfer Web Page: 30%
- T3 Events - University Partners: 20%
- FYE Module on Transfer: 10%
- Marketing Materials: 10%
Pathways, More Than a Roadmap

Jonathan Gates, Transfer Enrollment Specialist
Kent State University
A Way to Keep in Contact

Pathways offer a unique device that keeps students engaged with a 4-year institution while completing their time at their community college.

Check-ins can be established and tracked.
Offers students a single contact point for the 4-year institution.

Pathways create more of an opportunity to engage with academic advisors at the 2-year institution.

Advising check-ins
Update luncheons or other frequent events
Creates contact persons between institutions.
Faculty at both institutions develop relationships during the pathway creation process

- Faculty will remember pathways during curricular changes at their institutions

- Virtual communication platforms gives faculty the ability to meet remotely and not give up time for course instruction or office hours
More Specific Marketing

- Traditional types of marketing do not target a specific student
  - i.e., billboards, mailings, mass emails, etc.
- Marketing can come from someone the student already trusts
  - i.e., faculty or advisor at the 2-year institution
- New viewbooks or informational newsletters can be an automatic part of your pathway communication plan
- Everything is co-branded
School Identity with Two Institutions

- Students have the unique opportunity of getting to identify with two institutions at the same time!
  - Two degrees
  - Two mascots
  - Twice the fun
- Helpful retention tool
Room for Growth

- Institutions may look for increased value for their investment. Here are some areas that might help administration see value in pathways:
  - Access for underrepresented students
  - College Credit Plus/Post-Secondary/Early College students
  - Students with technical school credit
Questions?

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- Jonathan Gates - jgates19@kent.edu