Educational Session

Transfer Student Outreach Alliance: Building a Culture of Transfer Student Engagement & Excellence
Partnerships and Collaboration, Transition Programs and Services

Early, proactive communications to engage transfer students is critical to their retention. The Transfer Student Outreach Alliance (TSOA) was implemented to ease the transition of new transfer students. Participants will learn strategies to improve transfer student engagement and support through cross-divisional partnerships. More specifically, the presenters will share how TSOA’s communication plan and cross-functional team engages students earlier into academic advising services, high-impact practices, the honors community, and peer/faculty/staff-led events.

Michelle Lopez, Assistant Dean for Student Success
Martha Enciso, Associate Director, Weber Honors College

San Diego State University
Building a Culture of Transfer Student Engagement & Excellence

Michelle Lopez, Assistant Dean
Student Success

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About Us

Michelle Lopez (she/her)

- Assistant Dean, Student Success
- Academic Affairs
- Faculty Advancement & Student Success
- Role focused on
  - First year retention
  - First gen & transfer success
  - Student engagement

Martha Enciso (she/her/ella)

- Associate Director, Weber Honors College
- Academic Affairs
- Faculty Advancement & Student Success
- Role focused on
  - Increasing underserved populations in honors
  - First gen & transfer success
  - Student engagement in HIPs
  - Teaching interdisciplinary courses
Session Overview

- Background & Context
- History of TSS Office
- Transfer Student Inventory
- Cross-divisional transfer partnerships
- Academic Year Transfer Schedule
- Graduation outcomes
- Question & Answer
The CSU system is made up of 23 campuses across the state of California.

The California State University educates 482,000 students every year.
# SDSU Fall 20 Transfer Cohort

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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<tbody>
<tr>
<td>Transfer Enrollment</td>
<td>4173</td>
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<tr>
<td>Of incoming class are transfers</td>
<td>45%</td>
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<tr>
<td>Average transfer units at fall entry</td>
<td>72.8</td>
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<tr>
<td>Average incoming GPA</td>
<td>3.34</td>
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<tr>
<td>From local community colleges</td>
<td>76%</td>
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<td>Average units enrolled</td>
<td>13.3</td>
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Within the CSU

Improve Graduation & Retention Rates

Graduation Initiative 2025

Close equity/opportunity gaps among HUS

(Black, Latinx, Native American Students)

HUS = Historically underserved students

(CSU, 2020).
Five Elements of Transfer Receptive Culture

1. Institutional Priority
2. Outreach and resources
3. Financial and academic support
4. Community and family support
5. Research & Assessment

(Jain, Melendez & Herrera, 2020).
Transfer Student Success - Academic Affairs

- Began in May 2015
  - “To provide outreach/mentorship at the community college level, and promote transfer student engagement/mentorship at the SDSU level.”
  - Initiated by a transfer student
- Led to increase in transfer visibility on campus
- Admissions events
  - Spring Orientation
  - Explore SDSU
  - SDSU Transfer Honors Day 2016
  - SDSU Transfer Day 2016
TRANSFER STUDENT INVENTORY

- Gain a shared understanding of our transfer landscape
- Identify areas to explore for partnerships
- Identify current transfer-specific policies/practices
- Provided comprehensive snapshot of transfer allies
CROSS-DIVISIONAL PARTNERSHIPS

**ENROLLMENT SERVICES**
- Data Services
- Transfer Admissions
- Academic Advising

**CAREER SERVICES**
- Internships
- Employment
- Transfer Success Summit

**GLOBAL ENGAGEMENT**
- Study Abroad transfer specific sessions

**COLLEGES**
- College Success Centers
- Major Advisers
- School Directors
- National Transfer Week

**SERVICE LEARNING**
- Faculty taught SL courses
- Early promotion for upper division transfer students

**HONORS COMMUNITY**
- Weber Honors College
- Tau Sigma National Honor Society for Transfer Students
Access to Transfer Data

- BASIC DEMOGRAPHICS
- TRANSFER & FIRST GEN ENROLLMENT
- TRANSFER FIRST GEN ADMITS
- END OF TERM
<table>
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<tr>
<th>Marketing &amp; Communication Partnership</th>
<th>Focused Transfer Success Communications</th>
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<td></td>
<td>CAMPUS OFFICIAL EMAIL PROGRAM</td>
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<td>ADVISING REMINDERS</td>
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<td>WELCOME &amp; CONGRATULATIONS</td>
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<td>TRANSFER SUCCESS NEWSLETTER</td>
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<tr>
<td>Weber Honors College (WHC) Partnership</td>
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<td>---------------------------------------</td>
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<td><strong>Honors Transfer Council of California</strong></td>
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<td>Agreement created to increase access for transfer students to honors.</td>
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<td><strong>Intentional Email Invitations</strong></td>
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<td>Personalized emails sent to all eligible transfers after May 1.</td>
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<td><strong>Working with Admissions</strong></td>
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<td>Educating transfer admissions counselors about honors.</td>
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<td><strong>Transfer Student Advocates</strong></td>
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<td>Current transfer students serving as advocates and promoting the WHC at their former community college.</td>
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<td><strong>Transfer Student Summit</strong></td>
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<td>Presenting on the benefits of the program.</td>
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<td><strong>Three Honors Application Deadlines</strong></td>
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<td>Offer extended summer deadline in addition to priority and final deadlines.</td>
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Engaging Students Starts at Pre-Enrollment

MARCH - APRIL
Explore SDSU - Transfer Specific Sessions

MAY - JUNE
Transfer Student Success Presentations

JULY
Transfer Student Success Summit

AUGUST
Transfer Orientation
Transfer Community Welcomes (Before add/drop deadline)
Transfer Spring and Summer Engagement

COVID-19 Pivot

- Virtual Explore SDSU
- Transfer Tuesdays
- Student Success Visitation Hours
3,500

Zoom Participants at Various Sessions
March - July

This contributed to the 4,173 fall 2020 transfer enrollment
4th Annual July Transfer Student Success Summit

LEADERSHIP
Becoming a Leader at SDSU: Finding Your Why

INTERNSHIPS
Get a Jumpstart on Internships, Employment & the Aztec Mentor Program

GLOBAL ENGAGEMENT
Introduction to Global Engagement

SERVICE LEARNING
Introduction to Service Learning, led by Service Learning faculty

HONORS
Explore different honors communities at SDSU.
College of Health & Human Services Partnership
Piloted Transfer Success Summit

- Faculty High Impact Practices session
- Meet your advisers
- Student leadership

CREDIT: Julie, Claire, Jason & Sonja
Fall Programming Examples

- Winning Scholarships
- Successful Student Professor Etiquette
- Career Exploration
- Guide to Registered Student Organization Funds (Student Success Fee)

*Credit: Rise Diamond*
BREAKING DOWN SILOS

Increased cross-divisional and cross-departmental collaboration

- Transfer advisory board and campus community meetings
- Share ideas to leverage support for transfer students
- Identify transfer and first-gen administrators, faculty & staff and advocates
SDSU Academic Year Transfer Schedule

March/April - Explore SDSU (Pre ITE process)

May/June - Transfer Success Presentations

July - Transfer Success Summit

August - Community Welcomes

October - National Transfer Week

November - First Gen Day

January - Tau Sigma Transfer Honor Society

March - Tau Sigma Induction
## GRADUATION OUTCOMES

*(GI 2025 implemented in 2015)*

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<th>GI 2025 Goal</th>
<th>SDSU (current rate)</th>
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<tr>
<td>Transfer 2-Year Graduation</td>
<td>51%</td>
<td>60.1%</td>
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<tr>
<td>Transfer 4-Year Graduation</td>
<td>91%</td>
<td>88.7%</td>
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ACKNOWLEDGEMENTS

Everyone @ NIST for this opportunity

SDSU campus partners

Rise Diamond

Brenda Diaz
Thank you

Questions?

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