

**NISTS 2023**

# BE A CONNECTOR FOR TRANSFER STUDENT SUCCESS

Virtual • February 1-3 | Portland, OR • February 22-24

The following presentation was given at the 21st Annual Conference for the National Institute for the Study of Transfer Students. Please cite responsibly and direct questions to the original presenter(s).

*Educational Session*

## **2803 - Transfer Tips for Success: A Transfer Student Video Series**

Transition Programs and Supports, Partnerships and Collaboration

This presentation will share an innovative project developed in partnership with multiple educational institutions to create a video series for transfer student success. The videos included students, faculty, and advisors and topics were related to transfer readiness, such as preparing students for the academic experience, providing faculty engagement opportunities, and introducing students to success resources while also highlighting student involvement and peer coaching.

**Kimberly Hardy**, *Assistant Vice Provost*  
University of Central Florida



# **Transfer Tips for Success: A Transfer Student Video Series**

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Kimberly Hardy, Ph.D.  
Assistant Vice Provost  
University of Central Florida

# UCF Connect

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Develop innovative partnerships through:

- Transfer Connect
- DirectConnect to UCF®
- Connect Centers

These areas provide access to the information and resources students need to thrive at UCF and be successful on their transfer journey, for both prospective and current transfer students.



# DIRECT CONNECT TO UCF<sup>®</sup>



# **TEAMS Project (Transfer Excellence, Achievement, Mindset, and Success)**

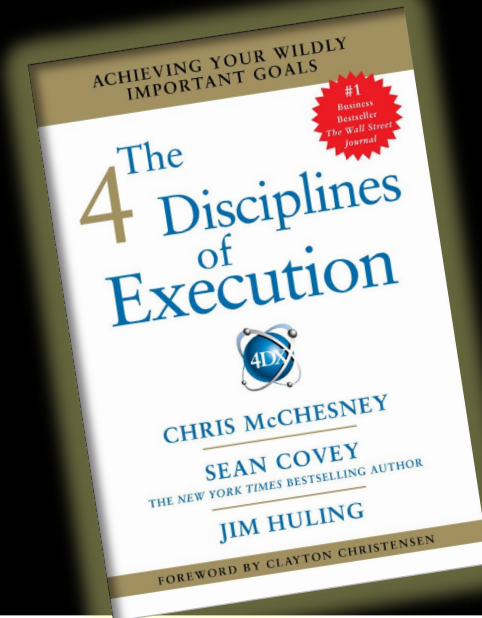
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- Six teams were developed for 2020-2022 to focus on areas of transfer preparation and readiness, specifically involving the following areas:
  - Admissions, Financial Aid, Enrollment Process
  - Coaching, Advising, and Major Readiness
  - DirectConnect to UCF<sup>®</sup> Branding, Marketing, & Overall Messaging
  - Student information, Communication, & Mode of Delivery
  - Transfer Process and Preparation: Discovery & Awareness
  - Transfer Process and Preparation: Readiness
- Teams consisted of more than 100 staff and faculty from the 6 state partner institutions and UCF

# Four Disciplines of Execution (4DX) Model

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- The six teams followed a modified version of the 4 Disciplines of Execution (4DX) model in a partnership driven approach
- The Four Disciplines include:
  1. Focus on the one WIG – Wildly Important Goal
  2. Act on Real Time (Lead) Data
  3. Keep Score
  4. Demand Accountability



## **Team 6**

# **Transfer Process & Preparation: Readiness**

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### Committee

- 16 Committee Members with representatives from all 7 partner institutions
- 2 Committee Co-Chairs
- 3 Video/Marketing staff members
- 3 Sub-committees based on video subject/discipline areas

# Transfer Process & Preparation: Readiness

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## Deliverable

- Develop a “transfer series” of videos that can be housed in one location for students (such as the DirectConnect to UCF® website). These events should include a variety of topics related to transfer readiness, such as:
  - preparing students for the academic experience,
  - providing faculty engagement opportunities (particularly in the highest populated student majors), and
  - introducing students to success resources while also highlighting student involvement and peer coaching.



# Transfer Process & Preparation: Readiness

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## Project Development

- Monthly meetings over the course of a year (plus additional sub-committee meetings)
- Determination of project scope and subject/discipline areas - team decided to focus the videos on the majors with the highest student enrollments:
  - Business
  - Health Professions
  - Psychology
- The team split into sub-groups and each group met during the monthly meetings (also sometimes meeting in addition to these structured times)

# Transfer Process & Preparation: Readiness

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## Project Development

- Sub-committees
  - developed questions and scripts
  - determined format, e.g., conversation-based, panel discussion, individualized options
  - connected with students, staff, and faculty to garner participation
- Completed videos were shared with all participants and departments prior to finalization after editing process
- The 4DX model kept the team accountable to consistent meetings and deliverables

# Transfer Process & Preparation: Readiness

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## Outcomes

26 completed videos in areas of:

- Business
- Health Professions
- Psychology

## Participants

- 5 Students
- 10 Faculty Members
- 3 Advisors

# Transfer Process & Preparation: Readiness

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## Topic Areas

- Overcoming Challenges
- Opportunities Outside of the Classroom
- Tips from an Advisor
- Student Expectations
- How to Connect with Students
- How to Connect with Faculty
- Skills for Success
- Resources Available
- How to Prepare to Transfer to UCF
- Many more....

# Transfer Process & Preparation: Readiness

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## Benefits to Students and to the Partnership

- Students gain insight on what to expect when transitioning to UCF in their first semester from a student, advising/coaching, and faculty perspective, which will assist with resources to help them be successful.
- Students feel less intimidated to seek out resources from faculty, staff, and resource offices, and know where to go for assistance with their adjustment when transitioning in their first semester.
- Encourages students to seek help from success coaches, peer coaches, advisors, faculty, and other resources early in their engagement.
- Our DirectConnect Partnership has strengthened, given the broad variety of staff and faculty who worked collaboratively on the video series.

# Transfer Tips Videos

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## Business

- <https://connect.ucf.edu/transfer-connect/transfer-tips/#business>

## Health Professions

- <https://connect.ucf.edu/transfer-connect/transfer-tips/#health>

## Psychology

- <https://connect.ucf.edu/transfer-connect/transfer-tips/#psychology>

# Transfer Process & Preparation: Readiness

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## Future Planning and Sustainability

- Videos need to be reviewed annually to ensure continued accuracy of information
- Expansion of video series to other disciplines (e.g., Education) should continue to be a priority
- Ensure agreements with marketing/video staff to continue collaboration and development
- Focus groups with students to garner feedback and suggestions



# Questions and Discussion





# Resources

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## **Transfer Tips Videos:**

<https://connect.ucf.edu/transfer-connect/transfer-tips/>

## **UCF Connect, Transfer Connect, and DirectConnect to UCF<sup>®</sup>:**

<https://connect.ucf.edu/>

## **Presenter Contact Informaton**

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