

NISTS 2022

FROM MOMENT TO MOVEMENT: SHAPING THE FUTURE OF TRANSFER
FEBRUARY 2-4 | ST. LOUIS • FEBRUARY 23-24 | VIRTUAL

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Educational Session

2338 - A Case Study on Creating Sustainable Transfer Pathways between a Public and Private Institution

Credits and Degree Pathways, Partnerships and Collaboration

This session details a case study of creating transfer pathways between a mid-size public community college and a small four-year private liberal arts university. Presenters will share the impact on institutional relationships, enrollment, and student success. Participants will engage in facilitated discussions on barriers and strategies for creating and implementing such partnerships at their own institutions.

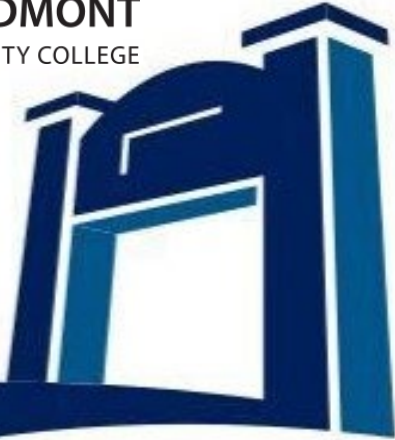
Eva Baucom, *Director of Graduate Admissions*

Travis Teague, *Vice Provost of Academic Affairs*

Wingate University

Carl Bishop, *Vice President for Academic and Student Affairs/Chief Academic Officer*

South Piedmont Community College



Road 2
WINGATE

A Case Study on Creating
Sustainable Transfer
Pathways between a
Public and Private
Institution



Introductions

W I N G A T E



Carl Bishop, Vice President
of Academic Affairs/Chief
Academic Officer

*South Piedmont Community
College*



Travis Teague, Vice Provost
of Academic Affairs

Wingate University



Eva Baucom, Vice President
for Enrollment Management

Wingate University

Review of the Literature

- Why is this topic important?
- Why are more partnerships like this needed?
- What are the barriers to implementing this kind of partnership?

Group Discussion

Case Study

- Description of the partnership, including the history, articulation agreements, scholarships, enrollment pathways, methods of communication, and economic impact
- Assessment of the partnership, including enrollment data, success/retention/completion data, and ongoing challenges

Limitations, conclusions, and next steps

Question and Answers

Participants will gain practical knowledge regarding:

1. The hurdles public/private institutions face, both real and perceived with regards to meeting transfer student needs;
2. Strategies for developing consistent and effective communication between institutions;
3. Strategies to gain faculty, staff, and student buy-in to enhance the transfer process;
4. The logistical and procedural challenges that exist with regards to the business, financial aid, and admissions functions of the involved institutions

Why is this topic important?

- Identified need for a student-centered approach that improves the transfer process, including addressing the loss of credits in the transfer process (Lederman, 2021)
- Need for improved coordination, communication, and perceptions between institutions (Lederman, 2021)
- Higher education institutions facing declining enrollments

Why are more partnerships like this needed?

- Community college and private university partnerships are “understudied and underutilized” (Wilson et al, 2020)
- Governance and other issues lead to far more partnerships between community colleges and public institutions than between community colleges and private institutions (Wilson et al, 2020)
- More strategic alliances between community colleges and universities are needed (Fincher, 2002; Wilson et al, 2020)

What are the barriers for implementing partnerships like this?

- Perceptions about both community colleges (Hyatt & Smith, 2020) and private universities (Wilson et al, 2020)
- Challenges with shared management and governance (Kisker, 2007)
- Lack of visibility of agreements and partnerships (Fincher, 2014)
- Approach to articulation agreements that does not fully address needs (LaViolet & Wyner, 2020)

Use the polling feature to respond to the following question:

- What are the potential barriers to implementing a partnership like this at your school?
 - Lack of strategic alignment
 - Perceptions of partner institutions
 - Resistance from leadership
 - Financial concerns
 - Logistical challenges working across institutions
 - Lack of staffing to manage partnership
 - Enrollment capacities
 - Regional competition
 - Overcoming curricular challenges to be competitive with state institutions
 - Other

Use the polling feature to respond to the following question:

- What are the top strategies you think are needed at your school to overcome these challenges?
 - Strategic alignment
 - Support from leadership
 - Funding to support partnership
 - Personnel to support partnership
 - Faculty and staff buy-in
 - Business process alignment
 - Curricular changes
 - Other

Description of Partnership:

- History
- Scholarships
- Enrollment pathways
- Methods of communication
- Economic impact



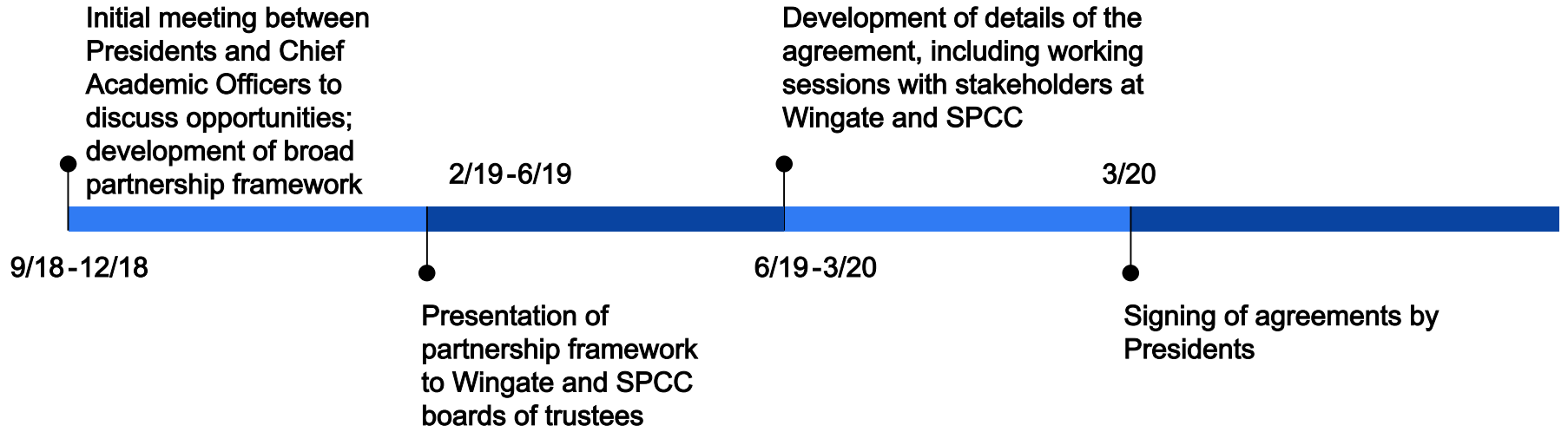
History

W I N G A T E

- SPCC and Wingate are the only two institutions of higher education in Union and Anson counties (NC)
- Always had a good relationship with some program-specific articulation agreements
- Both institutions named new presidents between 2015-2017, along with a new superintendent in Union County Public Schools in 2016 New leadership at all levels of education in Union County created synergy and a renewed spirit of collaboration
- My FutureNC goal to ensure that by 2030, 2 million North Carolinians have a high quality credential or postsecondary degree



History



Road2Wingate

- Students with no prior college credits who maintain a 2.5 GPA or higher throughout the program and obtain an Associate's degree from SPCC
- Pay no more than \$2,500 per year in tuition at Wingate/receive Gateway Scholarship
- From the outset, students will have access to Wingate benefits:
 - Wingate email
 - Student ID
 - Access to athletic and student organization events

Gateway Scholarship

- Any student who graduated from SPCC with an Associate's degree and a cumulative GPA of 2.5 or higher
- Pay no more than \$2,500 per year in tuition at Wingate



- Union County Early College to Wingate
- SPCC to Wingate
- Wingate to SPCC
 - Local applicants to Wingate who do not meet the criteria for admissions are referred to SPCC to complete their associate's degree in hopes of eventually qualifying for the Gateway Scholarship



- Applicants must complete the FAFSA to be eligible for the scholarship
- Funding sources are Pell, NC Needs Based, institutional scholarships, and \$2,500 from student
- Net tuition revenue for Gateway Scholars is about \$6,000 less per student than the average net tuition revenue for other students
- The increase in headcount helps offset this net tuition revenue loss
- Creating a highly skilled and talented workforce that is more likely to live and work locally



Barriers to Implementation W I N G A T E

- Perceptions of partner institutions
- Faculty and staff buy-in
- Financial concerns
- Logistical challenges working across institutions
- Lack of staffing to manage partnership
- Enrollment capacities for certain academic programs
- Effectively communicating with students and other stakeholders
- Maintaining momentum (Curricular Revisions, Transfer student initiatives, etc.)



- Strategic alignment
- Support from leadership
- Funding to support partnership
- Personnel to support partnership
- Faculty and staff buy-in
- Business process alignment
- Curricular changes
- Assign accountability for specific responsibilities and outcomes

Over the course of three years, we have achieved the following:

- Increased the number of transfer applications from SPCC 39% even with a declining overall application rate from SPCC (in line with what we are seeing statewide)
- Increased the number of deposits from SPCC 21%
- Increased the yield rate from admitted students to deposited students from 44.2% to 79.2%



Questions

W I N G A T E