2833 - Starting With the End in Mind: Communicating with Incoming Transfers
Partnerships and Collaboration, Diversity and Inclusion

Within this session, we will share how University Admissions and Transfer Center staff connected to build a more transfer receptive culture at their institution by focusing on transfer onboarding communications. We will share how we uncovered barriers and navigated institutional silos that resulted in missing or ineffective communication to incoming transfers. Participants will have time to reflect on how within any role in their institution they can work to support transfer specific and inclusive onboarding.

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Josh Michelsen, Associate Director of Admissions and Recruitment
In Fall 2021, our institution’s Transfer Center Coordinator and Associate Director of Admissions and Recruitment discussed how to focus on building a more transfer receptive culture.

1. Look at how Transfer Center and campus partners can come together to work across barriers

2. Share examples of how to support a campus-wide effort towards creating a transfer receptive culture.
Learning Goals

Goal of incremental change, know we can’t do it all, not freezing in paralysis by analysis.

1. Understand how to approach transfer onboarding communication planning

2. Articulate at least two examples of transfer specific and student-centered onboarding communication

3. Identify steps individual transfer agents can take towards creating a transfer receptive culture

4. Describe ways to navigate institutional silos and barriers impacting incoming transfer communication and outreach
Cal Poly Quick Facts

- Learn by Doing
- Upside down/blended curriculum
- Small class sizes (average of 32)
- 800 to 1,000 incoming transfers
- 64 majors, 89 minors
- 50 graduate programs
- 19:1 Student to Faculty Ratio
Putting the pieces in place

**Transfer Onboarding Group**

Led to greater cross campus collaboration. This group was able to identify gaps in service, support, or communication and eliminate duplicative messaging.

Bring in key campus partners to this group or liaison out to them.

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**Sharing Student Feedback**

Collecting feedback from previous transfer students and sharing this with staff who lack student interaction.

Sharing transfer research and NISTS guides.

For students by students

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**Getting Creative**

Learn from colleagues about how to tackle problems.

Ask students! They have great ideas from their former institutions.

How it's always been done is likely not focusing through a social justice or equity lens
Examples
Brainstorm

Who communicates with incoming transfers?

Who can provide input on what/how communication happens?

What is your relationship to these people?

What would you like it to be?
Meeting Students Where they are

YouTube Channel
Great resource for people to follow and find. Allows you to set up transcripts and can be translated.

Texting
Quick and accessible way to communicate with brevity in mind

Make Resources Accessible
Using multiple mediums and with centering students who have been or continue to be marginalized by institutions of higher education
Lessons we've learned

Clarifying language with campus partners

Examine and discuss the need for awareness around use of language that can make things be misleading. Is this for first-time first years? Transfers? Or Both?

Creating a common voice and onboarding experience for Transfers

- Admissions bi-weekly newsletter
- YouTube videos
- Instagram

One Step at a Time – A way to navigate silos & stay calm(ish)

It is easy to dream of the perfect solution that fixes all the issues. This is not realistic. Instead, we focused on creating a minimum standard of outreach or communication all transfers should receive.
Breakout rooms

Work on the backside of the worksheet then we will be going into small group breakout rooms for discussion.

- Who can you partner with to support transfer students?
- What are some small steps you can take right now?
Questions & Answers
PLEASE COMPLETE A SESSION EVALUATION (via the conference app)

This session's id# is: 2833