Educational Session

**TEx: Transfer Experience Conference**

Transition Programs and Services

The TEx: Transfer Experience Conference was borne out of a desire to provide new transfer students an immersive experience to welcome them to our campus. This session will share the process of building a transfer conference meant to supplement new transfer orientation, best practices for moving that conference online, and lessons learned about the type of content most valuable for new transfers.

**Krysti Turnquest, Project Director, Accelerated Transfer Academy**

University of Houston-Downtown
University of Houston-Downtown

Presented by Krysti Turnquest, Project Director, UHD Accelerated Transfer Academy
Background

4-year institution
Commuter campus
Urban campus
HSI and MSI

~66% of our undergrads transfer from another institution

Transfer orientation, pre-pandemic:
- 4 hour (max)
- Title IX
- Career Services
- Group Advising & Registration

Transfer orientation, current:
- 2 hour (max)
- Virtual advising & Registration
- Digital folder with flyers for programs and services
How did we get here?

Assumptions were made...

- Transfer students are looking for transactional interactions
- Transfer students have too many outside commitments to participate in a “traditional” orientation
- They already know how to “do” college

Other factors...

- Scale
- Cost effectiveness
How likely would you have been to attend a face-to-face event, offered prior to your first day at UHD which focused on helping transfer students make a smooth transition to the university?

- Extremely unlikely: 3%
- Unlikely: 4%
- Somewhat unlikely: 3%
- Neither likely nor unlikely: 4%
- Somewhat likely: 13%
- Likely: 30%
- Extremely likely: 42%

85% of respondents were at least somewhat likely to have attended.
Spring 2018 transfer student survey: first semester transfers

16% of the students surveyed did not enroll in a second semester at UHD.

58% of those students did not feel like a member of the UHD community.

76% of those students were at least somewhat likely to attend an event prior to their first day focused on helping transfer students make a smooth transition.

67% of those students did not involved with others at UHD.

83% of those students were at least somewhat likely to attend an event prior to their first day focused on helping transfer students make a smooth transition.

How is retention impacted?

Who are we not retaining?

Where is the opportunity?
What should we include?

More interesting survey finds:

- **78%** Were interested in information on finding a career that aligns with their interests
- **64%** Would have like to participate in workshops on topics such as career exploration and job search skills
- **55%** Had never used the Writing & Reading Center or were unaware of its existence
- **38%** Had ever participated in any campus events (student clubs, the fitness center, daytime or evening events, etc.)
What should we include?  

Opening Session (ALL)
- Welcome from ATA Director
- UHD President
- UHD Provost
- UHD SGA President
- UHD Transfer Alumni

Workshop Breakout Sessions 1
- Career Development Center
- Sports & Fitness

Workshop Breakout Sessions 2
- Writing & Reading Center
- Student Activities

Career Learning Communities Session 1
- Human Services
- STEM
- Education
- Business Management
- Healthcare & Health Science

Career Learning Communities Session 2
- Government, Law & Public Safety
- Accounting & Finance
- IT
- Arts & Communication

Online only, 9 AM – 1:00 PM
How do we deliver?

• Utilize existing university resources
• Easy for students to navigate with minimal instruction

We tried...

Microsoft Teams
Microsoft Stream
In the end, we used a combination
Welcome to the Transfer Student Experience (TEx) Conference! This conference is designed to begin building skills that will be useful to you on your academic journey, introduce you to some helpful campus resources, and deepen or expand your career exploration process.

Please use the agenda below to attend each session during their specified time(s).

**Agenda**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>8:00am - 9:40am</td>
<td>Welcome &amp; Opening Remarks</td>
<td>Go to Welcome</td>
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<tr>
<td>9:45am - 10:25am</td>
<td>Breakout Session A</td>
<td>Go to Session A</td>
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<tr>
<td>10:30am - 11:10am</td>
<td>Breakout Session B</td>
<td>Go to Session B</td>
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<tr>
<td>11:15am - 11:55am</td>
<td>Career Learning Communities Session A</td>
<td>Go to CLC Session A</td>
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<tr>
<td>12:00pm - 12:40pm</td>
<td>Career Learning Communities Session B</td>
<td>Go to CLC Session B</td>
</tr>
<tr>
<td>12:45pm</td>
<td>Closing Remarks</td>
<td>Go to closing</td>
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Advantages of online transfer conference

- Relatively low bandwidth required from university staff/faculty
- Better able to leverage external partnerships
- Low cost, utilizing existing university resources
- Efficient way to deliver a lot of content in a short period of time
Survey says...

- **92%** Stayed for entire four conference
- **100%** At least somewhat likely to recommend the conference to a new transfer student
- **96%** Found the conference at least somewhat helpful in preparing them to begin at UHD

88% of attendees re-enrolled in Spring 2021
Student Feedback  What did you like about the conference?

“I like this event because TEx just wants transfer students to feel welcome and to ensure we have all the information we need about UHD and our career. I feel confident that I can ask questions without being judged.”

“How easy it was to navigate. When I first registered for the conference, 9-1pm seemed entirely too long but it didn't feel like that at all. The information sessions were so informative it didn't seem long or overwhelming at all.”

“A lot of information and you’re able to choose what you want to for your preferences.”

“I like that it had a bit of everything when it came to the topics spoken and the speakers where amazing. Very clear and willing to answer all the questions asked.”
Lessons Learned

- Pre-event marketing during the summer was crucial. Purpose should be made clear.
- Disjointed from transfer orientation caused confusion.
- Set-up time and technical issues.
- Many students would have preferred in-person.
Thank You!

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