The Student Value Proposition: Engaging Transfer Students with Degree Pathways to Limit Friction

Session #2365

Getting Started
Ted R. McKown, II, Senior Associate Director
Kent State University

Agenda
- The Ascendium Grant
- Institutional Collaboration
- Friction in the Transfer Maze
- Engaging the Community College in Transfer Friction
- Reinventing the Transfer Wheel
- Pathways, More Than a Roadmap
Columbus State Community College
Enrollment: 27,000 students
Eastern Gateway Community College
Enrollment: 38,000 students
Kent State University
Enrollment: 36,000 students
Lorain County Community College
Enrollment: 8,000 students

Setting the Stage

The Student Value Proposition: Engaging Transfer Students with Degree Pathways to Limit Friction

Friction

Engaging Students Around Friction

The Ascendium Grant

- High Impact Pathways
- Statewide Comprehensive Transfer Blueprint
- Four Distinct Institutions
- Develop Pathways to Streamline Student Progress
Establishing a Framework for Student Success to Reduce Friction

- Transfer Support Services
- Pathways tied to Regional Job Openings and Earnings Projections
- Transfer Advising
- Scholarships for Pathway Students
- Provide Integrated Support and Outreach for Underrepresented Students

Institutional Collaboration

- Three Distinct Community Colleges
- One Four-year Public Institution
- Ways and Methods of Collaboration
Friction in the Transfer Maze
Billie Sirn, Transfer Coordinator
Lorain County Community College

Internal and External Forces

Internal and external forces can reduce transfer momentum. Lorain County Community College has found ways to streamline transfer, which sometimes can be a complicated and confusing process.

*Strategically remove barriers and be success focused to increase completion and academic success*

*Broaden programs and services of the University Partnership and expand wrap-around services*

We all have a responsibility for student success before, during, and after transfer.

A part of LCCC's Strategic Plan: Vision 2025

Barriers for Community College Transfer Students

Internal Forces
- Transfer shock
- Aspiration
- First-gen student
- Self-doubt
- Intimidation

External Forces
- Lack of clear information
- Students place bound to the area (geographically close options)
- Learning new university portal
- Adjusting to new advising model
- Transfer orientation
- Supports & Services with transfer school
- Are these services similar to the Community College?
- Application and transcript fees
- Higher tuition
- Unaware of transfer scholarships
Steps Taken by LCCC and KSU

Steps Taken by LCCC and KSU (con’t.)

- Creation of Student Development Class (SDEV 190)
- LCCC Faculty and KSU Faculty working together to develop curriculum
  - Reviewing curriculum
- Creation of 14 pathways:
  - Education
  - Health & Human Services
  - Information Technology
  - Paralegal Studies
- Transfer Center Website Created

Steps Taken by LCCC and KSU (con’t.)

- Effective communication by LCCC Advisors to their students
- LCCC Student Senators
- Targeted texting by LCCC Marketing about transfer
- Robust onboarding process by KSU
- Regular reinforcement
Wrangling the Friction, Barriers Removed

- Harness student’s internal drive for a bachelor’s degree
- Communicate transfer options early
- Continue providing clear, structured pathways
- Strong advising team, virtual option
- Supportive faculty at 2-year and 4-year institutions
- Support services and regular reinforcement for transfer students

Engaging the Community College to Reduce Transfer Friction
Mary Whitt, Coordinator of Transfer and Articulation
Columbus State Community College

Issues Facing our Students

Family/Personal Issues
- Unwilling or unable to relocate
- Pressure
- Support

Financial Issues
- Employment
- Funding/Aid

Academic
- Standards Mismatch
- Desired Environment
- Credit Loss/Transfer Issues
Doing More with Less
Less Staff
Less Funding
Less Training and Professional Development

Handling ALL Student Issues
Social, physical, mental, and financial health in addition to academics
Burnout, trauma

Communication Across Units
Academic and Student Affairs
Faculty and Staff
Administration/Leadership and Everyone Else
Students and Staff/Faculty

Issues Facing our Staff

Potential Solutions

- Involving Faculty
  - Pathway Creation & Promotion
  - Committees
  - Training & Development

- Targeting Student & Staff Communication
  - Student Desired Goals & Transfer Destination
  - Major related transfer information
  - Involving all student services staff & faculty

- Standardized Information
  - Pathways format for easier advising
  - College specific language
  - Inclusion of information relative to student concerns

Reinventing the Transfer Wheel
Melanie Dicarlo, Director of Articulation and Transfer/ Tech Prep Coordinator
Eastern Gateway Community College
What was EGCC's Transfer Wheel?

WHAT IT FELT LIKE:
EGCC TRANSFER WHEEL

Goal: Make Transfer Clear and Accessible

EGCC's Transfer Wheel - Version 2022
Pathways, More Than a Roadmap
Jonathan Gates, Transfer Enrollment Specialist
Kent State University

A Way to Keep in Contact

Pathways offer a unique device that keeps students engaged with a 4-year institution while completing their time at their community college. Check-ins can be established and tracked, offering students a single contact point for the 4-year institution. Pathways create more of an opportunity to engage with academic advisors at the 2-year institution. Advising check-ins, update breakfasts, or other frequent events create contact points between institutions.

Keeps Conversation Between Faculty Open

- Faculty at both institutions develop relationships during the pathway creation process.
- Faculty will remember pathways during curricular changes at their institutions.
- Virtual communication platforms give faculty the ability to meet remotely and not give up time for course instruction or office hours.
More Specific Marketing

- Traditional types of marketing do not target a specific student
  - i.e., billboards, mailings, mass emails, etc.
- Marketing can come from someone the student already trusts
  - i.e., faculty or advisor at the 2-year institution
- New viewbooks or informational newsletters can be an automatic part of your pathway communication plan
- Everything is co-branded

School Identity with Two Institutions

- Students have the unique opportunity of getting to identify with two institutions at the same time
  - Two degrees
  - Two mascots
  - Twice the fun
- Helpful retention tool

Room for Growth

- Institutions may look for increased value for their investment. Here are some areas that might help administration see value in pathways:
  - Access for underrepresented students
  - College Credit Plus/Post Secondary/Early College students
  - Students with technical school credits
Questions?

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