Facilitated Discussion

2399 - **Strategies Behind Re-recruiting Sidelined Students to Maximize Enrollment Success**
Matriculation Trends and Issues, Leadership and Strategic Planning

We will be exploring best practices for a student centric re-enrollment strategy to re-engage and re-recruit previous inquiry, applied, admitted and canceled students already in your funnel who are sidelined by unexpected life circumstances. We will discuss value-add experiences, authentic advising, early transfer planning opportunities, and fresh marketing, focused on serving student populations who will become your future transfers to benefit enrollment success.

**Angela Barragan**, Associate Director of Transfer Admissions  
**Esther Hwang**, Assistant Director of Transfer Admissions

Biola University
Strategies Behind Re-recruiting Sidelined Students to Maximize Enrollment Success

Angela Barragan, Associate Director of Transfer Admissions
Esther Hwang, Assistant Director of Transfer Admissions

Biola University
Angela Barragan
Associate Director of Transfer Admissions
Years at Biola: 15
Hometown: Pico Rivera, CA

Esther Hwang, M.Div.
Assistant Director of Transfer Admissions
Years at Biola: 3
Hometown: Cerritos, CA
Learning Objectives

1. New ideas you can strategically implement

2. Recognition of the importance of authentic advising, excellent interpersonal communication and strategic value-add opportunities when serving transfer students

3. Understanding the impact of student-centric practices and the difference they make in the ever changing demographic of higher education
Pandemic impacts on transfer student plans
“This [Fall 2021] semester marks the steepest year-over-year decline in overall transfer enrollment since the pandemic began, with a 10% drop over last spring in the number of students who changed institutions from their most recent prior enrollment. As a comparison, non-transfer students declined by only 6.5%.”

Doug Shapiro, Executive Director of the National Student Clearinghouse Research Center.
What roadblocks is your institution experiencing?
Our Biola Response
A case study
Catalyze Transfer Mobility
Systematic Approach
Systematic Approach

➔ Inter-departmental collaboration
  ◆ Graduation plan initiative (Registrar’s Office)
  ◆ Re-engaging previous Biola students (Office of Retention)

➔ Institution supported initiatives for transfer office growth
  ◆ Transfer Consultant

➔ Re-evaluating Transfer student’s timeline and finaid
  ◆ Lock in most competitive scholarship (Financial Aid)
  ◆ Increase Transfer Academic Scholarship

➔ Advocating for resources
  ◆ Elevate Award, Hope in Crisis
→ **Inter-departmental collaboration**
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## Transfer Scholarship

<table>
<thead>
<tr>
<th>Scholarship Name</th>
<th>2021-2022</th>
<th>2022-2023</th>
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<tbody>
<tr>
<td>Blackstone Academic Scholarship</td>
<td>$13,500</td>
<td>$21,000</td>
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<tr>
<td>Horton Academic Scholarship</td>
<td>$12,500</td>
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<tr>
<td>Stewart Academic Scholarship</td>
<td>$11,500</td>
<td>$19,000</td>
</tr>
<tr>
<td>6th &amp; Hope Academic Scholarship</td>
<td>$8,000</td>
<td>$16,000</td>
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<tr>
<td>Margaret Hart Transfer Grant</td>
<td>N/A</td>
<td>$12,000</td>
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</tbody>
</table>
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- Elevate Award, Hope in Crisis
Frontline Strategies & Tactics
Strategic efforts

→ Value-add experiences
→ Authentic advising
→ Early transfer planning opportunities
→ Fresh marketing
The Postponement Process

Transfer Consultant

- A new student worker position
- Sole purpose is to service prospective transfer students with transcript evaluations, graduation plans, and strategic course planning
- Focused heavily in actively engaging with COVID postponed student population
→ Created a new "postponement process"

**Goal:** Collection of a student’s reactivation term and their institution attending during postponed time

**Purpose:** More info on the students’ academic whereabouts, then more added value conversations
How it works
Counselor postpones student (typically admitted or committed)
Counselor postpones student (typically admitted or committed)

Previously admitted student enters new postponement process
Counselor postpones student (typically admitted or committed)

Previously admitted student enters new postponement process

Student is contacted (call, text, email) by Transfer Consultant until term/institution info are received
Counselor postpones student (typically admitted or committed)

Previously admitted student enters new postponement process

Student is contacted (call, text, email) by Transfer Consultant until term/institution info are received

Strategically timed communication goes out to provide helpful course planning with postponed student
Strategic course planning needs to be intentionally timed.
→ Transfer Consultant researched Spring registration dates from students’ listed community colleges in Sept/Oct.

→ Offered transcript evaluations and appointments to schedule specific courses that would transfer into Biola.

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**Course Strategy Worksheet**

<table>
<thead>
<tr>
<th>Name: Aaron Margosian</th>
<th>Biola accepts the completed IGETC, CSU Breadth, and select ADT pathways.</th>
</tr>
</thead>
<tbody>
<tr>
<td>College: Bellevue Community College</td>
<td>Major: Cinema and Media Arts</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Subject Area: Communication</th>
<th>Units Required from Biola: 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transferrable Course(s)*</td>
<td>Course(s) Needed at Biola</td>
</tr>
<tr>
<td>CMST 240 – Oral Interpretation of Lit.</td>
<td>COMM 280 – Oral Interpretation</td>
</tr>
<tr>
<td>CMST 210 – Interpersonal Communication</td>
<td>COMM 235 – Interpersonal Communication</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Subject Area: History</th>
<th>Units Required from Biola: 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transferrable Course(s)</td>
<td>Course(s) Needed at Biola</td>
</tr>
<tr>
<td>HIST 146, 147, or 148</td>
<td>HIST 200 or 201 – US History</td>
</tr>
</tbody>
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The Results?
Fall 2020

- Reactive: 28%
- Transfer: 72%
Fall 2021

Reactive: 40%
Transfer: 60%
The Results

12% increase

28% → 40%

Fall 2020 - 46/167 reactivates

Fall 2021 - 77/192 reactivates
Opportunity for Collaboration