

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

2346 - Using Student Voice to Enhance Transfer

Matriculation Trends and Issues, Transition Programs and Services

We'll dive into how institutions can incorporate student voice in transfer recruitment and transition activities. From talking with prospective students to mentoring and advocating for new transfers, current students are your biggest asset. Their ability to connect, share stories, and empathize with the transfer process cannot be replicated. We'll discuss the development and impact of our Transfer Ambassador Program and leave you with actionable items to implement on your campus.

Henry Goeden, *Assistant Director of Admissions*

Abbie Jueden, *Project Coordinator, Admissions*

Wayne State College

Using Student Voice to Enhance Transfer

Henry Goeden | Abbie Jueden





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ID: 116-004-279



I work in:

Vote for up to 4 choices

1. Recruitment / Marketing
2. Registration / Enrollment
3. Student Transitions / Orientation
4. Student Life / Advising / Retention

Institution size:

1. <5,000 students
2. 5,000-15,000 students
3. >15,000 students

I've worked with transfer students for...

1. 0-3 years
2. 4-7 years
3. 8-15 years
4. 16+ years



Outline

1. Introduction & Background
2. Transfer Ambassador Program
3. Using Student Voice
4. Take Home Tools
5. Questions



Objectives



- Recognize work that other institutions have done to add student voice to their transfer activities.
- Investigate current transfer recruitment and/or transition practices on your campus that can be enhanced by adding student voice.
- Formulate ideas for new activities and programs that incorporate current transfer student stories and experiences at your institution.
- Identify steps to create a Transfer Ambassador group on your campus. Consider size, scope, budget, and other factors specific to your campus and needs.
- Construct a list of action items to take home and implement. Be prepared to evaluate your current practices and justify new ideas to administration or others.





Sticker Price
\$16,908

About Wayne State College



4-year public
**Largest of the
Nebraska State
Colleges**
Open enrollment
~50% 1st generation

4,580
Total Student Enrollment
3,080
Degree Seeking
Undergraduates:

660
Transfer
Students
(21.4%)

Located in
Wayne, NE
Population 5,663

**Popular
Majors:**
*Elementary Education
Business Administration
Pre-Professional (Health Sciences)
Psychology
Human Services*





Nearly 1/3 of total transfer students are received from our nearby community college

Wayne State College Transfer Students

Annual transfer enrollment of
around 300 new students

Approximately 80-100 spring transfers

Approximately 200-220 fall transfers

Mostly “traditional age” students, though our online majors attract adult learners

*Business Management
Human Resource Management
Criminal Justice*

We hold articulation agreements with several nearby community colleges

Including a new AAS transfer program



Knowing Our Audience – Transfer Student Groups

Vote for up to 3 choices

1. I already have an established transfer student group.
2. I collaborate with others on my campus for student help.
3. I am considering starting a new transfer student group.

VISION

Transfer Ambassador Program

Presence

Develop a team that has a recognizable impact on prospective transfer students in the recruitment process

Productivity

Increase our footprint and have more student employees available for transfer events

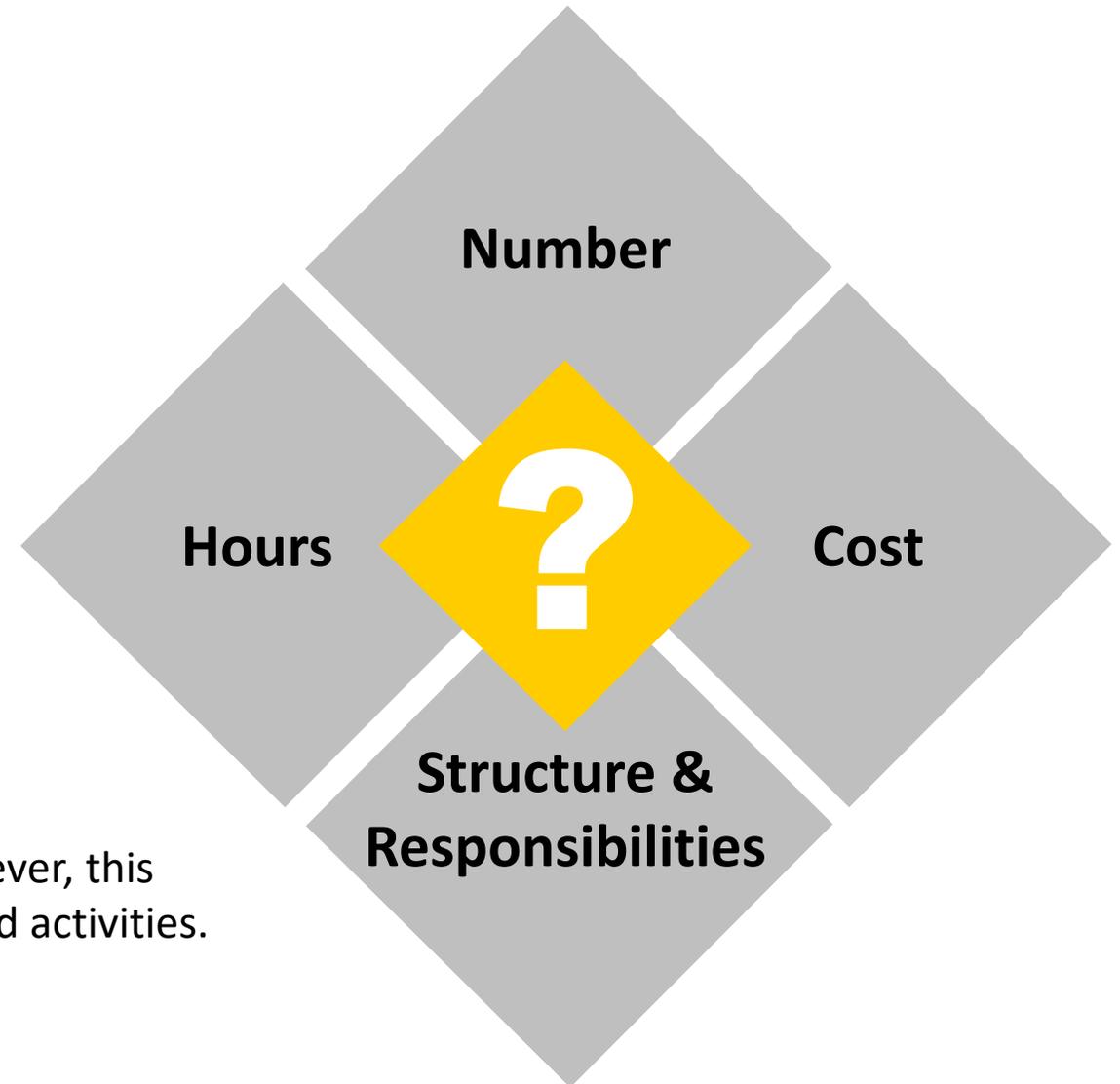
Community

Enhance experiences for current transfer students at Wayne State College



Transfer Ambassador Program Considerations

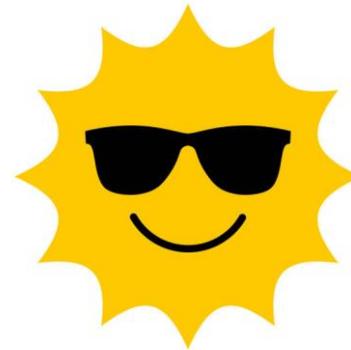
- We decided on 4 ambassadors.
- Students work approximately 5 hours per week, however, this can vary significantly depending on current events and activities.
- The program cost is estimated around \$6,000/year.
- Next slide...



Transfer Ambassador Program Structure



- Hiring
 - Spring semester for new ambassadors to start in the fall
 - Tap your network for applicants and advertise
- Mandatory training in August (1st weekend of the semester)
- Bi-monthly meetings throughout the semester
- One-on-one meetings and goal setting
- Committees
 - Recruitment
 - Social Media
 - Community Building
 - Special Events



Don't forget to have fun!

- holiday party, summer send-off, etc.



What We Do

“Transfer Ambassadors are a select group of WSC transfer students who strive to support academic achievement and leadership on campus. They work with the Office of Admissions to promote Wayne State College to the public, with a primary focus on transfer recruitment. Transfer Ambassadors also strive to uphold a positive culture and environment for current transfer students at WSC.

Transfer Ambassadors are student representatives of Wayne State College. They assist with campus visit programs and other on-campus recruitment events. Transfer Ambassadors may also participate in off-campus recruitment activities such as community college visits or regional transfer events.

Transfer Ambassadors work collaboratively with admissions staff to fulfill office functions related to transfer recruitment. Responsibilities may include communicating with prospective students via phone, managing Transfer to WSC social media, and other office tasks.”



Responsibilities



- Campus tours
- Recruitment events (on- and off- campus)
- Mentor program and orientation activities
- Social media
- Community building
- National (and institutional) Transfer Student Week
- Office work / phone calls
- Marketing materials
- Serve as a student “sounding board” for ideas



Other Transfer Ambassador Program examples we like:



University of Illinois

Illini Transfer Ambassadors

Student Spotlights

Transfer Student Events



Jackson State University

JSU Transfer Ambassadors

Interest Meetings

Restaurant Partnerships



University of Georgia

Franklin College of Arts and Sciences

Franklin Transfer Ambassadors

Campus Facility Showcases

Scavenger Hunt





Transfer Mentor Program

Students often experience
“transfer shock”
– a severe dip in academic
performance after transfer.

Why?

Study at the University of Washington:

- Transfer students identified themselves as a unique group separate from other undergraduates because of their prior experience, shortened timeline at the university, and the need to balance academic, work, and family commitments.
- Importance of understanding the potentially unique needs of transfer students and creating “a supportive university environment that facilitates opportunities for participation in activities that are customized to their needs.” (a.k.a. transfer receptive culture)
- Transfer students do not have the luxury of time to find an effectively use resources of support: “You spend most of your time here trying to figure out how to do things, where to go, who to talk to, [but] by the time you’ve built your resources list, before you can really start using 10 those resources, your time is up.”
- Transfer students have a tendency to be more self-sufficient and are less likely to ask for help.
- All students in the study noted challenges in finding community on campus.

Whang, L., Tawatao, C., Danneker, J., Belanger, J., Weber, S., Garcia, L., & Klaus A. (2017). *Understanding the Transfer Student Experience Using Design Thinking*. University of Washington. https://digital.lib.washington.edu/researchworks/bitstream/handle/1773/40336/DesignThinking_aut_horfinal.pdf?sequence=1



Transfer Mentor Program Structure



- 5-week program to ease the transition to a new campus and reduce “transfer shock”
- New students sign up and are paired with an Ambassador mentor
- Mentors/mentees participate in one activity per week
 - walk around campus, study together, have lunch, etc.

“It was a great experience.”

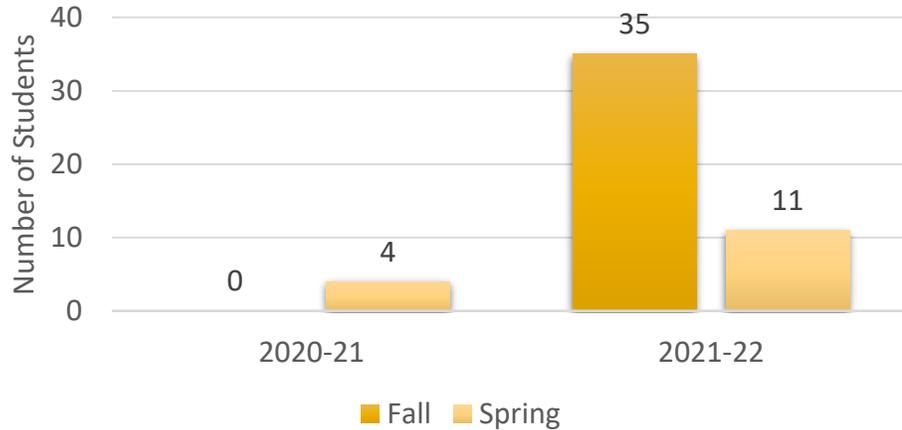
“She was awesome with good character and willing to help.”



Transfer Mentor Program Data



Participation



Fall 2021 Retention Data:

- 82.8% retention of mentor program participants to Spring 2022
**includes one freshman student who did not return*
- 85.9% overall transfer retention to Spring 2022
**calculated by students who were actively enrolled during the first week of fall classes*
**includes full- and part- time students*

Limitations:

- Data is from only one semester
- Data not differentiate based on campus location or other factors
- Students who sign up for the mentor program may be more “at-risk” by nature

Main campus students involved in Transfer Mentor program

- Spring 2021 = 4/59 (6.8%)
- Fall 2021 = 35/142 (24.6%)
- Spring 2022 = 11/55 (20.0%)

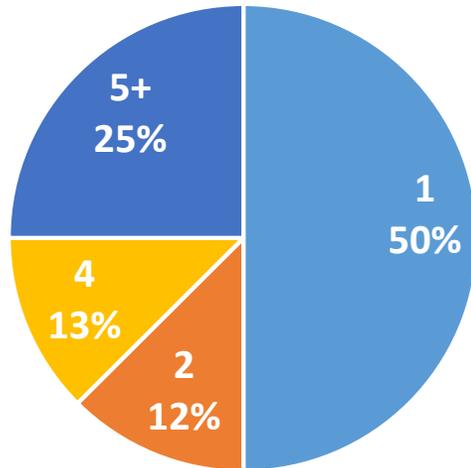


Fall 2021 Transfer Mentor Post-Program Survey

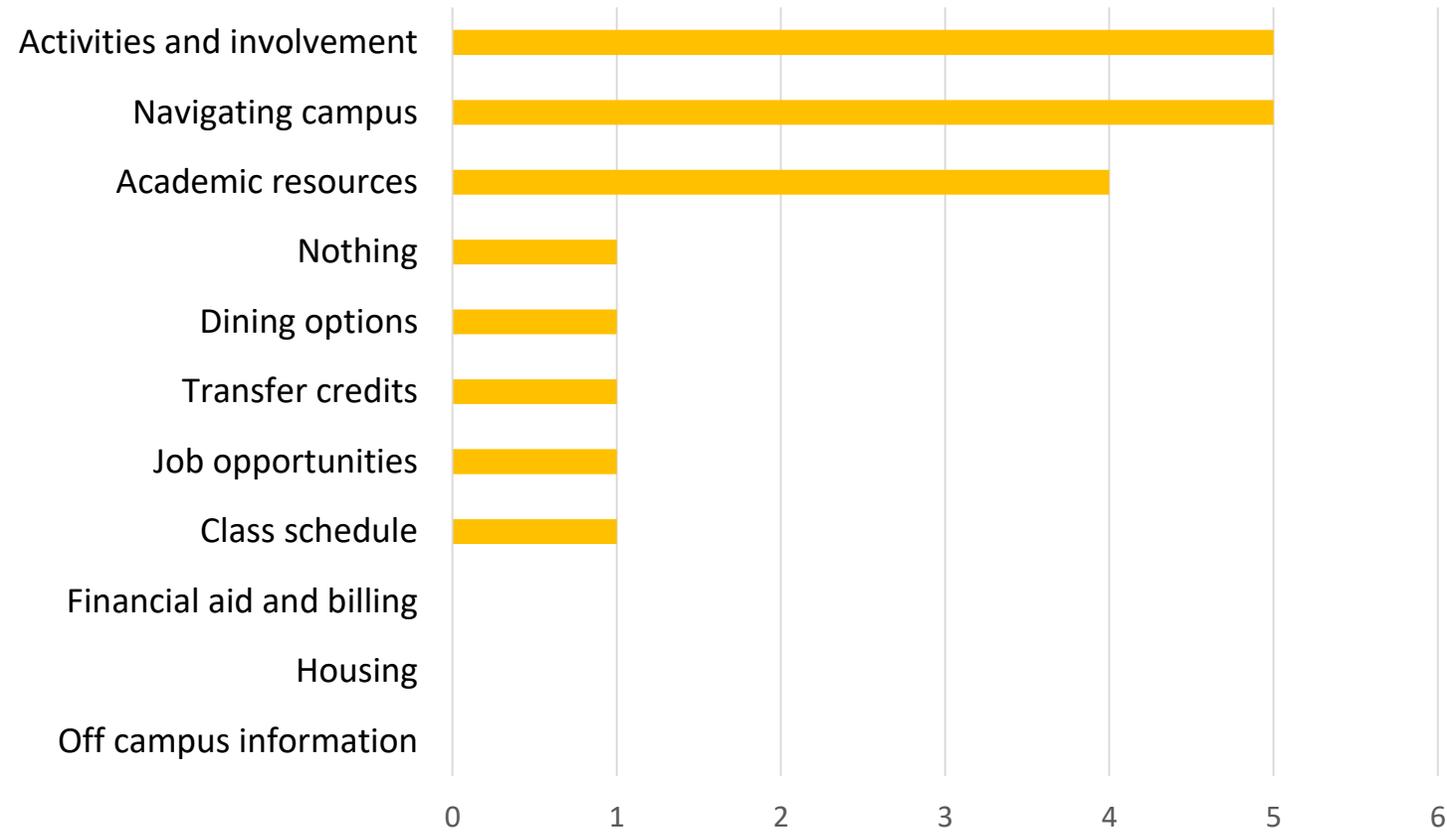


Response Rate: 22.9% (8 of 35)

How many times did you meet with your mentor?



What topics did your mentor help with?

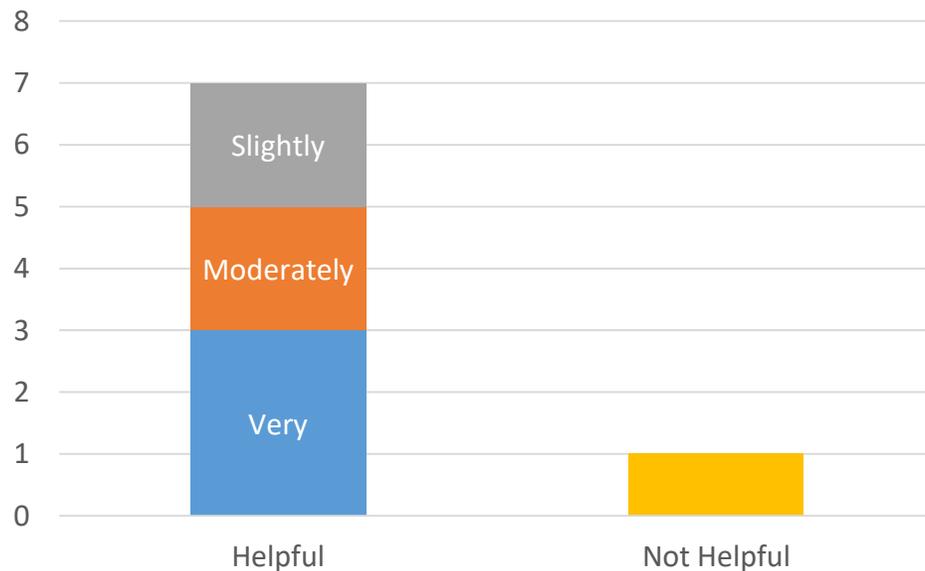


Fall 2021 Transfer Mentor Post-Program Survey

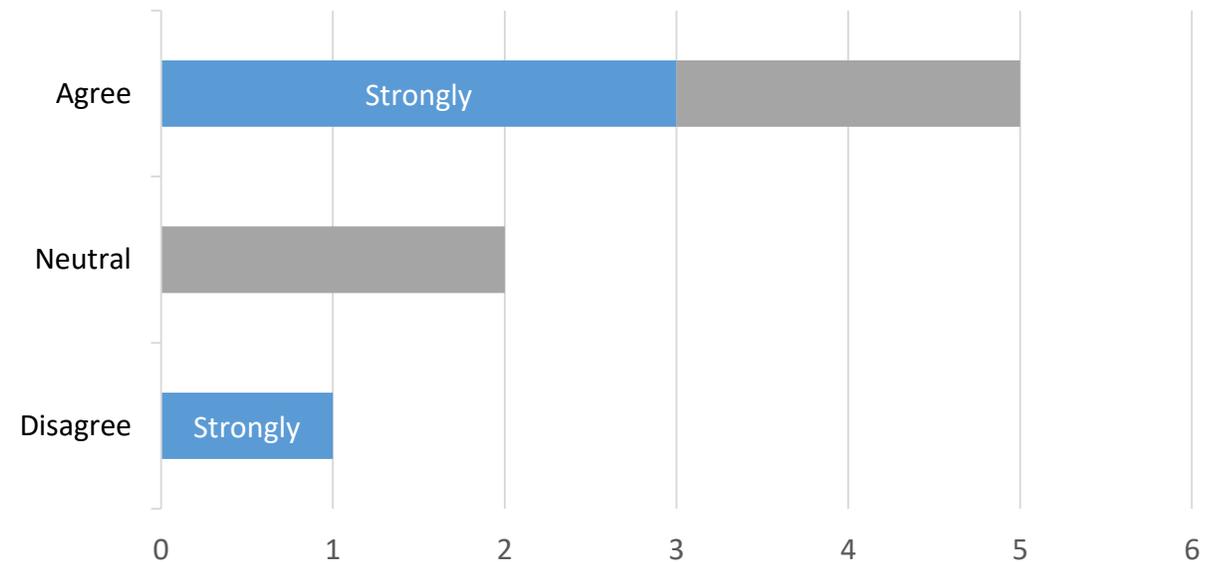


Response Rate: 22.9% (8 of 35)

How impactful was the mentor program on your transition to WSC?



If something came up tomorrow, I would feel comfortable contacting my mentor for help.



Fall 2021 Transfer Mentor Post-Program Survey



Response Rate: 22.9% (8 of 35)

Takeaways:

- We need to get feedback shortly after the 5-week program wrap-up!
- Many students did not meet the full 5 weeks but still indicated that the program was helpful in their transition to campus.
- Responses to qualitative questions indicate a desire for more group events and social activities to meet other students.
- Most students would be comfortable contacting their mentor after the program concludes, however, we can improve this statistic.



Other Transfer Mentor Program examples we like:



University of Texas at Dallas

UTD Transfer Mentor Program

Appreciation Events

Frequent Posting



San Francisco State University

SFSU Transfer Peer Mentors

Instagram Stories

Important Reminders



California State University at Stanislaus

Transfer Peer Mentors

TikTok Account

Helpful Tips and Tricks





National Transfer Student Week (October)

Hosted by NISTS each year.

WSC Transfer Student Week (March)

Developed around a critical time in the transfer process and coincides with our spring visit program.

Recruitment

- Host a campus visit program
- Coordinate events with your area community colleges
 - Application day
 - Celebration / giveaways
- Send appreciation letters to community colleges and others

Advocacy / Celebration

- Create a transfer champion award
- Host social activities
- Share spotlights on social media
- Be visible on campus
 - Flyers, buttons, booth, etc.
- Host a discussion forum

Tip:

Need ideas? NISTS puts out a great marketing kit for National Transfer Student Week each year!



Incorporating Transfer Students in Your Recruitment Strategy



- Transfer students are a unique and diverse population. It's important that they are represented in marketing and recruitment materials. This helps build a “transfer receptive culture” and shows that they are valued at your institution.
- Current research on transfer recruitment is laser focused on acceptance of credit, streamlining pathways, and building agreements. We don't discount the value of this. However, admissions professionals may forget to focus on the student experience. Is your recruitment process transactional or relational?
- RNL Study – E-Expectations of Transfer Students (2020)
 - Testimonials from transfer students ranked #7/20 in most influential information resources
 - 11% of transfer students clicked on a student profile on a college's website to see the path that a similar student has taken



Ways to Use Student Voice



- Brochures and marketing materials
- Transfer-focused campus visits
 - Tours
 - Panels
- Social media spotlights
- Email campaigns
- Video content
- Community college visits
- Phone calls



Social Media Tips

- Have your students manage it – they’re probably better at it than you!
- Be on the platforms that students use (hint: it’s not Facebook!)
- Always include a photo
- Giveaways are great!
- Post spotlights of your students, faculty, staff, and alum



“I chose WSC because it was the most affordable 4 year college, and I've heard a lot of good things about the college and the different programs here.”



WSC Transfer Students

- Wildcat Q&A Wednesdays
- Feature Fridays
- Important reminders and updates
- National Transfer Student Week

**Group vs.
Page???**



Other social media examples we like:



**West Texas A&M
University**

WTAMU Transfer Services  

"Scholarships and Sundaes"

Giveaways



**University of North
Texas**

UNT Transfer Students 

Welcome Week Events

Student Spotlights



**Florida A&M
University**

Transfer Student Association (famutsa) 

Meet and Greets

Current and Alumni Transfer Events



Email Campaigns



- Incorporate student experiences and stories into your recruitment messaging. This is possible at all stages from prospect to newly enrolled.
- We use CRM delivered mailings that include direct quotes from students.
- Revising and expanding this year-to-year is always helpful!
 - *Consider: Sending an email written by a current student offering to connect.*

{{First}},

Are you looking for a college that will support you every step of the way? We're here to help ensure you have a positive experience and are provided with the resources necessary to succeed.

"I chose WSC because of the personable feeling, and I felt welcomed by staff and students. WSC has met many of my expectations. You're not just a number, but a student that the professors care about and want to see succeed. Taking the next step was scary, but I'm glad I chose to be a Wildcat!" *-Kennison Kunz, WSC Transfer Student*

Wayne State will strive to accommodate your schedule, plans, and career goals. Let us help you stay on track for your 4-year degree. We can't wait to meet you!

Click to: [View Academic Programs](#) | [Explore Transferring](#) | [Request Information](#)

A handwritten signature in black ink that reads "Henry Goeden".

Henry Goeden
Assistant Director of Admissions
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Campus Visits



- Campus tours led by Transfer Ambassadors
 - Builds sense of belonging and realizing there are other transfer students on campus
 - Opens discussion about the transfer process and “I’ve been there”
- How we manage visits
 - Transfer Visit Day – larger group program hosted once every semester
 - Wildcat Experience – our traditional visit offered twice daily (a.m. and p.m.)
 - Transfer Ambassadors are contacted for availability once a transfer student has signed up
 - Transfer students also have an appointment with Abbie to discuss other transfer information during their visit to campus
- Storytelling – part of our tour guide training and emphasized more than memorized facts and information in our campus tours
- Panel discussions – have been received very well at our transfer visit programs!



Enter Text
and Press
Send

How else can we involve our transfer students?

Other ways to involve students

**Transfer Student
Club**

Transfer Center

Advisory Council

**Share Updates and
Transfer Data with
Your Campus**

**Joint Organizations
with Community
Colleges**

Focus Groups

**Collaborate with
Other Offices or
Departments**

**Be Present in the
Community**

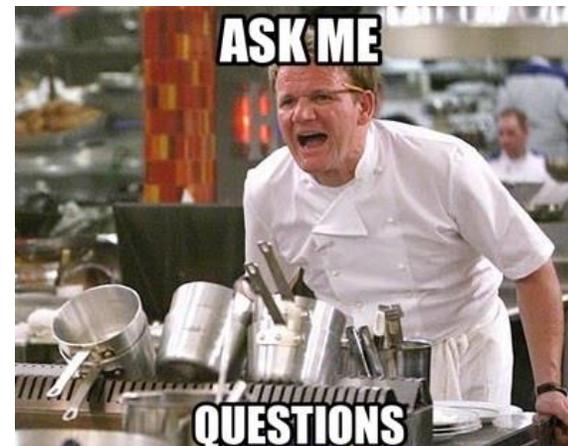
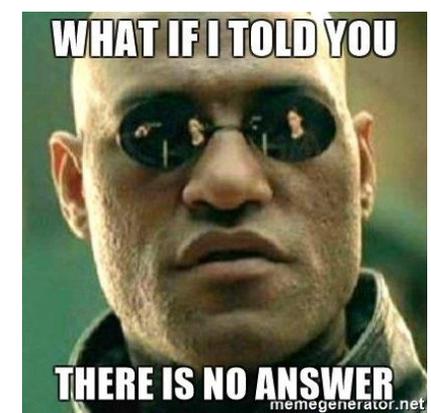
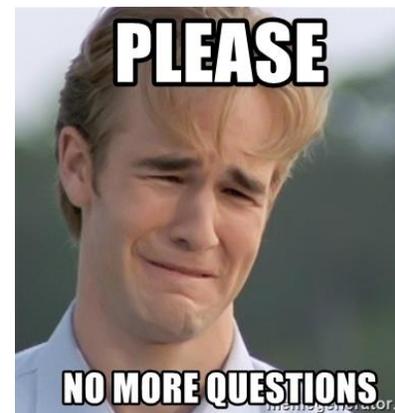
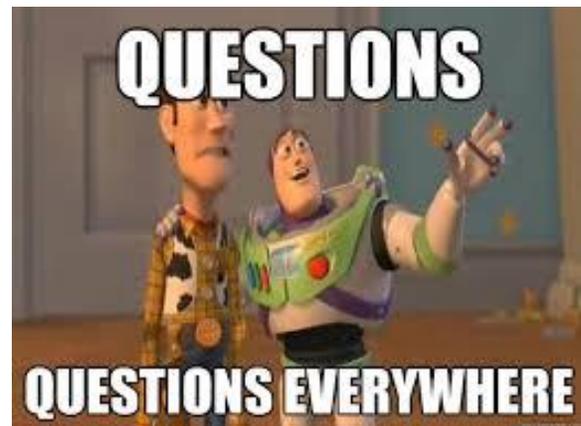
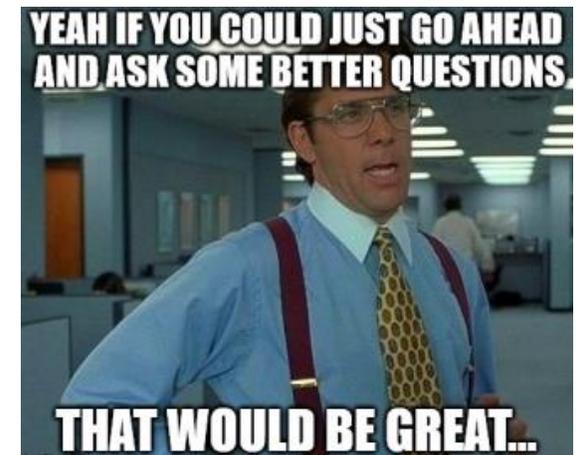
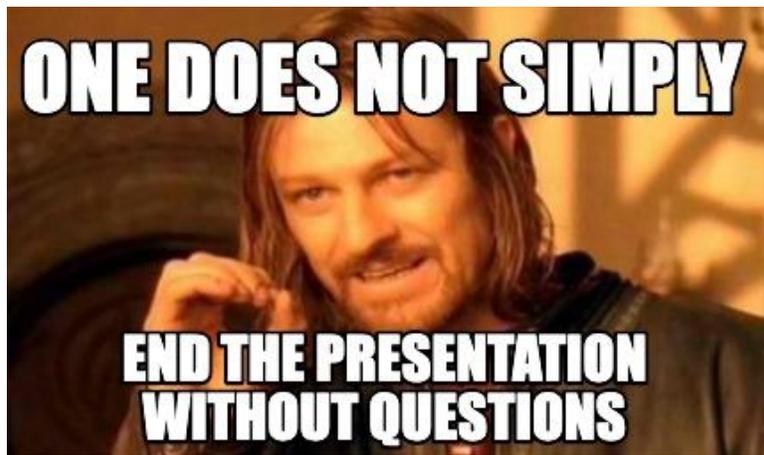


Take Home Tools



- Something you already do well on your campus and want to continue.
- Three small actionable goals that you can easily accomplish this year.
- One “big project” that you want to implement on your campus.







Thank You!

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