Educational Session

Agents of Change: How We Reached Transfer Students in the Midst of a Pandemic

Transition Programs and Services, Matriculation Trends and Issues

Amid the Covid-19 pandemic, the Transfer Student Success Center (TSSC) needed to reevaluate communication, engagement and online resources to support students in an ever-changing new environment. During this interactive session, we will discuss our swift turnaround to improved communications, engagement strategies and online/virtual content to serve a diverse transfer student population.

Michael Quattro, Director of Educational Outreach and Transfer Initiatives
Ranae Hamama, Transfer Student Success Manager
Doug Peacock, Academic Advisor, Wayne Advantage Coordinator

Wayne State University
In the midst of the Covid-19 pandemic, the Transfer Student Success Center (TSSC) needed to reevaluate communication, engagement and online resources to support students in an everchanging new environment.

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AGENTS OF CHANGE:
How We Reached Transfer Students in the Midst of a Pandemic

Introductions
Ice breaker
What happened?
How We Responded
Key Lessons
Q&A / Discussion (10 mins)
Detroit, MI
Urban, public, research institution
27,000 total students
1,387 new transfers F20
498 new transfers W21

We will create and advance knowledge, prepare a diverse student body to thrive, and positively impact local and global communities.

Michael Quattro
Director of Ed. Outreach and Transfer Initiatives

Ranae Hamama
Manager, Transfer Student Success Center

Doug Peacock
Academic Services Officer III
Pre-transfer Advisor
The mission of the TSSC is to provide transfer student resources and programming in an inclusive, supportive environment to build relationships, advocate on their behalf and promote transfer student success.
WHAT IS GOOD COMMUNICATIONS?

• Pre-pandemic
  • Enchanted with technology
  • Fine tuning
• Pandemic
  • Required new technology
  • Tone deaf
• Post-pandemic
  • Blend of technology
  • Continue listening and address gaps
Crisis
Further exposed the gap
Intensified the challenge
New to most professionals
Multiple fronts (prospective, new, current)
New to some professionals and students
Replicate engagement

Inequity

Crisis

Technology

TRANSFER COMMUNICATION: HEAD ON COLLISION

EQUITY

EQUALITY
• **Learn Anywhere**  
  • Effective online learning  
  • Balanced life  

• **Teach Anywhere**  
  • Effective teaching online  
  • Flexibility

• **Warrior Safe**  
  • Screening and education  
  • Resources
WAYNE STATE MENTAL HEALTH DAY
Oct. 30, 2020

WAYNE STATE MENTAL HEALTH DAY
February 18, 2021
HOW WE RESPONDED

- Reimagined business-as-usual
- Incorporated new technologies to provide virtual and remote support
- Engaged students and community college partners through virtual experiences
- Revamped TSSC website and communication plan
FOCUS ON TRANSFER NEEDS

Virtual transfer success appointments:
• Youcanbook.me
• Zoom, Microsoft Teams, Phone
• 900+ individual appointments (March through December 2020)

Live chat:
• Wayne.edu/transfer
• Olark

Communication plan:
• Text messages – Admit Hub
• Emails – Slate
• Phone campaign – Slate
• Social Media
COMMUNICATION TIPS

- Personalize it
- Be short, brief and concise
- Use readable language and formatting
- Make it relevant
- Call them to action
- Make it timely
ENGAGEMENT AND EVENTS

- Weekly virtual events:
  - Coffee and Credits (Wednesdays)
  - Transfer Chats (Fridays)
- New transfer student orientation
- Transfer Open House
- Admitted student days
- Joint information sessions with community colleges
- WinterFest
- Weekly pre-transfer advising
- National Transfer Student Week
NATIONAL TRANSFER STUDENT WEEK

- Virtual events for prospective, newly admitted and current transfer students
- Academic and social events
- Partnered with various Wayne State schools/colleges and departments to host events
Welcome

The Transfer Student Success Center is always here to provide you with the assistance you need to succeed at Wayne State, even during these uncertain times.

We offer individual services and transfer pathways to help you in the transfer process. Whether you are coming from a community college or another university, provided military service or took time off to support your family, we will make the transfer process smooth and look forward to welcoming you to the WSU community of learners.
NEW TSSC WEBSITE

News

- International and transfer golf student-athletes keep it up to par with academic honors
- Mid Michigan College students save time and money transferring to WSU thanks to new agreement for degrees in Mike Ilitch School of Business
- Engineering Alumni Spotlight: Jay Garth
- Macomb Community College top transfer student Philip Rvul makes Ilitch School "25 Under 25"

More news

Events

- **JAN 29**
  - Transfer Chats with the Transfer Student Ambassadors
    - 11:00 a.m.

- **FEB 2**
  - Pharmacy and Health Sciences Monthly Information Meeting
    - 6:00 p.m.

- **FEB 3**
  - Coffee and Credits with the Transfer Student Success Center
    - 12:00 p.m.
LESSONS LEARNED
KEY LESSONS LEARNED

• Don't be tone-deaf.

• We can create a positive VIRTUAL transfer experience....visits,

• The Medium Matters
  Text, email, calls, print...etc
• Relationships can continue in a different way

• For some relationships. This is just a little break. But, we will get back together.

• Everyone had different abilities and we wanted to respect that.

• A new and less streamlined group of students appeared.
LESSONS LEARNED...CONTINUED

• You can change quickly.

• We can continue in this format and go back to the old format

• Don’t dig into any format.

• Transfer students prefer one-on-one appointments

When there is a gold rush, don’t dig for gold. Sell shovels.
REFERENCES AND RESOURCES


THANK YOU FOR JOINING US!

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