Through intentional institutional partnerships, we have developed a campus culture that is eager to welcome and assist transfer students from application to graduation. Developing this culture has shaped the future of transfer, increasing our transfer enrollment to an all-time high. In this presentation, we will share the steps necessary to fostering collaboration between student affairs professionals and academic departments and provide insight into the challenges and celebrations we experienced along the way!

Shelby Burroughs, Coordinator of Transfer Services  
Lara Swanson, Associate Director of Transfer & Adult Student Admissions

Colorado Mesa University
It Takes All of Us

Creating Cross-Campus Coalitions for Transfer Student Success

LARA SWANSON
Associate Director of Transfer Services
Colorado Mesa University

SHELBY BURROUGHS
Manager of Transfer Services
Colorado Mesa University
LEARNING GOALS

1. **Identify the obstacles** that are challenging transfer students at your institution through discussion and responding to poll questions.

2. **Evaluate and reflect on the processes** or collaborations among student services and academic departments at your institution.

3. **Design a plan** to assemble your own campus-wide transfer task force.
OUR CAMPUS DEMOGRAPHIC

Grand Junction, Colorado
SERVING 14-COUNTY REGION OF WESTERN COLORADO

10,835
ENROLLMENT AT COLORADO MESA UNIVERSITY IN 2020

Half of Students
IDENTIFY AS FIRST-GENERATION

22%
PERCENTAGE OF STUDENTS IDENTIFY AS HISPANIC
OUR CAMPUS
TRANSFER
DEMOGRAPHIC

26%
PERCENTAGE OF TRANSFERS IN INCOMING CLASS*

56%
FIVE-YEAR AVERAGE CONVERSION OF ADMITTED TRANSFERS*

Psychology, Pre-Nursing, Pre-Business, Biology, Criminal Justice, Exercise Science
MOST POPULAR MAJORS AMONGST TRANSFER STUDENTS**

*Institutional Research, Enrollment Fall 2016-2020
**Institutional Research, Registration Dataset 2016-2020
With a partner or group, briefly discuss the following questions:

Where do transfer students struggle during their transition to your campus?

How accessible are your advisors, staff, and faculty members for incoming transfer students?

What classes or degrees are the most difficult for incoming transfer students to navigate at your institution?
What Did Our Team Reflect On?

Admissions
- Communication
- Preliminary Evaluation
- Timely Decisions

Credit Transfer
- Timely Evaluations
- Self-Service Software
- Working with Faculty

Advising
- Availability
- Transfer Training
- Advising Upperclassmen

Orientation
- Relevant Information
- Services Provided
- Welcome Week
What admissions process is most challenging for you when working with students who have transfer credits?
What advising process is most challenging for you when working with students who have transfer credits?

- Credit Transfer
- Timely Evaluations
- Self-Service Software
- Working with Faculty
What credit evaluation/credit transfer process is most challenging for you when working with students who have transfer credits?
What student orientation process is most challenging for you when working with students who have transfer credits?
Creating Our Transfer Champions Team

- Data Behind the Decision
- Who Needs to be at the Table?
- Creating Goals and Expectations for the Team
- Assessing our Effectiveness
80% of community college students want to earn a bachelor’s degree

31% of them will transfer to a four-year institution

only 14% graduating with a bachelors within 6-years

Aspen Institute College Excellence Program, 2020
National Data Behind the Decision

53.3% of 2 to 4-year transfers occur during the third and fourth years of attendance.

31% during third year
22% during fourth year

National Student Clearinghouse, Transfer & Mobility Report, 2018
Institutional Data Behind the Decision

Example Data Request:
Institutional Research
Five-Year Average Data:
  Admitted Students
  Enrolled Students
  Registration Data

Other Data/Findings to Consider:
Conversations with students
What majors are students most interested in?
What institutions are my students transferring from?

FIVE-YEAR AVERAGE
CONVERSION OF TRANSFER STUDENTS

CMU Institutional Research Dataset, 2021
Who Needs to be at the Table?

Admissions Representatives
Recruitment and enrollment staff members who are working with transfer students daily.

Student Affairs Representatives
Advising, registrar, financial aid staff members who work with transfer students during their transition to campus.

Administrative Representatives
Executives from Academic Affairs, Student Affairs, Athletics, Enrollment Management

Academic Representatives
Academic department heads/deans, administrative assistants within departments, librarians
Maximizing Meeting Times

**Stakeholder Meetings**

- Biweekly, Virtual Meetings
- Representative from Advising, Registrar, and Admissions

  Topics Include:
  - Current Enrollment Trends
  - Communication/Outreach
  - Recruitment Plans
  - Registration Dates
  - Advising Dates and Trends
  - Credit Evaluation Trends

**Full Team Meetings**

- Virtual Meetings, Twice a Semester
- All Representatives Attend

  Topics Include:
  - Current Enrollment Trends
  - Registration Trends/Hurdles
  - Upcoming Visitation Dates
  - Improving Faculty Advising
  - Hear from Transfer Students
  - Other Topics as Needed
Setting Goals for the Team

- Increase Enrollment of Transfer Students by 5% Year-Over-Year
- Implement a Faculty Advising Model that Supports the Unique Needs of Transfer Students
- Discover Solutions for Popular Courses and Degrees that Attract Transfer Students
- Create a Campus Community that is Ready for Transfer Students
STUDENT ENROLLMENT
Transfer Enrollment Increased 11% from Fall 2020 to Fall 2021, and Increased 1% from Fall 2019 to Fall 2021

FACULTY ADVISING
Transfer students are now assigned a faculty advisor by academic departments at the time of admission

COURSE AVAILABILITY
Expanding waitlists and reserving spots in popular courses for transfer students

CAMPUS CULTURE
National Transfer Student Week, Welcome Week events, MAVwelcome Orientation
What Concerns Do You Have About Forming a Transfer Team on Your Campus?
Questions? Comments? Concerns?

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Thank you for joining us!