Student Transfer on the Rise
Matriculation Trends and Issues, Partnerships and Collaboration

Covid-19 brought campuses to a standstill in the Spring, and the impacts continue. Some students are transferring close to home instead of participating in distance learning or are taking a gap year. Institutions have a responsibility to help students stay on track and communicate transfer information, and there is an opportunity for recruitment in publicizing equivalencies. Transferology, the only nationwide network for students to see how their courses will transfer, can benefit your staff and institution.

Shelly Jackson, Product Solutions Specialist
CollegeSource
STUDENT TRANSFER ON THE RISE

Shelly Jackson, Product Solutions Specialist

NISTS 2021 VIRTUAL ANNUAL CONFERENCE
A little about my career:

• Worked at Colorado State University in Fort Collins, CO 30 years in the Registrar’s Office. Go Rams!
  • 19 years Records and Registration
  • 11 years Degree and Transfer Evaluation

• 11+ years with CollegeSource, Inc.
  • Promoting our products Transferology®, TES®, and uAchieve®
Uncertainty about college enrollment plans will likely linger for the foreseeable future, but if there’s one thing we can expect, it’s more student movement between colleges.
The pandemic is already believed to have prompted more students than usual to move from one university or college to another and — like a giant game of musical chairs — portends a flurry of additional transfers when it ends. There are early, concrete signs that this is happening. And policymakers speculate that there will continue to be a higher rate of transfers permanently, now that students have gotten experience with taking college credits from more than one place.

Hechinger Report – 10/9/20
Transferology assists advisors, students, and parents in making educated decisions when transferring credit.

Membership in the Transferology network gives institutions of higher education a nation-wide presence for recruiting students and a venue for publicizing transfer articulation information. Students can enter coursework and instantly see how credits transfer to member institutions. Recruiting just one student with Transferology can more than justify an entire year’s subscription.
Benefits and Features

Membership is Easy
Joining the network is quick and straightforward. Equivalencies stored in TES® or uAchieve® will appear automatically in Transferology, but any school can participate through equivalency imports regardless of student information system. We also have a Peoplesoft interface.

Useful Feedback
Grow your transfer articulation intelligently. Powerful reports identify student coursework for which you have not yet established equivalencies.

User-friendly Design
Transferology can easily be accessed online through its student-facing (Transferology) and staff-facing (Transferology Lab) interfaces. Responsive application design makes information accessible across a variety of devices.
Benefits and Features

Qualified Leads
Students can easily request additional information from your institution, ensuring you are connecting with prospective students. Embed one of our referral badges on your website to ensure your institution is at the top of the results list.

Transfer Pathways
If your school has robust program-to-program articulations with another institution, then Transfer Pathways is for you. Placing these highly useful, pre-approved avenues to a degree in front of students when they search for course transferability is yet another way of coaching students into taking courses that are not only transferable, but applicable to a real educational goal.

More than Courses
Why stop at promoting college-to-college equivalencies? Transferology also promotes articulations for military courses and occupations, advanced placement courses, and college level exams.
Transfer Exploration

Students can begin exploring their college transfer options via two paths: “Will My Courses Transfer?” and “Find a Replacement Course.”
Will My Courses Transfer?

Students can search for Programs – On campus and Online.
Feedback – Useful, Transfer-ability of classes, How easy it is to navigate, Convenient, Easy and friendly interface, Everything, Simple/Quick, It really works, Helpful, Accurate, It’s dope!
Transfer Equivalencies

Quickly and easily view a comprehensive list of all the equivalencies a participating school has defined, with the ability to control the transferring to and from fields. Filters allow you to narrow results by location, military, online and department.

Replacement Courses

Advise students on courses they can take elsewhere that will transfer back to your institution. This reverse lookup makes it simple to see where else a student can take a course to satisfy requirements to complete their degree at your school.

Reports and Statistics

Measure and manage your transfer-friendliness with our reports and statistics. The Popular Courses and Unknown Equivalencies reports allow you to see what courses students are interested in transferring, so you can proactively make equivalencies and boost your placement (match percentage) in the results list.

Other powerful reports allow you to monitor traffic, replacement courses, results views, profile views, program views, etc.—proof that students are getting the value out of your presence on the network.
Evaluate Faster with TES®

Users designated as TES Evaluators may create evaluation tasks from courses appearing in Course Bundles, Popular Courses, Unknown Equivalencies, and from the Recruit and Advise Students Lists, streamlining the transfer process based on actual student interest.
• 127K Hours
• 841K Logins
• 9 mins 5 secs Avg. Session Length from 50 states, 167 countries
• 232K Accounts Created
• 3.4M Courses Added from 4K+ schools
• 1.2M Searches
• 99.1% Found matches
• 1.4M View match details

24.8M Equivalencies
19% growth over previous year
Transferology® Experienced Double-Digit Increase in U.S. Transfer and Course Replacement Searches in March-July 2020 Versus Same Time in 2019

- Average of 124,105 new searches performed each month
- May 2020 Transferology usage was the highest ever since the application launched in 2014
  - nearly 110,000 sessions – up 32 percent from May 2019
- More than 1.5 million student accounts exist in Transferology
  - over 105,000 new accounts were added during March through July 2020 alone
Yearly Subscription

Based on the total headcount of students.
Contact Sales staff at Sales@collegesource.com for a quote.
Implementation Time

 Depends on where equivalency data will come from

• TES – Good equivalency data in system
  • A couple of days
• TES – Need to provide import file because of out-of-date data or no current data
  • Create and provide import file and work with CollegeSource staff member on reports
• uAchieve – Install connector
  • Depends on school’s IT schedule
• Peoplesoft – Install interface
  • Depends on school’s IT schedule
QUESTIONS

shelly@collegesource.com

Webinars:

https://www.collegesource.com/training/webinars-tes-transferology-uachieve-schedmule/