NISTS 2023
BE A CONNECTOR FOR TRANSFER STUDENT SUCCESS
Virtual • February 1-3 | Portland, OR • February 22-24

The following presentation was given at the 21st Annual Conference for the National Institute for the Study of Transfer Students. Please cite responsibly and direct questions to the original presenter(s).

Educational Partner/Sponsor Session

2874 - Recruiting Transfer Students in a Changing Enrollment Landscape

Credits and Degree Pathways, Matriculation Trends and Issues

How often have you heard the question, "how will my credits transfer"? EAB has partnered with universities across the country to deploy the Transfer Portal technology to answer this critical question while building the transfer pipeline and deploying best practices strategies that reduce transfer barriers. Attendees will learn how EAB members have strengthened their market position, connected with stealth shoppers, and improved the transfer experience with focused and research-informed, high-impact admissions team activity.

Allison Akalonu, *Director, Transfer Portal*
Matt Sheldon, *Associate Director, Business Development*
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EAB

Recruiting Transfer Students in a Changing Enrollment Landscape

February 2023

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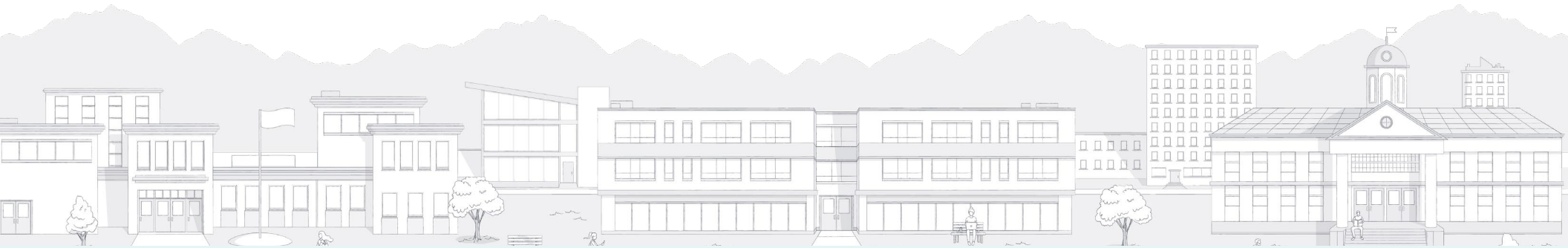
Education's Trusted Partner to Help Schools and Students Thrive



Your Imperatives Determine Ours

INSTITUTIONAL STRATEGY

Prepare Your Institution for the Future

Executive guidance rooted in research to support your strategic priorities

MARKETING AND ENROLLMENT

Achieve Your Enrollment and Growth Goals

Tailored partnerships powered by a recruitment ecosystem with unrivaled reach to enroll your future classes

STUDENT SUCCESS

Build a Student-Centric Campus

Technology trusted by 850 schools to retain, graduate, and empower more students

DIVERSITY, EQUITY, AND INCLUSION

Advance DEI on Campus and in Your Community

Technology, research, and bold initiatives to strengthen your DEI strategy and eliminate equity gaps

DATA AND ANALYTICS

Embrace Digital Transformation

Data and analytics solutions built for higher education to guide decisions and accelerate innovation

We partner with 2,500+ institutions to accelerate progress and enable lasting change.

95%+ of our partners return to us year after year because of results we achieve, together.

K12 • Community Colleges • Four-Year Colleges and Universities • Graduate, Professional, and Adult Programs • Employers

eab.com

1 **Understand the Transfer Landscape**

2 Introduce Framework to Improve Transfer Friendliness and Transfer Program

3 The Transfer Portal and How It Supports are Partners

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Transfer Landscape

NSC and Inside Higher Ed

Transfer enrollment declines

14%

national decline in transfer enrollment during the pandemic[1]

Highly selective transfer

10%

increase in transfer to highly selective schools from 19-20[2]

Community College decline

20%

national decline in first time student enrollment in Community College[3]

Enhanced competition

77%

of Directors of Admissions indicated that recruiting transfer would be a priority next year[4]

1) National Student Clearinghouse press release (2022, September)
2) National Student Clearinghouse press release (2022, January)
3) Transfer students are key to recovering lost pandemic enrollment, EAB (2022, March)
4) Admissions Survey in a World of Change, Inside Higher Ed (2022, September)

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Transfer Landscape

2022 AACRAO Survey

Lack of staff investment

75%

Of schools surveyed have 4 or fewer employees dedicated to transfer[1]

Long wait times for students

38%

Of schools can turn around a transfer evaluation in 2 – 3 days[2]

Lack of communication with partners

39%

Of schools regularly communicate via email with community college partners[3]

Struggle with alignment across campus

"We have a series of independent initiatives that are not tied to a campus-wide purpose"[4]

1) Untangling Transfer, Who, When and Why, AACRAO; (April, 2022)
2) Untangling Transfer, Who, When and Why, AACRAO; (April, 2022)
3) Untangling Transfer, Who, When and Why, AACRAO; (April, 2022)
4) Untangling Transfer, Who, When and Why, AACRAO; (April, 2022)

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A Closer Look at Community College Students

Intention to Transfer Is High Among Community College Students

Only

85%

of community college students express a desire to earn a 4-year degree

"The primary challenge for the two-year sector in the next fifteen years is clear: dramatically reduced enrollments. Indeed, the **expected rate of contraction in two-year enrollments is almost 20% faster than for college enrollments in general."**

Nathan Grawe, *Demographics and the Demand for Higher Education,* 2018

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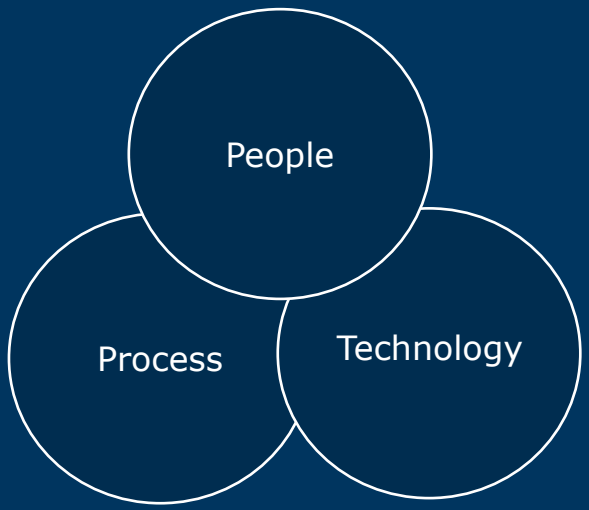
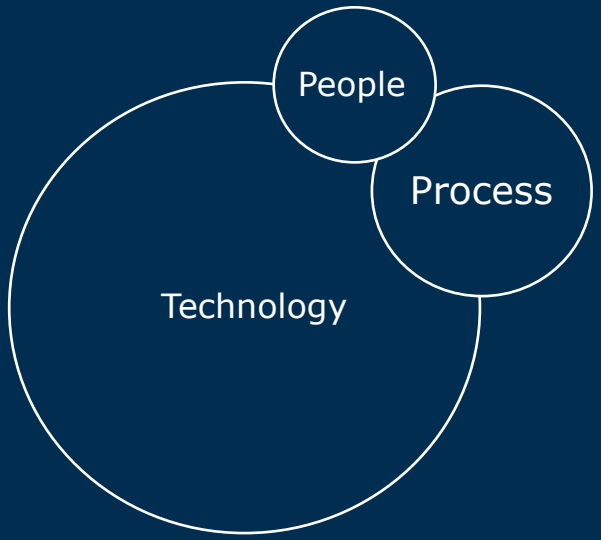
How Does Transformation Happen?

People + Process + Technology

How it Should Look



How it Frequently Looks



How Transfer-Friendly Is Your Institution?

Take a Holistic Approach to Transfer Readiness: From the Inside Out

BEST PRACTICE AREAS

1. Prioritize Institutional Support for Transfer Students
2. Build Community College Partnerships and Transfer Pathways
3. Promote Transfer and Provide Detail on Cost, Credit, and Completion
4. Create Transfer-Friendly Website and Self-Services Resources
5. Qualify and Engage Prospective Transfer Students
6. Conduct Timely and Consistent Credit Evaluation
7. Provide Early Transfer Advising, Onboarding, and Support

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Transfer Maturity Curve

Spanning the student lifecycle from foundation, awareness, to yield and support

Absent

Little to no understanding of current processes

Limited

Processes implemented inconsistently

Little to no evaluation of efforts

Expanded

Process changes informed by best practice, focused on efficiencies

Evaluation focused only on process metrics

Strategic

Objectives align with institutional goals

Strategy informed by historical and current data trends

Process changes informed by best practice, focused on outcomes

Evaluation inclusive of process and outcome metrics

Transformative

Consistent and ongoing evaluation of impact informs future iterations

Focus shifts to increasing impact and scale of people, processes, and technology

Changes embedded into daily workflow and team culture

		Level 0	Level 1	Level 2	Level 3	Level 4
Foundation	Prioritize Institutional Support for Transfer Students					
	Build Community College Partnerships and Transfer Pathways					
Awareness	Promote Transfer and Provide Detail on Cost, Credit, and Completion					
	Create Transfer-Friendly Website and Self-Services Resources					
Yield & Support	Qualify and Engage Prospective Transfer Students					
	Conduct Timely and Consistent Credit Evaluations					
	Provide Early Transfer Advising, Onboarding, and Support					

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Transfer Portal Demo

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Transfer Portal Recap & Questions

Provides End-to-End Support to Boost Enrollment and Drive Yield

Student-Facing Dashboard

- ✓ Unique **Self-Service Credit Estimations**, Including Progress to Degree
- ✓ Unparalleled **Major and Career Exploration**
- ✓ Customizable, **Personalized Checklist** to Keep Prospects on Track to Enroll
- ✓ Consolidated List of **Key Institutional Resources**

Administrator-Facing Dashboard

- ✓ Pipeline **tracking and analysis**
- ✓ **Full-funnel metrics** and gap-to-goal
- ✓ Use data to inform targeted outreach strategy and prioritize recruitment efforts

"I've spent a lot of time looking for information on different college websites and this [EAB Portal] was 10-times easier. Having all the information in one place makes the whole process seem way less intimidating."

Transfer Portal Student User

"The portal provides insight into what the student is thinking and what is important to them, allowing us to adjust marketing and course offerings accordingly."

David Wright
Chief Data Officer

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Impact for Transfer Portal Partners

Expanding Beyond Core Markets

1 in 3

Portal users comes from out of state

Building the Future Pipeline

40+%

Share of Portal users who intend to transfer in 2019 or 2020

Driving Application Velocity

30+%

Increase in application completion percentage among Portal users

Improving Yield

24%

Higher yield among Portal users

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Partner Testimonials

"One of the only implementations that has **concluded on-budget and before projected deadline**."

- Vice President of Enrollment Management, Private Selective University

"The implementation process has gone **very smoothly** and the EAB team has been very organized. The cadence and structure have worked well for us. Our partnership with EAB has helped us formalize an intentional effort to develop partnerships in a better way."

- Vice President of Enrollment Management, Regional Public University

"I recently met with a prospective student that is considering transferring and changing their major from Business to Environmental Science. Through the Transfer Portal, I noticed this student had several Business courses and thought they might instead want to major in Environmental Management. I walked them through selecting both programs in Transfer Portal and putting in their transfer credit. We were able to see that they are about halfway complete with the Environmental Management degree, compared to the initial degree of interest (Environmental Science). **The Transfer Portal helped me facilitate a conversation about the differences between the two programs**. **The visual of how their transfer credit would apply to each degree was very helpful.**"

– Transfer Advisor, Large Public University

Comprehensive Approach to Technology Delivery

Human Capital to Support Launch	Years of Expertise to Guide the Way	Strategies to Ensure Adoption

Strategic Leader and Launch Team

Dedicated staff work directly with your institution to facilitate implementation, identify opportunities for impact, and advise on systemic challenges

Change Management and Workflow

Customized support and strategies to launch the project, followed by ongoing monitoring of utilization and effectiveness

Promotion, Communication, Transfer Strategy

Strategic resources and toolkits with clear directions for all stakeholders and a variety of resources to successfully launch the platform

Streamlined Data Extracts

EAB specialists pull files directly from your institution's SIS twice a day, validating data to ensure quality

Implementation Best Practices

Prepared documents, templates, and configurations, to help you launch without starting from scratch

Training and Coaching

Virtual and onsite orientation, guided training on functionality and features, and ongoing support sharing best practices and super-user tips to optimize value

"…Enrollment Management had no real insight into the Registrar's Office and it was difficult to collaborate. We have been able to leverage the Transfer Portal as an **internal 'lever' for process change**. If we get nothing else out of this project, this alone has been worth the investment." - *Private Selective, Dean of Enrollment Management*

Transfer Resources and Upcoming Events

EAB Transfer Resources

- EAB's one stop shop for research and news.

- Transfer Podcast: Featuring Ted R. McKown, Senior Associate Director of Transfer Enrollment at Kent State University. Available now.

- Transfer Resources:
  - National Student Clearinghouse: Transfer Mobility and Tracking Transfer
  - Inside Higher Ed: Beyond Transfer
  - CCRC: Tackling Transfer
  - Aspen Institute: Tackling Transfer
  - ACE: Reimagining Transfer for Student Success

Upcoming EAB & Industry Events

- 2023 AACRAO Tech & Transfer Summit – More information here
  - July 11 - 13, 2023
  - Virtual

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Open Forum Q&A

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Next Steps

Check out our Resource Center

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Rate today's session by **completing the survey**

Email us to discuss your institution's transfer program and to learn more about the Transfer Portal implementation process.

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