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 Session

2763 - Using Design Thinking Principles to Develop Transfer Pipeline Partnerships

Credits and Degree Pathways, Partnerships and Collaboration

Transfer students with intended majors in business arrived missing prerequisites and struggled to adapt to the new environment and requirements. Learn how you can implement some of the design thinking strategies used by Baruch College to implement a multi-pronged solution that included: redesigned entry requirements, curricular coordination across CUNY Colleges, outreach to advise transfer students from our largest feeder institutions, and technology-enabled transparency of the transfer path from the two-year college through the four-year college.

Robert Kunicki, *Director of New Student & Family Programs*
Stephanie Gika, *Associate Director of Orientation*
Kannan Mohan, *Associate Dean for Academic Initiatives and Innovation*
CUNY Baruch College

Using Design Thinking Principles to Develop Transfer Pipeline Partnerships

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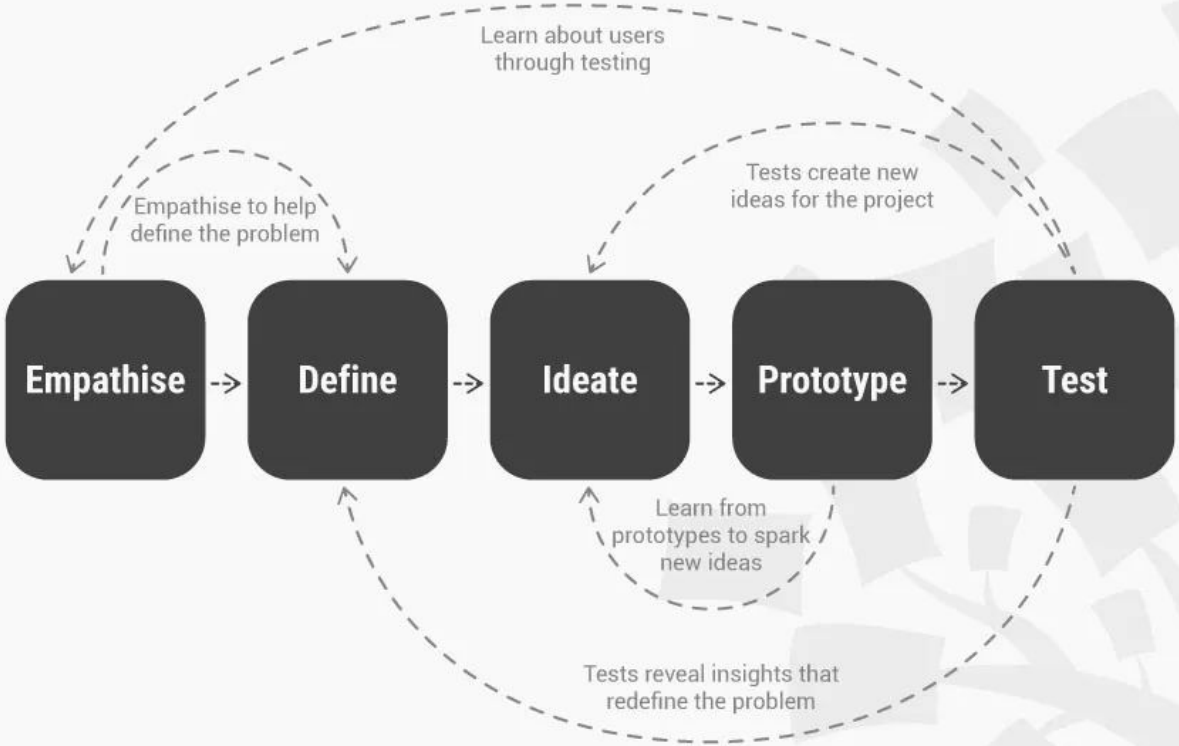
Baruch COLLEGE | CUNY THE CITY UNIVERSITY OF NEW YORK

CUNY
THE CITY UNIVERSITY OF NEW YORK

DESIGN THINKING: A NON-LINEAR PROCESS



Empathy Map Canvas

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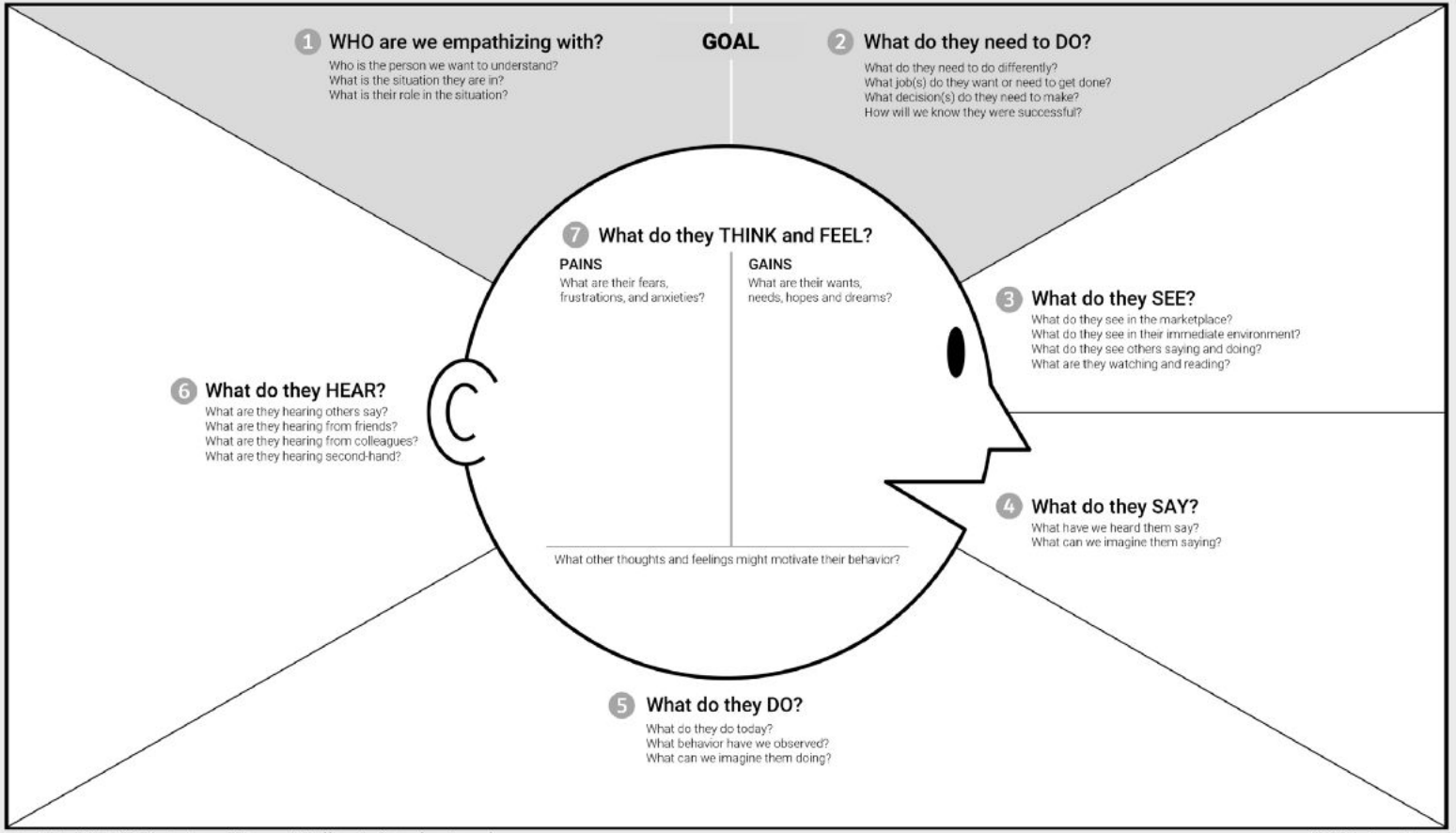

Last updated on 16 July 2017. Download a copy of this canvas at http://gamestorming.com/empathy-map/

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Challenges

- Entry requirements for BBA degree
- Quantitative literacy requirements for students majoring in business
- Pathways credit rules
- No curricular coordination between institutions
- No clear path from two-year to four-year degree

Transfer students from CUNY community colleges with intended majors in business arrive with limited course options, are not ready to begin taking courses in their major

Ideation

1. Revisiting the entry requirements and quantitative literacy for students majoring in business
2. Curricular coordination across CUNY Colleges
3. Transfer Outreach Advisor
4. Degree Maps

BBA Redesign

- BBA Redesign Working Group
- Data-informed approach
- Zicklin Community College Cooperative Faculty Working Groups

Degree Maps

- Initial attempts
- Prototypes
- Two- to Four-Year Disconnects
- Long term maintenance

COVID-19

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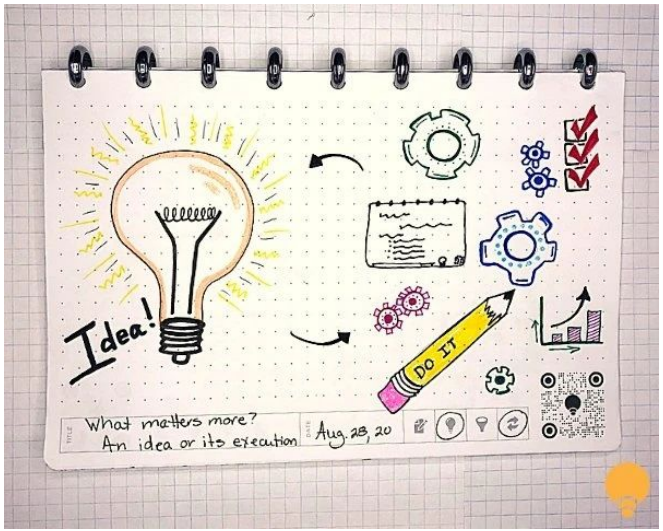
C3
THIS NOTE IS LEGAL TENDER FOR ALL DEBTS, PUBLIC AND PRIVATE
100
ONE HUNDRED DOLLARS

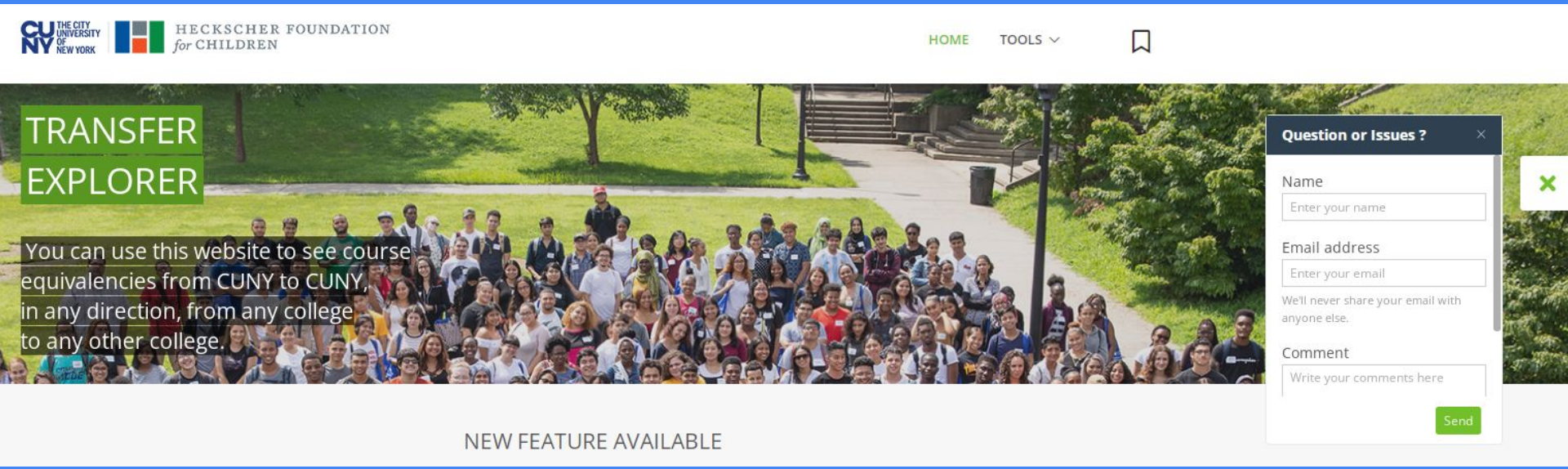
Ideate

- Brainstorming Sessions
- Interviews with campus partners
    - Transfer Center
    - Academic Advisement
    - Admissions
    - IT
- Digital Solution

Moving from Idea to Execution

- Define the scope
  - User-friendly
  - Public-facing
  - Eligibility requirements
  - Transfer equivalencies
- Engage key players
- Research & Benchmarking

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HECKSCHER FOUNDATION for CHILDREN
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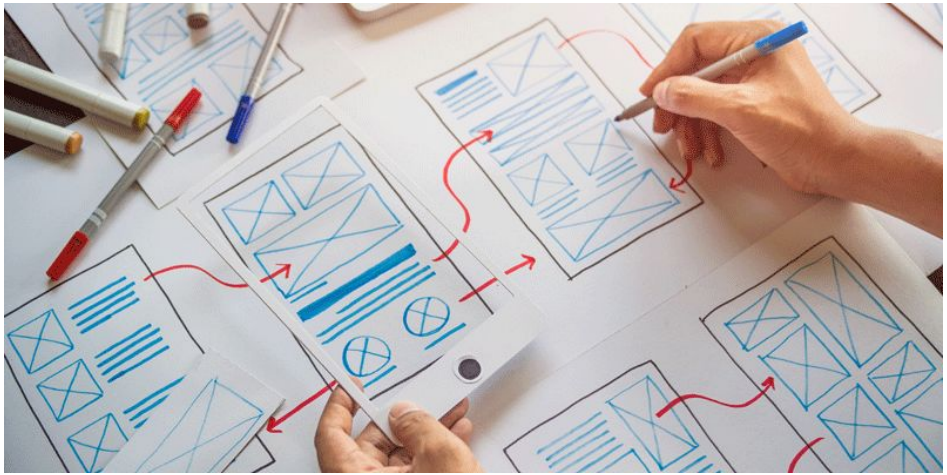
TOOLS
TRANSFER EXPLORER
You can use this website to see course equivalencies from CUNY to CUNY, in any direction, from any college to any other college.
Question or Issues ?
Name
Enter your name
Email address
Enter your email
We'll never share your email with anyone else.
Comment
Write your comments here
Send
NEW FEATURE AVAILABLE

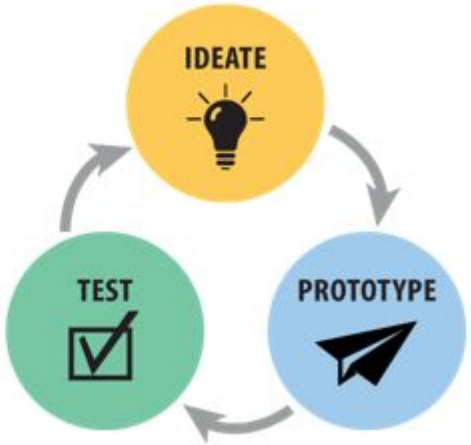
Prototyping

- Solidify the team
  - Buy-in
  - Local Experts
  - Logistics
- Communication Channels
- Designing the Tool
- Promotion and Branding



Testing

- End user feedback
  - Orientation Leaders
  - Transfer Advisor
  - Community College Partners
  - Usability, Security, and Privacy Class
- Multiple Forms of Feedback
  - Conversations
  - Live demos
  - Google Form (initial reactions, questions, & issues)
- Responding to feedback



Tool Preview

www.baruch.cuny.edu/ZicklinTransferExplorer

Bringing this Back to your Team

- Empathize
  - Empathy Map
  - Interviews & Focus Groups
  - Journey Mapping
  - Personas
- Define
  - Focus on the user
- Ideate
  - Quantity over quality
  - Interaction Design Foundation
  - The Most Effective Ideation Exercises
  - The Ultimate 10 Minute Brainstorm

Lessons Learned

Questions?