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.

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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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DESIGN THINKING: A NON-LINEAR PROCESS

Empathise → Define → Ideate → Prototype → Test

Learn about users through testing

Tests create new ideas for the project

Empathise to help define the problem

Learn from prototypes to spark new ideas

Tests reveal insights that redefine the problem

INTERACTION DESIGN FOUNDATION
INTERACTION-DESIGN.ORG
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
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
You can use this website to see course equivalencies from CUNY to CUNY, in any direction, from any college to any other college.

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?