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Educational Partner

3006 - Academic Advising: Using Data to Support the Journey of Transfer Students
Leadership and Strategic Planning, Matriculation Trends and Issues

Institutions use data to identify student success metrics. Many institutions are drowning in data, often with little thought or discussion about what the data reveals. This presentation, for both leaders and advisors, will look at how institutions can drill into their numbers to understand what is happening with their students, what information is relevant to advisors who often see more of what students experience, and administrators who are looking at the bigger picture.

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ACADEMIC ADVISING:

Using Data to Support the Journey of Transfer Students

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ABSTRACT

Institutions use data to identify student success metrics. Many institutions are drowning in data, often with little thought or discussion about what the data reveals. How can administrators and advisors drill into their numbers to understand what is happening with their students? What information is relevant to advisors who often see more of what students experience and administrators who are looking at the 30,000-foot level.
Student Success

➢ Transition into a Community of Scholars

➢ Foster Student Persistence

➢ Institutional Retention Efforts

➢ Academic Progression

➢ Engagement in the Co-Curricular

➢ Degree Completion

➢ Transition out into the world of work or graduate/professional program
What We Know

Students Matter

Academic Relationships Matter to Students

Student Success Leads to Persistence

Persistence Leads to Retention

Troxel, 2017
We Also Know

- Academic Advising Matters to Students
- Advisors Create Learning Opportunities
- Fosters Student Success and Persistence
- Leads to Retention and Degree Completion
Academic Advisors

• Academic Guides
• Cultural Navigators (Strayhorn)
• Coaches
• Institutional Agents (Stanton-Salazar, Bensimon)
• Advisor Scholars
• Interpreters
• Advocates
TRANSFER STUDENT JOURNEY

Transfer-In Supports for Increasing Student Success

1. College-Choice Decision
   - Admissions: Can potential transfer students find all admissions materials and information in one spot?
   - Credit Calculator or Matrix: Is there an online user-friendly matrix or calculator to help prospective students determine which of the institution's classes will transfer for credit?
   - Transfer Student Week/Fair: Does the institution celebrate transfer students with dedicated time to recruit them on- or off-campus? Are current transfer students celebrated too?

2. College Experience
   - Family and Friends Engagement: Does the institution provide any orientation or engagement with spouses or partners or children of transfer students/adult learners?
   - Transfer Student Association: Is there a recognized student organization dedicated to transfer students?

3. Career/Employment
   - Evening and Weekend Hours: Are critical student services like financial aid, student accounts, and registrar open after business hours or on weekends?
   - Transfer Seminar Course: Is a for-credit course offered to transfer students to learn more about the institution and its resources?

Articulation Agreements
- Does the institution have arranged articulation agreements with other colleges and universities to make transferring easier?

Scholarships/Grants
- Does the institution offer scholarships or grants to transfer students? Are there any specifically designated for transfers?

Transfer Orientation
- Is orientation offered to transfer students?

Campus/Social Space for Transfers
- Is physical space for gathering offered to transfer students (like a transfer student lounge)? Are online/social media groups available (like a transfer student FB page)?

Transfer Housing*
- Is housing available for, or tailored to, transfer students? *Note: If institutions do not offer on-campus housing, this item is not included in the calculation.

Success Coaching Mentoring
- Is mentoring or coaching offered specifically for transfers to ease their transition?

Internships and Workforce Development
- Are internships available unique to transfers, especially those already employed? Does career development focus on employment opportunities for adult learners?

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Data, Data, Data
Administrators

• 30,000-foot view and 5 years out
Advisors + Administrators = Transfer Student Success

Advisors and Administrators work together to shape the environment students come into.

What kind of environment do you want to create?
Decoding vs. Linkages

As the internet privileges the immediacy and efficiency of information, our capacity for deep reading and reflection without distraction is replaced by the act of decoding information without making key linkages and associations.

Merriam & Bierema (2014)
BENEFITS OF DATA

Identify barriers to success

Allows for identifying patterns

What stories do your data tell?

Allows for real-time initiatives
CHALLENGES OF DATA

• Who owns it?
• Who controls access?
• Who trains people to use and understand it?
• Is it real time or historical?
• Data is often disconnected-lives in various disparate systems.
• Student concerns regarding privacy.
Quantitative and Qualitative

Quantitative Data can give you a piece of the picture, a part of the story, (indicators of what is happening) but the Qualitative Data can provide richer information. Both provide a better understanding of the student experience.
Questions and Discussion

There are no insignificant conversations.

Dr. Larry Roper (2002)