Leveraging Technology to Recruit Transfer Students
Partnerships and Collaboration, Transition Programs and Services

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, Lead Transfer Consultant
Matthew Sheldon, Client Development Executive

EAB
Leveraging Technology to Recruit Transfer Students
Matt Sheldon
Associate Director, Transfer
EAB Enrollment Services

Allison Ray Akalonu
Director, Transfer
EAB Enrollment Services
We help schools support students from enrollment to graduation and beyond.

ROOTED IN RESEARCH
- $7,500^+$ Peer-tested best practices
- $500^+$ Enrollment innovations tested annually

ADVANTAGE OF SCALE
- $1,500^+$ Institutions served
- $4\ M^+$ Students supported by our SSMS

WE DELIVER RESULTS
- $95\%$ Of our partners continue with us year after year, reflecting the goals we achieve together

Find and enroll your right-fit students
Support and graduate more students
Prepare your institution for the future
1. The move to virtual has been challenging

The combination of COVID and the NACAC has more administrators focusing on transfer, but budgets have not increased

2. Where do we get started?
A Closer Look at Community College Students

Intention to Transfer Is High Among Community College Students

“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
A Closer Look at 4-Year Students

Few Students Start with Intent to Transfer; Decision Is Often Attributable to Unanticipated Circumstances

4-Year Students Who Expect to Transfer

5% of freshmen say there’s a “very good chance” they will transfer to another college before graduating

(CIRP)

4-Year Students Who End Up Transferring

31% of students who start at a four-year institution end up transferring to a two-year or four-year school

(National Student Clearinghouse)

Challenging Process for Prospective Students

Students Face Obstacles Throughout Their Journey, Causing Many to Abandon Their Transfer Goal

- Limited Support for Stealth Shoppers
- Lost Credits and Poor Articulation
- Lack of Clarity on Cost, Time-to-Degree
- Complex Application Process

52% of transfer applicants are “stealth shoppers”

13 average number of credits lost when transferring

1-3 weeks spent waiting for credit evaluation

11 typical number of distinct application steps

Source: “What We Know About Transfer” Community College Research Center; “Improving Student Transfer From Community Colleges,” The College Board; “Education Trends through the Eyes of Your Customer,” ThinkEducation and Google; EAB interviews and analysis
Imperative #1

Create a Transfer Experience That Speaks to Gen Z

Success Relies on Crafting an Experience That Is Different from the Status Quo

Address their **concern about the cost** of college

Provide them with a **frictionless user experience**

Use **plain language** that they can understand

Maintain their focus with **instantaneous information**

60% say their number one concern is to avoid drowning in debt

62% will not use apps or websites that are difficult to navigate

50% increase in response rate when student-centric copy is used

8 sec attention span

Sources: EAB Research and Analysis; UPCEA, An Insider’s Guide to Generation Z and Higher Education 2019
How Transfer-Friendly are you?

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

**FOUNDATION**

1. Prioritize Institutional Support for Transfer Students
2. Build Enduring, Data-Informed Community College Partnerships

**AWARENESS**

1. Clearly Answer the 3 C’s: Cost, Credit, and Completion
2. Connect Students with Transfer-Friendly Self-Service Tools and Resources

**YIELD & SUPPORT**

1. Qualify and Engage Prospective Transfer Students
2. Conduct Timely Credit Evaluation
3. Provide Early Transfer Student Advising and Support
## Transfer Maturity Curve

### Ensuring Readiness for Technology and Planning Optimization Path for Growth

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### Absent
- Little to no understanding of current processes
- Processes implemented inconsistently
- Little to no evaluation of efforts

### Limited
- Process changes informed by best practice, focused on efficiencies
- Evaluation focused only on process metrics

### 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
## 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

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“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*
Next Steps

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Rate today’s session by completing the evaluation at the end of the session.

Email us or find us on LinkedIn if you want to chat further!