Educational Session

2350 - Re-imagining Transfer Recruitment: Individualized Advising as a Tool to Growing Enrollment
Leadership and Strategic Planning, Matriculation Trends and Issues

For too long transfer student recruitment and individualized academic advising have been two mutually exclusive ideas within higher education. This presentation will tell the story of a large public urban research institution that has taken steps to remove the barriers between transfer admissions and individualized advising, and in so doing, created an efficient transfer enrollment pipeline that mutually benefits prospective transfer applicants and the bottom line of enrollment management.

Daniel Wright, Sr. Academic Advisor
Jessica Brawand, Sr. Academic Advisor

University of Cincinnati
Re-Imagining Transfer Recruitment: Individualized Advising as a Tool to Growing Enrollment
Learning Outcomes

Following our presentation, attendees will be able to:

1) Identify the unique needs of transfer students and how they differ from first-year students.
2) Reflect on your own institutions’ practices with prospective transfer students, including what hurdles exist and what could be improved.
3) Identify strategies to improve the transfer enrollment pipeline through individualized advising.
University of Cincinnati

Large, four-year public urban research institution
  • Located just north of downtown Cincinnati
  • Second largest university in Ohio
  • 13 colleges, 2 regional campuses

Population: 46,798 students
  • 45% of UC graduates started their college career somewhere else
Transfer & Transition Advising Center (TTAC)

Advising team specialized in working with students in transition

- Transfer, regional transition, major change, and non-matriculated
Day-To-Day Operations

- Emails
- Credit Evaluations
- Virtual Appointments
- Programming
- Phone calls
- Phone Appointments
- Individualized Advising
- Onboarding
### University of Cincinnati, Transfer & Transition Advising Center

**Unofficial Credit Evaluation**

<table>
<thead>
<tr>
<th>Cincinnati State Technical and Community College</th>
<th>University of Cincinnati</th>
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<tr>
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**CREDIT TRANSFERABILITY**

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**CREDIT APPLICABILITY**

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### Marketing

**BBA**

**Marketing BBA Fall 2019**

**First Year Non-Business Coursework**

<table>
<thead>
<tr>
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<th>Title/Desc</th>
<th>Credit</th>
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<tr>
<td>ENGL1001</td>
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**Lower Core Coursework**

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<td>ACCT201</td>
<td>Financial Accounting</td>
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<td>ACCT202</td>
<td>Managerial Accounting</td>
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<td>BANA201</td>
<td>Business Analytics I</td>
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<td>BANA202</td>
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**First Year Business Coursework**

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<td>BAC102</td>
<td>Business Pathways II</td>
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<td>BAC120</td>
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<td>ECON1002</td>
<td>Introduction to Macroeconomics</td>
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<td>HGT1051</td>
<td>Essentials of Business I</td>
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<td>HGT1052</td>
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**Upper Core Coursework**

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<td>BA3080</td>
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<tr>
<td>FIN3000C</td>
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<td>HGT3080</td>
<td>Global Environment of Business</td>
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<td>MGMT3080</td>
<td>Management</td>
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<td>OR3050</td>
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**Capstone Course**

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<tbody>
<tr>
<td>BA3080</td>
<td>Business Strategy</td>
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**Marketing Major**

- Students complete 15 hours of approved courses.
- Marketing students elective courses: MKTG3080 Markets, MKTG3085 Consumer
- Students select one course from two different areas:
  - ACCT201, ACCT202
  - BANA201, BANA202
- Students select a minimum of six credit hours

**Other Requirements**

- General Education
  - BOK: Breadth of Knowledge
    - 6 credit hours
  - NS: Natural Sciences
    - 8 credit hours

- Foreign Language, Study Abroad, or Cultural Courses:
  - Select one course from two different areas:
    - 6 credit hours

- Free Electives:
  - Select any two courses from the above list.
Unique Needs of Transfer Students

Transfer students typically:

- Are older
- Have a part-time/full-time job
- Have responsibilities outside of the classroom
- Exhibit different motivations

All supported by literature
How Students Navigate the Process

Experience when meeting with TTAC

- Student reaches out
- Advisor responds and requests more information
- Student meets with an advisor, learns about options
- Applies and enrolls at UC
- Student reaches out
- Student is given basic information about program
- Student decides not to apply

General/Typical Admissions only experience
The UC Transfer Experience

Initial outreach
- Student sends email to TTAC with general information
- Email, phone, drop-ins, and referrals

TTAC Advisor connects within 24-48 hours
- Advisor requests “the basics.” (Term they’re interested in transferring, desired major(s), schools they’ve attended, unofficial transcripts, when they would like to meet).

Transfer Advising Appointment
- Unofficial credit evaluation & one-on-one personalized advising
- Additional information and context is discovered during meeting, allowing the advisor to best assist

Onboarding and adapting to a new institution
- What happens next (after confirmation)
- Transfer welcome, college orientation, advising appointment with primary advisor, class registration, etc.
Meet John
Prospective Transfer Student

Question about transfer

transfer@uc.edu

Question about transfer

Hello,

I'm interested in transferring to UC, I have a couple questions. I have some credits and am interested in IT.

John
John's "Baggage"

- 80+ hours of transfer credit
  - Credit from three different institutions
  - Including military credit
- Works a full-time job
  - Will continue to work while enrolled
- Interested in completing a degree in Information Technology
  - Wants to advance in his current career
- Wants to complete a degree as quickly as possible
  - Wants to utilize as many credits as possible
- Program must be fully online
  - John lives out-of-state
John's Experience With TTAC

Initial outreach & TTAC contact
- John emailed TTAC with general transfer questions
- Advisor requested more information (unofficial transcripts, desired term of admission, appointment availabilities)

Transfer Advising Appointment
- Advisor explains transferability and applicability of credits
- Clarification on timeline to graduation
- Review alternate program options
- Get questions answered

Application & Confirmation
- John submits his application
- John receives official credit evaluation
- John is offered admission
- John confirms admission
- TTAC Advisor answers questions along the way

Onboarding & Adjusting to UC
- John attends a Transfer Welcome event
- John meets with his primary advisor and registers for classes
- John connects with other transfer students
John's Journey

Bachelor of Interdisciplinary Studies

Master of Science in Information Technology

UC Alumnus & Bearcat for Life

IMPACT
Measuring Impact

Defining

Identifying

Tracking
What's Important to Measure?

SUBMITTED AND COMPLETED

OFFERED AND CONFIRMED

SUBMITTED AND CONFIRMED
Comparing Two Years of Data
Submitted and Completed Applications

2020
Non-TTAC 60%

2021
Non-TTAC 57%
TTAC 90%
Comparing Two Years of Data
Offered and Confirmed

<table>
<thead>
<tr>
<th>Year</th>
<th>Non-TTAC</th>
<th>TTAC</th>
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<tbody>
<tr>
<td>2020</td>
<td>73%</td>
<td>80%</td>
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<tr>
<td>2021</td>
<td>74%</td>
<td>82%</td>
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Comparing Two Years of Data
Submitted and Confirmed

2020
39% Non-TTAC
73% TTAC

2021
37% Non-TTAC
73% TTAC
Accidental Success

A resource for prospective transfer students turned into a valuable recruitment tool to increase enrollment.

• Changing the way universities think about transfer admissions
• Comparing student yield vs. applicant numbers
• Identifying necessary investments
Thank You, NISTS!

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