Educational Session

2793 - Ethical Transfer Practices: Competing Schools Shared Mission
Leadership and Strategic Planning, Partnerships and Collaboration

Over the past two decades, the landscape of higher education has descended into an arms race. This race to attract and enroll prospective transfer students has often resulted in haphazard recruiting practices utilizing existing first-year tactics for a student population that requires much more nuance. This presentation will look at the ways that ethical and holistic advising practices for prospective transfer students can advance the mission of enrollment management and the students we serve.

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Ethical Transfer Practices: Competing Schools Shared Mission

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Major Takeaways

*Competing recruitment practices cooperating for student success!*

- Institutional Overview, Structures, & Services
- National Landscape: Recruitment & On the Horizon
- Case Study & Appreciative Advising Integration
- So What?
Large (48K+) – Public – Urban – R1 – Founders of Co-Op
- Uptown, Blue Ash, Clermont

Transfer Demographics (Fall 2022 data)
- 66.9% White – 14.7% Black or African American – 18.4% unknown or undisclosed
- Roughly even split between traditional/neotraditional
- Over half transfer from a 2yr institution
- 1/3 are Online/Distance Learning Students
- About 2/3 attending full-time
- About 2/3 enter at freshman/sophomore class

Transition students = regional transfers

Decentralized Advising Model
- Dual-advisor or Single-advisor Model (major dependent)
UC Transfer Recruitment

Additional supports:

- **College Credit Services**
  - Also reports to AVP Advising & Academic Services

- **Undergraduate Admissions**
  - CRM, Operations, & Processing
  - Student Engagement & Marketing
UC Transfer Advising

- Student makes contact with the TTAC
- Email, phone, information request form, drop-in, personal referral

TTAC Advisor connects within 24-48 hours

- Advisor requests “the basics” (term, desired major/career, previous credit)
- Unofficial credit evaluation
- Personalized advising appointment
- Additional information and context

Transfer advising appointment

Onboarding and next steps

- What happens next
- Personal handoff to the admitted college
- Transfer welcome Events

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Wright State

Medium (10K+) – Public – Primarily Residential – R2
- Dayton & Lake (Celina) Campuses

Transfer Demographics (Fall 2022 data; n=2,334)
- 33% of undergraduate degree-seeking population
  - 25 average age (range 18-72)
- 31% of total new students (Fall 2022; n=703)
  - 27% members of underrepresented populations
  - 22 average age (range 16-72)
  - 28% earned associates degree
  - 51% Pell Eligible
  - 76% of all new military-connected/veteran students receiving benefits

Decentralized Advising Model
- Dual-advisor or Single-advisor Model (core vs. faculty)

Wright Path Program
- Partnership Pipeline with 5 area community colleges
Transfer Center

Additional Undergraduate Admission support:
- Application Processing
- Events/Visits
- Mass CRM Communications

Key Benefits:
- Additional scholarship eligibility
- Opportunity to live on-campus at Wright State

Key Requirements:
- Advising at Partner Institution
- Wright State Advising Appointment

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National Landscape: Recruitment

- Continuous decline in enrollment + rising tuition costs = transfer priority
  \textit{(Kelderman, Gardner, & Conley 2019)}

- Credit applicability weighs on transfer decision – gatekept behind deposit/commit fees
  \textit{(Ott & Cooper 2014)}

- September 2019 – NACAC removes provisions in Code of Ethics & Professional Practices (CEPP) related to recruitment of committed/enrolled students
  \textit{(Keller, M. L. 2019)}
  \begin{itemize}
      \item Email campaigns about transferring to previous admits who chose to attend elsewhere
      \item Delayed decisions while waiting for competing offers (aid, credit applicability, etc.)
  \end{itemize}
National Landscape: On the Horizon

- Provision of information via admissions teams in tandem with advising staff
  *(Hossler & Bontrager, 2014)*

- Communication Shifts:
  - Focus on expectations, credit portability, next steps linked to positive transfer outcomes
    *(Johnston, 2010; Monroe, 2006; Sutton, 2016)*
  - Tailored marketing to specific profile indicators and unique characteristics
    *(Ghosh, Javalgi, & Whipple 2008)*

- Assume everyone is a competitor – not just those in your region
  *(Dawes & Brown, 2005)*
Case Study: Intro

Basic Demographics
- Dayton local
- Non-White / 25 years old

Community College Experience
- Sinclair College
  - AS Business Administration – 08/2020
  - Spring 2016-Fall 2021
- Wright Path Member

Goals
- Engineering or Business (Engineering preference)
- Efficient time-to-degree

Hi! I’m BEN.
Case Study

- **August 2020**: Graduates from Sinclair College with AS Business Administration
- **Spring/Fall 2021**: Continued enrollment at Sinclair College
- **November 2022**: Students reaches out to UC and meets with TTAC
- **Mid-December 2022**: Applies to Wright State for Spring 2023 in Industrial & Systems Engineering
- **Late-December 2022**: Student reaches out to Wright State and meets with Wright Path Program Manager
- **January 2023**: Applies to UC for Fall 2023 in Civil Engineering
Appreciative Advising

Application to Desired Institution

Provision of Unofficial Credit Evaluation
Discuss realistic cost & time-to-degree

Begins at UC TTAC Meeting
Warm Hand-off to Wright State

Explore Previous Experience

Investigate Majors of Interest


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Students are more likely to follow through with confirmation and enrollment.

Numbers have been consistent despite the TTAC more than doubling its share of prospective transfer students between 2020 – 2022.

Individualized advising is a viable enrollment strategy at the prospective level and can be scaled up given proper funding.

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Students benefit long-term from individualized advising at the prospective level.

Advising touches on the questions and concerns that often impact a student’s ability to persist.

Prospective advising benefits both enrollment management’s bottom line and the students we serve.
Questions?

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References