

Transfer Website Snapshot

How transfer-centered is your current website?

This tool should be used in conjunction with the NISTS-mStoner transfer website strategy guide. It is designed to help you understand the *current* state of your institution's transfer website so that you can determine how to make it better.

You can answer the questions alone or as a team. However, please keep in mind that the snapshot is for quick reference only. The insights you glean will be helpful in building the case to make website improvements, but they should not be your only source of information.

Although your results might reveal significant issues, they could also point to a few quick wins you can implement right away. Follow these steps to get started:

STEP 1

Choose which perspective to take while reviewing your transfer site. You can use your own viewpoint (that of a higher ed professional), or you can challenge yourself to think differently by assuming one of the transfer student or trusted advisor personas listed in section two of the guide.

STEP 2

Go to your school's primary transfer website. Or, go to your institution's homepage, search for "transfer," and explore one of the top results.

STEP 3

Take a few minutes to scan the site, keeping top transfer concerns in mind. Can you find information about transfer planning, course equivalencies, credit articulation, program/degree requirements, cost of attendance, or class registration? What about academic and social engagement opportunities specifically designed for transfer students?

STEP 4

Click on a few of the links provided to see where they go. Is the information transfer specific? Does it seem contained, or is it spread across multiple department sites?

STEP 5

Backtrack to your starting point and respond to the questions on the following pages.

Transfer Website Snapshot for:

How did you feel while exploring your transfer site? Why?

(Be sure to note which perspective you used.)

How hard or easy was it to find information related to top transfer concerns? Briefly explain.

Rate the following categories from 1 (terrible) to 5 (great):

LOOK/DESIGN

① ② ③ ④ ⑤

The site is clean and fresh and reflects a range of student demographics and transfer pathways.

TONE

① ② ③ ④ ⑤

The site speaks directly to transfer students and makes a concerted effort to help them feel welcomed, validated, and supported. It's more than a list of requirements and steps in the application process.

READABILITY

① ② ③ ④ ⑤

The language is clear and straightforward so that people who are new to transfer can easily understand the information provided. Terms and abbreviations are defined to minimize jargon and policy-speak.

USEFULNESS

① ② ③ ④ ⑤

The site is up-to-date and includes information about transfer students' top concerns. It paints a broad picture of the transfer transition and provides comprehensive planning tools and checklists.

EASE OF NAVIGATION

① ② ③ ④ ⑤

The site is organized so that it's quick and easy to find the answers to transfer students' top questions. The information is logically connected, and hyperlinks point to additional relevant information.

Transfer Website Snapshot for: _____

Does the site include contact information?

- Email Phone Live Chat None

Is the person or department transfer-specific?

- Yes No Unsure

Is a specific person's name provided?

- Yes No

List the top three things you like about your transfer site.

1. _____
2. _____
3. _____

List the top three things you dislike about your transfer site.

1. _____
2. _____
3. _____

STEP 6

Now, take some time to reflect on your findings.

What are the top 3-5 ways you think your transfer website should be improved? Would you classify these changes as major or minor? Why?

Can you identify any quick wins to implement now? Are these changes you can make on your own, or do you need permission/assistance from another department?

Examples of quick wins include making contact information more obvious; explaining acronyms; adding an equity-minded welcome messages; etc.

Now what?

Creating a snapshot of your existing website is an important first step in moving towards a more transfer-centered site. Now that you have a better idea of what needs to be done, it's time to involve others in the conversation.

You probably already know who you could talk to first to get some buy-in, whether a colleague, close transfer partner, or immediate supervisor. As you paint the big picture of what your transfer site *could* be, it might help to share some of your snapshot results and a specific section of the website strategy guide to support your ideas.

Every institution is unique, so the process for initiating change varies from here. As you gather additional data and identify your transfer content needs, be sure to involve the full 360 stakeholder loop to ensure everyone's input is included. The information architecture, wireframes, and governance sections of the transfer website strategy guide can also serve as a blueprint for mapping your next steps.

TRANSFER SITE OVERALL RATING



MY NEXT STEPS

Who I'll share this information with first:

Name _____

Title _____

Institution _____

What I will say needs to be done and why:

My transfer website dream team:

- Name (Department) • _____
- _____ • _____
- _____ • _____



Through education, research, and advocacy, the National Institute for the Study of Transfer Students (NISTS) brings together practitioners, faculty, administrators, researchers, and policy-makers to explore the pressing issues and obstacles related to transfer student success. We equip professionals—no matter their role or institution type—with the knowledge and skills needed to actively advocate for transfer students, challenge the status quo, and reach beyond specific roles to develop holistic, inclusive, and seamless transfer student experiences.

Visit the [NISTS website](#) to learn more about our work, including our [annual national conference](#) and [National Transfer Student Week](#).