

Webinar, Part I

October 2020

How to Create a Transfer-Centered Website

National Institute for the Study of Transfer Students | mStoner

About the webinar:

Thank you for downloading the slides from this webinar. Here are a few notes to help you get the most out of this resource.

The slides highlight key takeaways from our guide, *How to Create and Sustain a Transfer Student-Centered Web Presence*. While we hope the slides are helpful on their own, we encourage you to:

1. [Watch the webinar](#) to get broad overview of the top five mistakes we saw during our year-long research into the ideal transfer student website. The session was recorded live on Tuesday, October 20, 2020.
2. [Download the guide](#) for free. Although not explicitly pictured in this slide deck, the

guide provides concrete examples for improving your transfer website and answers these critical questions:

- Who are transfer students?
(see 1. Transfer Defined and 2. Transfer Student Personas and Journey Map)
- What information do they need?
(see 3. Preparing Your Institution, 4. Content Strategy, and 5. Information Architecture)
- How do you build and maintain a site that supports the transfer journey?
(see 6. Wireframes, 7. Governance, and 8. Next Steps)

3. Note: Although the transfer website strategy guide is primarily aimed at transfer-receiving institutions, the insights provided are applicable to all institution types and sectors. In particular, sections 4 and 5 focus on transfer topics and tools that we think will be relevant to anyone aiming to demystify the transfer process for their students.

Transfer Website Strategy Guide

October 2020

How to Create and Sustain a Transfer Student-Centered Web Presence

National Institute for the Study of Transfer Students | mStoner

Our transfer website guide is available for free download at: <https://www.nists.org/transfer-website-strategy-guide>

A few starting details:

50-minute webinar + 10 minutes for questions and answers

Chat and ask questions through the Zoom Q & A

Tweet during the webinar with #NTSWWebGuide

Check your inbox for the webinar recording and slide deck

Emily

- + Assistant Director
- + Former Orientation & Registration Practitioner
- + Fancy popcorn connoisseur



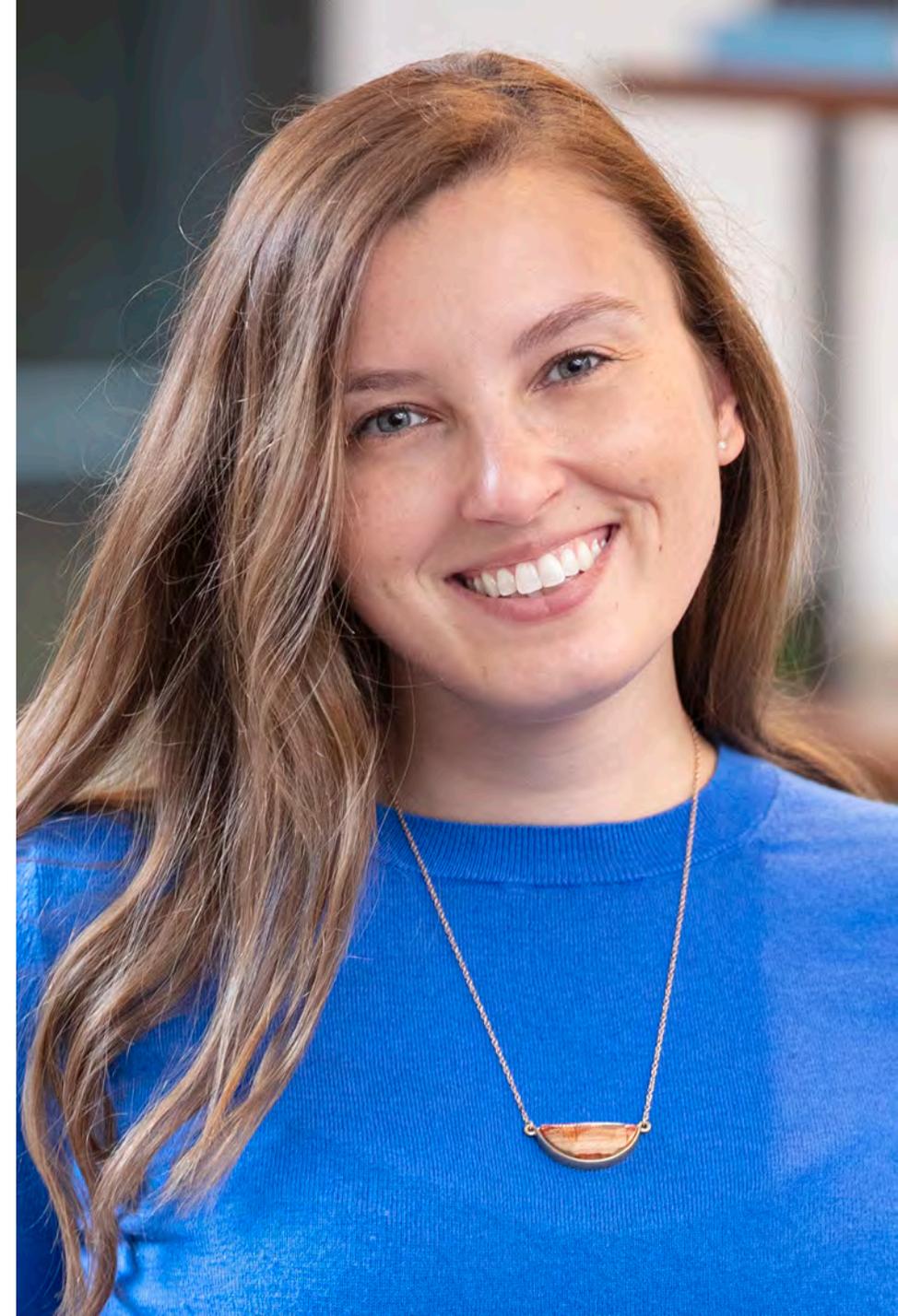
Janet

- + Executive Director, NISTS
- + Former Vice President for Student Affairs & Enrollment Management
- + Working Mom of Three (Near) Teens



Laura

- + Account Manager
- + Former Assistant Director of Admissions
- + Amateur Bread Baker



Voltaire

- + CEO, Head of Client Experience**
- + Former University Development Officer**
- + Fountain Pen Aficionado**



As We Get Started

Today's Goal

To outline best practices for creating and maintaining a transfer-friendly site that addresses students' top concerns and paves the way for a smooth transition.

Agenda

Today's Topics

1. **An Opening Question**
2. **Top Five Transfer
Website Mistakes**
3. **Where, From Here?**

An Opening Question



**On a scale of one to five,
how would you rate the
effectiveness of your web
content for transfer
students?**

Mistake #1:



**Thinking the transfer process
is the admissions process.**

The Transfer Student Lifecycle



Our websites must reflect all five stages of the transfer student lifecycle.

Vertical Transfer



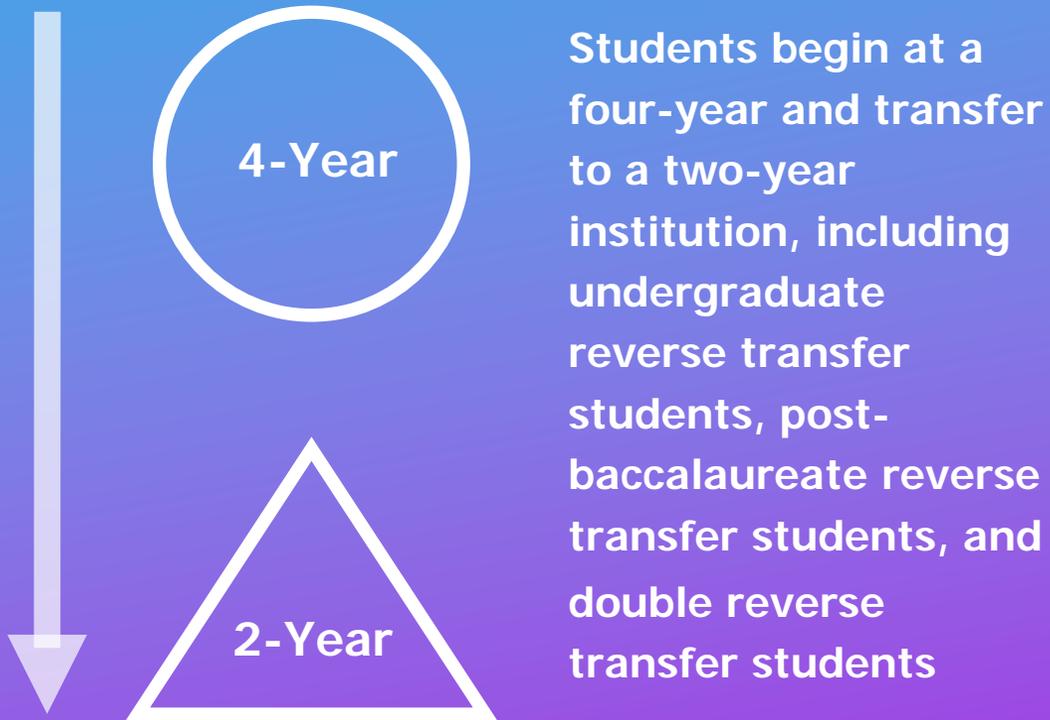
Students begin at a two-year and transfer to a four-year with or without an associate's degree

Lateral Transfer

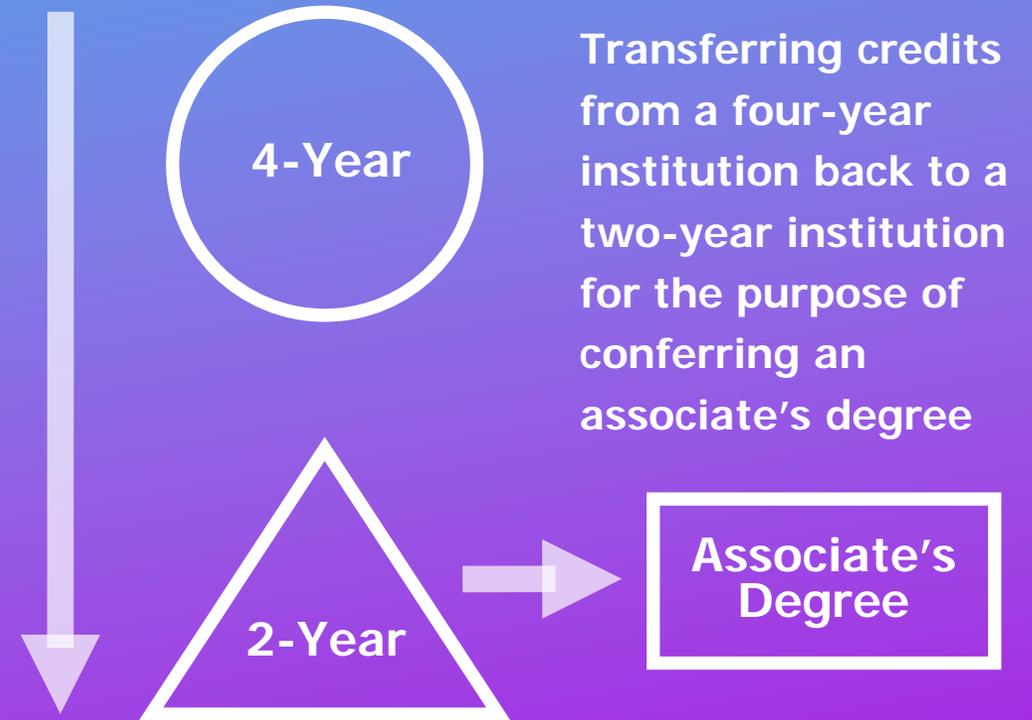


Students transfer from a two-year institution to a two-year institution, or a four-year institution to a four-year institution

Reverse Transfer



Reverse Credit Transfer

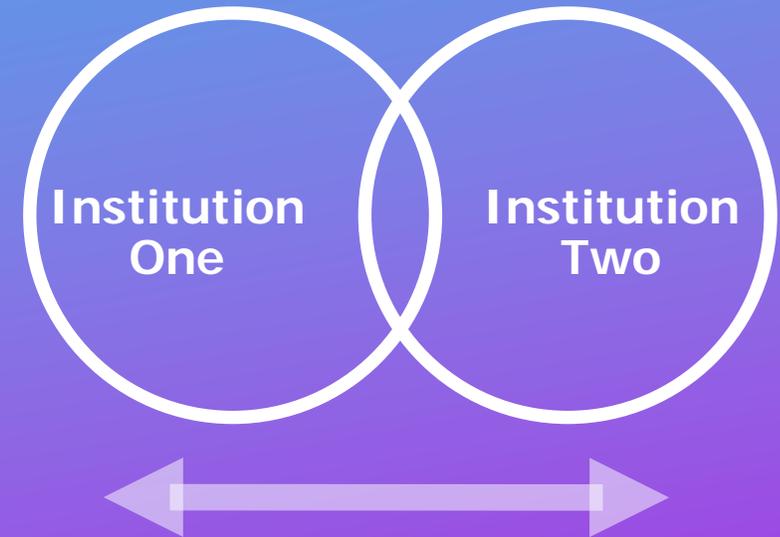


Swirling and Alternating



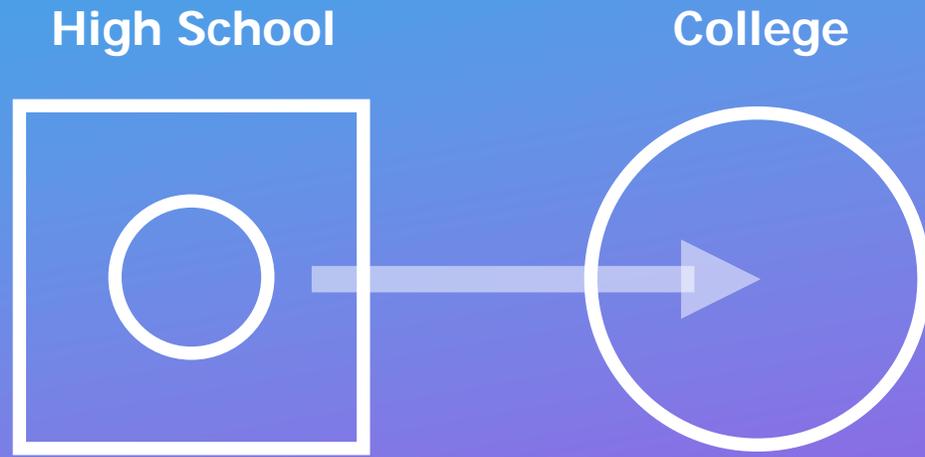
Students who attend and transfer courses between more than two institutions

Concurrent Enrollment



Students are enrolled at more than one institution at a time

Dual Credit, Dual Enrollment



Students take college-level courses during high school and credit is later transferred to post-secondary institution

Transient Status



Students temporarily enroll at another institution with the intention of transferring credits back to their home institution

KEY TAKEAWAY #1:

**Your site should directly
address the complete
transfer transition.**

Mistake #2:

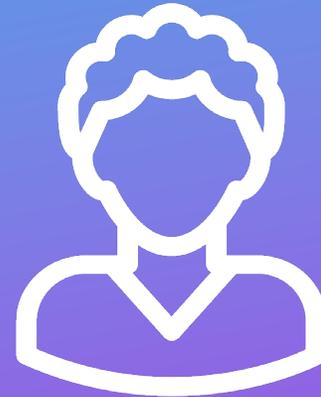


**Assuming “they’ve done
this before, so they know
what they’re doing.”**

Two Examples



Anna



Andre

(To be really transfer-student centered, we need to think about what it's like to explore our websites as an Anna or as an Andre and then design accordingly.)

Personas



Name

Description

Primary Need

Roadblocks &
Pain Points

Goals

Transfer Personas



**“Staying Highly
Directed”**



**“Overcoming
Obstacles”**

Transfer Students



**“Staying Highly
Directed”**

These students have well-defined aspirations and goals and rely on transfer sites to support their decision-making process. They refer to sites frequently to educate themselves on the transfer process and stay up-to-date on requirements and deadlines.

Transfer Students



**“Staying Highly
Directed”**

- **Goal-Oriented and Determined**
- **Focused But Frustrated**
- **The Juggler**
- **Deflated and Detached**

(Download a copy of the transfer website strategy guide to read a detailed description of each persona.)

Transfer Students



**“Overcoming
Obstacles”**

Students who want to transfer but might not have a clear path to follow due to a lack of resources at their previous institution. They explore the site to find proactive guidance and tangible support for navigating the transfer process.

Transfer Students



**“Overcoming
Obstacles”**

- **Decidedly Undecided**
- **Major Mismatch**
- **Transition Troubles**
- **Unsure/Questioning**

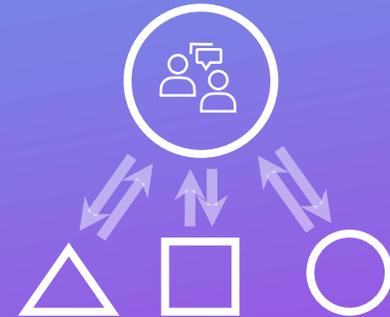
Advisors



**Secondary
School
Counselors**



**Community
College Advisors**



**University Academic
Advisors**

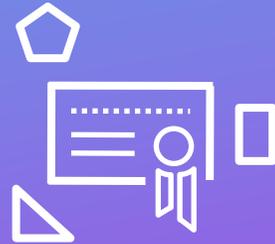
Five Essential Types of Content



Transfer
Preparation



Academic
Planning



Degree
Options



Costs and
Budgeting



Navigating
the
Transition

KEY TAKEAWAY #2:

Prioritize essential transfer content, especially planning guides and degree/program maps.

Mistake #3:

—

**Expecting different offices
— and institutions —
will naturally work together.**

The 360-Degree Stakeholder Loop

Creating and sustaining a great transfer website requires ongoing feedback and support from multiple stakeholders across multiple institutions. Involving all stakeholders at the outset of the project is essential in ensuring success.



KEY TAKEAWAY #3:

Involve a broad group of stakeholders in planning, designing, and testing your transfer site.

Mistake #4:



**Not budgeting
ongoing resources and staffing
to maintain transfer content.**

Three Typical Scenarios



Everyone's ...
And No One's



Capital
Expense



Last Priority,
First Cut

KEY TAKEAWAY #4:

**Budget appropriate time, staff,
and resources to long-term
site monitoring and
maintenance.**

Mistake #5:



**Designing a site for your
institution and not for
your audiences.**

Five Main Missteps



Structure



Language



Tone and
Style



SEO



Content

KEY TAKEAWAY #5:

Audience-first. Always.

Where To, From Here?

STEP #1:



**Determine the transfer
landscape at your
institution.**

STEP #2:



Assess the state of your current web content for transfer students.

Transfer Website Strategy Guide

October 2020

Transfer Website Snapshot

National Institute for the Study of Transfer Students

Our website snapshot tool is available for free download at: <https://www.nists.org/transfer-website-strategy-guide>

STEP #3:



Identify one to three “quick wins” for your website.

STEP #4:



Build awareness and alignment with leadership and key areas.

STEP #5:



**Build your transfer site
dream team.**

STEP #6:



**Use our guide as a blueprint
for planning your project.**

A Closing Question



Now, on a scale of one to five,
how would you rate the
effectiveness of your web
content for transfer students?

Questions and Answers

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Don't forget to download your free copy of the guide! <https://www.nists.org/transfer-website-strategy-guide>

Thank You!

