



# NISTS 2020

## REIMAGINING THE TRANSFER STUDENT EXPERIENCE FEBRUARY 5-7, 2020 • ATLANTA, GEORGIA

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### **A Student Centered Approach: D'Youville's Coordinated Care Model**

*Partnerships and Collaboration*

This presentation will showcase how a nine-month self-study led to the creation of a team-based Transfer Services and Transfer Admissions approach. D'Youville has developed an effective plan for bridging the pre-advisement to matriculation gap. Our aim with this coordinated care model is to provide students with all the services needed to be successful and persist in their degree program, be career-ready upon graduation, and accumulate as little student loan debt as possible.

**Meghan Harmon**, Director of Transfer Admissions

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D'Youville College

# A STUDENT-CENTERED APPROACH: D'YOUVILLE'S COORDINATED CARE MODEL

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NISTS 2020  
ANNUAL CONFERENCE  
ATLANTA, GEORGIA

# D'YOUVILLE

## THAT'S "DIH-U-VILLE"

- Direct-entry programs in healthcare, business, and liberal arts
- Traditional campus, two residence halls, located on the lower west side of Buffalo
- First all-women's college in WNY, founded in 1908
- First four-year Nursing BSN program in NYS, established in 1942



# TRANSFER STUDENT POPULATION

- 1800 undergraduate students, 1200 graduate students
- 40% of students come in as transfers
- Average age of our transfer students is 27
- Tend to be "swirlers"
- Transfer population is 60% PELL eligible
- Most popular program for transfer enrollment: Nursing BSN
- Up until recently, transfer students were treated like freshmen on our campus

# THE ECOSYSTEM STUDY

A YEAR OF PLANNING  
AND RESEARCH

- Transfer enrollment on the rise
- Unmet advisement needs through faculty advisement model
- Lack of spring orientation
- Inconsistent student satisfaction
- Imbalance of admissions services
- Lack of a transfer-friendly general education core

TRANSFER  
RETENTION  
RATES AT  
D'YOUVILLE

**77 %**

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Rate in 2018

All-time low of 72% in 2015

# NUMBERS TALK



**INVESTMENT**  
Retain six students for ROI



**NET TUITION**  
Transfers impact budget



# MISSION AND GOALS

SOURCE: CCRC & THE ASPEN  
INSTITUTE'S "TRANSFER  
PLAYBOOK"

## SUMMARY OF STRATEGIES AND ESSENTIAL PRACTICES IN THE PLAYBOOK

### STRATEGY 1 MAKE TRANSFER STUDENT SUCCESS A PRIORITY

- Communicate transfer as a key component of the institution's mission.
- Share data to increase understanding of the need to improve transfer student outcomes—and the benefits of doing so.
- Dedicate significant resources to support transfer students.

### STRATEGY 2 CREATE CLEAR PROGRAMMATIC PATHWAYS WITH ALIGNED HIGH-QUALITY INSTRUCTION

- Work collaboratively with colleagues from partner institutions to create major-specific program maps.
- Provide rigorous instruction and other high-quality academic experiences to prepare students for four-year programs.
- Establish regular, reliable processes for updating and improving program maps.
- Design unconventional pathways, as necessary.

### STRATEGY 3 PROVIDE TAILORED TRANSFER STUDENT ADVISING

#### Community College Advising Practices

- Clearly articulate students' transfer options and help them determine, as early as possible, their field of interest, major, and preferred transfer destination.
- Continuously monitor student progress, provide frequent feedback, and intervene quickly when students are off-track.
- Help students access the financial resources necessary to achieve their goals.

#### Four-Year College Advising Practices

- Commit dedicated personnel, structures, and resources for transfer students.
- Assign advisors and clearly communicate essential information to prospective transfer students.
- Strongly encourage transfer students to choose a major prior to transfer.
- Replicate elements of the first-year experience for transfer students.
- Exercise fairness in financial aid allocation.



# BUILDING A TRANSFER STRATEGY



## **PHASE 1**

Create mission, review data, provide summary for investment rationale



## **PHASE 2**

Determine best practices, identify assessment measures, develop model



## **PHASE 3**

Job descriptions and hiring (Carly!), construction, marketing. Divide Admissions, add staff

# THE STUDENT SUCCESS CENTER

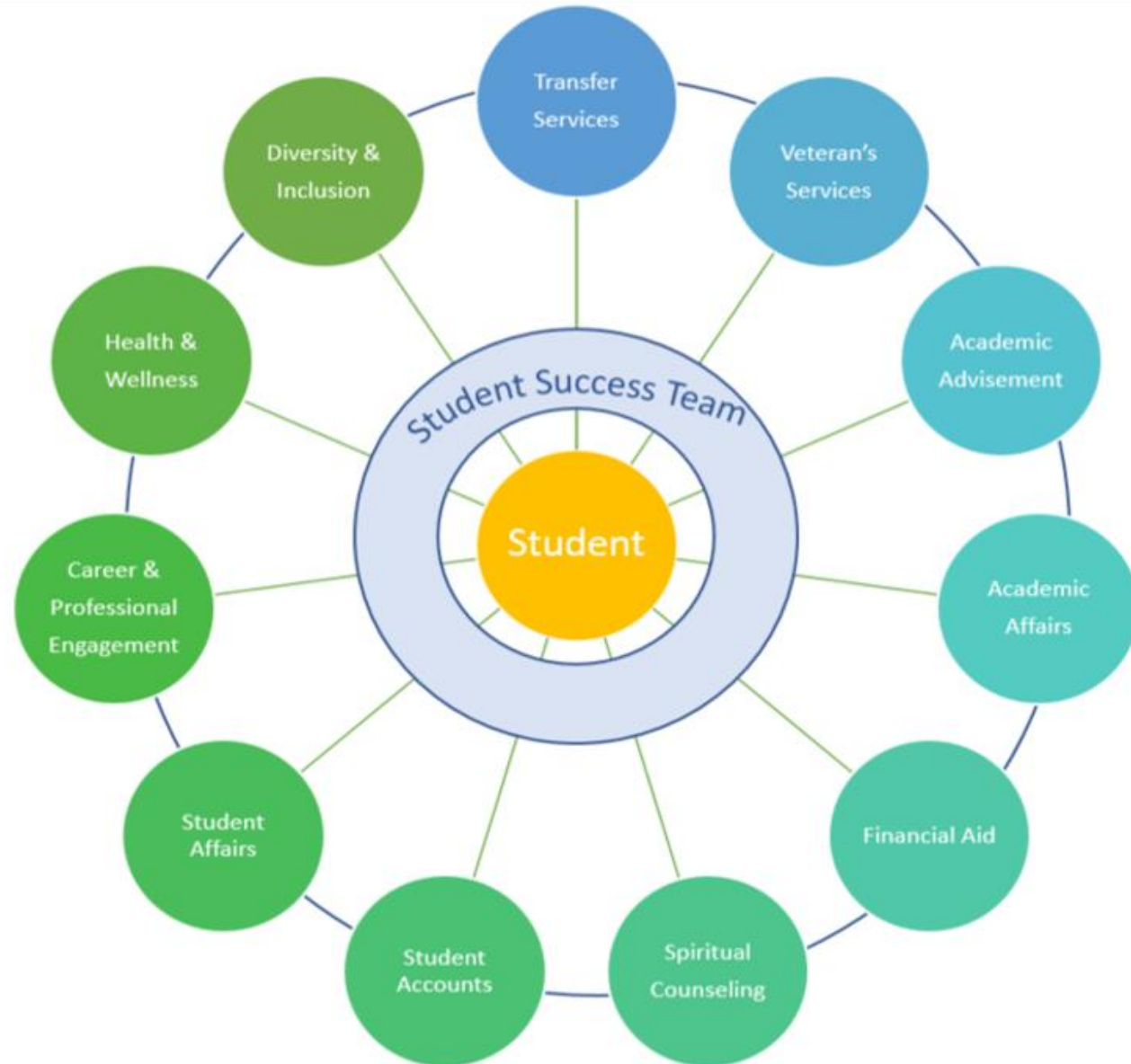
## M E R G E R

- Academic Advisement
- Transfer Services
- Career and Professional Engagement
- Retention



# OUR MODEL

FACULTY NO LONGER  
ADVISE, THEY MENTOR



# STUDENT SUPPORT SERVICES

## **STUDENT - CENTERED**

The Park – Advocacy

## **CROSS - TRAINING**

Student Solutions Center

## **ACCESSIBLE**

Help Desk | Learning Center

# THE HAND OFF

**INQUIRY TO APPLICANT**  
Transfer Admissions & Transfer Services

**ADMIT TO DEPOSIT**  
Transfer Admissions & Student Solutions

**ADVISEMENT TO REGISTRATION**  
Transfer Admissions & Transfer Services

**REGISTRATION TO ORIENTATION**  
Transfer Services & Student Life

**DYOUVILLE**

OFFICE OF ADMISSIONS

*Annabella*  
**RAVENELL** 83 LAKEVIEW AVENUE  
BUFFALO, NEW YORK 14201

**DO NOT BEND**

**ANNABELLA'S**  
**FUTURE** IS IN **THIS**  
**ENVELOPE**



*#intodyouville*  
f @ t v

YOU'RE IN,  
NOW WHAT?

**CONGRATULATIONS! ANNABELLA GOT**

*#intodyouville*



# BEFORE DEPOSIT

03 Feb 2020 12:15 TRANSFER EQUIVALENCY REPORT Page 2

Student.....: [REDACTED] Institution: [REDACTED]

Acad Programs: [REDACTED]

----- T R A N S F E R -----					----- E Q U I V A L E N T -----							
Course	Title	Credits	Gr	End Dt	Course/ Subject/Crs	Lvl	GR/ Dept	Credits	Type	Acad Lvl	Status	
CMM1610	PUBLIC SPEAKING	3.00	A	12/21/14	SPE-201			3.00	TR	UG	TR	
HIS1530	US HISTORY I	3.00	A	12/21/14	HIS-203			3.00	TR	UG	TR	
HIS1540	US HISTORY II	3.00	A	03/31/15	HIS-204			3.00	TR	UG	TR	
ECO1530	CONTEMPORARY ECONOMIC PROBLEMS	3.00	A	12/21/15	ECO-999			3.00	TR	UG	TR	
ENG1510	ENGLISH COMPOSITION I	3.00	A	12/21/15	ENG-111			3.00	TR	UG	TR	
MAT1540	ELEMENTARY STATISTICS	3.00	A	12/21/15	MAT-123			3.00	TR	UG	TR	
ENG1530	ENGLISH COMPOSITION II	3.00	A	03/31/16	ENG-112			3.00	TR	UG	TR	
Total for [REDACTED]		=====			=====							
		21.00 Transfer Credit							21.00 Equiv Transfer Credit			

- Credit evaluations are delivered with acceptance
- Project timeline and coursework through graduation
- Project total costs and remaining loan eligibility



# SAMPLE FINANCIAL AID PROJECTION

VENDOR: CAMPUS LOGIC



## Get Ready for Orientation!

Our New Student Orientation programs are designed to help smooth your transition to D'Youville! You'll meet fellow students, register for classes, and learn about campus resources and activities.

Look for your invitation and sign-up instructions via email and mail. To learn more, visit: [dyc.edu/campus-life](http://dyc.edu/campus-life)

## Four Year Financial Plan

This is a personalized outline of your costs and estimated award while you complete your degree as a student at D'Youville College.

Your Direct Costs	Year 1	Year 2	Year 3	Year 4
Tuition & Fees	\$27,896	\$27,896	\$27,896	\$27,896
Room & Board	\$9,500	\$9,500	\$9,500	\$9,500
General Fees	\$400	\$400	\$400	\$400
<b>Total Direct Costs</b>	<b>\$37,796</b>	<b>\$37,796</b>	<b>\$37,796</b>	<b>\$37,796</b>

## Your Estimated Awards

Grants & Scholarships	Year 1	Year 2	Year 3	Year 4
Federal Pell Grant	\$6,195	\$6,195	\$6,195	\$6,195
D'Youville Grant	\$4,568	\$4,568	\$4,568	\$4,568

<b>Your Estimated Net Cost</b>	<b>\$27,033</b>	<b>\$27,033</b>	<b>\$27,033</b>	<b>\$27,033</b>
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Student Loans	Year 1	Year 2	Year 3	Year 4
Federal Sub Direct Loan ⓘ	\$3,500	\$3,500	\$3,500	\$3,500
Federal Unsub Direct Loan ⓘ	\$2,000	\$2,000	\$2,000	\$2,000

<b>Remaining Direct Costs</b>	<b>\$21,533</b>	<b>\$21,533</b>	<b>\$21,533</b>	<b>\$21,533</b>
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Financial aid awards are based on annual application and income information and are subject to change from one academic year to the next.

Tuition and fees are estimated and subject to change from one academic year to the next.

# BARRIERS REMOVED

## **HEALTH RECORDS**

Students can register without records but **CANNOT** sit for class until they are submitted.

## **ADVISOR DISCRETION**

Advisors are trained to determine if students need remedial coursework and can waive prerequisites accordingly.

## **ADVISE, THEN ORIENT!**

Allowing students to be advised and register prior to orientation reduced our melt by 11%.



# TRANSFER TOOLS

## **TES**

Utilized by Registrar, Admissions, and Advisors

## **EAB TRANSFER PORTAL**

36% of transfer applicants are stealth

## **EAB RETENTION**

Case Management | High Risk vs. Low Risk Students

# TRANSFER- MATIONS!

BY APPOINTMENT, DAILY

- Apply—beforehand or with Admissions
- Get admitted—prior to appointment or on the spot
- Meet with Financial Aid
- Get advised with preliminary credit evaluation
- Register for courses and receive information about next steps

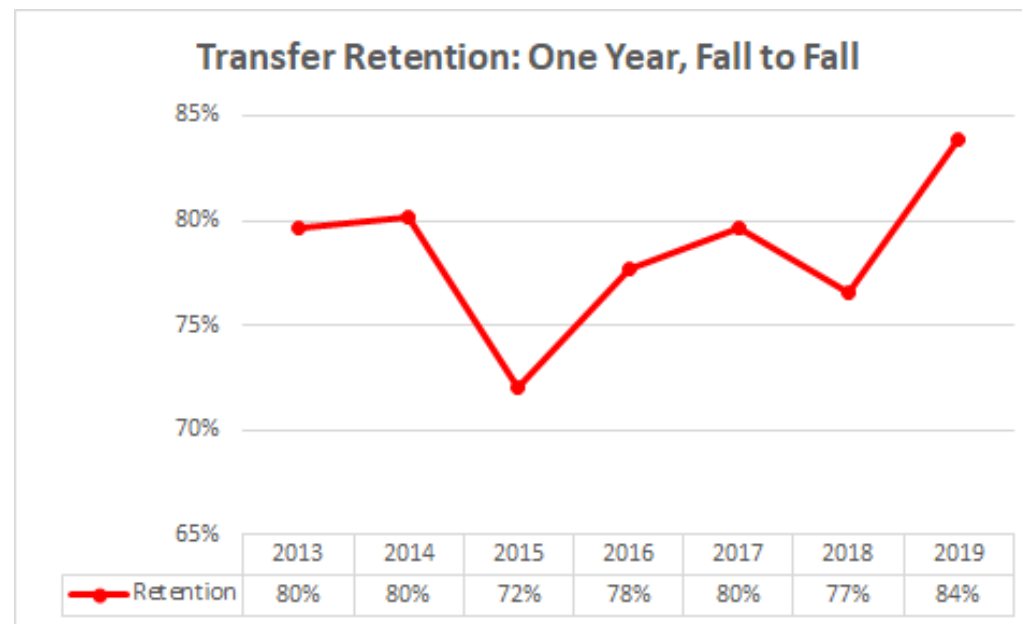
# TRANSFER- MATION SUCCESS

## **Fall 2019:**

- 20% of the enrolling class attended TRANSFER-mation appointments.
- Collaboration with IT, Financial Aid, Registrar, Student Success Center, and Admissions Processors.

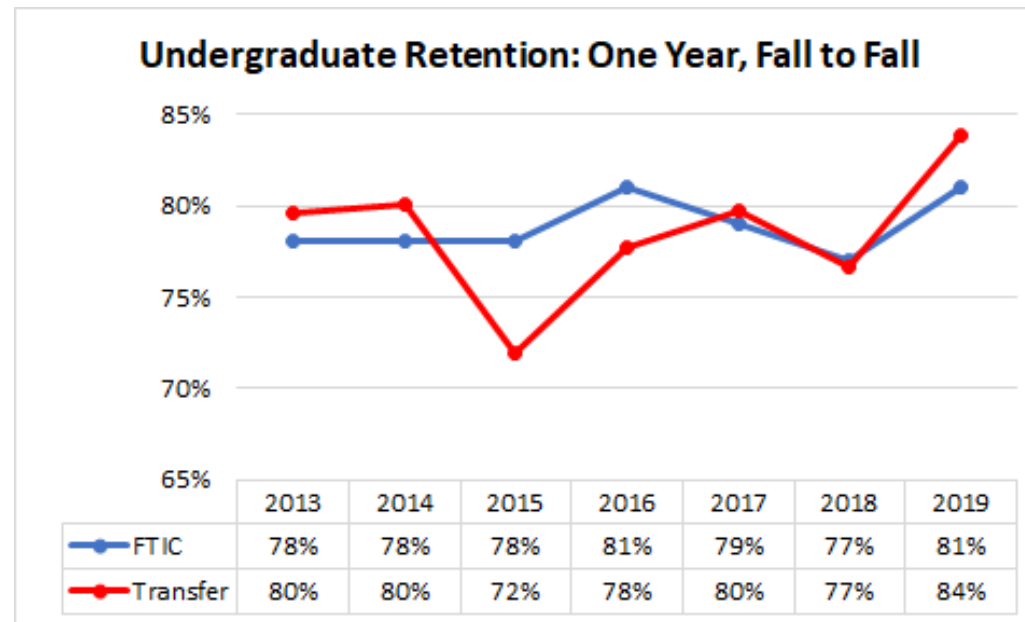
# RETENTION IMPACT

# 84 %



# 84 %

RETENTION  
IMPACT  
COMPARED TO FRESHMEN!





# STUDENT FEEDBACK

## **SPRING 2019:**

- 55% responded favorably to the enrollment process
- 44% Responded favorably to understanding their financial aid package

## **SPRING 2020:**

- 73% responded favorably to the enrollment process
- 60% responded favorably to understanding their financial aid package

“Nothing, it was exceptional.”

“You should have Rice Krispie Treats.”

“You guys are doing your best, not only for the students but for the whole school.”

“Everything was great, I didn’t have any problems.”

“Your admissions office was fantastic, patient and really dedicated. I loved how much time my advisor spent with me.”

“I like knowing how long I will be here so I can plan my finances.”

# FUTURE PLANS



- Articulations, Reverse Transfer, Webinars
- Recruitment webinars, transfer credits explained
- Assessment Projects
- Relocate tutoring approximate to Success Center
- More support services for special populations

QUESTIONS?

# Thank You!

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