The State of New Transfer Initiatives

What Kentucky is doing to facilitate greater transfer options.

Introductions

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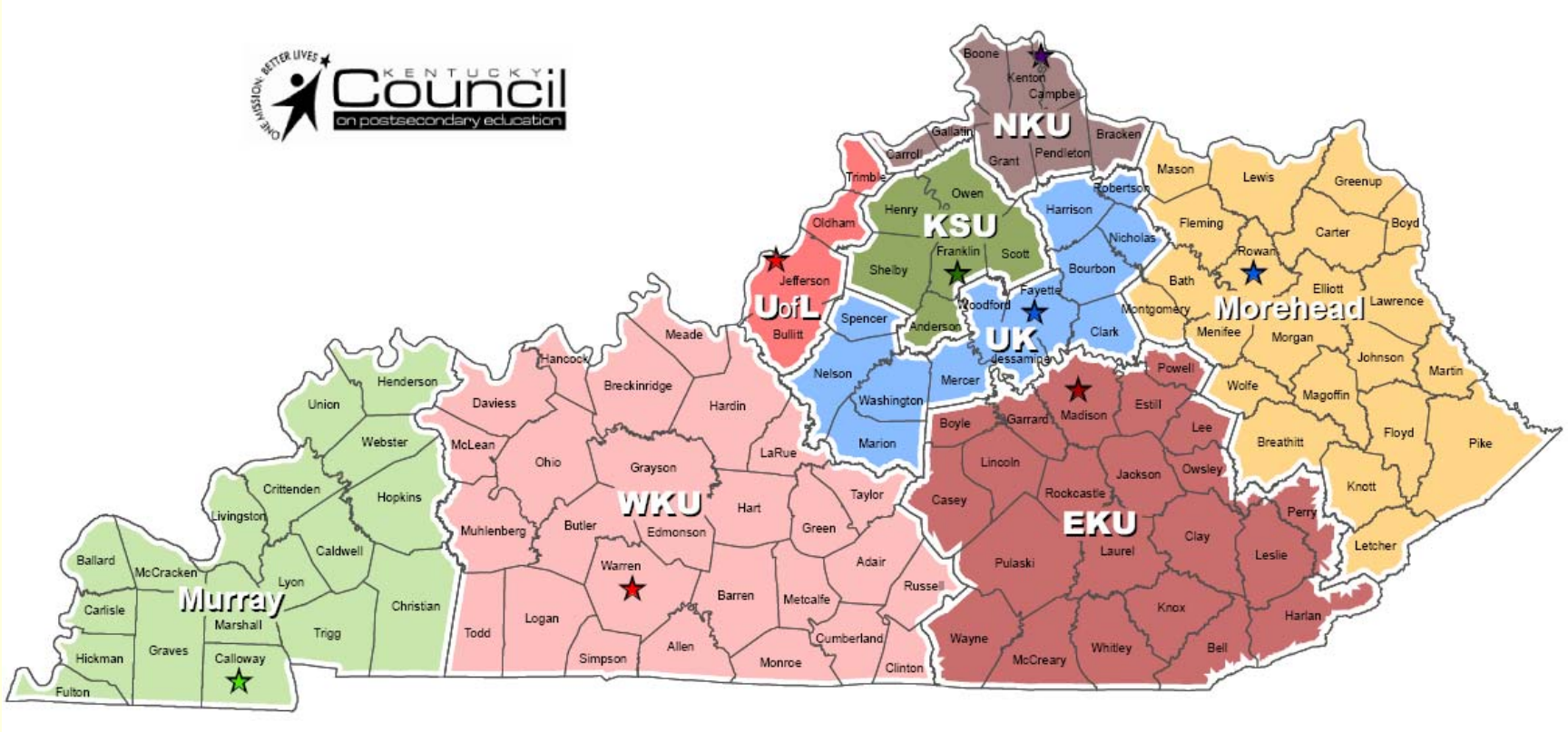
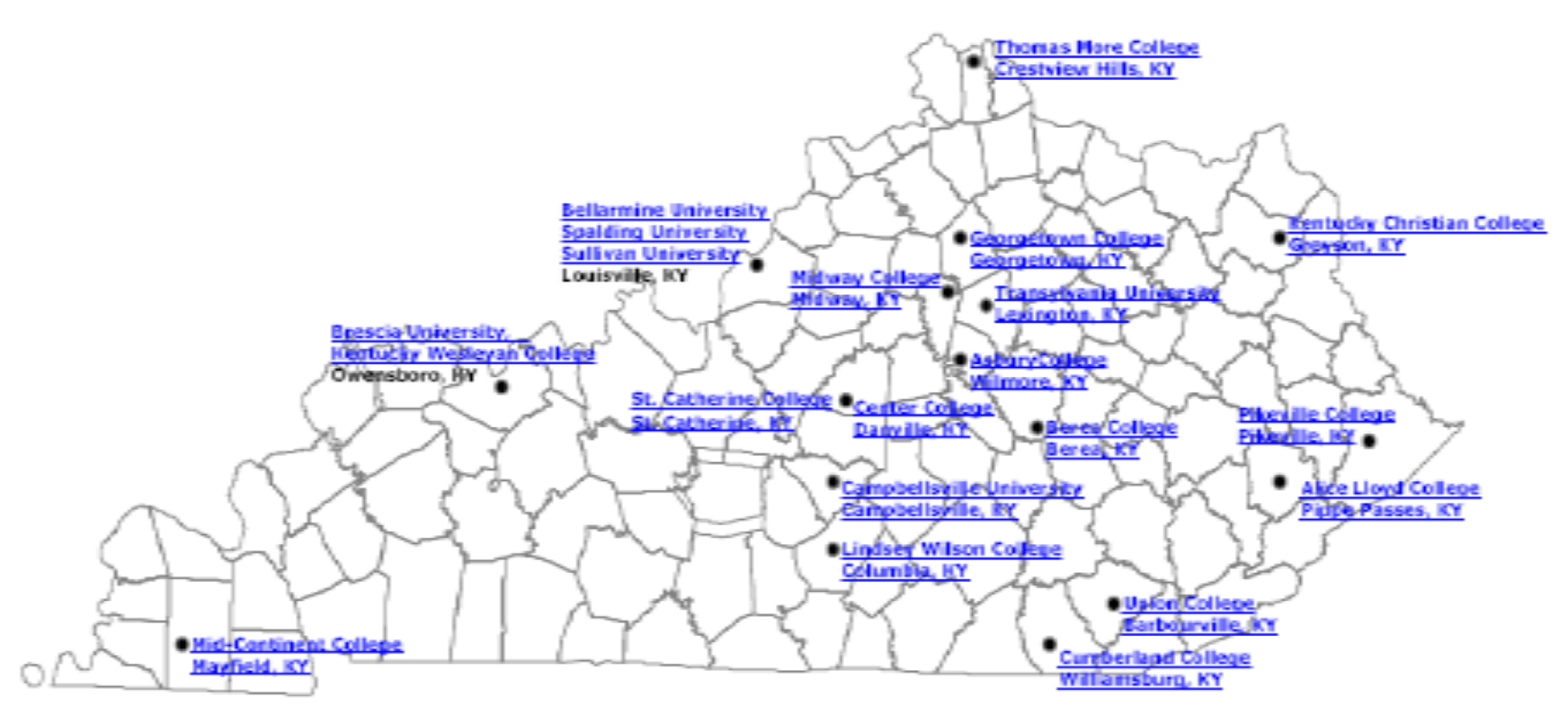
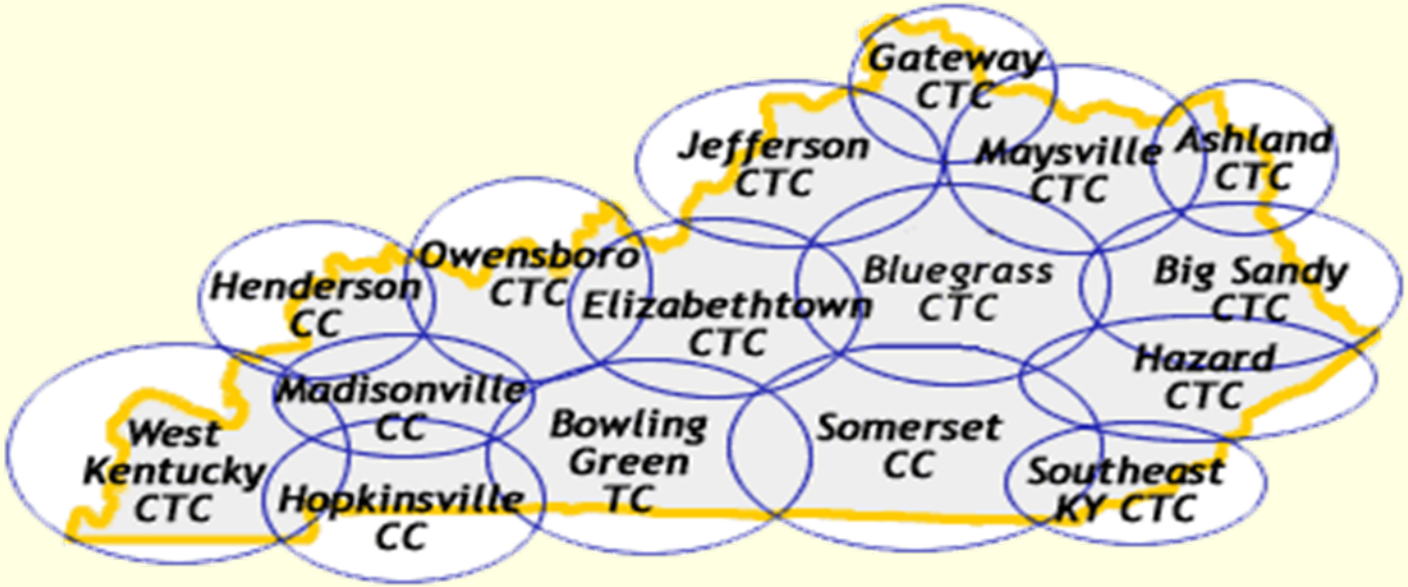
KY Public Institutions



KY Private Institutions



Kentucky Community and Technical College System (KCTCS)



16 colleges located on 67 campuses

In 2007:

Enrollment: 86,475 students

Student body:

54% female, 46% male

38% full-time, 62% part-time

Obstacles when Transferring

- Reluctance of 2-year colleges to let 4-year institutions have access to students
- Lack of involvement in transfer students by 4-years until state mandated transfer goals
- The “University or Bust” mindset
- Unsure of what credits transferred and what didn’t

Obstacles when Transferring

- Lack of student services support for transfers
- Minimal scholarships available
- Students didn’t know all of their options
- Lack of student mobility
- Competition from job market
- University focus on full time status and traditional classroom offerings

What the “State” has said…

- Goal set by Council for Postsecondary Education for each school
- Double the Numbers goal by 2020
- Project Graduate
- Transfer Feedback Report
- Transfer Handbook
- General Education Certification (mandate)
- Workforce/Transfer Program - $1.2 million for scholarships to promote transfer

What many of the KCTCS colleges are doing

- Greater emphasis placed on the percentage of students transferring out
- Transfer Centers
  - Includes offices for advisors, display areas for university information, and an area for visiting university representatives
- Participation in Annual Transfer Fairs
- Business Plan

What Universities are doing…

- Increased number of transfer scholarships
- Student services are driven by the needs of transfer students
- Four-year participation in KACRAO transfer fairs
- Helping to dismiss the “University or Bust” mindset
- Respect between colleges and universities
  - Knowledge of programs / strengths
- For many students, we represent “college”
- Student success is our success
  - It matters to us *that* they go, not *where* they go.
- More online offerings
- Part-time student focus: limited but growing

Morehead State University

- Regional campuses
  - Many on/near KCTCS campuses
  - Variety of programs
  - Comprise nearly ½ of total enrollment
- Concurrent enrollment
  - Finish associate's degree while starting bachelor's
- Online degree programs
  - Business
  - University Studies
  - Allied Health
  - Technology Management

Eastern Kentucky University

- Roughly 17,000 students
  - Approximately 40% are transfer students
  - More students transfer each academic year to EKU from a KCTCS institution than any other college or university in Kentucky.
- Development of the EKU Transfer Center
  - Transcript evaluation, Admissions Application, other transfer-specific student services
- Transfer Scholarship
  - Automatic- no application or limited number
  - ½ in-state tuition, renewable for up to 6 semesters
- Satellite Admissions/Advising Counselors
  - Located on the campuses of select community colleges

Northern Kentucky University

- Dual Admission Program
  - Allows current community college students to explore NKU
  - Guarantees acceptance upon completion of associate's degree
- Metropolitan Perks
  - Students can co-op with large companies such as Proctor and Gamble, US Bank, Cincinnati Reds and Bengals
  - One of three law schools in Kentucky, Chase College of Law
- Transfer Statistics
  - 38% of total enrollment are transfer students
  - Have surpassed transfer numbers set by the Council of Postsecondary Education (CPE) for two years in a row
  - Have increased total incoming transfer enrollment by 10.9% for the past spring – with an expected healthy Fall 2008 incoming class

Course Applicability System (CAS)

- www.transfer.org
- Offers continuous access to a school's academic programs
- Offers space to store a student's completed courses for up to one year
- Provides an avenue for transferability of courses
- Detailed planning guides – degree audits/degree progress reports
- Gives students a sense of empowerment over their academic career
- Expect all public schools but 1 to participate – 5 of 8 currently participate

KACRAO State-wide Transfer Fairs

- In the 3rd Year
- Gives students a chance to meet with many colleges and universities
- Visiting 15 KCTCS Colleges
- All in April-avoids spring breaks and winter weather
- Last year we met with 826 students
- Allows 4-year public and private colleges who are KACRAO members an opportunity to better plan travel and use of resources

Benefits of College Fairs

- Cost benefits
- Ability to advertise
- Ability to create “buzz” for an event instead of individual visits
- More exposure for both students and colleges
- Concentrated effort
- Unexpected benefit – may be able to share travel expenses in times of budget crisis

Best Practices - Recruiters

- Know the best contact at each college
- Know primary interests at each college, as applicable
- General knowledge of course equivalencies
- Transfer students generally know their major so knowledge of top majors and admission requirements are essential
- Must know your universities' strengths but know competitors strengths, as well, to assist students
- Ability to counsel students in a positive manner

Discussion

Thoughts, questions, success stories, ideas…

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