

## Transfer Advising Committee Meeting

Tuesday, February 4<sup>th</sup>, 2:30-4:00

### Members Present

Ross Hawkins (SDPA), Dylan Earnshaw (CNAS), Jay Howard (COAL), Campbell Keele (COB), Hillary Mayes (CHHS), Mandi Muse (CHPA), Juli Panza (COE) Jaime Ross (Outreach), Luke Thomas (SDPA)

### Members Absent

Jim Bellis (COA)

### Announcements

**Ross** – Academic Advisement Center is now the Academic Advising and Transfer Center. We recently hired a new transfer advisor for the center and we are in the process of hiring an administrative specialist. The next hire after that will be an Assistant Director-Transfer.

Transfer Council is meeting again under the leadership of Dr. Joye Norris.

Some upcoming events will be planned soon – 6 Academic Advising Forums and Master Advisor Reception (March 26<sup>th</sup> from 4-5 PM in the Welcome Center).

COTA and NACADA Region 7 conferences are coming up soon.

**Dylan** – Not much new in the office. Thinking about ways to reach out to the homeschool demographic.

**Campbell** – There are three new advisors in their advisement center.

**Jay** – There is going to be a new department head soon for the Communication Department.

**Juli** – Their center is proactively reaching out to OTC students to have them sign up for appointments here in preparation for transfer. They also finished all 2+2 worksheets for all of their majors.

**Hillary** – They are looking to hire a new advisor in their center. There have also been shifts with the director position. A goal going forward is to increase numbers and accessibility for nursing students.

**Jaime** – 36 2+2 plans have been updated and other schools both in Missouri and Kansas have reached out for 2+2 worksheets to be created for them.

**Mandi** – More certificates are being created.

## Transfer Advising Committee Strategic Enrollment Management Updates

\* Indicates the main contact for each sub-committee

Recruitment and Outreach – Jim Bellis, Dylan Earnshaw, \*Juli Panza

Attendees: Jim Hutter, Dylan Earnshaw, Heather King & Juli Panza.

For our first meeting we discussed transfer recruitment projects/initiatives that we believe are working well, barriers that we experience and new ideas. The SEM Recruitment Charges are at the bottom of this page.

### Positive aspects of Transfer Recruitment (ongoing & recent):

1. New Transfer Scholarships (effective Summer 2020)
2. Later Transfer Scholarship deadlines
3. Regarding OTC: Donna Rebmann's desk at OTC's student services office
4. Transfer VIP Days
5. Many advisors meet with "prospective transfer students"
6. Some departments visit OTC classes.

### Barriers:

1. CORE 42 vs. MSU Gen Eds- Many advisors are not trained to recognize which is best for student
2. CORE 42 audit is difficult to read
3. Community College students often have a fear of a 'big campus'
4. Transfer students are meeting with advisors too late (classes are closed/ they do not have time to get tasks accomplished/ etc.)
5. Many advisors will not meet with 'prospective transfer students' until they are admitted to MSU.
6. How to identify prospective transfer students EARLY?

### Ideas:

1. Transit from OTC to MSU
2. Invite OTC and promote attendance to "Majors Fair" - perhaps offer a transit that day
3. Include on 2+2's (specific semester)
  - a. Meet with MSU advisor (OTC semester 1 or 2)
  - b. Apply to MSU (OTC semester 3)
  - c. Meet with advisor to be released to register (OTC semester 4)
  - d. Register for MSU courses in April/October (OTC semester 4)
4. Promote Prospective Transfer Advising on campus (How? #5 is one idea)
5. Advisor Forum: Prospective Transfer Advising- how to promote your programs to transfer students
6. Advisor Forum: Advising CORE 42 (another one)
7. Instead of visiting OTC classroom... host the class on MSU's campus.

## Academic Programs and Deliveries – Jay Howard, \*Hillary Mayes

### General Ideas/Suggestions:

- Guaranteed admission programs
- Simultaneous admission – Students admitted to MSU at the same time they are admitted to their respective community colleges
- Employ a “meet you where you are” philosophy – e.g. alternative advisement methods (phone, skype, text, etc.)
- Create departmental checklists/intake sheets
- Allow transfer students to access our degree audit system prior to admission
- Allow advisors to “see what students see” (with regard to registration)
- Ensure all those with assigned advisees are trained to be transfer advisors (mandatory training)
- Allow major changes/declarations to be initiated by students online
- Improve plans of study available to students (keep them up-to-date, etc.)
- Transfer students tend to be more career/outcome-driven. For that reason, it would be helpful if we/departments could develop marketing strategies that would appeal to these students – e.g. include career outcomes, highlight realistic/actual pathways alumni have followed, etc.
- Transfer student campus visit experiences – improve process; campus visit desk doesn’t really assist with these. We need to find a way to help transfer students connect to faculty and/or improve the campus visit system. Dissolve distinction between prospective first-time new in college and prospective transfer students (how each group is handled when visiting)

### Obstacles:

- MTH 101 course not available online
- Placement test for MTH and/or ENG not available online

### Courses/Academics:

- Improve articulations with other institutions – students still facing difficulties with courses not transferring to MSU directly; more transfer-friendly course evaluations at department level
- Reserve seats for transfer students specifically
- Utilization of wait-lists (could this be mandated??); expand wait-list capabilities – could it be used for block classes, alt deliveries, etc.?
- Manage sections better – e.g. gradual roll out of seats during SOAR (could gradually roll seats through registration sequence; open sections gradually)

## Retention and Completion – Campbell Keele, \*Mandi Muse

- Lack of student knowledge related to using My Missouri State and related functions (like registration)
- Core 42 access
  - Many advisors still not familiar with CORE 42 or confident in advising about CORE 42
- Transfer Students not knowing when they can register
  - Send University generated email the night before they register?
- Transfer students admitted week before and week that classes start
  - Stop admitting students during these weeks as these students don't have good grades or classes they need to be in
- Have MTH 101 offered online
- Have ENG 100 count as credit
- Departments/Schools/Degree programs host a 'get to know you reception' for transfer students the first week of class to help become connected to campus by getting to know other transfer students. If students do not have an advisor in a particular school, then perhaps our committee can discuss this hosting a get to know you reception.
- Proactive advising with transfer students, week one, four, eight and end of semester.
- Train advisors who work heavily with transfer students on basic career advising. One of the common challenges I hear transfer students share is that they don't have much time or want to spend resources to take additional courses to explore majors, especially since many of them typically need very few, if any, general education courses. It may be helpful to train these advisors on how students can gain career knowledge (i.e. Career Center, specific faculty in the program, online resources, etc.).
- Collaborate with student service offices and academic departments to develop transfer specific resource guides. I think some Colleges already do this, but I'm not sure if there is a shared one across campus (I could be wrong though).
- Offer workshops specifically designed to help transfer students learn the skills needed to succeed at MSU (or college in general). Our first time new in college students get these resources from GEP, but we often just assume that transfer students learned those skills from their previous institution. These could be in-person and/or online (so students can review them prior to coming to MSU).
- One of the biggest things I hear from Transfer Students is that they don't know about many of the resources on campus. I'd recommend adjusting the Transfer Student Checklist online to include resources such as the Career Center and the Counseling Center. If students are struggling with outside factors, or do not have a chosen career path (or at least ideas of potential career paths), that makes it more difficult for them to want to stay at Missouri State (or anywhere else, for that matter).
- Create more on-campus events specifically for transfer students. Making them feel as though they are a valuable part of our campus (because they are) with events designed for them will help them more at home.

- Encouraging transfer students to check their registration status page to find out when they register/if they have any holds on their accounts. It can be very overwhelming to meet with your advisor close to (or after) your registration date and then find out that you have 3-5 holds on your account that you must also take care of as soon as possible.
- Telling transfer students about Study Away opportunities. Depending on their program, it could certainly still be possible for a transfer student to participate in a Study Away experience.
- Make sure advisors who work with transfer students know about Kentwood Hall and/or the Transitions LLC. Transfer students who want to live on campus have an excellent opportunity to get involved/live with other transfer students. This allows them to feel more connected to MSU.
- I agree with committee members on hosting a get to know you reception for transfer students on the first week of classes and also creating more campus events for them. Many transfer students feel lost or isolated when they transfer to a new institution. They might not adjust to the new culture of the university and end up dropping out. I think that it's a great idea to do these activities to make them feel comfortable and welcomed.
- I suggest making advisors aware when they have a transfer student. So, they can give these students tips on the campus life and academics. Advisors don't usually know they have transfer students.

### **Marketing and Communication – Jamie Ross, \*Luke Thomas**

- Create a link in the student portal for transfer students which connects them to the Transfer Center page- keep page updated with events related to transfer students as well as deadlines and academic-related notes.
- Review the Transfer Student orientation video (does it need revisions or updates/corrections?)
- Create a mechanism to communicate with transfer students prior to their arrival at MSU. Engage with advisors at two-year institutions and supply them with advising materials to share with prospective transfer students.
  - With this including both two plus two guides, and strategies on how they can still complete on time even though they are graduating with an AA.
- Link to the SOAR glossary of terms- possibly create one uniquely for transfer students: <https://www.missouristate.edu/soar/glossary.htm> that is housed on the transfer center page
- Make a strong push with communications to advertise free applications and new scholarship opportunities

- Students feel lost at times – Providing literal place for onboarding at the university. Communicating with them early on how to navigate campus, who to call if they have questions, and what to ask to ensure follow through.
- We should be telling more of the transfer story in our marketing. If we show successes of students here in their field, we can highlight our transfer students and more will hopefully feel welcomed to come.
  - I think we can be candid in our marketing about the struggle of transfer students but provide them with the solutions to be successful.
- Many transfer students are not going to use their Missouri State email until they arrive. We should find more ways to reach them where they are. Social media targeted marketing? Or communicating to students at their community college even more to bridge the gap. Make them feel like a student long before they arrive. (Invite them to events while they are still at their community college?)
- We could potentially use Transfer peer leaders as a very personal way of communication once at the university. They can provide the messages that we are saying but drive them home more likely.
- Develop a separate communication flow and customized publications for transfer students.
- Transcript evaluations should be a priority for all prospective transfer students. If our admissions staff was able to provide this service, we could market this to all prospective transfer students.
- Create marketing materials that will allow for the development of a ready-made recruitment toolkit specific to transfer students. We can send these kits out with transfer recruiters and then refresh it annually.
  - Equip recruiters with technology (recruiting tablets) that will make it easy to capture student information so that prospective students get populated into our CRM effortlessly.
- Utilize clearinghouse data to search for prior applicants who decided to attend a 2-year institution instead and come up with a marketing campaign to recruit back those students.
- Explore creation and utilization of a MSU transfer app to utilize geo-fencing as a marketing strategy at our two year colleges. Utilized carefully, the app could alert transfer students with targeted messages regarding transfer specific events, campus tours, and program information.
- Organize MSU specific transfer fairs at our top feeder colleges and incentivize attendance by providing food and prizes (grilling hot dogs/hamburgers or ordering pizza and beverages). Drawings for MSU gear would also help to gather marketing data.