

# Taking a Fresh Look at Transfer: The Transfer Twist on Higher Ed Movements



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# We will cover:

- The New Transfer Cohort:  
Non-Traditional Students
- Prior Learning Assessment
- Access and Career Pathways
- Personalization with Students and  
Transfer Partners
- Nudging
- Micro-scholarships
- Globalization



# This session is designed to help you be able to:

- describe current higher education trends and their impact on transfer and other forms of student success
- identify potential opportunities to improve or revitalize current transfer policies and practices





# The New Transfer Cohort: The Rise of Non-Traditional Students

- The idea of a “traditional” college student (i.e. between ages 18 to 24) has been shifting--over the past decade, more working parents, veterans and students 25 and older are enrolling in college
- Non-traditional student enrollment is projected to increase more than twice as fast as traditional student enrollment through 2022
- Programs and services that support non-traditional students include individualized programs of study, prior learning assessment, online courses and degrees, accelerated course formats
- Non-traditional students require outreach and ongoing support that overcomes personal, attitudinal, and structural barriers



**60%** of the adult population in AZ has enrolled in a postsecondary institution.

**Nearly half** of these adults have not completed their degree programs.



Achieve60AZ is an alliance of business, community, education, and philanthropic organizations formed last year in Arizona to increase the number of Arizonans earning a job certification or degree from 42 percent to 60 percent by 2030. Nationally, more than 30 states have set similar goals.

**\$3.5  
Billion**

The amount of personal income and tax revenue that would be pumped into our state annually— if AZ reached the goal of 60% of adults ages 25-64 with a professional certificate or degree



# The transfer twist

Areas Impacted: Curriculum Management, Enrollment Management, Prior Learning Assessment, Marketing, Outreach

## Potential Solutions:

- Offer prior learning assessment and competency-based learning on a wider scale
- Multiple course start dates, formats, days/times
- Marketing campaigns geared toward the adult learner
- Use market research to understand what distinguishes your institution and drives student choice
- Increase campus support services (tutoring, childcare, online library services, etc.) to retain non-traditional students and help them succeed



# Prior Learning Assessment

- PLA is the evaluation of college-level learning acquired outside of a formal college course, for college credit
- Facilitates access for non-traditional students
- Fulfills state requirements to evaluate and apply military credit
- Responds to the mission of community colleges to provide open access and affordable, quality education
- Supports learner and credit mobility
- Creates momentum and accelerates completion



# The transfer twist

Areas Impacted: Articulation, Guided Pathways, Workforce, Transcript Evaluation, Recruitment & Outreach

Potential Solutions:

- Review institutional PLA policies to identify needs
- Collaborate with partnering institutions to find common ground on which progress can be made
- Assess and improve current business flow for transcript evaluation and the student experience when seeking PLA
- Centralize PLA (can be coupled with traditional transcript evaluation) to streamline processes and increase marketing and support
- Develop process(es) for assessment done by faculty (e.g., special contracts, Instructional Councils or representatives)
- Review fee structure for PLA to balance income to support the evaluation process while ensuring fairness for students







# Access Pathways: The Underutilized Institutional Strategy

- Community college serving as the receiving institution (transfer credit *in*)
- Workplace pathways into community college
- GED with honors
- Dual enrollment, earning an associate degree (or AGEC) while completing high school
- Examining existing dual enrollment offerings, related enrollment services, matriculation into college programs
- “Not admissible yet” efforts





# Career Pathways: Bridging the Gap from Education to Occupation

- Today's students enroll for very practical reasons: to improve employment opportunities (91% said "very important"); to make more money (90%); and to get a good job (89%)
- Institutions tailoring curriculum with the intent of developing career-ready graduates
- Strengthen collaboration with workforce; find out what businesses in the community need and partner to find solutions
- Institutions are looking to career services to help reinforce the value of a college education and a student's return on investment
- Alumni often underutilized—involve them in mentoring, networking, sharing their career paths



# The transfer twist

Areas Impacted: Articulation, Curriculum Management, Workforce, Prior Learning Assessment, Guided Pathways, College Preparedness, Retention

## Potential Solutions:

- Articulation of applied science degrees and alternative credentials
- Competency-based learning formats
- Strengthen and invest in career services for current and prospective students
- Expand PLA services and promotion to support working adults
- Utilize People Analytics (human factors) technologies to identify competencies that are predictive of success, incorporating these skills into job descriptions, and shifting from pedigree-based hiring to competency-based hiring



# Personalization: Enhancing the Student Experience

- Buzzword in education, encompasses everything from enabling students to advance at their own pace to choosing when and where they learn
- Tailor content and navigation to meet the unique needs of specific individuals or audience segments based on their demographics, behaviors, and actions
- Offer diverse educational programs, learning experiences, instructional approaches, and academic support strategies that are intended to address the distinct learning needs, interests, aspirations, or cultural backgrounds of individual students
- Flexibility is demanded by growing population of non-traditional students

- Survey students to find out what matters most in the student experience and identify areas in need of improvement
- Use people data to solve people problems
- Connect your CRM and website to help convert prospective students into applicants and enrolled students
- Universities can identify students who have been admitted, but have not enrolled. Personalize outreach to welcome and direct them to appropriate services to make their transfer choice and get started
- Community colleges can reach out to students who indicated intent to transfer with personalized messages about transfer opportunities





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Google: We really value your privacy

Twitter: We'd never collect anything

Apple: We securely encrypt everything on-device.

Facebook: Literally gives you an ad for something you dreamt about



Recommended for you, Kathy



Petstages Cat Hammock Scratcher, Invironment Easy Life Cat Scratcher...   
★★★★☆ 443   
\$17.99 ✓prime



iPrimio Cat Scratcher Ramp - Foldable for Travel and Easy Storage...   
★★★★☆ 153   
\$19.95 ✓prime



Petstages Catnip Rolls Cat Toy   
★★★★☆ 424   
\$2.09



CatDancer 101 Cat Dan Interactive Cat Toy   
★★★★★ 3,257   
\$1.99



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# Personalization: Enhancing University Partnerships

- Need to develop, meaningful collaborative partnerships that transcend written agreements
- Customized agreements based on services and incentives for students
- Demands are rising for a greater return on investment—pressure about the value of a college education
- Budget cuts and scarcity of resources demand increased accountability
- Data hasn't been used to its maximum potential



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# The transfer twist

Areas Impacted: University Partnerships, Articulation Agreements, Recruitment & Outreach, Advising, Marketing, Institutional Research

Potential Solutions:

- “Concierge Approach” to serving students
- Increased use of CRM to support student success initiatives
- Adopt behavioral interventions
- Technology that facilitates automation to identify at-risk students faster
- Student portals, self-service and mobile app development to improve student experiences
- Analytics and data to track alumni, current, and prospective students
- Strategic partnerships based on data informed decisions







# Nudging

- Nudge: Improving Decisions About Health, Wealth, and Happiness by Richard H. Thaler and Cass R. Sunstein (2008) popularized the concept
- Behavioral economics—which takes into account the cognitive, emotional, and social factors that drive or prevent people from accomplishing goals—is being applied to higher education through initiatives that nudge students to succeed
- A nudge is a small change in an environment that can make it easier for people to act and to make decisions that support their goals
- Unlike the typical carrot-or-stick approach, nudges don't use incentives or punishment to resolve these choice dilemmas. Instead, nudges use subtle interventions to leverage people's unconscious habits



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Nudge from ASU to fill out the FAFSA

# The transfer twist

Areas Impacted: Marketing, Recruitment & Outreach, Retention, Guided Pathways

- Researchers suggest implementation prompts could accompany financial aid application forms—\$2.3 billion of federal financial aid went unclaimed in 2017
- Use a series of text messages to "nudge" students to complete important tasks like filing the Free Application for Federal Student Aid, register for classes, see an advisor, apply for graduation
- Transfer nudging can be as simple a pop-up with an admissions specialist offering help or offering a bus ride to students to visit a university out-of-town





# Micro-scholarships

- Today's scholarships limit the ability to influence the application decision
- Absence of systematic approach—or if/when available, students and parents are not always aware
- Student search fatigue
- Decentralized scholarship management
- Manual procedures that don't scale
- Many scholarships are focused on need, merit, and major, and there are other success measures and predictors

# The transfer twist

Areas Impacted: Financial Aid, Enrollment, Recruitment & Outreach, Completion

Potential Solutions:

- Micro-scholarships are built on a foundation of research around monetary incentives:
  - Impact stays even with modest award amounts
  - Rewarding inputs increases achievement more than rewarding outputs
  - Awards need to be timely
- An example of this is RaiseMe, a social enterprise focused on motivating high school students through financial aid earlier on, which deepens relationships between students & colleges starting as early as the 9th grade
  - Monetary rewards can increase student achievement while in high school





# Globalization: The International Student Body

- Students are increasingly mobile and there is increased competition among institutions to recruit top-notch students from diverse backgrounds
- Colleges and universities recruit students from around the world in order to build the global community on campus where students live and learn together as global citizens
- Institutions of higher education cannot afford to have a simple bullet point in their strategic plan that says they want to recruit international students
- Study abroad opportunities need to be accessible and varied



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# The transfer twist

Areas Impacted: Credit and Learner Mobility, International Articulation, Partnerships, Recruitment and Enrollment Management, Outreach, Diversity

## Potential Solutions:

- Strengthen international guidelines and articulation
- Collaborate with partnering institutions to enhance study abroad and academic programs
- Assess recruitment of foreign students, study abroad, internationalization of the curriculum, online education and more
- Identify funding resources for non-nationals
- Explore offering transnational programs in niche areas

# Additional Trending Issues to consider:

- Eroding support for higher ed
- Challenges to the business model
- Activism, free speech, safety, climate
- #MeToo movement
- Reckoning with past and current racial issues



From Saddle Up: 7 Trends Coming in 2018– (Jan. 2018)



What is the transfer twist??





# Sources

## The New Transfer Cohort, Prior Learning Assessment

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- *Association of American Colleges and Universities-Research on Adult Learners (2011)*
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## Access and Career Pathways

- *New America- College Decisions Survey: Deciding to go to College (2015)*
- *Medium.com/Minerva-schools-Why I am Helping Build a New Approach to Career Services (2017)*

## Personalization

- *Brookings.edu-Has the time come for personalized higher education? (2017)*
- *Everage.com-13 Website Personalization Tactics for Higher Education (2017)*

## Nudging

- *persistenceplusnetwork.com*
- *EAB-Nudge students toward better academic choices (2015), It won a Nobel Prize-but what does nudging mean for your students? (2017)*

## Globalization

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- *The Globalization of Community Colleges, AIFS Foundation*



# Questions/Discussion

