Eduventures® Research

Five New Insights About Transfer Students

Cara Quackenbush, Eduventures Vice President of Research at ACT-NRCCUA
Eduventures Enrollment Studies

- Prospective Student Survey™
- Survey of Admitted Students™
- Student Sentiment Survey™
- Transfer Student Survey™
- Adult Prospect Survey™
About Eduventures’ Transfer Student Survey

- 990 total responses
- 100% enrolled in a community college
- 2/3 have completed at least one year
- 2/3 are fulfilling requirements to transfer to a four-year school
- 72% have a GPA of 3.0 or higher
- 76% are enrolled full-time
- 43% under-represented/minority
- 27% have previously attended a four-year institution
The transfer environment is changing.
Overall community college enrollment dropped 11% between 2010 and 2017…

- 2010: 6.5 million
- 2017: 5.8 million

-11%
… but at the same time, enrollment in community colleges got younger.
Private schools are getting a bigger piece of the transfer pie

Change in Enrollment from 2010 - 2017

- Public, 4-year or above
- Private for profit, 4-year or above
- Private not-for-profit, 4-year or above
For transfer students, cost remains king, but other reasons are also important.
Q8. Why did you choose to attend the school you are currently attending?

Generally it is about cost and proximity to home, but for different reasons.

- Cost
- Wanted to be close to home
- I wasn't ready for a four year school
- Unsure of my major
- Fit in with my work schedule
- Program of study
- AA (Associate of Arts) or AS (Associate of Science) was end goal
- Other, please specify
- I was not accepted to my first choice four year school
For four-year schools, transferring credits and career preparation also play a big role.

What are the top 3 things you care about most (when transferring to a 4-year school)?

- Affordability
- Ability to transfer credits
- Career Preparation
- Core academic experiences
- Academic environment
- Flexibility of delivery (e.g. schedule, timing, online)
- Student support services (e.g. academic, financial)
- Diversity of academic opportunities
- Social environment
- Physical environment
- Other
Top 5 Expectations From College

What are the top five expectations for your post-secondary education?

1. Get a good job after graduation - 67%
2. Get a solid foundation for an entire career - 47%
3. Gain practical career skills - 43%
4. Learn to use my talents to benefit society - 33%
5. Learn to make decisions and solve problems… - 28%

Q10. What are the top 5 expectations you have for your post-secondary education?
Transfer students are NOT monolithic.
Four Key Types of Transfers

BEYOND SIMPLY “SAVING MONEY” OR “IMPROVING GRADES”

40%  THE HOME BODY

36%  THE COST SAVER

15%  THE LATE BLOOMER

9%   THE LOCAL EXPLORER

Source: Eduventures 2018 Transfer Prospect Survey
Greatest opportunity? Remove the guesswork about transferring credits.
Concerns about credits transferring tops the list

<table>
<thead>
<tr>
<th>What (if anything) has been the most challenging part of the transfer process?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Credits Transferring</td>
</tr>
<tr>
<td>2. Requirements for Transferring (including classes needed to take)</td>
</tr>
<tr>
<td>3. Completing Application - &quot;Getting everything organized&quot;</td>
</tr>
<tr>
<td>4. Finding and/or Deciding on a School</td>
</tr>
<tr>
<td>5. Finding or Communicating with Advisors</td>
</tr>
<tr>
<td>6. Financial Aid or Cost/Money</td>
</tr>
<tr>
<td>7. Overall Process</td>
</tr>
<tr>
<td>8. Finding Information about Programs and/or Classes</td>
</tr>
<tr>
<td>9. Communication with New School</td>
</tr>
<tr>
<td>10. Waiting to hear on Acceptance or Getting Accepted</td>
</tr>
</tbody>
</table>
Transfers are complex and hard to reach.
Most prospective transfers keep smaller lists than first-year students

8 in 10 plan to apply to 4 Schools or Less

Q17. How many schools do you expect to apply to when you transfer?
Students are likely to be lost or confused

Q17. How many schools do you expect to apply to when you transfer?

1 in 4 rate the transfer process “easy”
They are secret shoppers

Hello
my name is

Nearly 1/2 either do not plan to, or are unsure if they want to, contact admissions at the schools they are considering before they apply

Q22. Do you plan on contacting the admissions officers at the schools you are considering transfer to before applying?
There is no secret sauce for reaching them

Which of the following ways do you expect to get information about possible schools to transfer to?

- Visiting the campus
- School-specific websites
- Online search engines
- Advisor at the school I plan to transfer to
- Friends/Family
- Email from colleges
- In-person discussions with college...
- College fairs
- Brochures/mail from colleges
- College review sites (e.g., CollegeBoard...)

Q20. Which of the following ways do you expect to get information about possible schools to transfer to?
Half of students don’t read marketing emails

How Do We Crack The Top 4?
Here’s How Three Schools are Doing It

- **University of Arizona**
  Using the Four Transfer Types to guide strategy & messaging

- **Mid-Sized, Suburban State University**
  Meeting students where they are—on mobile devices

- **Northern Arizona University**
  Taking the guesswork out of transferring credits
University of Arizona

USING THE FOUR TRANSFER TYPES TO GUIDE STRATEGY AND MESSAGING
The Cost Saver

FOCUSED ON RETURN-ON-INVESTMENT

Transfer Scholarships

- Phi Beta Kappa Award Scholarship
- Bridge Scholarship
The Local Explorer

FOCUS ON EASE OF TRANSFER, SUCCESSFUL ALUMNI

Community College Partnerships

• Recruiters based in local CCs
• Messaging to advisors/key contacts
• Clear articulation agreements
  • AZTransfer.com
  • Credit Articulation Office
• College Relations Committee Transfer Training
The Home Body

FOCUSED ON THEIR BACKYARD

Recruiter Resources

• Based in local community colleges
• Trained on online/distance options

Local Community Reach

• *Example*: Presence at fashion show
The Late Bloomer

NEEDS A SIMPLE PROCESS, COMMITTED TO STEALTH

Cast a Wide Net

- Multi-faceted communication approach targeted at funnel status.
  - Calling Campaigns
  - Texting
  - Digital ad buys
  - Etc.
Mid-Sized, Suburban State University

MEETING STUDENTS WHERE THEY ARE—ON MOBILE DEVICES
Mid-Sized, Suburban State University

LOCATION-BASED MOBILE ADVERTISING
Northern Arizona University

TAking the guesswork out of transferring credits
# Northern Arizona University

## TAKING THE GUESSWORK OUT OF TRANSFERRING CREDITS

### My Path to Graduation

**with a BS in Health Sciences - Allied Health**

Attending another school before coming to NAU?

Create a Transfer Academic Plan to make sure you are taking the classes that best transfer into the NAU degree you are interested in completing.

- [Edit Transfer Plan](#)
- [Remove Transfer Plan](#)

### Transfer to Northern Arizona University

**Spring 18**

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSY 101 Introduction To Psychology</td>
<td>3</td>
</tr>
<tr>
<td>General Elective Course</td>
<td>2</td>
</tr>
<tr>
<td>General Elective Course</td>
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</table>

- I plan to take ___ units per fall/spring
- ...and ___ units during the summers

### 2018-19

#### Spring '18

<table>
<thead>
<tr>
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<tr>
<td>MAT 100 Mathematics Pathway</td>
<td>2</td>
</tr>
<tr>
<td>General Elective Course</td>
<td>3</td>
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#### Fall '18

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#### Spring '19

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Northern Arizona University

TAking the GueSSwoRK ouT oF tRANsfERRING cReDItS

OPPORTUNITY

IN EVERY DIRECTION

You have a future to get to, and we have options to help you get there. Our Flagstaff campus offers a comprehensive range of programs with close faculty interactions on a traditional campus. Dozens of statewide locations provide a convenient way to complete your NAU degree at an Arizona community college. Online options allow you to take classes that work with your schedule.

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**Career** | **Growth** | **Median Salary**
--- | --- | ---
Community Health Workers | 29% | $38,370
Health Educators | 36% | $53,940
Health Specialties Teachers, Postsecondary | 29% | $97,870
Medical and Health Services Managers | 40% | $98,350

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor, Employment and Training Administration (USDOL/ETA).

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Note: If you want to major in a health field, courses you’ve taken elsewhere will be evaluated and may be applied as credits towards your degree.

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**SCHOLARSHIPS**

Northern Arizona University awards scholarships based on academic merit, financial need and personal background. Scholarships are financial aid awards that do not have to be repaid.

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Tell Us

Have you ever served in the U.S. military?

- I Have Not
- Yes, I am a Veteran

Apply Now

Tuition Rates

See a breakdown of all tuition costs and fees for each semester.

Tuition Details

Scholarship Details

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Thank you!

ANY QUESTIONS?