



Making the Shortlist: Reach, Recruit, Convert Transfer Students

Becky Morehouse, Senior Vice President



Comprehensive digital, brand, market research and creative company



- Data and Research
- Brand Strategy
- Websites
- Brand Creative
- Digital Strategy
- Social Media
- Content Marketing
- Demand Generation
- Audience Management
- Planning and Paid Media

Your Presenter

Industry leaders in #HigherEd, #DigitalStrategy, #CustomerExperience, #JourneyMapping



Becky Morehouse

Senior Vice President

Today's Webinar



- Reach
- Recruit
- Convert





Reach



The reality...they will find you and may or may not reach out.


- Plan to apply to four schools or less (80%)
- Nearly half “do not plan to, or are unsure if they want to, contact admissions” at the schools they are considering before they apply
- Top four sources (40% or more mentioned) for getting information about possible transfer schools
 - Visiting campus
 - Advisor at current school
 - Visit to a specific college/university website
 - Online search (general)
- And roughly half don't read emails



So...

Where does that leave us as marketers and admissions professionals?



- Still have to do the block and tackle:
 - Web content and landing pages
 - Partnerships
 -  ONLINE (for the foreseeable future) recruitment events/visits/meetings/etc.
 - Lead generation strategies (digital and otherwise)



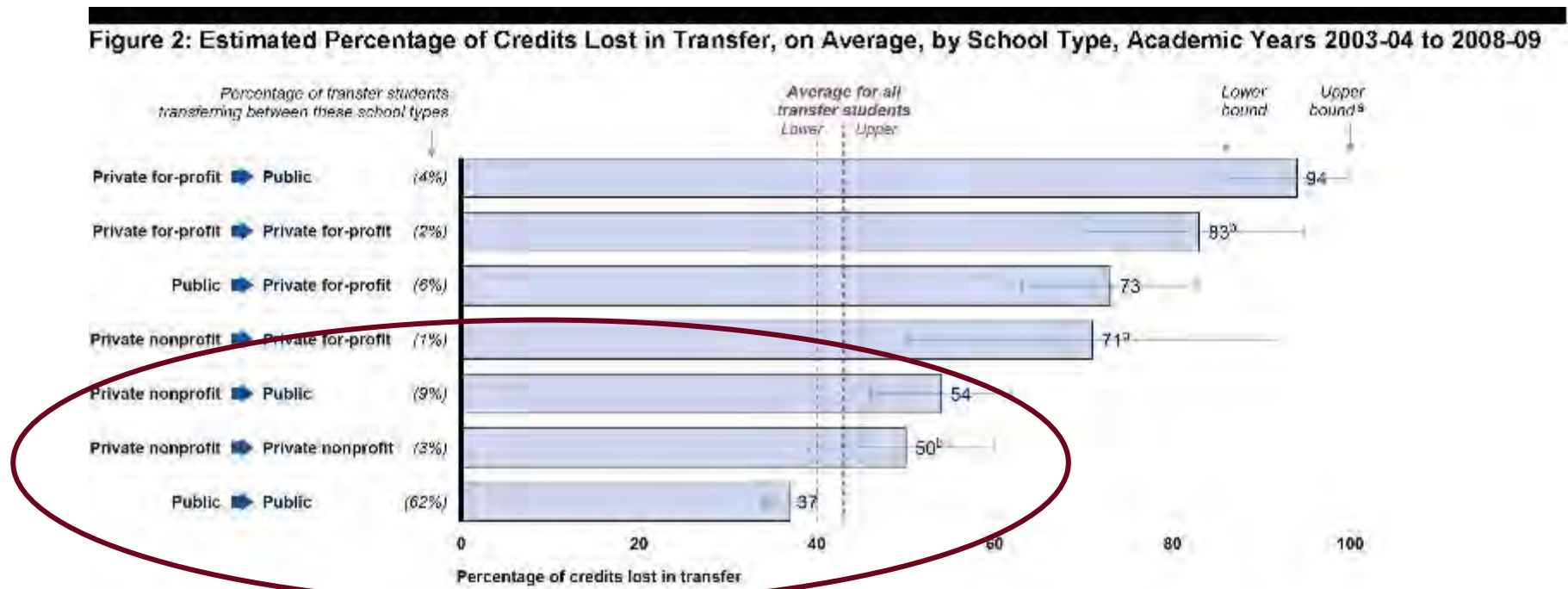


Drivers and Concerns

Biggest Fear...by Far



- Will my credits transfer?
- How many?
- And the concern is real...



Additional Fears are Not Far Behind



- Paying for college/securing financial aid
- Dealing with academic requirements



Adult Student Transfers

Addressing audience-specific concerns.



- What's the pay-off? ROI?
- Would I qualify for aid?
- Credit for experience?

Five Important Questions to Ponder

Is going back to college and earning my degree really worth it?



Can I get credit for my work experience?



What is an adult degree completion program?



How can I possibly finish my degree with a family to take care of and/or a job?



Should I fill out the FAFSA?

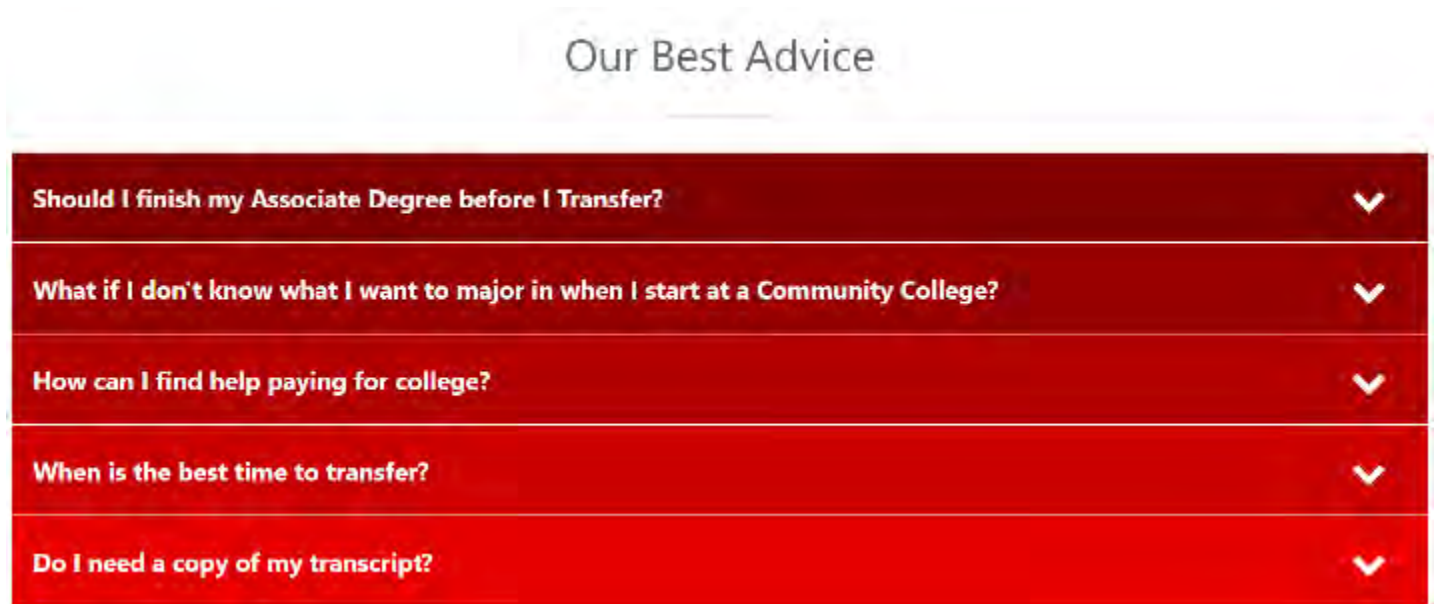


Community College Student Transfers

Addressing audience-specific concerns.



- Is it worth it to stick it out before I transfer?
- Is undecided OK?
- Money?
- Process/paperwork?



Two-Year Transfers

Living and learning at their new institution...meaningful connections.



- Extracurriculars
- Affinity organizations, particularly program/major focused
- Mentors (peers in particular)
- Tau Sigma National Honor Society
- Ways to become part of the campus community
 - Outreach
 - Events
 - Activities



Four-Year Student Transfers



Addressing audience-specific concerns.

- Do I really need to make a move?
- Impact of changing college and changing a major?
- Credit transfer documentation

Five Important Questions to Ponder

What is Reverse Transfer?



Should I transfer to another college?



What if all I need to do is take a course at a Community College or other school that will transfer back to my current institution?



What if I want to change my major



What types of documentation will I need to apply for transfer admission and receive transfer credit?

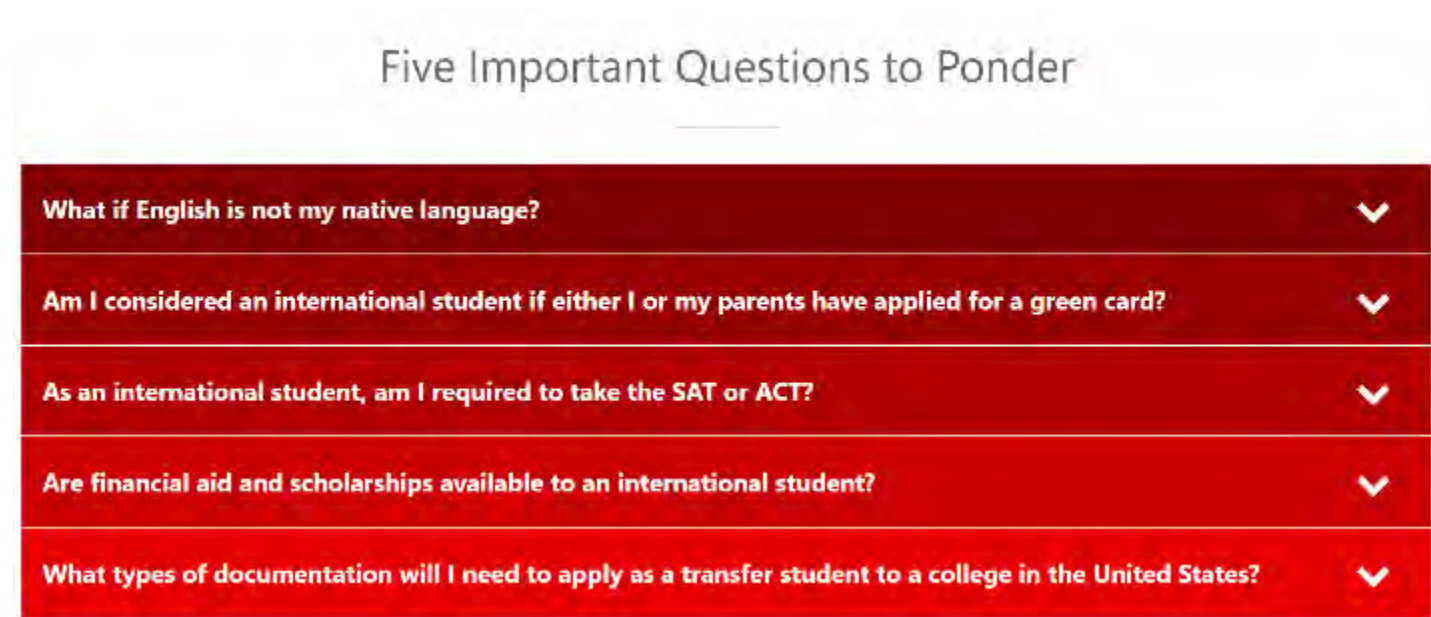


International Student Transfers



Addressing audience-specific concerns.

- Really specific needs from a really specific audience
- Concerns and issues that need to be addressed early



Military Student Transfers

Addressing audience-specific concerns.



- Same deal
- Process
- Benefits/dollars

Five Important Questions to Ponder

What is the Post-9/11 GI Bill?	▼
How can I save time and money to complete my degree as an active duty military service member?	▼
Can I get my military transcript from ACE?	▲
<p>ACE does not provide military transcripts. These must come from your branch of service, or you can request a Joint Services Transcript (JST):</p> <p>Army - You can request your transcript through the AARTS system. Navy & Marines - You can request your transcript through the SMART system. Coast Guard - You must provide documentation of training and an enrollment form to receive your transcript. Veterans - You should be eligible to use your former service branch's program. If you are not, you need to fill out a DD-295 and provide your DD-214 to receive credit for your experience.</p>	
Are there ways other than ACE recommendations to receive college credit for my military experience?	▼
Is there military financial aid for my spouse other than sharing my GI Bill benefits? How about for financial aid for spouses and dependents of veterans?	▼

Show Them the Love

Actively show (as well as tell).



- Demonstrate...address their key needs.
 - Straightforward/smooth transition (or re-entry)
 - Won't lose time/money
 - You care about transfers and their success
 - Academically
 - Socially
 - Financially
 - Professionally



Demonstrating Institutional Commitment

Where does commitment live? Everywhere.



- **Strategic level:** Mission/vision/values
- **Operational level:** Affordability (financial aid, scholarships)
- **Academic level:** Relevant academic programs with excellent outcomes; articulation agreements, advising
- **Marketing communication level:** Website; social media; digital advertising; PR
- **Recruitment level:** Targeted communication from initial inquiry or application on
- **Student services level:** Orientation; student organizations; learning communities; living communities; career prep





Recruit & Convert Through Demonstrated
Commitment & Communication



St. Louis University

- Offers a transfer-focused orientation/acclimation program—TRANSFERmation—6-week program featuring social events, activities, and mentorship from former transfer students.
- Also offers a class that helps transfer students during their first semester on campus.
- “And because you may have different concerns than traditional first-year students, we offer specialized programs and services that will make your transition to SLU so seamless, **it will feel as if you’ve always been a Billiken.**”

Transfer Mentors

Saint Louis University's TRANSFERmations program is led by six former transfer students, who plan events and are available to answer your questions. During Fall Welcome, the transfer mentors also serve as Oriiflamme leaders for new transfer students.

Daniel Halley

Major: Biology
Year: Sophomore
Hometown: Hazelwood, MO
Involvement: Office of Admission, SSM hospital volunteer, Student Veteran Association, Pre-Health Club, Fall Welcome Planning Committee



CONTACT US

SLU's admission counselors can answer all your questions about transferring and even help you apply.

UNDERGRADUATE TRANSFER STUDENTS

If the institution you most recently attended is outside of Missouri, contact:

Kelly Mishler

314-977-7269

kelly.mishler@slu.edu

If the institution you most recently attended is in Missouri, contact:

Ben Overberg

314-977-3417

ben.overberg@slu.edu

Clemson University



- Offers a transfer-focused housing community, where transfer students live together and receive academic support.
- Have a transfer council that represents transfer student voice in student government.
- 6-page transfer newsletter each semester.
- NOTE: These resources were difficult to find—tucked under academics\programs. The information did not appear (nor were there any links) on the transfer-related admissions pages.

<https://www.clemson.edu/academics/programs/transfer/documents/transformation.pdf>

TransferMation
Spring 2020 Checklist for Newly Accepted Transfer Students
Use this information for a successful transition to Clemson!

1. Verify that the Clemson Admissions Office (105 Stiles Hall) has received all of your final transcripts. January 21, 2020, is the deadline for submitting transcripts to avoid having a registration block placed on your student record. clemson.edu/admissions/undergraduate
2. Review your transfer articulation summary and any financial aid awards at www.clemson.edu/fin. Log in and select the "Undergraduate Admissions" tab. Click on the "What to do for Grants" link to find the summary.
3. Complete the Clemson Math Placement Test (CMPT). All new Clemson students (freshmen and transfer) are required to complete the CMPT, including those students who have math transfer credit through AP, IB or courses completed at another institution. Be sure to take this online test **BEFORE** you attend Transfer Orientation. The CMPT may be taken up to three times. Although two and three, if needed, must be taken in a proctored environment at Clemson University through the University Testing and Education Center. To view details and take the online test, visit clemson.edu/utec.
4. Attend Transfer Orientation on January 6, 2020. Attendance at Transfer Orientation is required. Online registration for Orientation begins November 2. Complete the following steps to ensure a smooth Transfer Orientation experience:
 - Bring course descriptions and syllabi for courses marked EDUC 0001 or subject-area elective credit (1199, 2199, 3199 or 4199) on your transfer articulation summary.
 - Meet with your academic advisor to determine how your transferable courses will fit into your intended Clemson degree program.
 Review the course descriptions and syllabi for elective courses with your advisor. Your advisor will determine if a request for a course articulation is appropriate for any of your courses. clemson.edu/reginfo/students/newst/transfer/faq.aspx#new-student-orientation
5. Review your bill for tuition and fees at www.clemson.edu. Click on the "Student Billing" link and then select the "My Bill" link. Make arrangements to satisfy your tuition and fees by January 7, 2020. A late fee of \$150 will be added to the student's account if tuition and fees have not been satisfied by the due date.
 - Students who plan to use W education benefits should contact the W certifying official, Kelli Powell, as soon as possible to begin the process for securing their benefits. Visit clemson.edu/reginfo/students/newst/transfer/faq.aspx#new-student-orientation for more information or email advisors@clemson.edu.
 - Clemson does not offer priority registration for student veterans.
6. Complete the health requirements. All entering students must complete the required student immunization forms and the TB Risk Assessment questionnaire by December 1. Forms can be uploaded to the MyClemson web portal (clemson.edu/clemson), or they can be hand-delivered to Redfern Health Center. Please visit clemson.edu/clemson/clemson-health/health-transfer-students.htm for further instructions and required documents. If you are unable to obtain verified immunization records, all required vaccines are available at Redfern. You are also encouraged to upload your pharmacy and medical insurance cards to MyClemson if you have outside insurance. A Clemson student health insurance plan is available at competitive premiums. To learn more, visit clemson.edu/studenthealth.
7. Visit University Housing and Dining at Clemson. Visit Housing to review availability of on-campus housing for Spring 2020. If you plan to live off campus, it may be difficult to visit. clemson.edu/studentaffairs/advocacy-success/transferresources/transferhousing.html.
8. Review the Clemson Laptop Program website for information on purchasing the recommended laptop, laptop specifications, registering for a laptop workshop and receiving Laptop Program updates. clemson.edu/Deploy.
9. Download the Clemson app to your smartphone, tablet or computer. The myClemson app has everything you need to stay connected on campus. Use the interactive map of campus to find your classes, search the directory to find contact information for all students and faculty members, and keep up-to-date with transit and safety alerts. Download the myClemson app via the Apple Store or Google Play. You can also access it at my.clemson.edu. Be sure to sign up for Duo, Clemson's two-factor authentication system. Visit clemson.edu/duoportal for more information and email advisors@clemson.edu for more access to graduation information, campus resources, academics, and student life and to schedule academic advising appointments.
10. Review the Transfer Academic Programs website for more information about resources for new transfer students. clemson.edu/academics/programs/transfer

Questions or concerns?
Clemson Caroline Morley
Associate Director for Transfer Academic Programs
Vickers Hall 111
cmorley@clemson.edu
864-656-4258

transfer after
Follow up before and after you arrive to make sure you have all the information you need to get started at Clemson. Visit clemson.edu/academics/programs/transfer

- Among one of the institutions with the highest numbers of incoming transfer students, UCLA provides a 17-page guide for prospective transfers (http://www.admission.ucla.edu/Prospect/Adm_tr/UCLA_TAG.pdf)



TRANSFER TIPS

Students are strongly encouraged to take their required English and math courses as early as possible with at least one English course and math completed by the end of fall.

To be competitive for admission to UCLA, students should focus on completing the general UC transfer requirements and major preparation first.

IGETC is only required for School of Nursing and School of Theater, Film and Television.

UCLA does not pre-evaluate course transferability prior to submission of an application.

Double check your coursework on www.assist.org. Students may be deficient units because a course was not transferable, or did not receive credit due to limitations, duplications or other restrictions.

Students who have completed courses outside the California Community College system should compare those course descriptions with courses in the UCLA General Catalog (<http://catalog.registrar.ucla.edu>).

Courses completed in the summer immediately prior to transfer cannot be used to fulfill the minimum unit requirement.

UCLA transfer admission

UCLA is one of the top public universities in the world for transfer students. We have a long history of welcoming students from all over the country and around the world. Our transfer admission process is designed to help you succeed in your transfer journey. We provide a comprehensive review process that includes academic and personal criteria. We also offer a variety of resources to help you prepare for your transfer application.

WE UTILIZE A COMPREHENSIVE REVIEW PROCESS THAT INCLUDES ACADEMIC & PERSONAL CRITERIA

ACADEMIC CRITERIA

- General admission requirements: minimum GPA, minimum units, and completion of required courses.
- Major preparation: completion of required courses for your intended major.
- English and math requirements: completion of required courses for admission to UCLA.
- IGETC requirements: completion of required courses for admission to UCLA.
- Transferable units: completion of required courses for admission to UCLA.

PERSONAL CRITERIA

- Extracurricular activities: involvement in clubs, sports, or community service.
- Letters of recommendation: from teachers, counselors, or employers.
- Personal statement: a written statement about your transfer journey.
- Interview: a meeting with a UCLA admissions officer.

transfer resources

IGETC (www.aset.org) provides information on general admission requirements for transfer students.

UCLA Admission Requirements provide information on the minimum GPA, minimum units, and completion of required courses for admission to UCLA.

UCLA Transfer Admission Resource (UC TRF) is an online resource that provides information on the transfer admission process, including the application process, the review process, and the admission process.

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- And a mentorship program and annual conference
(<http://www.admission.ucla.edu/STOMP/default.htm>)

2019-2020 STOMP COORDINATORS

MARIANA CERVANTES



Community College:
Major:
Minor:
Pronouns:
About me:

El Camino College
Chicanx Studies
Spanish
she/her(s)/ella

I transferred from El Camino College in 2017. I'm a Chicanx Studies major and Spanish minor. I'm from South Central L.A. and currently live in Compton.

At El Camino College, I was the president of the Undocumented club. I'm currently a student advisor in a high school in Watts. Aside from school and helping my community, I've been dancing folklórico for more than 15 years in the city of Gardena. I also love going to concerts and finding new coffee shops.

As STOMP coordinator, I want to continue to create a space for the underrepresented community and have a stronger transfer presence on campus.

STUDENT TRANSFER OUTREACH AND MENTOR PROGRAM

The Student Transfer Outreach and Mentor Program (STOMP) at UCLA is a volunteer student organization. Its goal is to provide outreach services that motivate and inspire students who are enrolled at California community colleges to consider the University of California as a practical option for transfer.

[Meet the STOMP Coordinators](#)

STOMP CONFERENCE

Come learn about the University of California transfer admission process and gain insight and resources for achieving your transfer goals. The STOMP Conference is a free event that hosts over 1,000 students from California community colleges each year with transfer-focused workshops and presentations. It is an annual event occurring sometime between mid-March and early April.

We look forward to welcoming you all to UCLA for the 21st Annual STOMP Conference on Friday, April 3, 2020. Registration for the conference will open by early March.

JOIN STOMP

If you would like to join STOMP and help prospective transfer students, please fill out this [membership form](#).

The STOMP office is located at [2385 Wooden Center](#). If you would like more information, please contact us at (310) 206-8118 or stomp@admission.ucla.edu.



University of Michigan



- Emphasizes a one-on-one approach in support for transfer students
- UM transfers are both outside and within the institution



University of Michigan



- Transfer Connections (<http://onsp.umich.edu/transfer-connections>)
- “Get support from a former transfer student. Gain skills and discover opportunities. Build a support network.”
- Over the course of the year, a Transfer Connections mentee learns about summer internship, research and volunteer opportunities, plans with “a caring and supportive mentor,” attends social events and study breaks, other opportunities to supplement academic life.

The graphic is a vertical banner with a blue and yellow color scheme. It features several circular images of students interacting. The top section has a dark blue background with white and yellow text. The middle section has a yellow background with blue and black text. The bottom section has a white background with blue and black text. The overall design is modern and informative.

Apply today to
M TRANSFER CONNECTIONS
A mentoring program for new transfer students in LS&A

Welcome to the University of Michigan!
Transfer Connections runs September 2019 - April 2020.
You must apply to be accepted.
Please apply by January 8, 2020.
This is a separate program from Transfer Orientation.

M TRANSFER CONNECTIONS

What is a Transfer Mentor group?

- If accepted, you will be placed into a group of 10-12 other new LS&A transfer students.
- Your group will have a former transfer student who will serve as the group's Transfer Peer Mentor. Each group will also have a Faculty/Staff Mentor.

Why apply to Transfer Connections?

- U-M can feel overwhelming—Transfer Connections helps it feel smaller by providing support during your transition.
- Build leadership skills that help you create a home and community at U-M.
- After your first semester at U-M, you can apply to return as a paid Transfer Mentor and offer support for incoming transfer students!

What are Transfer Connections events?

- Meant to be fun, helpful, relaxing, and a way to get connected to resources at Michigan.
- Can be balanced with any academic or extracurricular activities.
- Will enhance student involvement, leadership and build a U-M network.
- Some popular events include:
 - Skill building Workshops - Learn about internship, travel abroad, research, leadership, volunteer, time management and other resources to make the most of your time at U-M.
 - Social Events - Mentorship groups come together to visit the Detroit Institute of Arts, the U-M Museum of Art, and other cultural landmarks; we also host bi-weekly dinners for transfer students, known as Transfer Tuck.
 - Networking Events - Since meeting other students with similar experiences can be a challenge, we plan events by and for transfer students to get to know one another and build a supportive network.

onsp.umich.edu/transfer-connections
*EXTENSIONS AVAILABLE BY REQUEST to transferconnections@umich.edu
EARLY APPLICATION IS ENCOURAGED—space is limited!

onsp.umich.edu/transfer-connections
M OFFICE OF NEW STUDENT PROGRAMS
UNIVERSITY OF MICHIGAN

University at Buffalo

- Specific opportunities for transfers to get involved.
- Transfer Ambassadors—current transfer students helping new transfers transition to life at UB.
- Very weak proposition though...

Why Transfer to UB?

Turn your aspirations into reality.

On average, UB welcomes 2,300 new transfer students each year. Our transfer students join UB from two- and four-year institutions around the world. To help you make a smooth transition, we have resources designed just for the needs of transfer students. Here are some ways to get your transition started:

- Get your questions answered by our dedicated transfer counselors.
- Plan for an easy transfer through our [dual admission agreements with local community colleges](#). Check out [SUNY Transfer Paths](#) to learn about the requirements shared by all SUNY campuses for similar majors.
- [Create a path toward graduation](#) with our skilled and knowledgeable academic advisors.
- Explore your options with our [125+ undergraduate degree programs](#), nearly [40+ combined degree programs](#) and more than [300 graduate and professional degrees](#).
- See how your credits will transfer using [TAURUS](#) (Transfer Articulation and University Requirements of UB System).

Information for Transfer Students

- [Step 1: Submit Your Application](#)
- [Step 2: Forward Your Transcripts](#)
- [Step 3: Accept Your Offer](#)
- [Why Transfer to UB?](#)
- [Admission Requirements](#)
- [Will Your Credits Transfer?](#)
- [Admission to Degree Programs](#)
- [Educational Opportunity Program \(EOP\)](#)
- [Special Clubs and Programs](#)
- [Transferring to UB: Tips for Success](#)
- [Transfer Events](#)

[Home](#) / [Transfer Students](#) / [Special Clubs and Programs](#)

Special Clubs and Programs

How to get involved when you get here.

UB has many programs designed especially for the transfer student community. Getting involved is a great way to connect with the campus and your fellow UB students.

Transfer Student Honor Society

The University at Buffalo is pleased to offer the second oldest chapter of Tau Sigma National Honor Society for transfer students. Students who participate in the honor society are active members of the UB community. In order to be eligible for lifetime membership, you must obtain a minimum GPA of 3.5 after completing your first full-time semester at UB (a minimum of 12 credit hours must be completed). An induction ceremony is held each spring semester. Members sponsor a variety of programs that help new students become familiar with UB and make a smooth transition.

The Advanced Honors Program

The [Advanced Honors Program](#) is meant for academically high-achieving students, usually sophomores and juniors with a minimum GPA at UB of 3.5. Students can apply to the program after completing at least 45 credit hours (which includes AP, IB and college credits). Transfer students are encouraged to apply as they are applying to UB. Deadlines are Oct. 1 and March 1.


For more information and to apply, [visit the program's website](#) or contact the University Honors College at 716-645-3020.

Related Links


- [Office of Orientation, Transition and Parent Programs](#)

UNC Chapel Hill

- Offers extensive support to students making the transition from community colleges.
- Started in 2006, the Carolina Student Transfer Excellence Program (C-STEP) identifies academically talented students from 14 community colleges across NC and supports them on both campuses (also helping qualified C-STEP students graduate with low or zero student loan debt).
 - Serves 800+ students served
 - 63 students affiliated with the military
 - Overall graduation rate of 83%
- The pdf “resources” available are getting dated (2016/2017 and Charles is 2018)...but if updated, could be very powerful and personal.

 UNDERGRADUATE ADMISSIONS
C-STEP

admissions.unc.edu/CSTEP
919.966.3671 // cstep@admissions.unc.edu



CHARLES McMILLAN
Carolina class of 2015
Making the world a safer place – from the barracks to the classroom.

2010 Leaves the U.S. Army with an honorable discharge and enrolls at Fayetteville Technical Community College with his eye on Carolina.

2013 Transfers to Carolina through the Carolina Student Transfer Excellence Program (C-STEP), which provides a clear pathway from community college to Carolina with continuous support.

2014 Selects Peace, War, and Defense (PWAD) as his major, combining his passion for national security and experiences in the military.

2015 Graduates from Carolina and lands a job working with government agencies at Oracle, a computer technology corporation.

Today Continues his education at Johns Hopkins University working toward his master's degree in Global Security Studies. *"Graduating from UNC and being surrounded by some of the brightest minds in the country gave me the knowledge and confidence to succeed in academia."*

C-STEP DEADLINES AND APPLICATION MATERIALS
High school students graduating in Spring 2019 – OR – high school seniors with dual enrollment credit (earning 30 hours or less) – OR – community college students with earned college credit (30 hours or less including current semester course work) should apply by April 1, 2019.
Community college candidates wanting to enter UNC in Fall 2019 should apply by October 1, 2018.



University of Utah

- Great, easy-to-find resources on the website
- UofU also offers transfer-specific scholarships

Transfer Merit Scholarships - Quick Look

Scholarships	Resident	Non-Resident	Apply
Transfer Utah Flagship Scholarship	✓		Apply
Transfer Achievement Award	✓		Apply
Transfer Honors Scholarship	✓		Apply
Transfer Academic Distinction Scholarship		✓	Apply
Transfer Initiative Scholarship		✓	Apply

Transfer Need-Based Scholarships - Quick Look

Scholarships	Resident	Non-Resident	Apply
Need Based Scholarships	✓	✓	Apply

Transfer Program



Advisor Visits

Transfer Center Advisors, College and Departmental Advisors will make visits to transfer institutions. Departmental Advisors can tell you how to get accepted into their majors, what kind of classes transfer, and help you explore opportunities at the University of Utah.



When Should I Transfer?

How do you know when you've arrived at the best time to transfer to the U? Should you finish your Associates Degree or transfer earlier? These are important questions for all potential transfer students. Here are some options open to transfer students considering transferring to the U.



Getting Credit Where Credit is Due

You worked hard in your transfer classes. Be sure the credits are being used to fill as many U of U requirements as possible!



Hit the Ground Running

Building your resume as a Transfer Student. Employers and graduate schools want to see an impressive resume of experiences in addition to good grades in challenging classes. To achieve your life goals you will need to hit the ground running after your acceptance at the U!



Transfer FAQ

What are the requirements for admission to the U of U?
How do I apply to the U?
How long does it take to get admitted to the U?



Take a Tour of Campus



Build Your Resume

Transfer students, let the U of U help you build your resume! Our Transfer Blogs are filled with up-to-date professional development and involvement opportunities.



Transferology

Transferring from a Utah school? Let Transferology help you determine how your courses will transfer to the U.

University of Utah

- Transfer workshops and Honor Society



U ACADEMIC ADVISING CENTER

Blog Listing

Transfer Workshop Series: Learning Abroad - January 14th

January 03, 2020 - Terese Pratt

TRANSFER WORKSHOP SERIES

The Office of Orientation and Transition offers a series of workshops designed specifically for transfer students new to the U of U. The workshops offer students the opportunity to learn about a variety of University services, resources and activities and a chance to connect with other students.

[Read more »](#)

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Transfer Workshop Series: Internships - November 21st

November 11, 2019 - Terese Pratt

TRANSFER WORKSHOP SERIES

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[Read more »](#)

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Transfer Workshop Series: The Bennion Service Center - November 6

October 29, 2019 - Terese Pratt

TRANSFER WORKSHOP SERIES

The Office of Orientation and Transition offers a series of workshops designed specifically for transfer students new to the U of U. The workshops offer students the opportunity to learn about a variety of University services, resources and activities and a chance to connect with other students.

[Read more »](#)

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Transfer Workshop Series: Advocating for Your Needs as a Transfer Student - September 4th

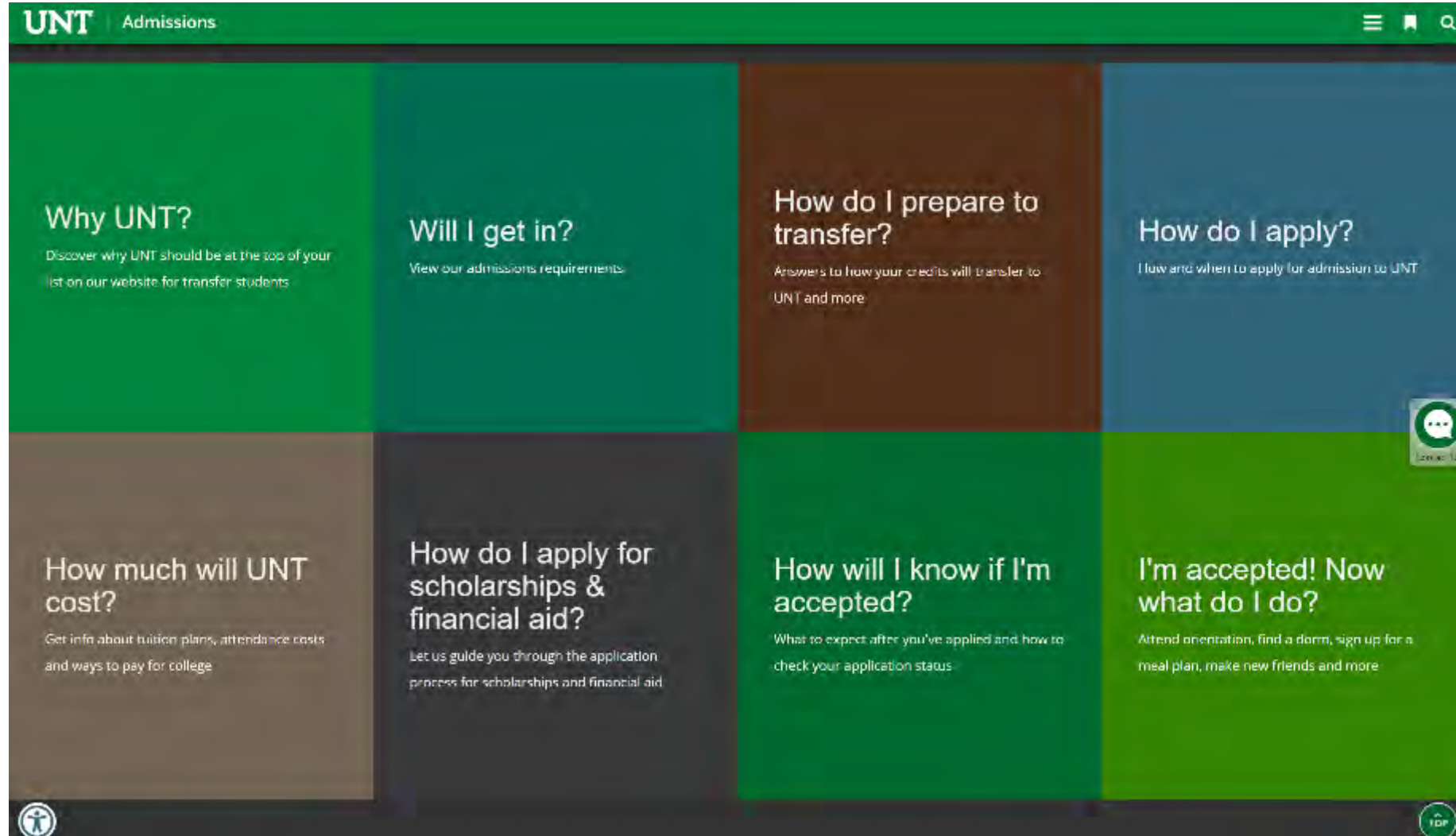
August 29, 2018 - Terese Pratt

TRANSFER WORKSHOP SERIES

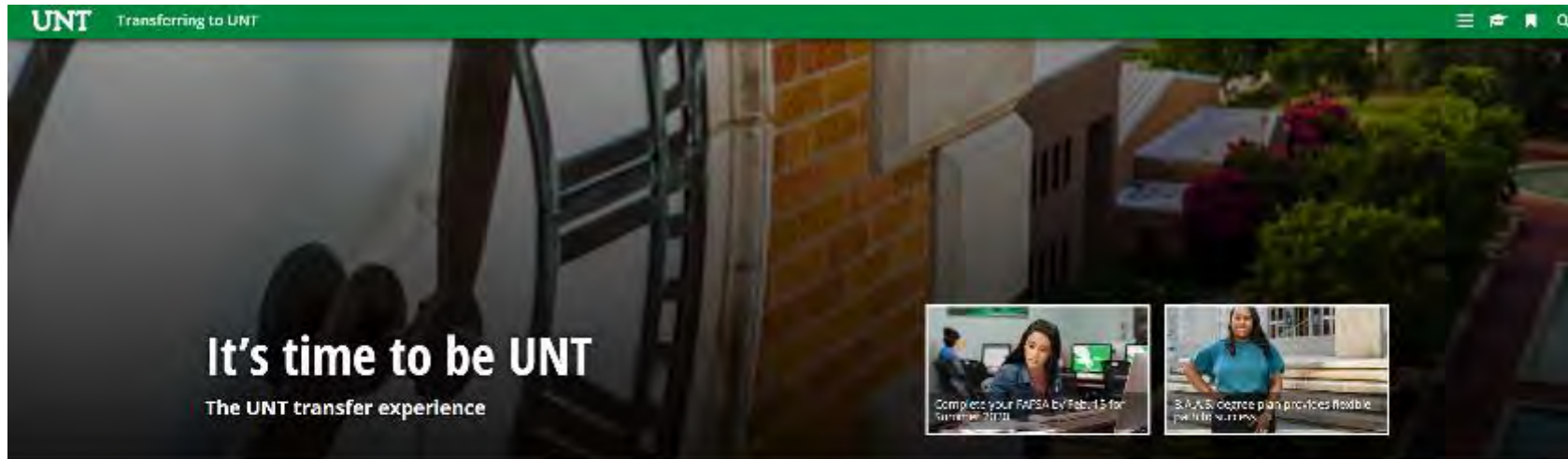
The Office of Orientation and Transition offers a series of workshops designed specifically for transfer students new to the U of U.

[Read more »](#)

University of North Texas



University of North Texas



How to transfer to UNT

It's time to reach your full potential.

It's time to have it all.

It's time to be UNT.

From our extensive career resources and internship opportunities to being the first and best provider of degree programs that meet the needs of an ever-changing world, UNT's commitment to excellence is limitless – and so is our commitment to you.

UNT has one of the most student-friendly course transfer policies of any university in the region. If you're attending a Texas community college, speak with a UNT Transfer Counselor about your degree plan as early as possible. We can even help you plan your community college course selections so your credits transfer to your UNT degree. We provide the roadmap to your bachelor's degree with resources to help you stay on track to graduation.

ADMISSION REQUIREMENTS



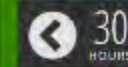
If you have more than 44 college credit hours:

Minimum college 2.0 GPA (4.0 system) and eligible to return to institution(s) attended



If you have 30-44 college credit hours:

Minimum college 2.25 GPA (4.0 system) and eligible to return to institution(s) attended



If you have fewer than 30 college credit hours:

- Graduation from an accredited high school
- Minimum college 2.5 GPA (4.0 system) and eligible to return to institution(s) attended
- SAT/ACT score and high school class rank as required for UNT freshmen
- International students will have [additional admission requirements](#).



If you have been out of high school for 5 years or longer

- If you have been out of high school for a while, have fewer than 30 college credit hours and have not taken the SAT or ACT, you may qualify for [Adult Admission](#).

If you need some help, we're here for you

- [Individual review](#) is an option for any transfer student who does not meet the entrance requirements. Your file will be reviewed by an admissions office and they will work with you on options for possible admission.

[International students will have additional admission requirements](#)

University of North Texas

UNT | Admissions

Apply Now
Complete your UNT application at applytxas.org

Take a Tour
Come see our beautiful campus for yourself

Get More Info
Sign up for UNT information customized for you

Meet with Us
Come to us or we'll come to you

Talk to Us
Meet your UNT Transfer Counselor and get answers to your questions

TOP QUESTIONS

by

TRANSFER STUDENTS

- Where can I find the UNT General Scholarship Application?
- When should I apply for admission?
- How do I check the status of my application for admission?
- How will my college credits transfer to UNT?
- How will my military credits and experience transfer to UNT?
- Does my community college have a transfer partnership with UNT?
- Does UNT have scholarships or financial aid for transfer students?
- What undergraduate degrees does UNT offer?
- How much is the admission application fee?
- What is orientation and why is it mandatory?
- Do I qualify as a transient or summer visiting student?
- What is the Clery Act and how do I view annual reports about campus safety?

Contact Us



University of North Texas



- The most engaging landing pages yet
- 8 transfer counselors in Admissions
- And helping potential students on their information journey

UNT Transferring to UNT

Choose the right resource to plan your transfer to UNT. Wherever you are on your academic journey, you'll find the pathway to success with our helpful transfer resources.

Looking for a roadmap of what to take at community college then UNT?

Want to see how your courses apply to various UNT degrees?

Start here if you're:

- [Sure of the bachelor's degree you want to earn](#)
- [Nearing completion of an A.A.S. degree](#)

Start here if you're:

- [A student who has taken college credit hours in many disciplines](#)
- [Deciding what bachelor's degree to pursue](#)

[Transferology](#) is an interactive course research tool that lets you easily input your completed courses to see what else is needed to fulfill bachelor's degree requirements.

It's time to get started
Reach out and begin your transfer journey today

[Connect with a Transfer Counselor today about degree plan information and transferability of your courses. They're dedicated to helping you every step of the way.](#)

University of Central Florida



- UCF also has its act together
- BUT, the web presence for transfers doesn't sell the university as well as their viewbook



According to *U.S. News & World Report*, more students choose to transfer to UCF than to any other university. Why? We are bright, bold and innovative. We are right now — and what's next.

With more than 215 degree programs and 650 diverse student clubs to choose from, you will develop new interests, make important connections and evolve your passion into a meaningful career.

University of Central Florida



- Transfer viewbook—16 pages of high quality, high impact, high excitement; it’s a “rah rah, you gotta be here piece” (<https://publications.ucf.edu/publications/admissions-transfer-viewbook/>)



1,415
ACRES ON THE
MAIN CAMPUS

220+
DEGREE
PROGRAMS

16K+
DEGREES AWARDED
EACH YEAR

68K
STUDENT
POPULATION*
*Presidential Fall 2018

TRANSFER TO UCF Each year, millions of college students transfer to another university — and more than 10,000 choose to transfer to the University of Central Florida. Whether you're planning to complete your bachelor's degree or are seeking a new college with bigger opportunities, UCF provides the tools and support you need to transfer and succeed.

65%
of UCF students transferred from
47.3%
of our students are minorities
24%
are first-generation college students

REACH FOR THE STARS
Founded in 1963 with the mission to provide talent for Central Florida and the growing U.S. space program, UCF has been making an impact on the state, our nation — and beyond — ever since.

University of Central Florida



- But, HUGE missed opportunity—NO student stories...
- Of transfer
- Of success *at* UCF
- Of success *after* UCF
- They do an excellent job “telling” and listing, but miss the compelling showing (by example, experiences, with students’ voices)

UNIVERSITY OF CENTRAL FLORIDA

STUDENT SERVICES

MAKE A SMOOTH TRANSITION

No matter what your major is or where you're coming from, we have friendly resources to help you transfer to UCF and enjoy success both in and out of the classroom. Take advantage of an array of academic services, and make new friends by getting involved in our many student clubs and organizations. ucf.edu/students

TRANSFER AND TRANSITION SERVICES

Transfer and Transition Services (TTS) assists with pre-admission, transition advising and connections to the campus community through a strong peer mentor program. The goal of TTS is to make sure you are on the right academic track and acclimating to being a Knight. transferides.ucf.edu

TTS can help you with the following:

- Pre-admission academic and transition advising
- Prerequisites and requirements for your major
- Application deadlines
- Foreign language requirements
- Explaining the UCF degree audit
- Information about UCF's General Education Program
- Transfer course equivalencies
- UCF policies and procedures

DIRECTCONNECT TO UCF®

DirectConnect to UCF guarantees admission to UCF after you earn an Associate of Arts or Articulated Associate in Science degree from one of our partner institutions:

- College of Central Florida
- Daytona State College
- Eastern Florida State College
- Lake Sumter State College
- Seminole State College of Florida
- Valencia College

A dedicated DirectConnect to UCF success coach will assist you with the admission and enrollment processes, provide you with personalized financial and scholarship information, and help you pave a path to success. directconnect.ucf.edu

You can also visit a DirectConnect to UCF Center at any of our regional UCF Connect campus locations, where advisors and staff provide step-by-step guidance for your transfer to UCF. connect.ucf.edu

UCF Connect campuses include:

- UCF Altamonte Springs
- UCF Cocoa
- UCF Daytona Beach
- UCF Leesburg
- UCF Ocala
- UCF Palm Bay
- UCF Sanford/Lake Mary
- UCF South Lake
- UCF Valencia East
- UCF Valencia Osceola
- UCF Valencia West

Connecticut with a minimum GPA of 3.0 and a minimum cumulative average of 3.0 in all transferable coursework. Some programs may require additional admission process.

UCF ONLINE

Our online bachelor's degree programs are designed to meet the needs of today's increasingly busy student. UCF is a leader in online education and is ranked as one of the best online undergraduate experiences in the nation by *U.S. News & World Report*. You can complete one of our fully online degree programs without having to set foot on campus. And while you'll benefit from some waived campus-based fees, you'll still have access to a wide range of support services.

UCF Online also partners with several community colleges across Florida to provide a pathway to transition to an online bachelor's degree at UCF. Through Transfer Connect partnerships, dedicated pre-enrollment counselors will guide you through the admission and transfer process. ucf.edu/online

CAREER SERVICES

UCF offers one of the most extensive career centers in the nation. UCF Career Services provides information and resources to ensure you'll make the right decisions today that will lead to job satisfaction tomorrow. The center offers comprehensive services to help Knights plan their careers, gain hands-on work experience and secure employment upon graduation. career.ucf.edu

UCF helps you achieve professional success by providing:

- Workshops and career counseling
- Skills to excel in your new career
- Graduate program options
- Rewarding personal growth experiences
- Connections for internships and experiential-learning opportunities



Bowling Green State University



BOWLING GREEN STATE UNIVERSITY

BGSU Office of Admissions

Academics Admissions About Athletics Alumni Libraries Research Students International

Give MyBGSU Email

Transfer of Credits Apply

Transfer Students

Bowling Green State University • The Office of Admissions • Apply Now

WELCOME

to the Falcon Family!

We are excited that you have chosen to continue your academic career with BGSU.

You Belong at BGSU

Apply Today

Scholarship & Aid

Transfer & Admissions

Visit

Apply

Bowling Green State University



- But the page continues...
- Note the acknowledgment of transferability concerns
- Kind of disparate appearing resources—from various units

BGSU Academics Admissions About Athletics Alumni Libraries Research Students International

Transfer of Credits Apply

TRANSFER OF CREDITS

You're not just transferring schools, you're also transferring credits you worked hard to earn. BGSU evaluates credits from all accredited institutions and can even evaluate credit earned from the military or prior learning assessments. Learn more about available resources to help you estimate how your credits may transfer to BGSU.

[How do my credits transfer?](#)

WHY BGSU

No. 1 ranked public university in Ohio for boosting graduates' earnings

The Economist

#1 in Ohio for veterans and active-duty military personnel

Military Times Best for Vets: Colleges 2017

The BG TRANSFER Experience

BGSU offers resources to help you transfer successfully, succeed academically, and prepare for your career after graduation.

- [Career Center](#)
- [Nontraditional & Military Student Services](#)
- [Off-Campus Student Services](#)
- [The Learning Commons](#)

BGSU partners with OWISS to offer transfer learning students

Bowling Green State University



- And continues...
- Transfer scholarships

Scholarships & Aid

Finding the right financial fit is just as important as finding the right academic fit. BGSU offers merit and need based scholarships specifically for transfer students. Grants, loans, and work experiences are also available to help finance your BGSU education. Explore the funding options BGSU has to offer.

[View transfer scholarships](#) [Student Financial Aid](#) [Scholarship FAQs](#)

FINANCIAL AID

Last year BGSU awarded more than a quarter of a billion dollars in aid to over 80% of our entire student body. BGSU students receive funding from scholarships, grants, federal work study and student loans.


FAFSA SCHOOL CODE

003018

- Admissions
- BGSU on a Budget
- Academics
- Campus Life
- Cost Summary
- Scholarships & Financial Aid
 - Freshman Scholarships
 - Transfer Scholarships
 - Scholarship Scholarship Guide
 - Financial Aid Estimator
 - Admission Timeline
 - Student Financial Aid Model
- Express Interest
- Apply Now
- Undergraduate Application Status
- Visit BGSU
- Campus Safety
- Contact Us

Transfer Scholarships

[Bowling Green State University](#) / [The Office of Admissions](#) / [Scholarships & Financial Aid](#) / [Transfer Scholarships](#)



BGSU works hard to provide students with a variety of financial resources and payment options to meet their educational costs.

Transfer students may qualify for the **Transfer Opportunity Scholarship** or the **Thompson Scholarship Program**. Non-Ohio residents may also qualify for the **BG Success Scholarship** which provides and half off the nonresident fee.

Transfer students are also encouraged to submit a **Free Application for Federal Student Aid (FAFSA)** using BGSU's school code, **003018**. Additional information can be found through the **Office of Student Financial Aid**.

Transfer Admission Information

[Searchable Scholarship Guide](#) [Transfer Scholarship FAQs](#) [Freshman Scholarships](#)

Bowling Green State University



- And continues...
- The closest the thing to a testimonial/student voice that I've seen (and not a very illuminating one); a wasted opportunity

The screenshot shows the Bowling Green State University (BGSU) website. The top navigation bar is orange with links for Academics, Admissions, About, Athletics, Alumni, Libraries, Research, Students, and International. There are also links for MyBGSU and a mail icon. Below the navigation bar, there are buttons for 'Transfer of Credits' and 'Apply'. The main content area features a testimonial for 'Transfer Advising' by Jamie Salazar. The testimonial text is: "[My advisor] was always there to answer questions over email or phone." - Jamie Salazar. Below the testimonial, it states: "The Office of Admissions provides transfer advising for prospective and dual admit transfer students to facilitate a successful transition." There is a button for 'Transfer Advising Information'. To the right of the text is a photograph of a woman, Jamie Salazar, standing in front of a display case filled with numerous trophies and awards. She is wearing an orange BGSU t-shirt and dark pants. A circular logo with 'BGSU' and 'ATHLETICS' is visible in the top left corner of the photo.

BGSU Academics Admissions About Athletics Alumni Libraries Research Students International MyBGSU

Transfer of Credits Apply

Transfer Advising

"[My advisor] was always there to answer questions over email or phone." - Jamie Salazar

The Office of Admissions provides transfer advising for prospective and dual admit transfer students to facilitate a successful transition.

[Transfer Advising Information](#)

College of William and Mary

- Tribe Transfers
- Using blogs for at least some personality
 - Timely (or at least in theory)
 - Interesting
 - Student voices

WILLIAM & MARY

Our Bloggers | Categories | Search W&M Blogs

The WILLIAM & MARY Blogs

Students Admission Faculty & Staff Alumni

About Tribe Transfers

Thinking about transferring to William & Mary? Wondering how the process works? This blog will give you insight from the Transfer Dean in the Office of Undergraduate Admission (who was a former transfer student to William & Mary herself) and from current transfer students who can tell you all about what it's like to transfer to William & Mary.

We will share stories and insights from the application process all the way to transfer orientation; we hope you enjoy them and we invite you to share your questions with us!



Offering insights for transfer students from the application process to transfer orientation.

Posts By Tribe Transfers

Study Abroad as a Transfer

By Tribe Transfers
On February 13, 2020



Clubs & Organizations at W&M

By Tribe Transfers
On October 24, 2019



Meet The Transfer Interns – Esther Ty

By Tribe Transfers
On September 20, 2019



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College of William and Mary



I'm Back! Meet the Transfer Interns – Joey Cronin

By Tribe Transfers
On September 24, 2019



Hey everyone, Guess whose back? I am so excited to be back in my second year as one of the Transfer Admission Interns this

[Read More](#)

Meet the Transfer Interns — Meredith Lian

By Tribe Transfers
On September 20, 2019



Hello everyone! My name is Meredith Lian and I am one of the three transfer interns here at William & Mary! I'm so excited

[Read More](#)

Small Packages

By Tribe Transfers
On April 10, 2019



Hey everyone! This week, we're doing a special edition of the transfer blog – a joint post from all three of us! As some

[Read More](#)

Let's Be Brave

By Tribe Transfers
On February 7, 2018



[Read More](#)

Happy Valentine's Day Spring Transfers!

By Tribe Transfers
On February 14, 2019



[Read More](#)

What Even is Self-Care?

By Tribe Transfers
On March 28, 2019



Hey everyone! I hope application season has been treating you well! I remember this time of year my

Common Hits and a Couple Misses

Model behavior *and* opportunity.



- **Hits**

- Transferability is presented early and often; process primarily, but also assurances
- Many offer opportunities for personal interaction—call, connect, chat, etc.
- Anticipating needs and addressing concerns—often through Q&A
- Support services and special workshops, activities, events, etc. to help with transition; ways to make transfers feel special, welcome, and not alone

- **Misses**

- Not enough stories!!!
 - Successes
 - Overcoming challenges
 - Why this school is/was a great choice
- Insufficient differentiation/substantiation—why *this* school for transfer?
- Cost is a huge concern, but just a couple schools had discernable financial aid *for transfers*
- Reliance on print pieces (pdfs) to do the selling—students may read, but check stats

Thank You!

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319.861.5108



stamats.com



<https://www.linkedin.com/company/stamats/>



@stamats

