Re-imagining Transfer Recruitment:
Individualized Advising as a Tool to Growing Enrollment

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Learning Outcomes

Following our presentation, attendees will be able to:

1) Identify the unique needs of transfer students and how they differ from first-year students.

2) Reflect on your own institutions’ practices with prospective transfer students, including what hurdles exist and what could be improved.

3) Identify strategies to improve the transfer enrollment pipeline through individualized advising.
University of Cincinnati

- Large, four-year public urban research institution
  - Located just north of downtown Cincinnati
  - Second largest university in Ohio
  - 13 colleges, 2 regional campuses

- Population: 46,798 students
  - 45% of UC graduates started their college career somewhere else
Transfer & Transition Advising Center (TTAC)

- Designed to serve as a centralized office to assist all students in transition:
  - Prospective transfer students (~70% student population)
- Also serves as an auxiliary office to provide support to the wider advising community
  - Advisor training and professional development
  - Early alert tracking
Day-To-Day Operations

- Phone Calls
- Phone Appointments
- Credit Evaluations
- Transfer Student Programming
- Email
- Virtual appointments
- One-on-one individualized advising
- Credit transferability & applicability
- Transfer Student Onboarding
- Transfer Student Events
Individualized Advising
Unique Needs of Transfer Students

Transfer students typically:
• Have a part-time/full-time job
• Are older
• Have responsibilities outside of the classroom
• Exhibit different motivations
• All supported by literature
We asked our Prospective Transfer Students what was important to them
How Students Navigate the Process

Experience when meeting with TTAC

Student reaches out

Advisor responds and requests more information

Student meets with an advisor, learns about options

Applies and enrolls at UC

Student reaches out

Student is given basic information about program

Student decides not to apply

General/Typical Admissions only experience
The UC Transfer Experience

Initial outreach
- Student sends email to TTAC with general information
- Email, phone, drop-ins, and referrals

TTAC Advisor connects within 24-48 hours
- Advisor requests “the basics.” (Term they’re interested in transferring, desired major(s), schools they’ve attended, unofficial transcripts, when they would like to meet)

Transfer Advising Appointment
- Unofficial credit evaluation & one-on-one personalized advising
- Additional information and context is discovered during meeting, allowing the advisor to best assist

Onboarding and adapting to a new institution
- What happens next (after confirmation)
- Transfer welcome, college orientation, advising appointment with primary advisor, class registration, etc.
Transfer Student Case Study

• Initial outreach to TTAC
  – Email

• John P.
  – Greenville, South Carolina
  – 36 years old
  – Married
  – Two children
John’s “Baggage”

- **80+ hours of transfer credit**
  - Credit from three different institutions
  - Including military credit

- **Interested in completing a degree in Information Technology**

- **Works a full-time job**
  - Will continue to work while enrolled

- **Wants to complete a degree as quickly as possible**
  - Wants to utilize as many credits as possible
  - Advancement in his current career

- **Program must be fully online**
John’s Experience With TTAC

Initial outreach & TTAC contact
- John emailed TTAC with general transfer questions
- Advisor requested more information (unofficial transcripts, desired term of admission, appointment availabilities)

Transfer Advising Appointment
- Advisor explains transferability and applicability of credits
- Clarification on timeline to graduation
- Review alternate program options
- Get questions answered
- John submits his application
- John receives official credit evaluation
- John is offered admission
- John confirms admission
- TTAC Advisor answers questions along the way

Application & Confirmation
- John attends a Transfer Welcome event
- John meets with his primary advisor and registers for classes
- John connects with other transfer students

Onboarding & Adjusting to UC
John’s Pathway

Complete Bachelor of Interdisciplinary Studies (BIS)

Pursue Master of Science in Information Technology

UC Alumnus and Bearcat for Life

– 16-month program
– Fully online
– Maximum retention
– Higher return on investment

– Utilizing all of his transfer credits
– Only 30 credit hours needed to complete degree
– Fully online
Measuring Impact

Defining

Prospective Transfer Applicants

Identifying

Tracking

Icons made by Flaticon & icongeek26
What is Important to Measure?

• Submitted and Completed Applications
• Offered and Confirmed
• Submitted and Confirmed
Comparing Results Two Years of Data

Submitted and Completed Applications

- **2020**
  - Non-TTAC: 60%
  - TTAC: 92%

- **2021**
  - Non-TTAC: 57%
  - TTAC: 90%
Comparing Results Two Years of Data

Offered and Confirmed

<table>
<thead>
<tr>
<th>Year</th>
<th>Non-TTAC</th>
<th>TTAC</th>
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<tbody>
<tr>
<td>2020</td>
<td>73%</td>
<td>80%</td>
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<tr>
<td>2021</td>
<td>74%</td>
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Comparing Results Two Years of Data

Submitted and Confirmed

Non-TTAC | TTAC
---|---
2020: 39% | 73%
2021: 37% | 73%
Accidental Success

- Changing the way universities think about transfer admissions
- Student Yield vs. Applicant Numbers
- Necessary Investments
Thank you for having us!

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