



Survey Says.....

A multi-method approach in assessing and understanding the needs of transfer students

NISTS Conference 2012

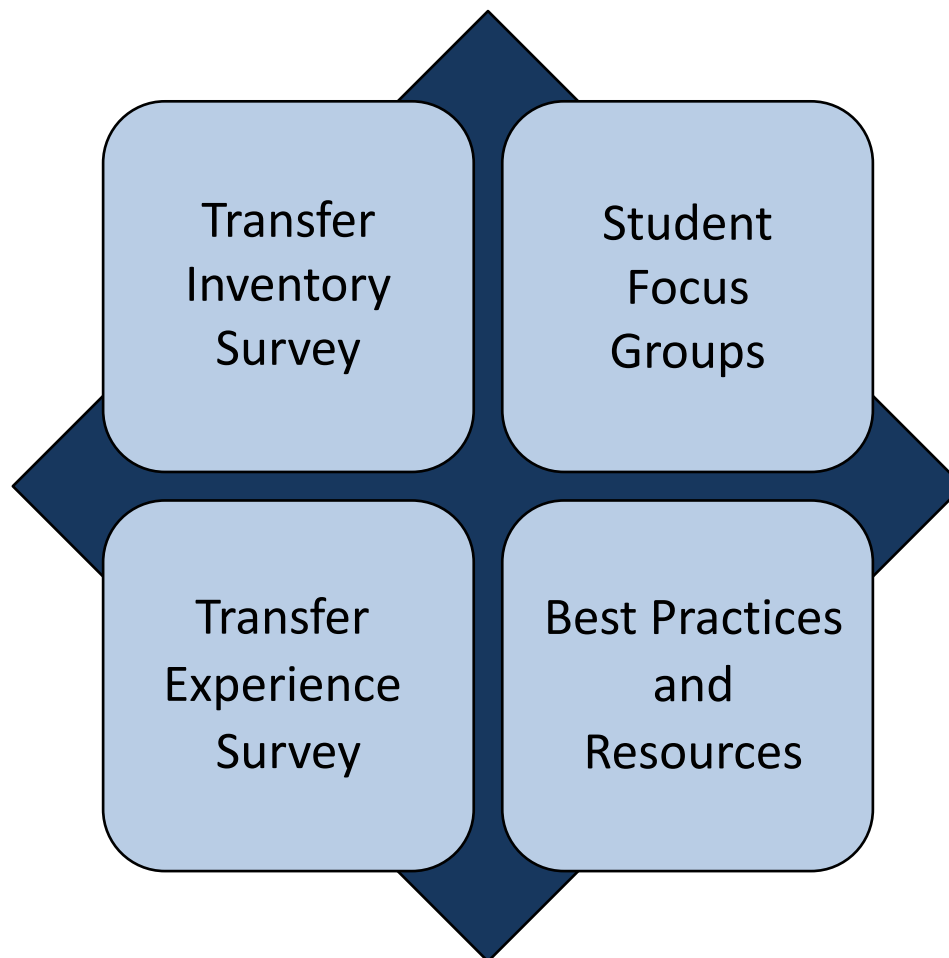
Presented by:

Rose Rojas and Kathy Silberman

Maricopa Community Colleges



maricopa.edu/transfer



- The district is comprised of 10 individually accredited colleges throughout Maricopa County, Arizona.
- We offer:
 - Over 10,000 courses
 - Approximately 1,000 occupational programs (degrees and certificates)
 - Associate’s degrees in Arts, Business, Science, General Studies, and Applied Science
- Approximately 140,000 students are enrolled per semester.
- Maricopa participates in the Arizona Transfer Model, which is based on statewide agreements with Arizona’s public postsecondary institutions.



Fall 2011 credit student demographics include:

- 56% Women
- 39% Non-Anglo (8% Other/Undeclared)
- 42% age 25 or older
- 71% part-time
- 38% intend to transfer
- 42% intend to gain or improve workforce skills
- 19% attend for personal interest
- 48% attend during the day
- 18% attend during the evening
- 30% are nontraditional
- 4% attend on the weekend



maricopa.edu/transfer

	All Undergraduates	New Transfer Students	Bachelor's Degrees Awarded
Arizona Public Universities	27,668	6,217	6,778
Other Transfer Partner Universities	10,489	4,197	1,648
TOTAL	38,157	10,414	8,426

Increase over prior year

3.5%

3.9%

11%



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Goals:

- To compile and document transfer services and practices at the Maricopa Community Colleges
- To examine best practices and identify gaps

Colleges inventoried transfer services offered, such as:

- Transfer workshops for students are offered regularly.
- Faculty or staff accompany students on visits to transfer institutions.
- Transfer advisors are available during the day and at night and offer drop-in advising.
- Transfer information is shared at new student orientation.



The majority of the Maricopa colleges that responded **provide** the following:

- At least one transfer fair/event per year
- College-developed brochures or other forms of university literature (including view books, university catalogs, transfer applications, etc.)
- Dedicated web-based information related to transferring
- Information on transfer opportunities from transfer personnel and/or faculty during new student orientation and other workshops and meetings for incoming students.
- Daytime, evening, and drop-in transfer advising at all campus locations
- Regularly-scheduled workshops for personnel to enable them to assist students in following transfer requirements



The majority of the Maricopa colleges that responded **do not provide** the following:

- A faculty or staff member who accompanies potential transfers on visits to transfer institutions
- Calls from transfer advisors/counselors to transfer college admissions and financial aid offices to help students make and interpret inquiries
- Free transportation for university visits
- Workshops, for transfer students, focused on how to handle academic concerns
- Special transfer-directed programs, such as summer writing, mathematics, or science programs
- Alumni who promote or assist in student transfer



- Continue to provide transfer events throughout the year.
- Continue to develop and maintain in-person and online, user-friendly transfer resources.
- Provide dedicated sessions to help address transfer student concerns related to the academic, social, and financial aspects and complexity of the university experience.
- Involve alumni who have transferred to four-year colleges and universities to serve as peer mentors.
- Continue to offer college training to faculty and staff on university transfer related topics.



Goals:

- To explore attitudes, understanding, and awareness about University Transfer
- Look for repetitive issues or needs, as well as successful current practices
- Assess the effectiveness of current messaging
- Share the research with college marketing teams, administrators, student services staff

Background:

- 27 students from throughout the district, four sessions (2 sessions for students planning to transfer, 2 sessions for students undecided on transfer)
- Conducted by a behavior research company representative
- Topics covered awareness of online transfer resources, what/who influenced students' transfer decisions, biggest obstacles to transferring, and others



- Students obtained information about transfer universities via personal exploration, tours, online information, and other students. They said they have a high level of knowledge of the academic expectations at a university and felt they are well-prepared.
- Participants agreed transfer-related websites and tools should be more actively promoted.
- Most students said they have an “educational plan.”
- Financial issues, indecision, leaving family, and broader “life problems” were mentioned as obstacles in transferring.



- Many of the marketing materials shared at the sessions looked familiar, but several students stressed the need to have a central display area or kiosk.
- Students strongly attributed their awareness of transfer programs to advisors, but also got information online and from faculty, student life, veterans services, recruitment, counseling, federal program (such as TRIO) advisors, and other students.
- Students said benefits like guaranteed admissions, “locked-in” tuition rates, and having a clear path reduce stress and “make things smoother.”



- Clarify transfer pathways for state universities without prescribed or “packaged” transfer programs.
- Provide training sessions for Maricopa and university advisors to keep up-to-date.
- Improve and standardize advisement to avoid inconsistent information.
- Establish a central transfer services office on each campus and/or centralize and organize transfer materials.
- Offer regularly scheduled workshops to inform students about transfer possibilities.
- Continue to seek student feedback to focus efforts which promote transfer



university transfer

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Goal:

To learn about the transfer experiences of former Maricopa students, including awareness and use of resources, articulation, and expectations

in order to

guide collaborative efforts with partnering colleges and universities and improve the transfer experience for students

Background:

- Transfer partners were asked to send a link for the survey to all former Maricopa students attending their institutions
- Thirteen out of thirty-one transfer partners participated
- Majority of responses (370 out of 500) came from Northern Arizona University students



Survey items included:

Pre-transfer

- Who they went to for transfer information
- When they started planning to transfer
- Associate's degree attainment
- Did they feel adequately prepared to transfer

Post-transfer

- Overall satisfaction with transfer experience
- Assessment of services at current institution
- What they could share about their experience
- What would have improved their experience



Of the 500 students who responded:

92%

...felt adequately prepared to transfer.

50%, 40%

...were very satisfied, and ____ were satisfied with their overall transfer experience.

52%

...earned an associate's degree prior to transferring.

49%, 19%

...transferred 60 or more credits, however, ____ (the next largest group) transferred 15 or fewer credits.



“What can you share about your transfer experience?” and “Is there anything that would have improved your transfer experience?” yielded 439 comments.

Top 3 Positive Themes:

- ❖ Overall positive experience (i.e. said transfer process was easy or smooth, had no issues, cited great experience)
- ❖ Enrollment Services/Academic Advisement (i.e. knowledgeable, helpful, friendly, supportive)
- ❖ Transfer of credit (i.e. more than expected transferred, no problems occurred, happy with process)

Top 3 Negative Themes:

- Enrollment Services/Academic advisement (i.e. inconsistent &/or inaccurate information, advisor/enrollment personnel seemed unknowledgeable &/or unprepared, student felt unwelcome)
- Transcript requests (i.e. delays, needed to request multiple times, process disorganized)
- Communication (i.e. calls or email not returned, wanted more, wanted less)

RECOMMENDATIONS WILL BE DEVELOPED BY MARICOPA’S TRANSFER ADVISORY GROUP



Establishing & building on



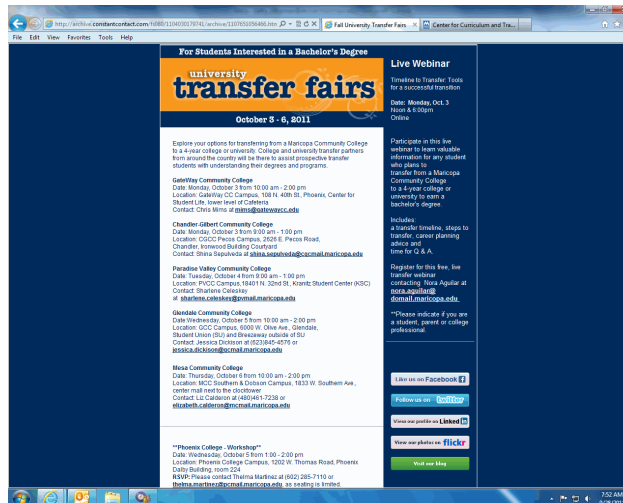
best practices



university transfer

Branding

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University Partner List	University Partner Search	Transfer Guides	Events
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[<<< Transfer Home](#)

This reflects the latest information provided by our University Partners. Annual cost is based on a Maricopa County, AZ resident status. Cost may vary depending on program and delivery format, and does not include institutional and textbook fees.

Name	Location	Transferable Maricopa Credits	Approx. Annual Tuition	Contact Information
ARIZONA TRANSFER SYSTEM PARTNERS				
Arizona State University	Tempe, AZ	64	\$9,700	Undergraduate Admissions (480)965-7788 request informaton
Northern Arizona University	Flagstaff/Phoenix, AZ	64+	\$8,000	undergraduate.admissions@nau.edu (928)523-5511 request informaton
University of Arizona	Tucson, AZ	64	\$9,285	Office of Admissions (520)621-3237 request informaton
PRIVATE AND OUT-OF-STATE TRANSFER PARTNERS				
Argosy University	Phoenix, AZ	90	\$10,000	Lori Smith (602)216-3110 request informaton



- University Partner List
- University Partner Search
- Transfer Guides
- Events

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Approximate Annual Tuition:

< \$7,500 | < \$10,000 | < \$15,000 | < \$20,000 | > \$20,000

Setting:

Suburban | Urban | Rural

Delivery Format:

Online | Onsite

Location:

Student Population:

< 1,000 | < 5,000 | < 10,000 | > 10,000

Designations:

- Private
- Public
- Faith-Based
- Servicemember Opportunity College
- Independent
- Minority-serving
- Hispanic-Serving Institution
- For-Profit
- Non-Profit

Accepts the Following Maricopa Awards/Degrees:

AA | AAEE | AAS | ABus | AGS | AGECE | AS

Programs Offered

The following is an abbreviated list of bachelor's programs. Contact the university for a complete listing of majors and degree options.

[List](#) [By Category](#)

- Accounting, Finance and Economics
- Administration of Justice Studies / Criminal Justice
- Biological & Biomedical Sciences
- Business Administration / Management
- Chemistry, Geology & Earth Science
- Communication
- Computer Information Systems
- Computer Science
- Education - Early Childhood
- Education - Elementary, Secondary
- Emergency Management
- Engineering
- Engineering Technologies
- English
- Environmental Studies / Sustainability
- Exercise Science
- Fine/Performing Arts (Art, Dance, Music, Theatre)
- Fire Science
- Global Business
- Health Administration/Public Health
- Health Information/Health Sciences
- History, Geography & Political Science
- Hospitality Management / Culinary Arts



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Transfer Guides

University	Academic Year		
	11-12	10-11	9-10
Argosy University	X	X	
Arizona State University	X	X	
Ashford University			X
Capella University	X	X	
DeVry University - Phoenix	X		
Grand Canyon University	X		
Indiana University East	X	X	
Kaplan University		X	
Midwestern University	X	X	
New Mexico State University	X	X	X
Northern Arizona University	X	X	
Ottawa University	X	X	
Prescott College	X		
Strayer University	X	X	
University of Arizona	X	X	
University of New Mexico	X	X	
University of Phoenix		X	
Western International University	X	X	X
Western New Mexico University	X	X	



University Partner List

University Partner Search

Transfer Guides

Events

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Transfer Events



[See Event Calendar](#)



University of Maryland
University College

University Maryland University College

Event:

GateWay CC Allied Health Fair

Date:

November 08, 2011

Time:

8:00 am - 4:00 pm

Location:

MA Building

Description:

A University of Maryland University College [UMUC] representative will be on campus to provide advising, complete tentative evaluations of your community college transfer credits, and assist with the admissions application and scholarships. Maricopa Community College graduates with a grade point average of 3.0 or higher are eligible for a transfer scholarship of \$3,300 for full-time study and \$1,650 for part-time study (renewable up to \$6,600).

Contact: Deb Spotts at (240)997-5324 [1](#)

Website:

www.umuc.edu



University of Maryland
University College

University Maryland University College

Event:

Glendale CC Table Visit

Date:

November 08, 2011

Time:

9:00 am - 2:00 pm



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University Partner Profile

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Northern Arizona University

PO Box 4084

Flagstaff/Phoenix, AZ 86011

[Visit URL](#)

Contact: undergraduate.admissions@nau.edu

(928)523-5511



[Highlights](#) | [Programs Offered](#) | [Transfer Guides](#) | [More Info](#)

Northern Arizona University offers programs to Maricopa students locally, online, and in Flagstaff. The NAU mission is to provide an outstanding undergraduate residential education strengthened by research, graduate and professional programs, and sophisticated methods of distance delivery. Accredited by the North Central Association of Colleges and Schools, the university values and promotes an ethnically rich and diverse university community and graduates individuals who are prepared to contribute to the social, economic, and environmental needs of a changing world.



Approx. Annual Tuition: \$8,000
(full-time student, AZ resident)

Setting: Suburban

Delivery Format: Online
Onsite

Location: AZ

Student Population: 23,000

Accreditation: North Central

[Show All](#)

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Center for Curriculum & Transfer Articulation

Division of Academic and Student Affairs



Transfer Partner Financial Incentive Data

Name	Application Fee(s) Waived	Tuition Reductions	Textbook Cost Reduction Programs	Maricopa Scholarships	Transfer Scholarships	Military Financial Incentives	Tuition Locking
Argosy University				Yes	Yes	Yes	
Arizona Christian University				Yes			
Arizona State University		Yes		Yes	Yes	Yes	
Ashford University						Yes	
Capella University	Yes	Yes	Yes			Yes	
Chamberlain College of Nursing	Yes	Yes					
Columbus College of Art and Design				Yes	Yes	Yes	
DeVry University - Phoenix				Yes		Yes	
Empire State College, State University of New York		Yes				Yes	



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What's New in University Transfer!

January 16, 2012

ASU

Interested in an online degree at ASU? Visit <http://bit.ly/qKdO3H>

January 16, 2012

AZSUN

AZ public community colleges and universities worked together to develop a new course numbering system to facilitate course transfer in Arizona. Learn more about it - <http://www.azsunsystem.com/>

January 16, 2012

NAU

Connect2NAU and the Maricopa-NAU Connection make transferring easy. For more information visit maricopa.edu/connection

January 16, 2012

University Partners

Interested in bachelor's degree, check out our university transfer site and explore your transfer options: <http://www.maricopa.edu/transfer/>

January 16, 2012

Transfer Information

Check out our university transfer magazine - <http://bit.ly/mUC5uf>

To access:

<http://www.maricopa.edu/transfer/partners/news.php>

maricopa.edu/transfer

TRANSFER STUDENT DATA

Choose Partner: Western International University | Choose Academic Year: 10-11 | submit | Transfer Student Trends

Western International University

For academic year: 10-11

Undergraduates

Undergraduates who transferred 12 or more credits from a Maricopa Community College: (unduplicated count)

166

Undergraduates by Maricopa college(s) attended: *

* Total reflects duplicated count, as some students transfer credits from more than one college.

Undergraduates by ethnicity:

American

New Transfers

New transfer students with 12 or more Maricopa transfer credits:

101

New transfer students by number of credits transferred:

New transfer students who transferred with an associate's degree:

58

Bachelor's degrees conferred

Bachelor's degrees conferred to students who transferred 12 or more credits from a Maricopa Community College:

3

TRANSFER STUDENT TRENDS

Choose Partner: Western International University | submit | Transfer Student Data

Western International University

Undergraduates

Undergraduates who transferred 12 or more credits from a Maricopa Community College: (unduplicated count)

412

Undergraduates by Maricopa college(s) attended: *

* Total reflects duplicated count, as some students transfer credits from more than one college.

Undergraduates by ethnicity:

New Transfers

New transfer students with 12 or more Maricopa transfer credits:

250

New transfer students by number of credits transferred:

To access:
http://www.maricopa.edu/transfer/partners/transfer_data.php



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Questions?

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