

Strategies for Improving Transfer

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Today's Topics

- ▶ What is the transfer rate at your college?
- ▶ Update on transfer promoting initiatives & tools
- ▶ What are you doing to promote transfer?
- ▶ Transfer promoting factors (research findings)
- ▶ Factors supporting and challenging transfer for CTE students (research findings)

Strategies for Improving Transfer

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Transfer Resources

Transfer Velocity Cohort Report is an interactive tool for examining data from the Transfer Velocity Cohort Project, [<http://webprod.cccco.edu/datamarttrans/dmtrnsstucsel.aspx>]

Note: The Transfer Velocity Cohort is created by evaluating all first time freshmen six years after their entry. Those students who have completed twelve credit units and attempted a transfer level math or English course are included in the Transfer Velocity Cohort. Transfer rates for years three, four, and five are retrospective and cannot be reported until the cohort is finalized at the completion of the sixth year after initial enrollment. Students with multiple college enrollments are reported as members of the Transfer Velocity Cohort for each college attended.

“Transfer Velocity Cohort Project: Key Findings on Student Transfer in California Community Colleges”, January 2010, The Research & Planning Group [<http://www.rpgroup.org/documents/TVPBrief.pdf>]

“Crafting a Student-Centered Transfer Process in California: Lessons from Other States”, August 2009, Institute for Higher Education Leadership & Policy [<http://www.csus.edu/ihelp/>]

“Facilitating Community College Transfer: A Master Plan Mandate”, April 2009, Intersegmental Committee of Academic Senates [<http://www.asccc.org/icas/Resources.html>]

“California Community College Transfer: Recommended Guidelines”, Spring 2006
[http://www.cccco.edu/Portals/4/SS/TransferArtic/policy/rec_trans_guidelines07_06.pdf]

“A Qualitative Study of Two-to-Four-Year Transfer Practices in California Community Colleges”, The Research & Planning Group (includes the transfer assessment rubrics on transfer culture and other transfer-promoting factors) [http://www.rpgroup.org/documents/TLC_Cross_Case_Analysis.pdf]

CTE Transfer Resources

“CTE Transfer Research Project”, November 2009, The Research & Planning Group
[<http://www.rpgroup.org/css/CTETransfer.html>]

[<http://www.rpgroup.org/documents/CTEPhaseISummary.pdf>] -- findings on the state of the CTE infrastructure of courses and programs; CTE transfer rates overall and in different disciplines; review of factors supporting and compromising transfer; and information about transfer destinations for CTE students.

Where are our Students Going?

Percentage distribution of transfers by specific destination (2007–08)

Transfer destination	Percentage
California State University (CSU)	51.5
University of California (UC)	15
Non-Profit, Four-Year Institutions	14.9
For-Profit, Four-Year Institutions	11.7
Out-of State Public Institutions	6.9
Total	100

Students Who Transfer Do Well!

Some UC facts ...

- ▶ 87% of transfers to UCs are students from CCCs
- ▶ Graduation rates for community college transfer students
 - 52% of CCC transfers graduate in two years
 - 81% graduate in three years
 - 86% percent graduate in four years
- ▶ Retention of new freshmen and new upper-division CCC transfer students has held steady at about 92% for the past ten years

Students Who Transfer Do Well!

Some CSU facts ...

- ▶ Two-thirds of all students began at the CCCs
- ▶ Over 55,000 CCC students transfer to the CSUs every year
- ▶ CCC transfers complete degrees at approximately the same rate as CSU native students

What Are Your Transfer Rates?

Transfer Velocity Cohort Study | 2009 | www.rpgroup.org
Dr. Craig Hayward, Pamela Mery, and Eva Schiorring

Joint CCCCIO/CCCAOE
March 19, 2010

What Are Your Transfer Rates?

Transfer Students

Students in Transfer Cohort

Transfer Velocity Cohort Study | 2009 | www.rpgroup.org
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What Are Your Transfer Rates?

Sub-group of Transfer Cohort	Transfer Rate (GUESS)	Transfer Rate (ACTUAL)
All students in Transfer Cohort		
Latino		
Male		
Under 18 years of age		
DSPS		
Asian		
White EOPS students aged 18-19		

Transfer Velocity Cohort Study | 2009 | www.rpgroup.org
Dr. Craig Hayward, Pamela Mery, and Eva Schiorring

Demonstration

Launch browser >

Transfer Velocity Cohort Report; Chancellor's Office Data Mart
<http://webprod.cccco.edu/datamarttrans/dmtrnsstucsel.aspx>



Transfer Cohort Report

Select College

- Statewide
- Alameda
- Allan Hancock
- American River
- Antelope Valley
- Bakersfield

Select Cohort Year

- 1997-1998
- 1998-1999
- 1999-2000
- 2000-2001
- 2001-2002
- 2002-2003

Select Time Window

- 3 Years
- 4 Years
- 5 Years
- 6 Years
- 7 Years
- 8 Years

Select Demographic

- None
- Age Group
- Ethnicity
- Gender

Select Special Category

- None
- California Work Opportunity & Responsibility to Kids (CalWORKs)
- Disabled Student Programs & Services (DSPS)
- Extended Student Programs & Services (EOPS)
- Financial Aid Recipient

Get Report

Clear Selection



Transfer Cohort Report

Statewide

For Cohort Year 1999-2000 & Transferred Within 3 Years

By Age Group

[Download The Result In Comma Delimited Format](#)

[Download The Result With College Breakdown In Comma Delimited Format](#)

Age Group*	Transferred Student	Cohort Student	Transfer Rate
18 to 19	24000	70416	34 %
20 to 24	3654	13541	27 %
25 to 29	1329	5846	23 %
30 to 34	832	4536	18 %
35 to 39	607	3758	16 %
40 to 49	768	4345	18 %
50 and older	165	1144	14 %
Less than 18	16937	45412	37 %
Unknown	57	231	25 %
Total	48349	149229	32 %

* Age is age at cohort entry.

Transfer Task Force Recommendations

- ▶ Support for Articulation System Stimulating Inter-institutional Student Transfer (ASSIST)
- ▶ Course Identification Number (C-ID) Project
- ▶ Early Assessment Program (EAP) CCC; CSU
- ▶ Shared messaging on transfer pathway for all segments of postsecondary education
- ▶ Exploring opportunities for expanding distance education
- ▶ Common Academic Calendars

Transfer Center Director Guidelines

- ▶ High School and Community Outreach
- ▶ Relationship to the Matriculation Process
 - Assessment
 - Orientation
 - Admissions/Registration
- ▶ Relationship to Counseling
 - Student Educational Plans
 - Career Counseling and Goal Setting
- ▶ Curriculum Development and Articulation
- ▶ Institutional Research and Accountability

California Community College Transfer: Recommended Guidelines | 2006 |

Intersegmental Committee of Academic Senates

- ▶ Provide students with access to current information about transfer
- ▶ Provide counselors, advisors, transfer center directors, and others with current information about existing and new articulation agreements and major preparation
- ▶ Provide a venue for faculty from across the segments and disciplines
- ▶ Provide Articulation Officers with access to new information

Facilitating Community College Transfer: A Master Plan Mandate | 2009 |

Intersegmental Committee of Academic Senates

- ▶ Provide for ongoing certification of courses meeting the common general education curriculum (IGETC/CSU GE Breadth, and SciGETC).
- ▶ Provide transfer students with UC/CSU advising information
- ▶ Support communication to high school students, teachers, and counselors about curriculum alignment efforts
- ▶ Continue to encourage the contextualization of academic English and math in CTE programs

Facilitating Community College Transfer: A Master Plan Mandate | 2009 |

Ideas for Promoting Transfer

- ▶ What are your transfer priorities?
- ▶ How are you doing in terms of promoting them?
- ▶ How is it working?

Transfer Culture

- ▶ Transfer permeates college
- ▶ Everybody is perceived as potential transfer student
- ▶ Transfer promoting activities are connected
- ▶ Transfer promoting activities are part of a larger and deliberately crafted transfer map

Other Strategies & Approaches

- ▶ Transfer Culture*
- ▶ High Level of Commitment to Institution
- ▶ Student Focused Environment
- ▶ Transfer Support & Services*
- ▶ Strategic Relationships with Local High Schools
- ▶ Strong Relationships with 4-Year Universities*

* Corroborated by quantitative study findings

Resource for Campus Discussion

[Launch browser >](#)

- ▶ “A Qualitative Study of Two-to-Four-Year Transfer Practices in California Community Colleges”, The Research & Planning Group
 - See p. 6 Transfer-Promoting Factor #1: Transfer Culture (handout)
 - Followed by similar examples of other transfer-promoting factors

Factors Supporting CTE Transfer

- ▶ Surveys and Interviews with CTE Faculty, Counselors, and CTE Administrators



- 2-year instructors help promote CTE transfer
- Transfer culture at community college
- Regional transfer agreements
- Local outreach by 4-year colleges promoting CTE programs
- ASSIST

Factors Compromising CTE Transfer

- ▶ Surveys and Interviews with CTE Faculty, Counselors, and CTE Administrators



- Different transfer requirements at receiving colleges
- Differences between associate degree and transfer requirements
- Insufficient counseling
- Insufficient outreach by 4-year colleges

The Student Perspective

- ▶ Surveys and Focus Groups with CTE Students
- ▶ Two Key Factors Supporting Transfer
 - **How do I do it?**
 - Accurate and timely technical information for students about transfer
 - **Yes you can!**
 - Support and encouragement from faculty, counselor, and/or peers

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