Transferring to Teal
Ensuring the Best in Transfer Student Enrollment, Support, Advising and Outcomes
What is a Transfer Student?

A student who has graduated from high school, has completed the General Educational Development (GED) test, or an Adult High School diploma, and is attending, or has previously attended, either a two- or four-year college/university.

Students coming in with military credits are also considered transfers.

- Fall 17 Total = 1939
- Spring 18 = ~300
Many Paths Lead to Teal

- North Carolina Community College - 60.5%
- UNC Sister Institutions - 11.9%
- NC 4-year Private Institutions – 5.1%
- Out-of-State Institutions – 22.5%

19-20% Transfer with an Associate’s
Why Do Students Transfer?

- Financial
- Social
- Familial
- “Fit”
- Sports
- Military
- Relocation
- Switching Majors
- Restarting/Returning
Transfer Students Are Different and We Wouldn’t Want it Any Other Way

**Reward**
- Staying true to the region
- Bringing diversity in all forms
- Coming with life experiences that enrich the campus for other students, faculty and staff

**Risk**
- Transfer shock
- Lower graduation rates (nationally)
- Economic
- Occupational
- Familial
The UNCW Way:
A Seamless Collaboration Using Best Practices

Leaders from Academic and Student Affairs

- **MARCIO MORENO**
  Director of Admissions

- **CHRISTINA LOGAN**
  Director of Transition Programs

- **DR. MELINDA ANDERSON**
  Associate Dean of Undergraduate Studies and Director of University College

- **DR. RICHARD OGLE**
  Senior Associate Provost for Academic Affairs
Office of Admissions
Marcio Moreno

UNCW
UNIVERSITY of NORTH CAROLINA WILMINGTON
Transfer Admissions: 2017 Summary

Prospects
6,960

Applications
3,407

Completed
2,803

Admits
2,404

Admit Rate: 85%
Recruitment – Best Practices

- Specialized transfer recruiting team
- Robust communication plan including emails, letters, postcards, phone calls and texting
- Advising/recruiting positions in key community colleges
- Variety of updated articulation agreements with community colleges
  - NC Comprehensive Articulation Agreement (CAA)
  - Bilateral Agreements (17 CCs)
  - Aquaculture Technology Articulation Agreement (Brunswick and Carteret CC)
  - Early Childhood Education Articulation Agreement (40 CCs)
Travel Summary

Increasing amount of in-state travel for transfer recruiting:

- College fairs, private visits, presentations and panels
- Visit every NC community college once a month
- Divided transfer travel by region
  - Establish relationships with counselors at community colleges

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<tr>
<th></th>
<th>In-State</th>
<th>Out-of-State</th>
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<tbody>
<tr>
<td>Visits</td>
<td>124</td>
<td>20</td>
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<tr>
<td>Student Contacts</td>
<td>1,000+</td>
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Main Campus, Transfer Class Profile (Post-Census)

Total Incoming Transfer Students: 1,441
- **Average GPA**: 3.14
- **Average Credit Hours Earned**: 45
- **Gender**:
  - 53% Female
  - 47% Male
- **Residency**:
  - 84% In-state
  - 16% Out-of-state

Transfer From:
- 63% – 2-year institutions
- 28% – 4-year institutions
  - UNC Sister Institutions – 11% (approx. 164 students)
  - Other 4-Year Institutions – 17%
- **56% of students come from NC Community Colleges***
- 19% – military affiliated

*Top 5 In-State Community Colleges:

- Cape Fear Community College (336)
- Wake Technical Community College (69)
- Coastal Carolina Community College (54)
- Central Piedmont Community College (45)
- Brunswick Community College (31)
Top 5 States (other than NC):
- Virginia (39)
- South Carolina (23)
- New Jersey (21)
- Florida (20)
- New York (20)

URM Profile:
19% of incoming class identify as diverse:
- Hispanic Students: 133
- African American: 59
- Multiracial: 56
- Asian/Asian American: 21
- Hawaiian/Pacific Islander: 4
- American Indian or Alaskan Native: 4
Transition Programs
Christina Logan
Best Practice: Orientation

- Orientation is mandatory
- Intentionally designed to help students transition to UNCW’s campus environment
  - Learn about campus resources and academic expectations
  - Opportunities to connect with other students, faculty and staff
Orientation Program Design

- Small groups with transfer Orientation Leaders
- Scheduled time with each academic college/school
  - Multiple opportunities to change their major
- Special interest breakout sessions
  - Career Center
  - Getting Engaged: Maximizing Your UNCW Experience
  - Military and Veterans Services
  - Technology@UNCW
- Off-campus housing fair during the May and June sessions
- Academic advising and course registration
Orientation Evaluation Results

97% of the transfer students agreed the orientation program is helpful with their transition to UNCW

97% of the transfer students feel confident they will succeed academically as a result of attending orientation

94% of transfer students felt part of the UNCW community as a result of attending orientation
Support Programs and Services

Teal Bridge Transfer Program

- Peer Mentor Program *(BEST PRACTICE)*
- Online Networking Group
- Programs/Events
- Publications
  - Transfer Resource webpage
  - Monthly Electronic Newsletter, *Transfer Times*
  - Transfer Student Blogs
  - Welcome Publication *(Will be available for 2018-19 transfer students)*
Support Programs and Services

PERCH

- Living Off-Campus Resources
  - Off-campus Housing Fair two times a year
  - Coffee Break program

- Non-Traditional Students
  - Lunches for students who are parents
  - Non-traditional student lunches
  - Family movie nights
  - Kayaking trips
University College
Dr. Melinda Anderson
Best Practices: Academic Advising

- Connect with the right advisor and the right major.
- Build partnerships between professional and faculty advisors.
- Place into appropriate courses and pre-requisites for intended major.
- Support with strong academic advising and support services.
Pre-Enrollment Academic Advising Support

- Strong partnerships between transfer institutions, admissions and UC
- Curricular program information (2+2 Programs)
- Timely credit articulation
- Understanding of remaining University Studies, major and other graduation requirements

Top 10 Intended Majors*

1. Business
2. Nursing
3. Communication Studies
4. Biology
5. Film Studies
6. Psychology
7. Elementary Education
8. Computer Science
9. Criminology
10. Social Work

*2017 Incoming Class
Accelerated Exploration

- Consultation process—collaboration between the Career Center and UC Advisors
- Programs designed to help students narrow and focus their academic and career interests
- Major mapping of all remaining requirements
UNI 201: Transfer Seminar

- Course learning outcomes that build critical thinking, information literacy and group collaboration skills
- Builds a sense of community
- Reduces transfer shock
- Provides needed University Studies credit
Why take UNI 201?

- To meet other transfer students: 25%
- Learn Strategies for Success at UNCW and in College: 43%
- To have a class outside of my major: 25%
- To fulfill WI and IL Competency: 6%
- Other: 1%

UNI 201 v. UC-T GPA Averages

- Spring 2015:
  - UC-T Students: 2.65
  - UNI 201: 2.69

- Fall 2016:
  - UC-T Students: 2.21
  - UNI 201: 2.73

UNIVERsITY of NORTH CAROLINA WILMINGTON
Transfer Student Success Committee

- Understand transfer student experiences at UNCW
- Review academic requirements that impact degree efficiency
- Review best practices for transfer advising structures across the system
- Build community between offices across campus that support transfer student success
Outcomes
Best Practices Lead To Best Outcomes

- **Graduation Rate**
  - 1-Year = 1.8%
  - 2-Year = 22.8%
  - 3-Year = 54.8%
  - 4-year = 67.3%

- **Avg. Years-to-degree** – 2.3 years

- **Avg. GPA** – 3.3

- **Degree Efficiency** – 26.1 degrees/100 enrolled

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**Top 5 Majors - AY 2015-2016**

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*Source: UNC GA SDM Completion Student dataset*
Best Practices For the Best Future

- Balance our mission to extend this opportunity to others while maintaining our high admissions standards
- Adjust curriculum and processes to ensure a rigorous, smooth and timely experience
- Further connect transfers to High Impact Practices (applied learning activities) known to improve outcomes
THANK YOU