Examining the Transfer Student Landscape
New Perspectives on Transfer Recruitment, Enrollment, and Retention

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What We Are Talking About Today

• Why transfer students matter
• What we learned in 2018/19
• What’s new in 2020?
• Where to find transfer students
• Looking ahead to upcoming transfer student insights
Why Transfer Students Matter
Overall community college enrollment dropped 11% between 2010 and 2017…

- All Community College enrollment

- 2010: 6.5 million
- 2017: 5.8 million
- Decrease: 11%
Private schools are getting a bigger piece of the transfer pie

Change in Enrollment from 2010 - 2017

- Public, 4-year or above
- Private for profit, 4-year or above
- Private not-for-profit, 4-year or above

All Undergrad  Transfer-In
What We Learned in 2018/19
2018 Transfer Student Survey

• 990 total responses
• 100% enrolled in a community college
• 2/3 have completed at least one year
• 27% have previously attended a four-year institution
WHY DID YOU CHOOSE TO ATTEND THE SCHOOL YOU ARE CURRENTLY ATTENDING?

- Cost: 70%
- Wanted to be close to home: 60%
- I wasn't ready for a four year school: 20%
- Unsure of my major: 10%
- Fit in with my work schedule: 8%
- Program of study: 8%
- AA (Associate of Arts) or AS (Associate of Science) was end goal: 6%
- Other, please specify: 4%
- I was not accepted to my first choice four year school: 2%
Transferring Credits and Career Preparation Also Play a Big Role

WHAT ARE THE TOP 3 THINGS YOU CARE ABOUT MOST (WHEN TRANSFERRING TO A 4-YEAR SCHOOL)?

- Affordability
- Ability to transfer credits
- Career Preparation
- Core academic experiences
- Academic environment
- Flexibility of delivery (e.g., schedule, timing, online)
- Student support services (e.g., academic, financial)
- Diversity of academic opportunities
- Social environment
- Physical environment
- Other
### Top 5 Expectations for College

**WHAT ARE THE TOP FIVE EXPECTATIONS FOR YOUR POST-SECONDARY EDUCATION?**

<table>
<thead>
<tr>
<th>Expectation</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Get a good job after graduation</td>
<td>67%</td>
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<tr>
<td>Get a solid foundation for an entire career</td>
<td>47%</td>
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<tr>
<td>Gain practical career skills</td>
<td>43%</td>
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<tr>
<td>Learn to use my talents to benefit society</td>
<td>33%</td>
</tr>
<tr>
<td>Learn to make decisions and solve problems…</td>
<td>28%</td>
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Concerns About Credits Transferring Tops the List

<table>
<thead>
<tr>
<th>What (if anything) has been the most challenging part of the transfer process?</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>1. Credits Transferring</td>
<td>18%</td>
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<tr>
<td>2. Requirements for Transferring (including classes needed to take)</td>
<td>11%</td>
</tr>
<tr>
<td>3. Completing Application - &quot;Getting everything organized&quot;</td>
<td>9%</td>
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<td>4. Finding and/or Deciding on a School</td>
<td>8%</td>
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<tr>
<td>5. Finding or Communicating with Advisors</td>
<td>6%</td>
</tr>
<tr>
<td>6. Financial Aid or Cost/Money</td>
<td>5%</td>
</tr>
<tr>
<td>7. Overall Process</td>
<td>4%</td>
</tr>
<tr>
<td>8. Finding Information about Programs and/or Classes</td>
<td>3%</td>
</tr>
<tr>
<td>9. Communication with New School</td>
<td>2%</td>
</tr>
<tr>
<td>10. Waiting to hear on Acceptance or Getting Accepted</td>
<td>2%</td>
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What’s New in 2020?
2019 Transfer Student Survey

• Revised survey questions

• 1,600 total responses
  • 800 who already transferred
  • 800 who are planning to transfer

• Of those who plan to transfer:
  • 81% enrolled in a community college,
    19% enrolled in a four-year school

• 90% have completed at least one year
Distinct Differences Between 2-year and 4-year Students

- **Definitely will transfer**: 70% (Community College or 2-year college), 31% (University or 4-year college)
- **Always planned on transferring to another school**: 77% (Community College or 2-year college), 25% (University or 4-year college)
- **Considered potential transfer schools before enrolling at current school**: 62% (Community College or 2-year college), 26% (University or 4-year college)

- Enrolled in Community College or 2-year college
- Enrolled in University or 4-year college
Community College Students Have a Clear Destination

WHAT TYPE OF SCHOOL ARE YOU MOST LIKELY TO TRANSFER TO?

- **A 4-year in-state public college or university**: 85%
- **A 4-year out-of-state public college or university**: 7%
- **A 4-year private institution**: 3%
- **Don't know yet/Unsure**: 3%
- **A community college or a two-year college**: 1%
- **A trade or vocational school**: 1%

- **Enrolled in Community College or 2-year college**
- **Enrolled in University or 4-year college**
Cost and Financial Aid is Top of Mind

WHICH FACTORS ARE THE MOST IMPORTANT TO YOU AS YOU CONSIDER WHICH SCHOOL TO TRANSFER TO?

- Cost of tuition
- Financial aid available
- Majors availability
- Location
- Student services (tutoring, support, career services, etc.)
- Cost of housing and other expenses
- Acceptance likelihood
- School prestige or reputation
- School ranking

- Enrolled in Community College or 2-year college
- Enrolled in University or 4-year college
Concerns Differ by School of Origin

WHAT CONCERNS DO YOU HAVE ABOUT TRANSFERRING TO A DIFFERENT SCHOOL?

- More debt upon graduation
- Less financial aid
- Credits won't transfer
- Difficult transfer process
- Classes might be too challenging
- Longer time to degree completion
- Need to make new friends
- Regrets about my decision
- Might not like my new school
- Not sure where to find information
- No concerns

Enrolled in Community College or 2-year college
Enrolled in University or 4-year college
Where to Find Them
Personal Connections vs. DIY Attitude

HOW DID YOU START YOUR RESEARCH?

- Friends/Family
- Online search engines
- Visiting the campus
- Advisor at my current school
- College search sites
- School specific websites
- College fairs

- Enrolled in Community College or 2-year college
- Enrolled in University or 4-year college
Campus Visits Are Important

WHICH RESOURCES ARE MOST HELPFUL?

- Visiting the campus
- Advisor at my current school
- Friends/Family
- Online search engines
- School specific websites
- In-person discussions with college admissions officers
- Advisor at the school I plan to transfer to

Enrolled in Community College or 2-year college
Enrolled in University or 4-year college
A Mix of Digital and High-Touch Reaches Many

TURF Analysis of Early Search Sources – Community College Students

- Online search engines: 35%
- ADD Advisor at my current school: 58%
- ADD Visiting the campus: 73%
- ADD College fairs: 80%
- ADD School specific websites: 85%
- ADD Advisor at the school I plan to transfer: 88%
Digital is Key for Four-year Students

TURF Analysis of Early Search Sources – Four-year Students

- Online search engines: 45%
- ADD School specific websites: 63%
- ADD Visiting the campus: 73%
- ADD Email or other electronic discussions with college admissions officers: 76%
- ADD College fairs: 80%
- ADD Brochures/mail from colleges: 82%
Looking Ahead: Students After the Transfer
A Four-year College Is the Most Common Destination

WHICH TYPE OF SCHOOL DO YOU CURRENTLY ATTEND?

- Transferred from a 2-year Community College: 76%
- Transferred from a 4-year College or University: 65%
- Enrolled in University or 4-year college: 22%
- Enrolled in a Vocational / Trade School: 1%
- Enrolled in a Community College or 2-year college: 34%
Transfer Students Wish For More Advising

IN HINDSIGHT, IN WHICH AREAS COULD YOU HAVE USED MORE HELP?

- Advising help at my new school
- Getting my credits transferred
- The transfer application process
- Getting transcripts to the schools I applied to
- Advising help from the school I had been attending
- The school selection process

- Transferred from a 2-year Community College
- Transferred from a 4-year College or University
What’s to Come

• Transfer Student Types™
• Differences between prospective transfer students and those who did transfer
• The reality of the credit transfer process
• Which information sources were best, in hindsight?
• Were expectations met?
Thank you.