

Examining the Transfer Student Landscape

New Perspectives on Transfer
Recruitment, Enrollment, and Retention

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What We Are Talking About Today

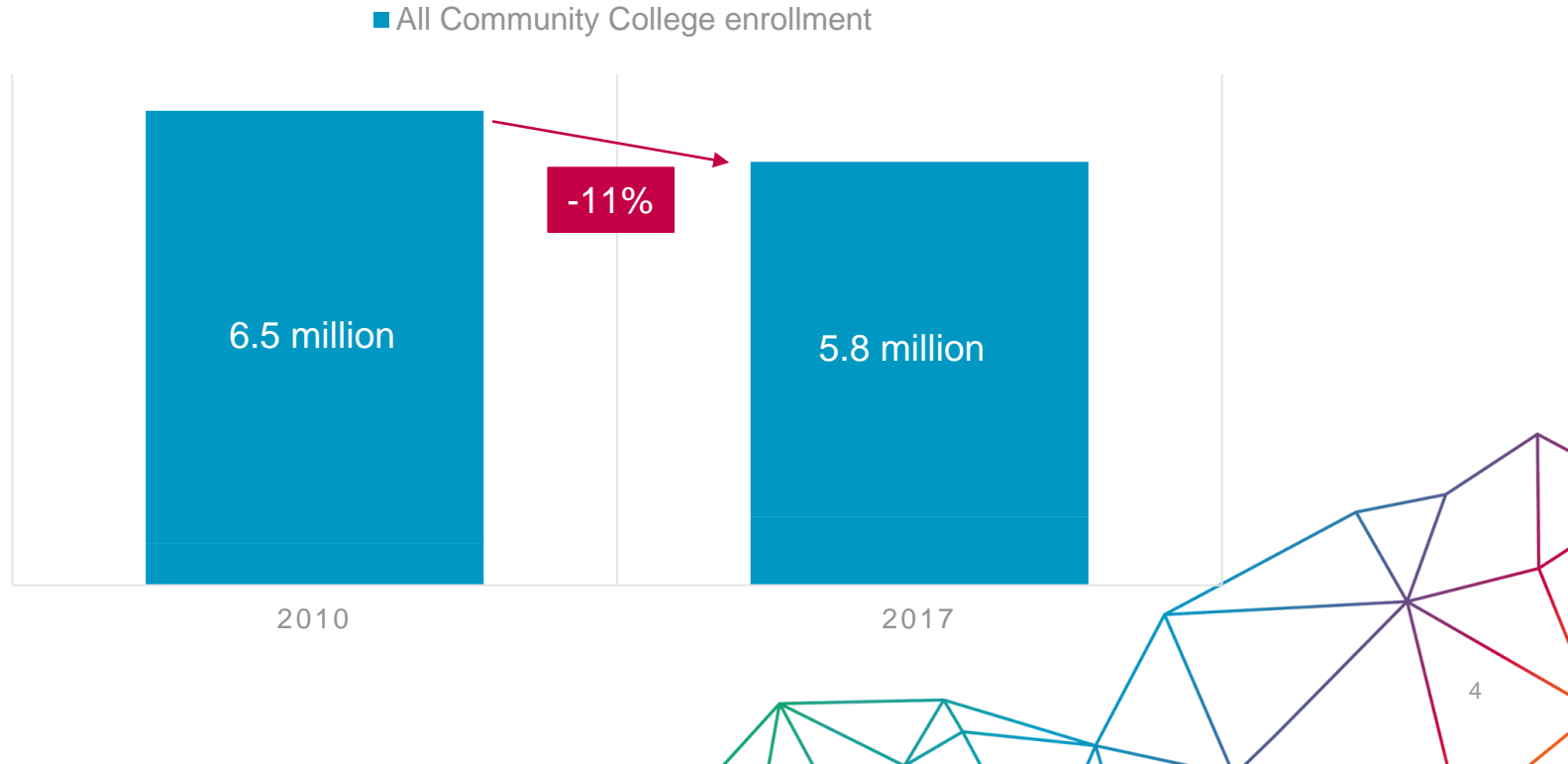
- Why transfer students matter
- What we learned in 2018/19
- What's new in 2020?
- Where to find transfer students
- Looking ahead to upcoming transfer student insights



Why Transfer Students Matter

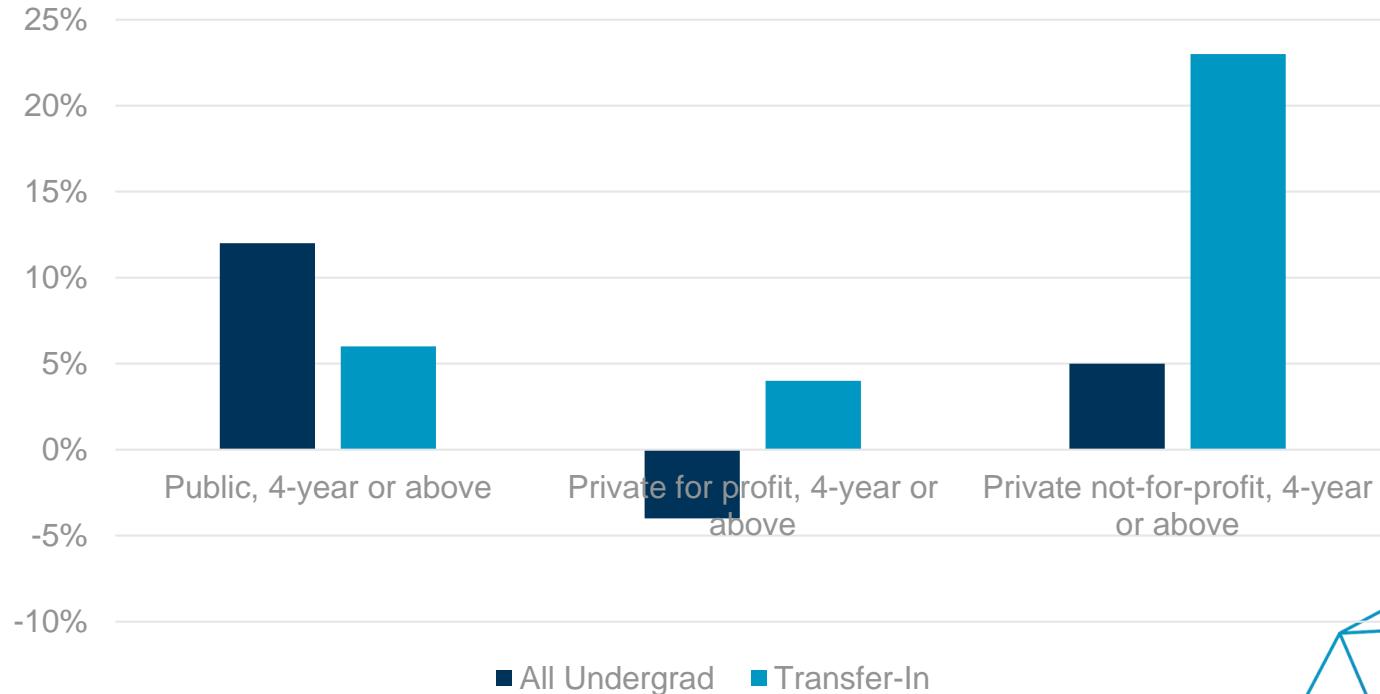


Overall community college enrollment dropped 11% between 2010 and 2017...



Private schools are getting a bigger piece of the transfer pie

Change in Enrollment from 2010 - 2017



What We Learned in 2018/19



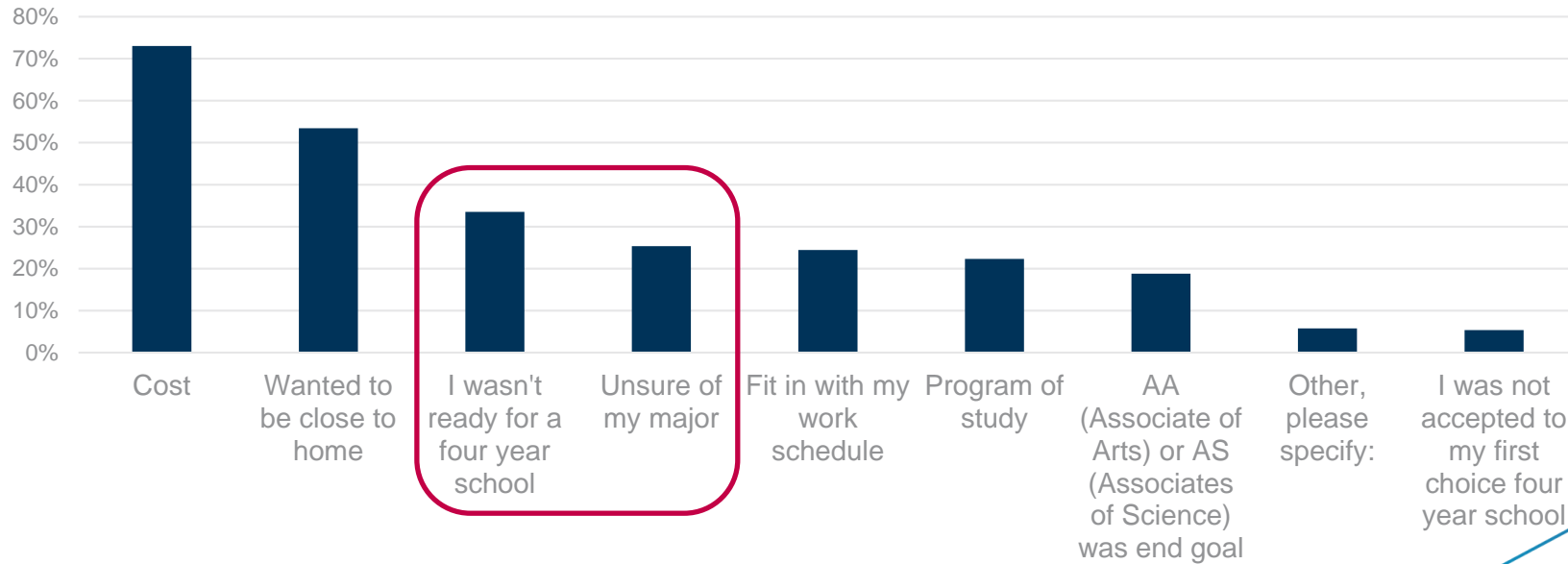
2018 Transfer Student Survey

- 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



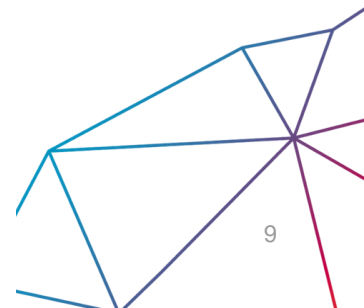
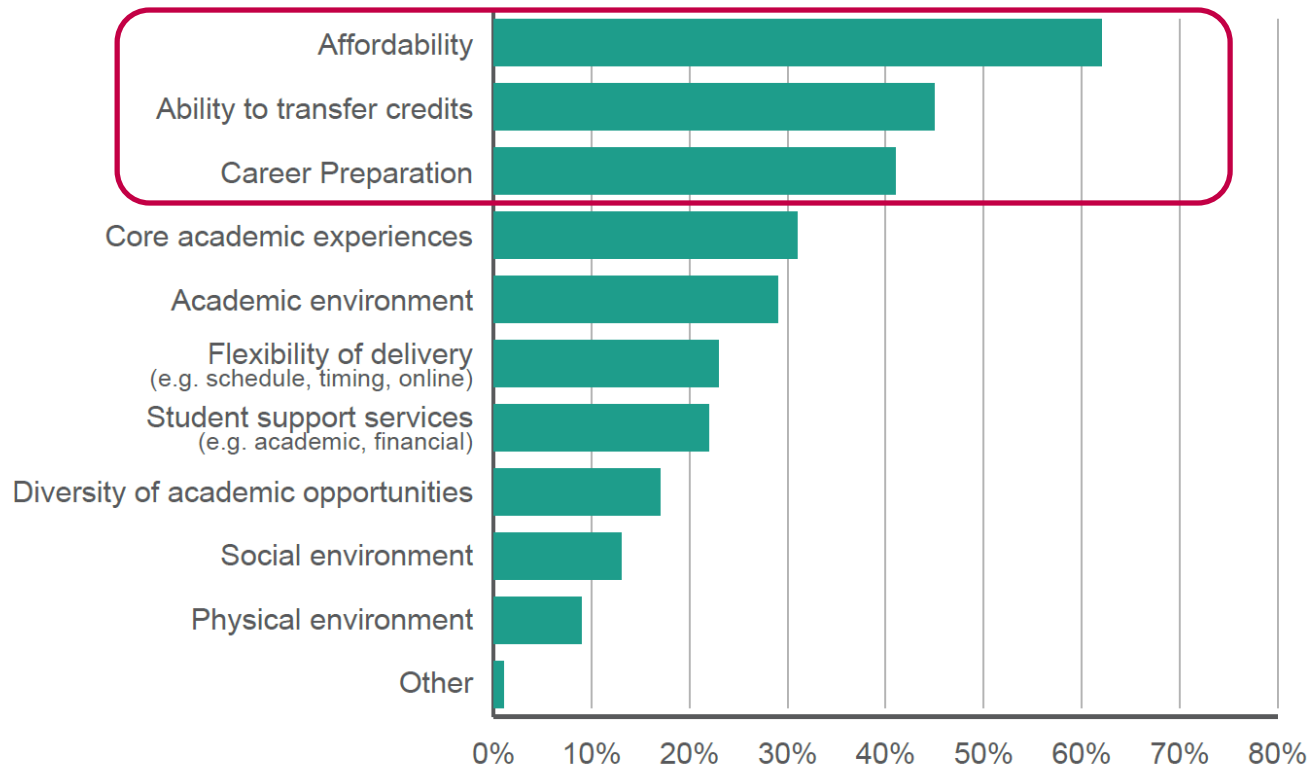
It Is About Cost And Proximity To Home, But For Different Reasons

WHY DID YOU CHOOSE TO ATTEND THE SCHOOL YOU ARE CURRENTLY ATTENDING?



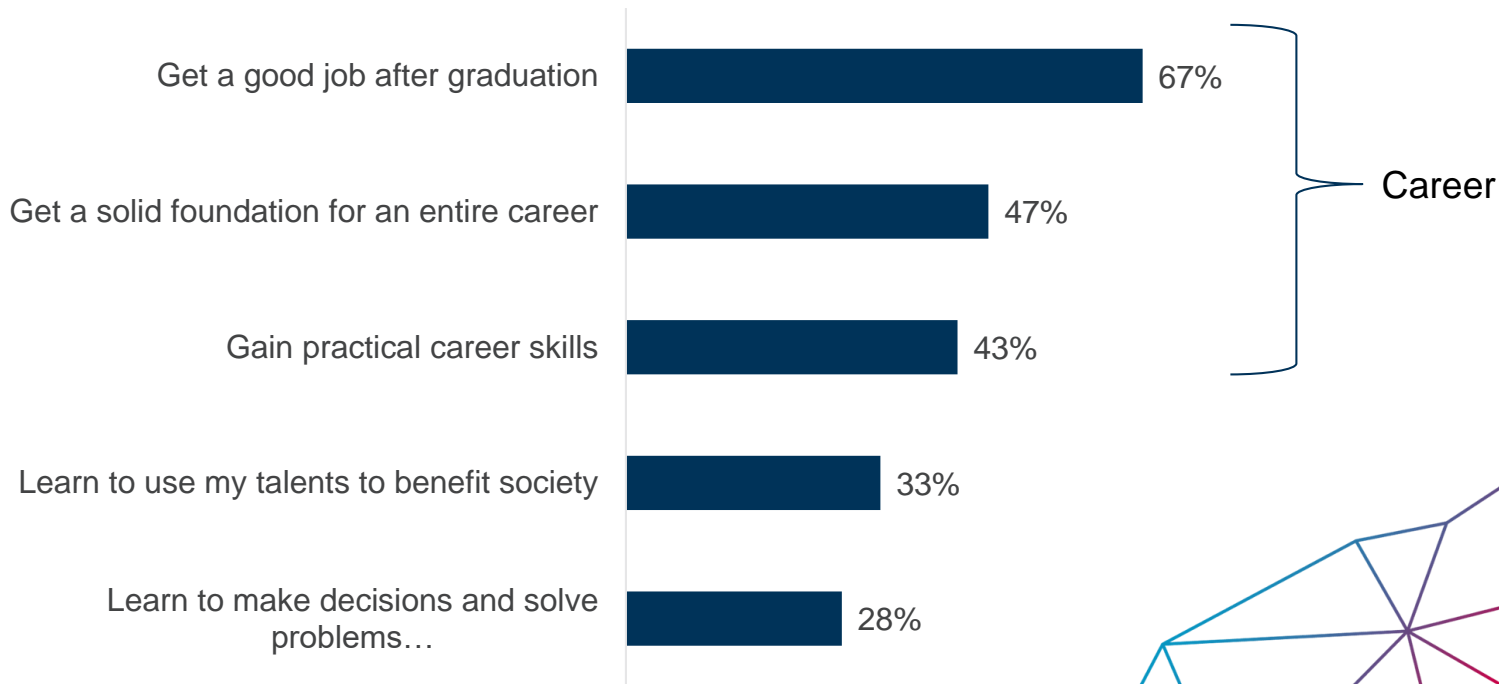
Transferring Credits and Career Preparation Also Play a Big Role

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



Top 5 Expectations for College

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



Concerns About Credits Transferring Tops the List

What (if anything) has been the most challenging part of the transfer process?

1. Credits Transferring	18%
2. Requirements for Transferring (including classes needed to take)	11%
3. Completing Application - "Getting everything organized"	9%
4. Finding and/or Deciding on a School	8%
5. Finding or Communicating with Advisors	6%
6. Financial Aid or Cost/Money	5%
7. Overall Process	4%
8. Finding Information about Programs and/or Classes	3%
9. Communication with New School	2%
10. Waiting to hear on Acceptance or Getting Accepted	2%

What's New in 2020?

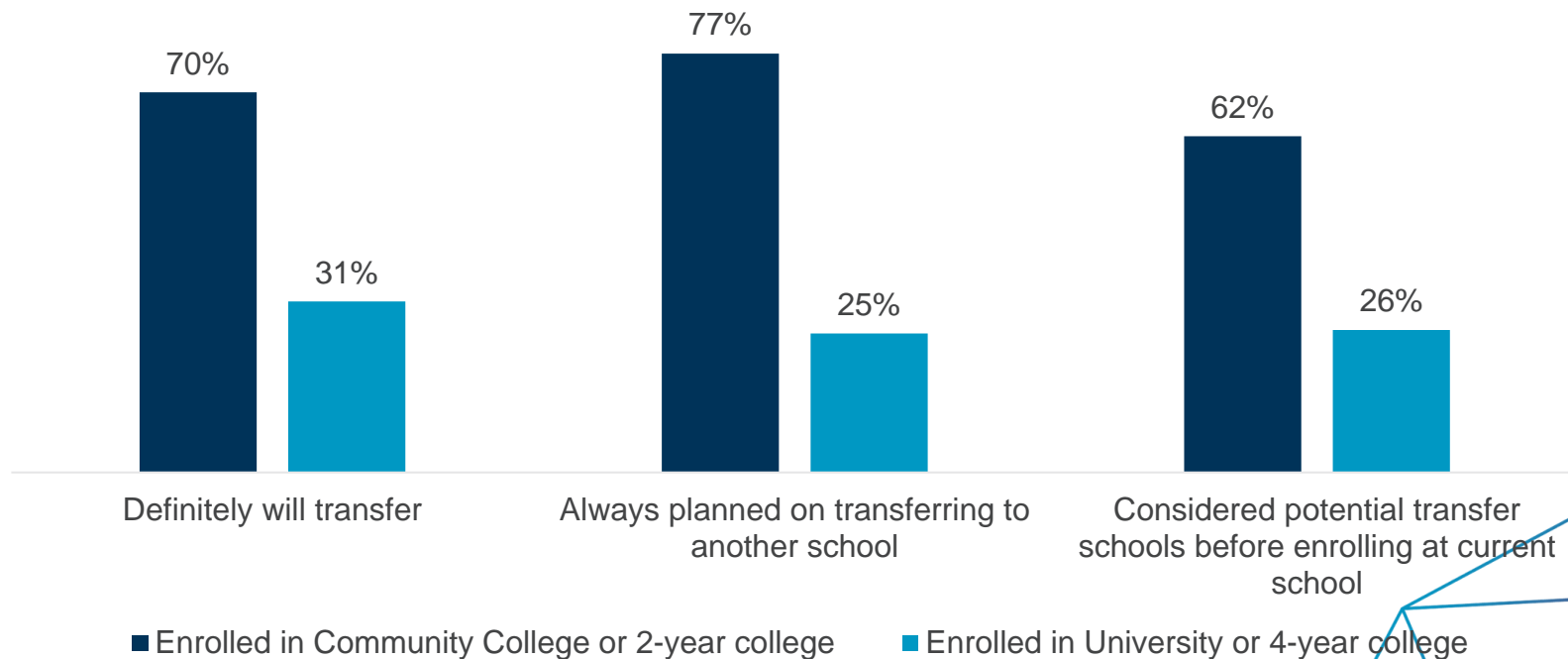


2019 Transfer Student Survey

- 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

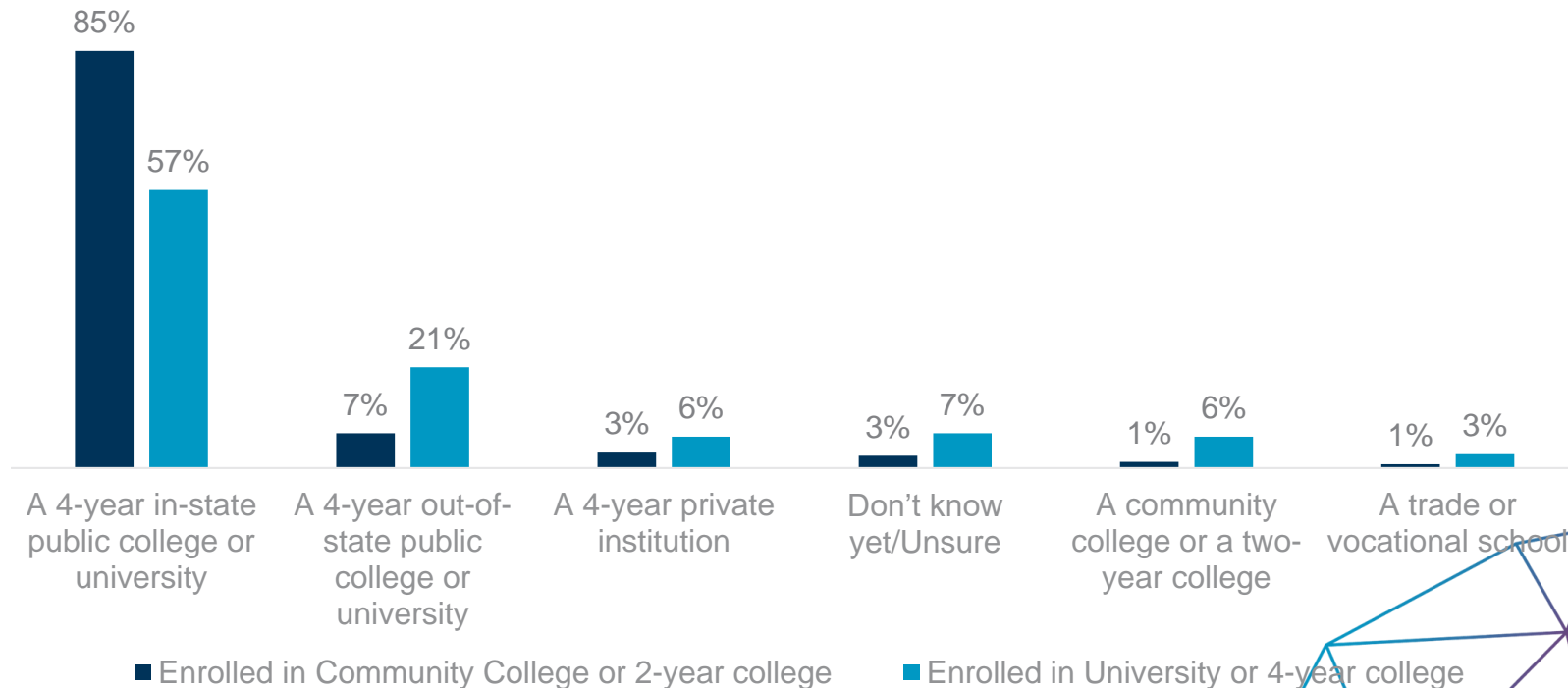


Distinct Differences Between 2-year and 4-year Students



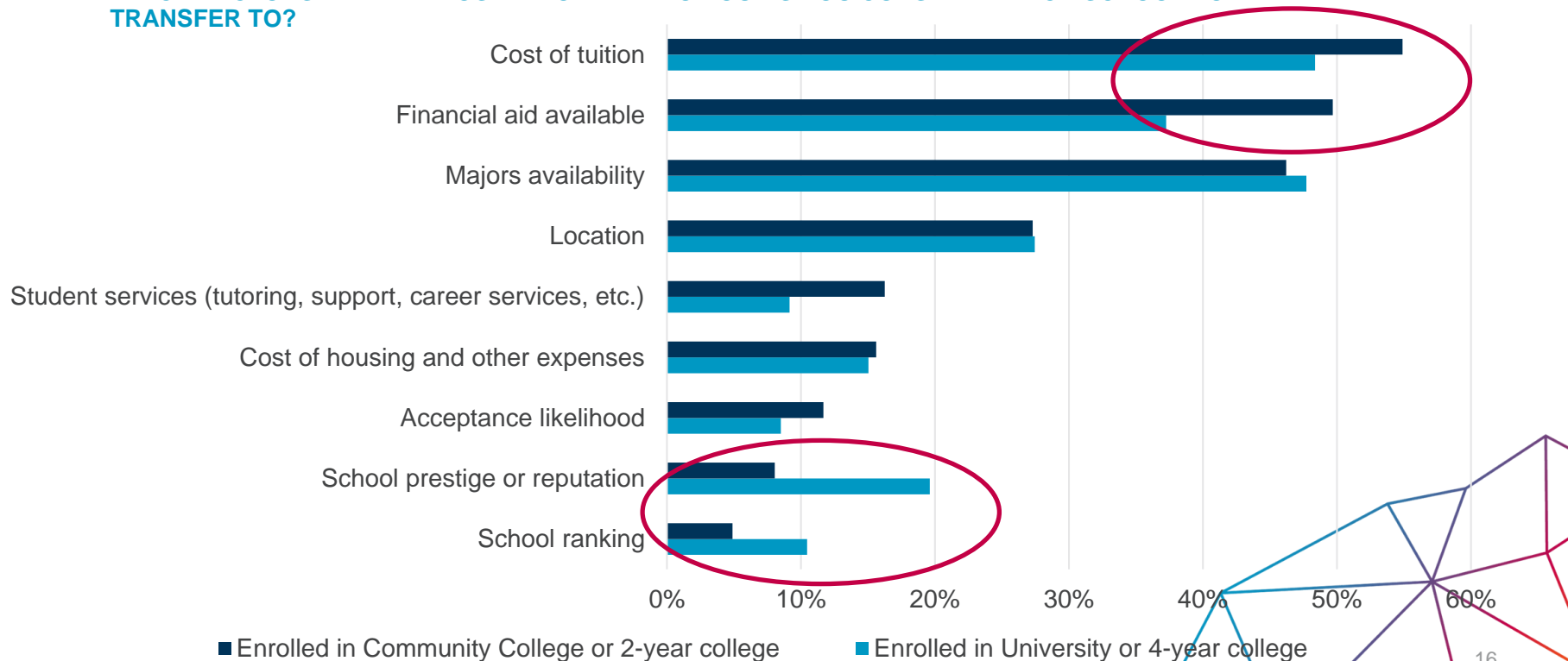
Community College Students Have a Clear Destination

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



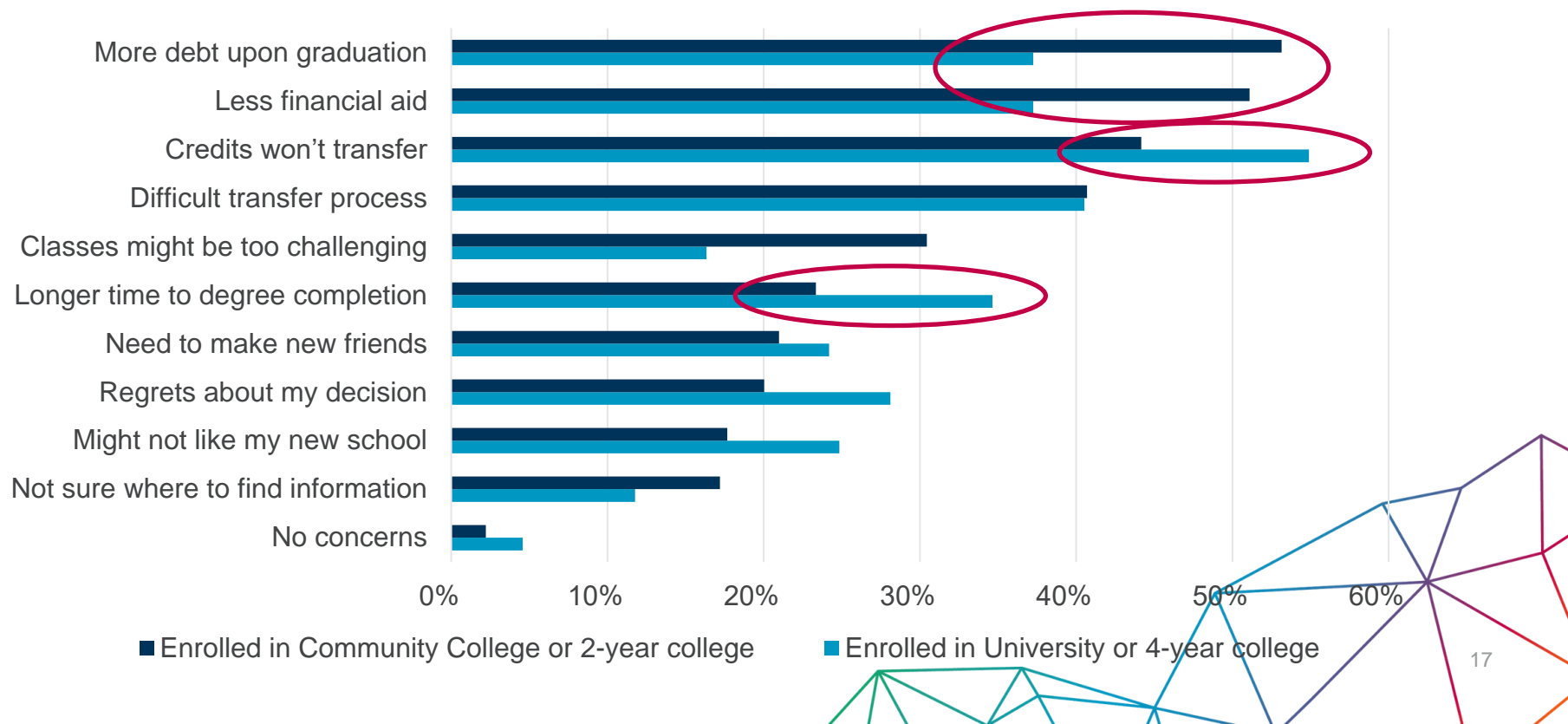
Cost and Financial Aid is Top of Mind

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



Concerns Differ by School of Origin

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

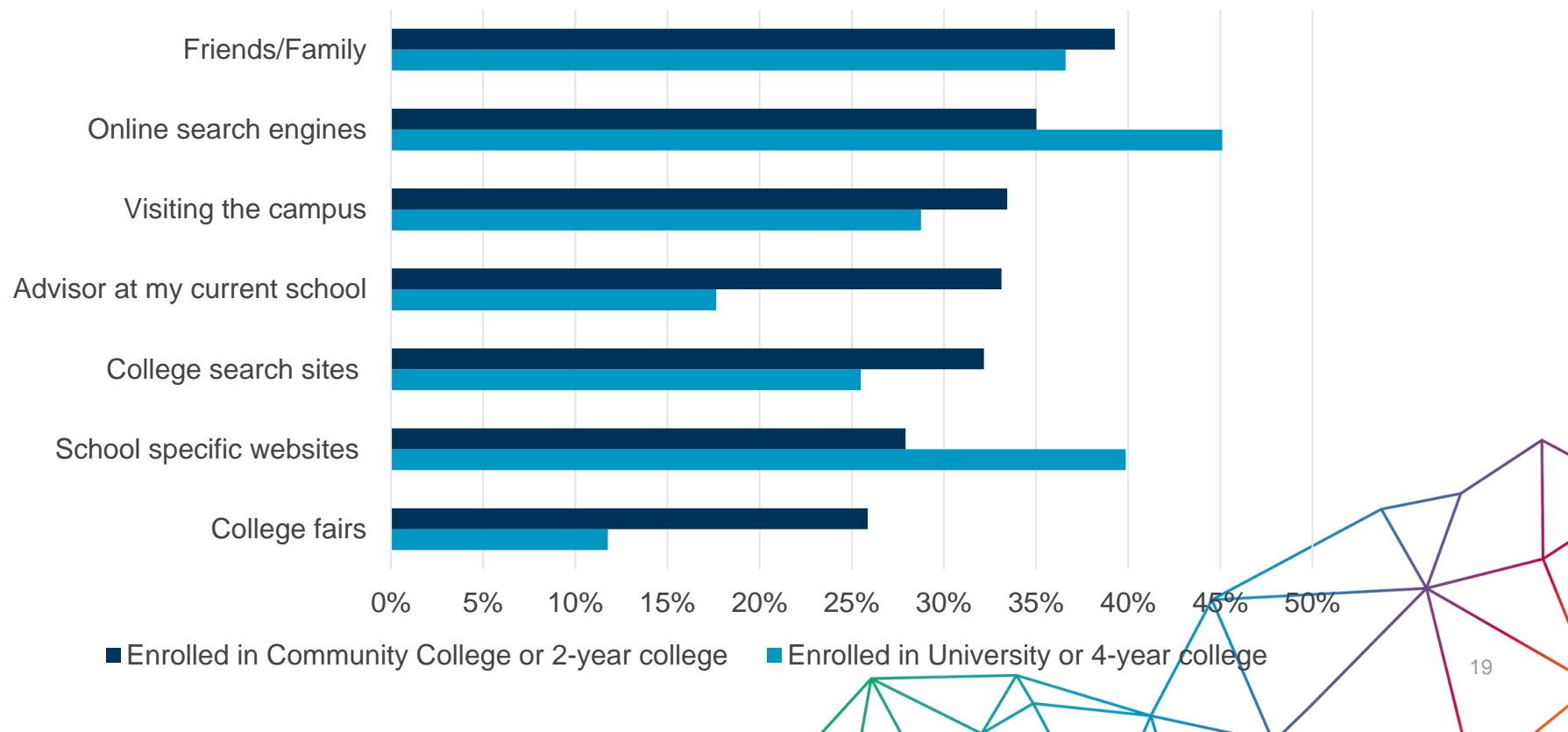


Where to Find Them



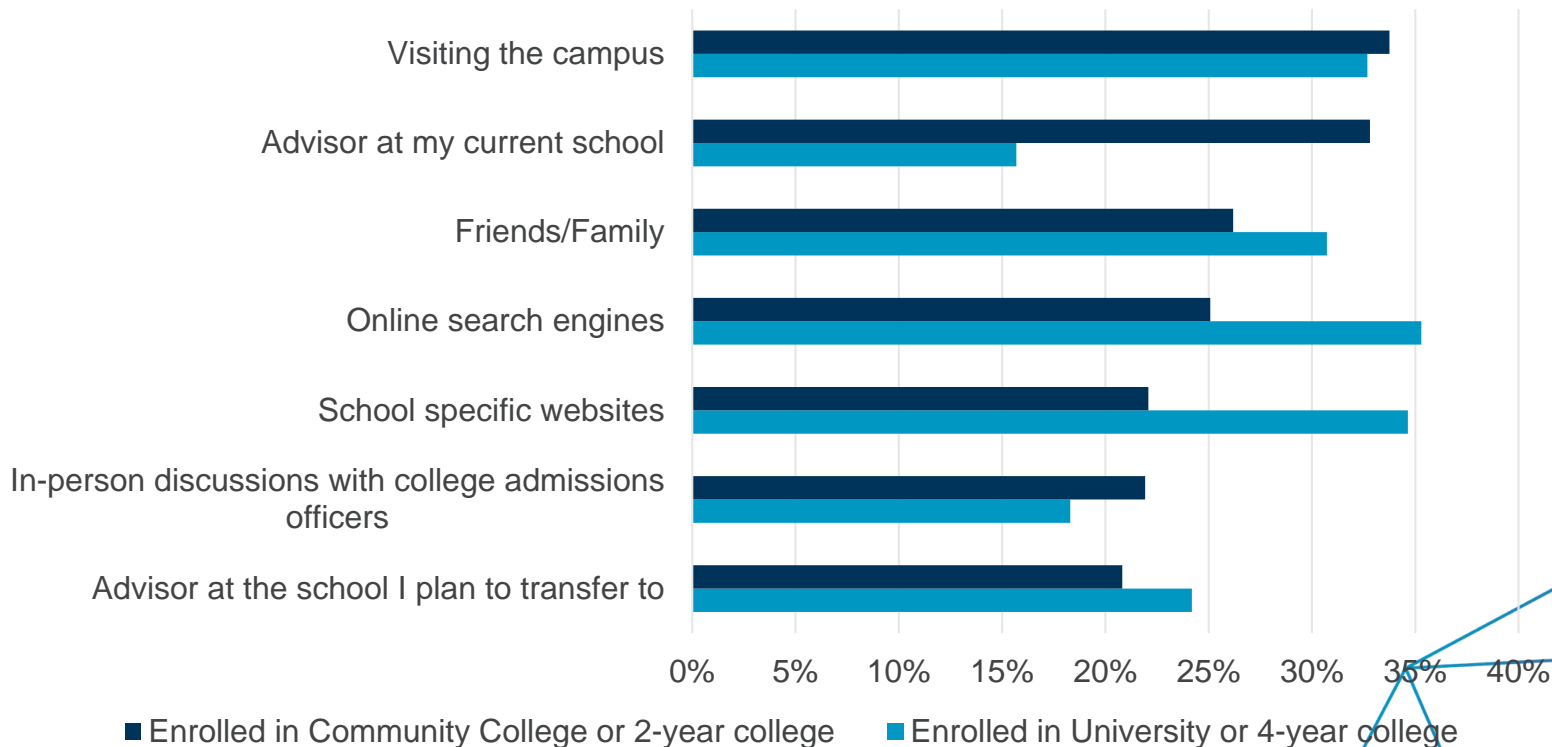
Personal Connections vs. DIY Attitude

HOW DID YOU START YOUR RESEARCH?



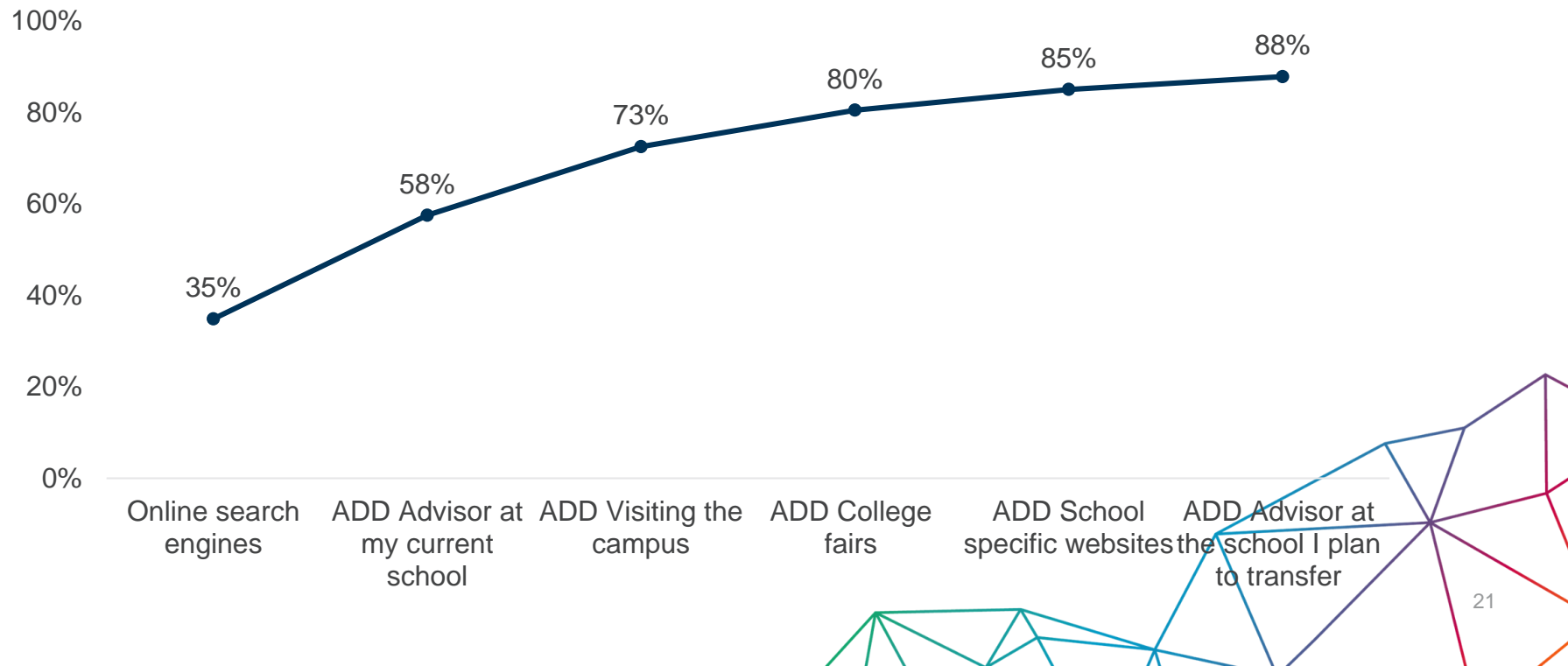
Campus Visits Are Important

WHICH RESOURCES ARE MOST HELPFUL?



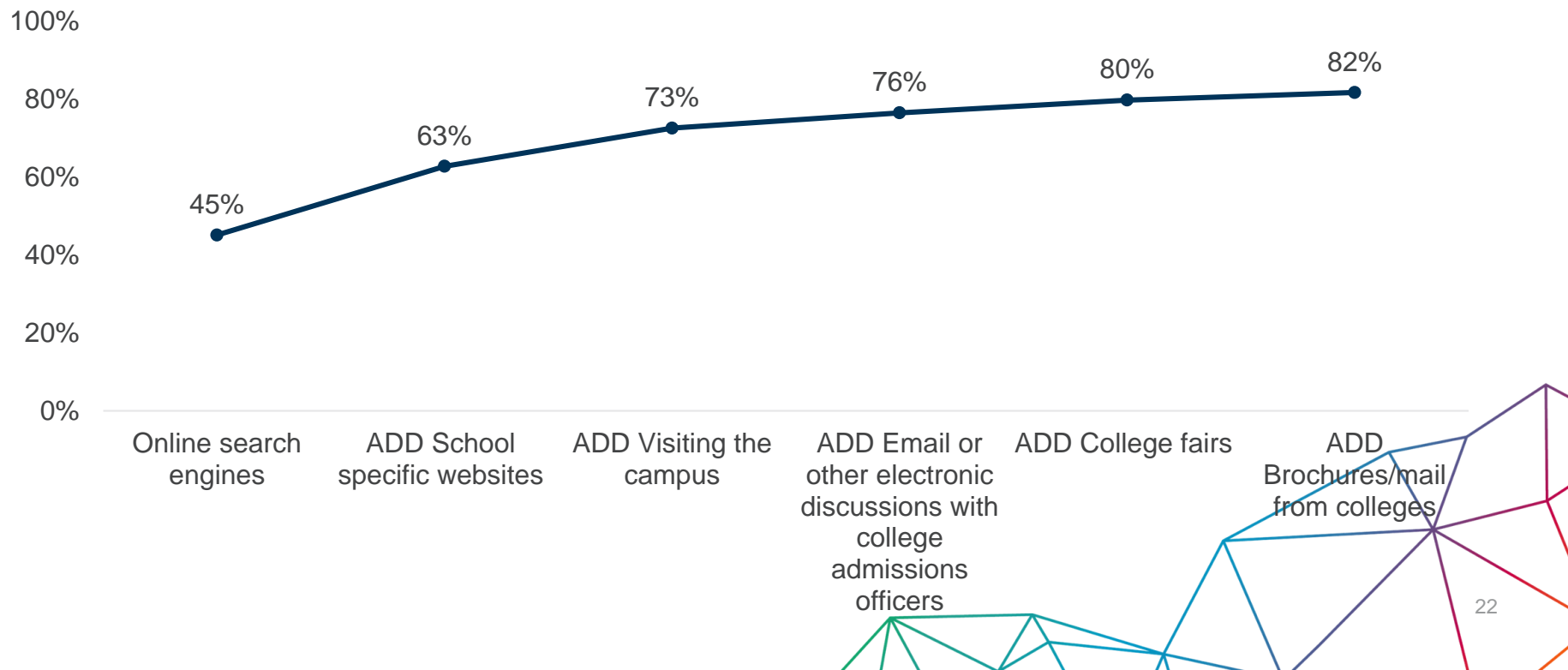
A Mix of Digital and High-Touch Reaches Many

TURF Analysis of Early Search Sources – Community College Students



Digital is Key for Four-year Students

TURF Analysis of Early Search Sources – Four-year Students

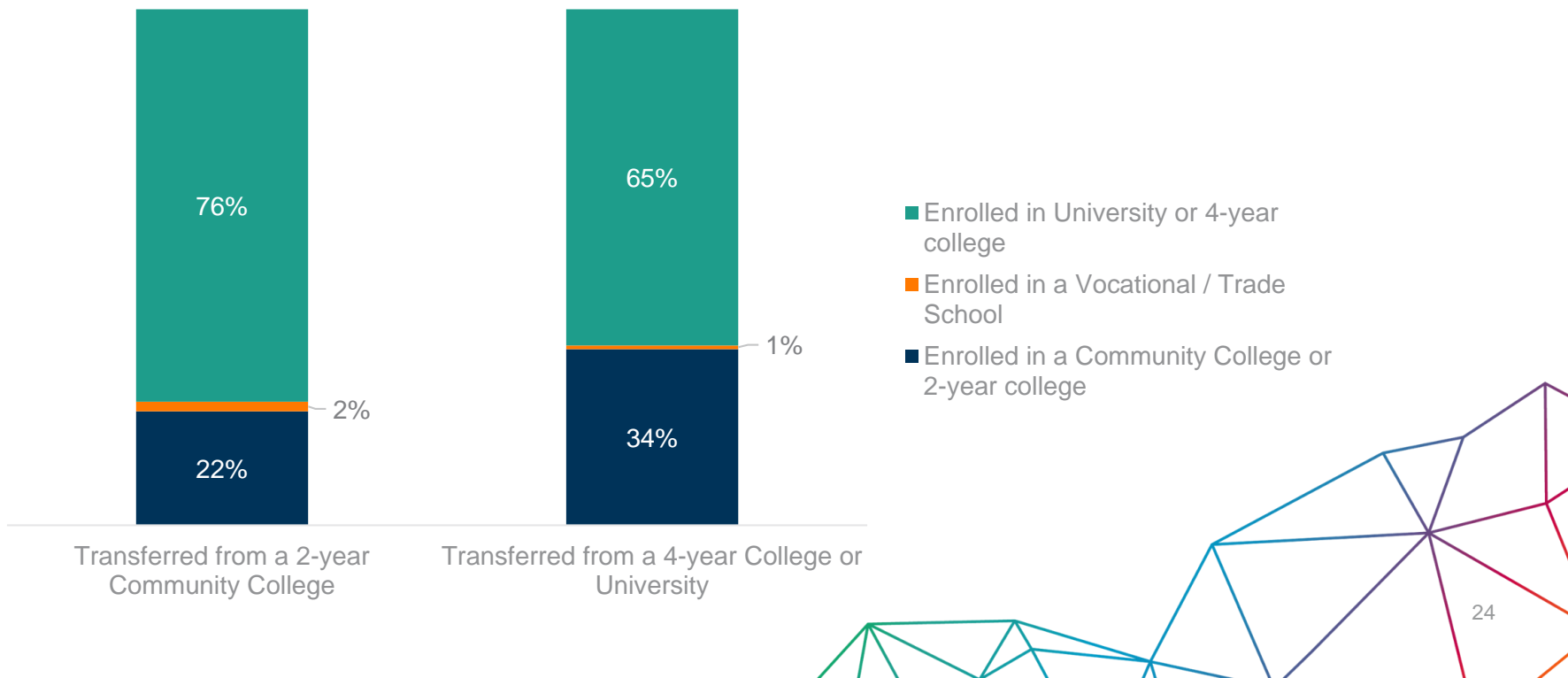


Looking Ahead: Students After the Transfer



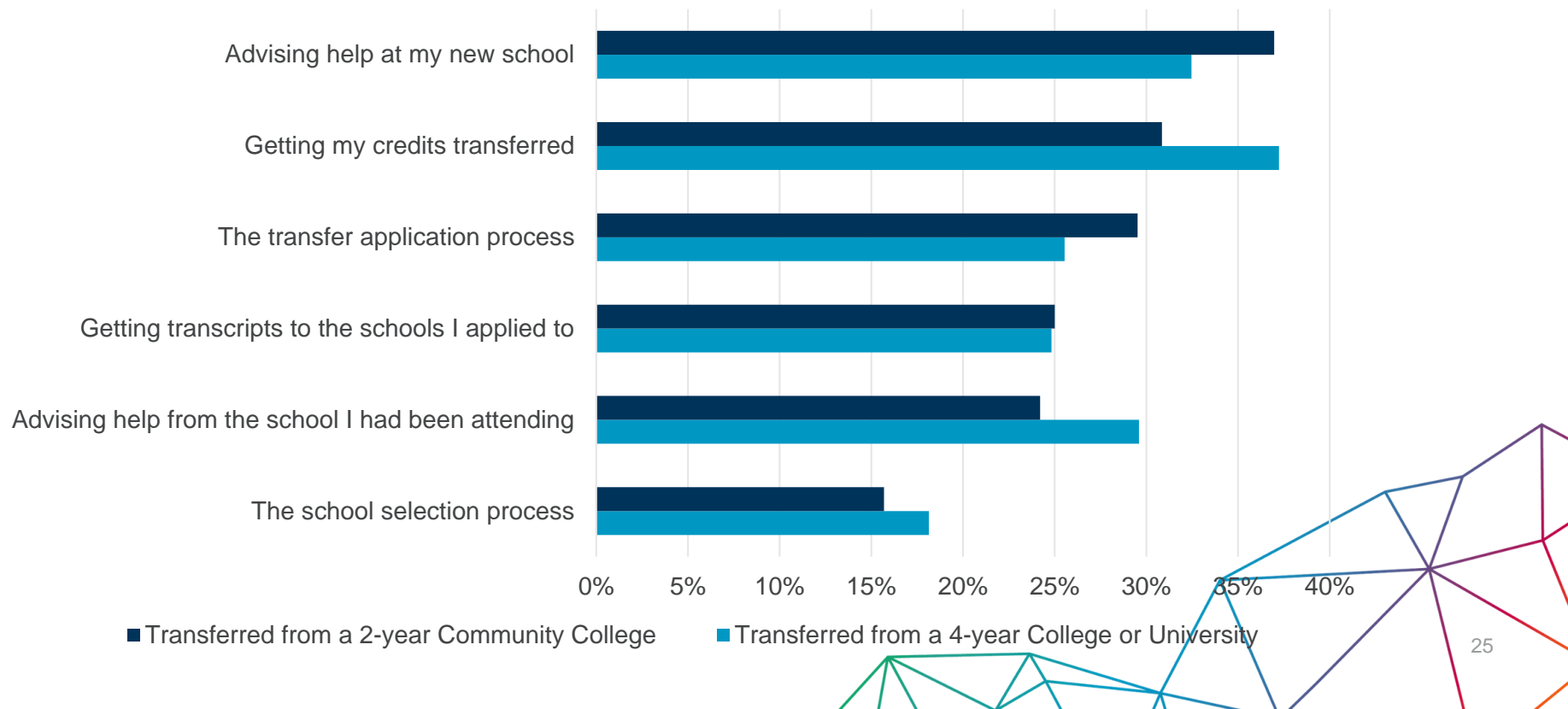
A Four-year College Is the Most Common Destination

WHICH TYPE OF SCHOOL DO YOU CURRENTLY ATTEND?



Transfer Students Wish For More Advising

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



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.