

# Serving Transfer Students Through 2-Year and 4-Year Partnerships

AACC – CCBC – HCC – MC – UMBC

Presentation for the ACPA  
Convention  
April 1, 2014

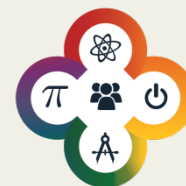


# Learning Objectives

- Gain understanding of some of the current challenges facing students who transfer from 2 year institutions
- Learn about the benefits of creating partnerships between 2 and 4 year institutions
- Identify challenges facing students who transfer and strategies to assist

For slides and resources:

[umbc.edu/ocss/partnerships](http://umbc.edu/ocss/partnerships)



# Misalignment is Our Failure

Successful 4-Yr Degree Completion

Critical Decisions Point

**PROGRAMMATIC AND  
CURRICULAR MISALIGNMENT**

Successful 2-Yr Degree Completion

Core Competencies

Advising

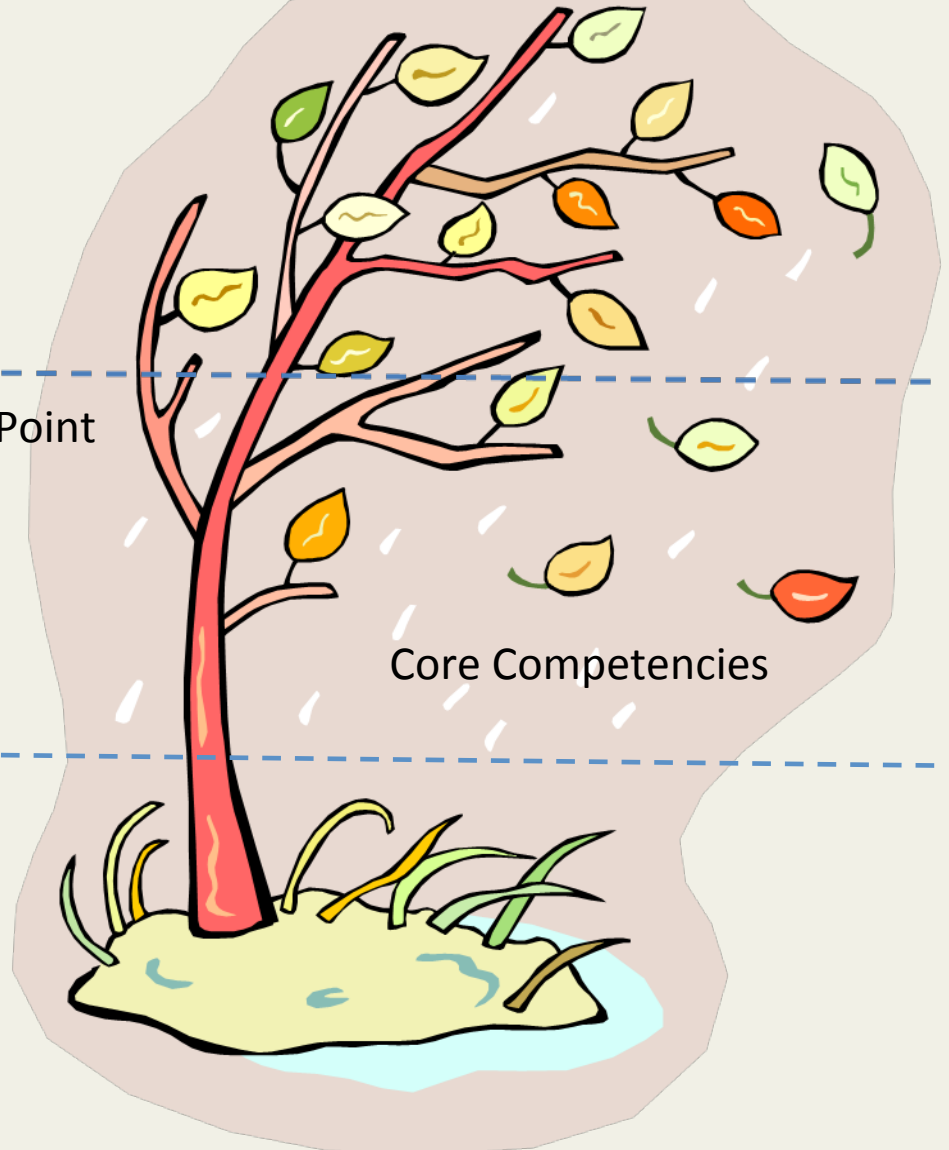
Bridge

Diagnostics

Transfer Courses

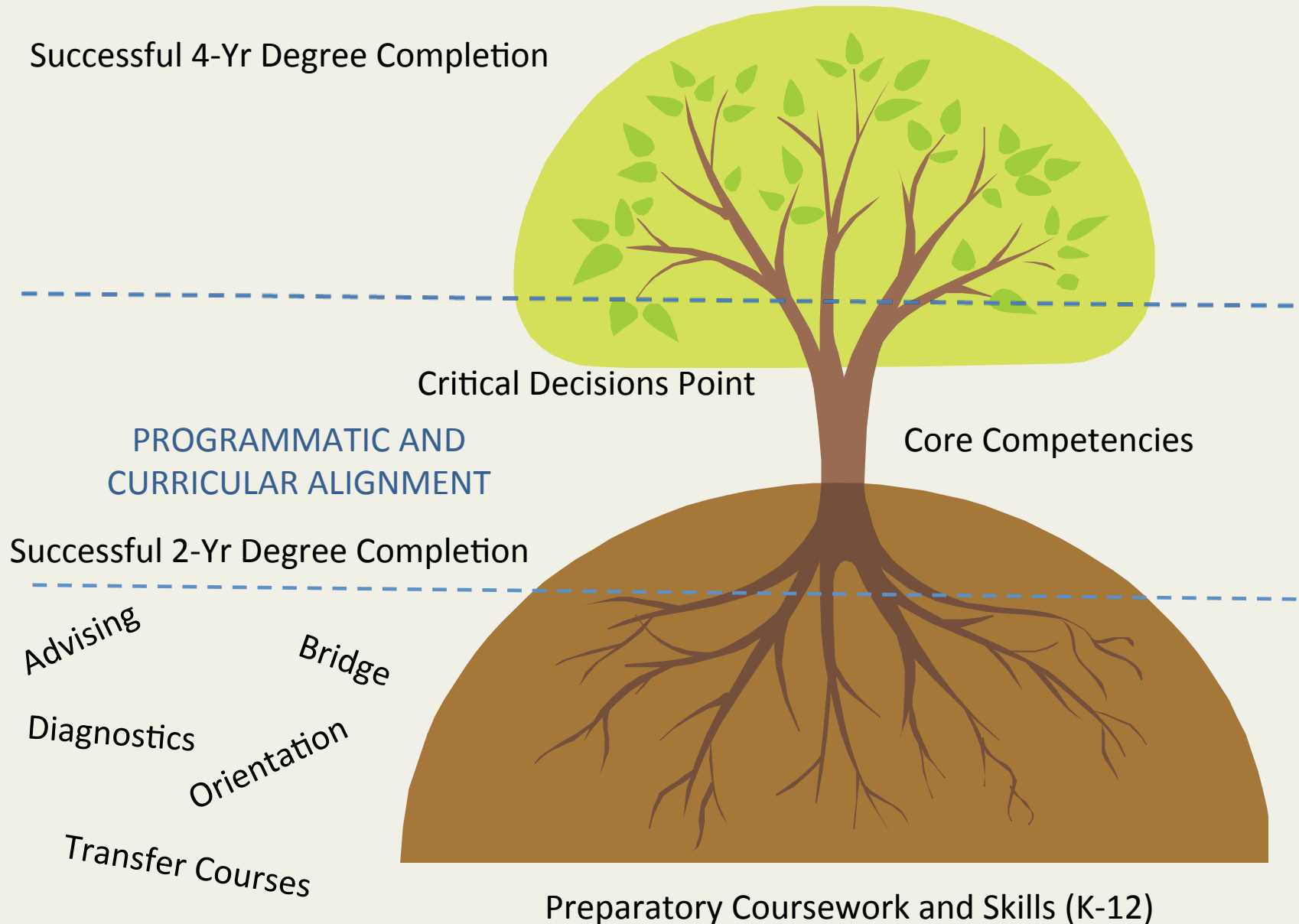
Orientation

Preparatory Coursework and Skills (K-12)

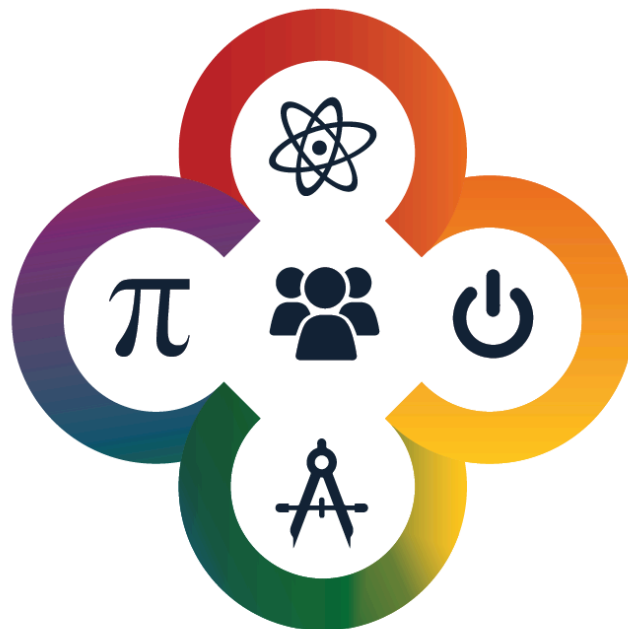


# Transfer Success is “Rooted” in Alignment

Successful 4-Yr Degree Completion



Curricular  
Alignment



Online  
Learning  
Components

# STEM Transfer Student Success Initiative

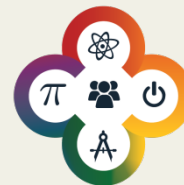
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Advising

Transitional  
Connections

AACC • CCBC • HCC  
MC • UMBC

	University of Maryland Baltimore County	Anne Arundel Community College	Community College of Baltimore County	Howard Community College	Montgomery College
Students	13,500	53,000	70,000	29,000	60,000
Distance Between CC and UMBC		22 miles	Catonsville - 2 miles Dundalk – 15 miles Essex – 20 miles	17 miles	Rockville – 35 miles Germantown -42 miles Takoma Park -28 miles
Total STEM Transfers as of Fall 2013		283	434	319	447



# Establishing the Partnership

- Transitional Programs Consortia
  - Collaborate to create transitional programs to best meet the needs of our students.
  - Gain a better understanding of what each institution does to welcome and orient students to campus and identify the gaps in our efforts.
- Participants
  - Admissions, Student Life/Activities, Off Campus Student Services, Orientation, Academic Advising, Residential Life, VP Student Affairs



# Getting Started

- Getting to know our partner institutions and colleagues (context, structure, environment, etc.)
- Became familiar with the literature
- Focus group with students who transferred to UMBC





# What We Learned

- Orientation means different things at different institutions
- “Bland reimagining of first-year orientation” does not meet needs of transferring students<sup>1</sup>
- There are micro messages in our language: “transfer students,” “native students,” “swirlers”<sup>2</sup>
- Translation issues – names of resources and student organizations vary



# What We Learned

- Social integration is challenging<sup>3</sup>
- Not accessing campus resources
- Students get a lot of attention from faculty at community college and miss it when they come to UMBC



# Our Initiatives

- Consortia
- [Website/Portal](#)
- Online learning components
- Student Organization Matching Tool
- PACC
- Orientation Inventory



# Transfer Success: Online Learning Components

- Getting Involved
  - Why is getting involved important?
    - Community
    - Career
    - Change
  - How do I get involved?
  - When should I get involved and is it possible?



# Our Initiatives

- Consortia
- [Website/Portal](#)
- Online learning components
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- Orientation Inventory



# Orientation Inventory

- Developed to help the participating institutions better understand what takes place on each of the campuses in regards to transfer orientation.
  - Institutional Resources and Procedures
  - Advising
  - Communications and Marketing
- Looks at ways to better support students transitioning from community college to 4-year institutions.



# Orientation Inventory

## Orientation – Initial Inventory Tool



**COMMUNICATIONS AND MARKETING:** *Description of how your institution communicates with students regarding Orientation.*

Question	Institution				
<b>1. How do you make initial contact with your students regarding Orientation? (Check All That Apply)</b>	<b>CC1</b>	<b>CC2</b>	<b>CC3</b>	<b>CC4</b>	<b>4-year</b>
Direct Mailing (postcard/brochure)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Insert in admissions materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Email	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Content Management System	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In-person	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other* (Please comment below)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Comments*</b>					
<b>2. How do students register for Orientation? (Check All That Apply)</b>	<b>CC1</b>	<b>CC2</b>	<b>CC3</b>	<b>CC4</b>	<b>4-year</b>
By phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reply Card	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Email	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online Form	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In-person	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other* (Please comment below)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Comments*</b>					
<b>3. How do you communicate with students throughout the Orientation process? (Check All That Apply)</b>	<b>CC1</b>	<b>CC2</b>	<b>CC3</b>	<b>CC4</b>	<b>4-year</b>
Direct Mailing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Phone Calls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Email	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



# Conclusion

- Questions/Discussions
- Resources available at [umbc.edu/ocss/partnerships](http://umbc.edu/ocss/partnerships)
- Thank you for attending!

This Initiative is funded by the Bill & Melinda Gates Foundation. As the recipient of the grant, UMBC has partnered with Anne Arundel Community College, the Community College of Baltimore County, Howard Community College and Montgomery College in this collaborative effort.





# Group Work

- **Orientation:** Relevancy for transfers, use of the Orientation Inventory
- **Language:** Club and resource recognition, use of the Student Organization Matching Tool
- **Facilitating a Sense of Belonging:** Building relationships, creation of a PACC program
- **Campus Resources:** Connecting students to services, development of website, videos, and online content



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