

# College Action Project Worksheet for CAP Projects – August 7, 2015 Update

**CAP:** CAP #3.2.1 – Integrate services for students on a transfer pathway, develop a comprehensive transfer student support structure

**Champion:** Lynnae Selberg & Erin Busscher

1. Proposed CAP Team Members:

- Vicki Maxa (MTEC, faculty, counseling)
- Jennifer Keesen (TRIO, counseling)
- Michael Schavey (Honors Program)
- Jodi Gee (SAS faculty, articulated program)
- Brent Spitler (SWD faculty, business, largest transfer group, pre-major/articulated programs)
- Raymond Gant (former GRCC transfer student, ESP, counseling)
- Jason Schueller (enrollment center)
- Hana Christofferson (student)

2. Describe the **purpose** of this project including a description of the associated activities. (100 words or fewer)

The purpose of this project is to develop a comprehensive student support structure by integrating services for students on a transfer pathway. The student support structure that is developed will encourage more students to explore the opportunity for continuation of their education and ensure that those students planning to transfer are able to do so successfully.

3. Describe the **goals** of this Action Project (in 100 words or fewer) (**Wildly important goals**)

To Identify, develop and implement a comprehensive transfer student support structure to support transfer students through:

- Benchmark like institutions around transfer initiatives
- Evaluate & analyze current GRCC transfer services
- Survey students regarding transfer plans and needs
- Consult with our four year partner institutions regarding their observations of transfer student needs
- Explore how partnership with area high schools can enhance early transfer planning
- Educate both internal and external stakeholders regarding transfer opportunities
- Using all information above, develop a comprehensive transfer student support plan

4. What **measureable criteria** will be used to determine this project's success? (**Lead measures**)

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- Increase in the number of transfer students who successfully transfer/graduate within 6 years of first attending GRCC
- Increase in the number of students enrolled in transfer intent programs at GRCC
- Increase in the use of GRCC transfer student website & resources

5. Please provide the **results of your lead measures** to date (either tables or charts) (**Compelling scoreboard**)

6. What **Indicators of Success** will this project most likely impact? Please indicate whether the project will directly or indirectly impact the measure.

- Percent of students who successfully transfer/graduate within 6 years of first attending GRCC (either earning a degree first or not). Michigan metric (Direct Impact)
- Student performance at transfer colleges compared to native student performance (Direct Impact)
- Student satisfaction of GRCC experience after transfer as measured by a survey (Direct Impact)
- Percent of students who successfully transfer after 8 years (Direct Impact)

7. What **personnel resources** will be required to deliver the project successfully?

The team will need to meet monthly with work done by team members in between meetings. We will need IR assistance in gathering information/ data, survey implementation & analysis, and the Records Office for transfer student data.

8. What **additional resources** will be required to develop and/or sustain the project?

Category	Cost	Explanation (one time or recurring)	Which budget will cover these costs?
Supplies	\$1,500	Funding requested for Transfer Expo Day- printing, food, marketing	SLT Fund Request
Training			
Equipment/ Software			
Other			
TOTAL Cost Estimate			

9. Will this project require any **additional budget dollars** for the 2015-2016 academic year that have not already been secured?      \_\_\_ NO                      \_\_\_ Yes

If yes, please describe briefly:

10. Please provide a **status update** on activities for 2014-2015:

Month	Activity	Person Responsible
July, 2014	Develop the team, define our purpose & goals for this CAP.	Lynnae & Erin
August & September, 2014	Develop a timeline for the first year, develop & implement student survey, begin to analyze current GRCC programs for transfer students, plan Transfer Representative Survey, plan Transfer Fair, survey ESPs/ Departments regarding advising work	Lynnae & Erin

October, 2014	Communicate with faculty regarding transfer and all of the transfer support that is already available to them and their students, begin benchmarking, finish student survey implementation, begin development of a "transfer student checklist", develop transfer representative survey to be administered at Transfer Fair, Implement Transfer Fair (10/22/14)	
November, 2014	Review data from initial survey, continue benchmarking, begin planning Transfer Expo Day (name may change), finalize "transfer student checklist", review feedback from Transfer Representative Survey, begin gathering Transfer Guide content	
December, 2014	Wrap up benchmarking, begin communication around Transfer Expo Day, finish gathering & work with printing on Transfer Guide	
January, 2015	Implement Transfer Expo Day all about planning to transfer (we will invite our top feeder schools- WMU, GVSU, FSU, DU/ have a scholarship presentation/ have transfer advisors (from depts and CCC) present for Q & A/ have students complete grad audits in partnership with Ready, Set, Graduate/ explain Reverse Transfer/ finalize the Transfer Guide	

February, 2015	Begin development of secondary survey, review feedback on Transfer Expo Day, review current Transfer web pages for currency and intuitiveness	
March, 2015	Develop faculty communication regarding transfer preparation & disburse,	
April, 2015	Work with transfer representatives to explore how we can reach out to students after the transfer to get input as to how well prepared they really were, develop survey we can implement next fall	
May, 2015	Review all survey data and determine where our transfer focus should be at GRCC (what services should continue and what new ones developed and which discontinued), plan date for fall Transfer Fair and winter Transfer Expo Day	
June, 2015	Develop timeline & content for a month by month communication to students around transfer preparedness, develop timeline & content for communication with advisors (faculty & professional)	

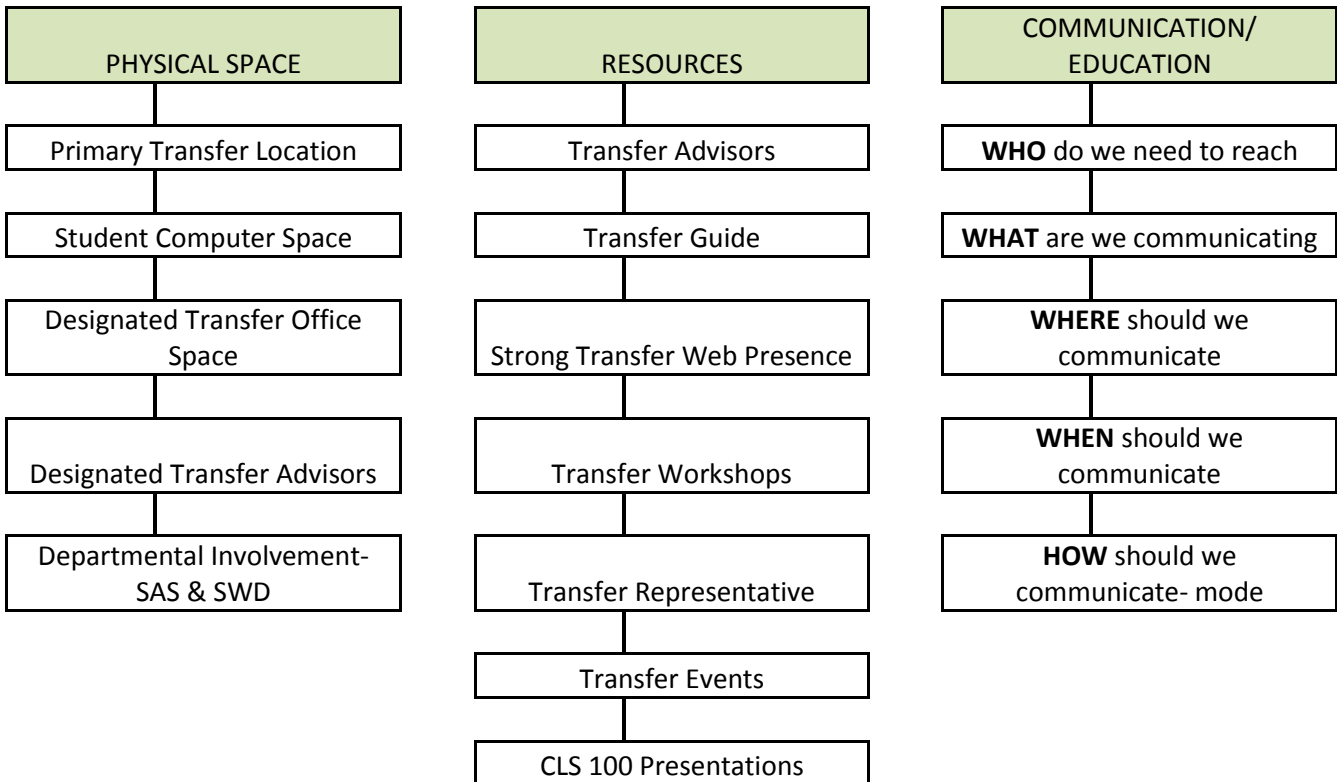
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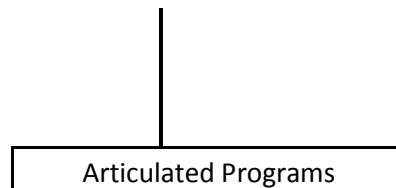
**CAP UPDATES & ACCOMPLISHMENTS August 2014-February 2015**

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**1. We developed a “student transfer structure”.**

**TRANSFER STUDENT STRUCTURE**





#### A. Physical Space

- a) Primary Transfer Location: a department must “own” transfer and we agreed that the Counseling & Career Center is the department.
- b) Student Computer Space: we need a designated computer in the CCC where students can go to work on transfer research. We should have common information saved in the favorites.
- c) Designated Transfer Office Space: we need to have an office where transfer reps and departmental faculty who come to do transfer advising can meet with students. It is also a location to house all transfer information we gather.
- d) Designated Transfer Advisors: We need to have a couple advisors from the CCC designated the “transfer advisors” who can work with students who want basic information on the transfer process and want to explore all institutions that are out there. If the student knows the institution they plan to attend, they should then meet with the identified institutional liaison.
- e) Departmental Involvement- SAS & SWD: we need to have the departmental faculty play a role in transfer advising and come have a presence in the transfer office. Maybe schedule and rotate them through the transfer office (we can set up a schedule in SARS).

#### B. Resources

- a) Advising: transfer advising will continue to be a huge component. But we need to make some changes as listed in the section above in terms of identifying transfer advisors and involving departmental faculty.
- b) Transfer Guide: we need to continue to produce the transfer guide for students.
- c) Web Presence: we need to have a stronger presence. It needs to be easy for students to find, with the information they want. More “advice” information.
- d) Transfer Workshops: we need to expand our workshops, get them online, take them into classrooms, offer them more often and in different locations, have various topics important to the transfer student, especially the undecided transfer student.
- e) Transfer Representatives: we need to continue the transfer representative presence and better publicize it around campus.
- f) Transfer Events: we need to continue with the Transfer Fair in the fall and 3.2.1 Transfer in the winter. We might even look at other events that would be beneficial to students.
- g) CLS 100 Presentations: we need to get into the classroom with transfer information, CLS 100 is one option, but other classes might benefit from the information and planning as well.
- h) Articulated Programs: continue to develop articulated programs and get them in My Degree Path.

#### C. Communication/ Education

- a) Who: our audience is our students, specifically those who plan to transfer, but beyond just those as others may not know yet that they plan to transfer. But, who else needs to know? We must always keep that in mind.
  - b) What: what is the content, what is the message we want to deliver?
  - c) Where: website- where will we have our information so that it is easily accessible to students and makes sense to them to find us?
  - d) When: how often will we communicate?
  - e) How: mode, email, poster, Blackboard, FB, Twitter... the mode of communication of our message is important.
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- 1. We performed an internal audit of all transfer resources we offer at GRCC.** We made a master list of all services related to transfer offered through GRCC. It is this list that we utilized on the student survey.
- 2. We implemented a student survey to better understand what transfer resources that we currently offer do students know about and access?** We developed a short survey that we had students fill out when they checked into the Counseling & Career Center (if they indicated they plan to transfer). Here are the responses from the survey that was given to students during August- October 2014 while they were waiting to be seen in the Counseling & Career Center. When students checked into the CCC they were asked if they planned to transfer. If they said “yes” they were given the survey. We had 500 surveys and had 456 completed and submitted to the confidential box for analysis. The comments from these surveys are yet to come from IR.

Survey Questions	Student Responses	Percentage of Responses
<b>1. After Leaving GRCC do you plan to transfer to another college or university?</b>	456	
YES	451	99%
NO	5	1%
<b>2. GRCC has several resources that are available to assist students who plan to transfer, please choose all the resources you are aware of.</b>		
Transfer Guide	233	51%
Transfer Fair	92	20%
Transfer Representatives on Campus	85	19%
Counselors/ Advisors	407	89%
Transfer Web Page	90	20%
Transfer Workshops	26	5%
Faculty/ Department Assistance	104	23%
Articulated Transfer Programs	36	8%
Other	35	8%
<b>3. As a GRCC student, which is the best way for us to get transfer information to you?</b>	211	
Text Messages	28	13%
E-mail	145	69%
Blackboard	10	5%
Web Page	14	7%
Orgsync	0	0
Facebook	0	0
Twitter	0	0

Printed Material	13	6%
Other	0	0

3. **We presented at SLT and received valuable feedback.** Here is the actual feedback from the SLT presentation on 1/23/15. Erin & Lynnae presented on the work our CAP team has been doing. We utilized this feedback as we developed our plans for 2015-2016.
4. **We implemented the fall Transfer Fair.** We began to review the feedback from the transfer representatives who attended the GRCC Transfer Fair on 10/22/14. We had 45 representatives from 36 transfer institutions in attendance. The event was MACRAO sanctioned to which we attribute the increased attendance from our transfer partners.

	Very Satisfied	Satisfied	Somewhat Satisfied	Not	NA
Pre-fair information	30	13		2	1
Service upon arrival	28	17		2	
Physical facilities/conditions	30	14		1	
Overall fair attendance	33	9		3	
Student "stops" at your table	25	12		6	
Overall evaluation of this college fair	27	17		1	

5. **We created the Transfer Student Checklist.** We created a transfer student checklist that walks a student step by step through all of the considerations and processes leading up to transfer. We utilized this in the 3.2.1 Transfer Event and have incorporated it in the 2015-2016 Transfer Guide.
6. **We implemented the 3.2.1 Transfer Event.** The 3.2.1 Transfer Event happened on 1/28/15. We estimate we had over 600 students attend. We had admissions, financial aid and faculty come from our top 5 feeder institutions (GVSU, Ferris, Davenport, WMU, CMU). We also had internal partners participate; Records, Financial Aid, Student Life, Graduation, Student Clubs & Organizations, Veterans, Financial Aid and more. We gathered feedback from the students on laptops (this data will come from IR) as well as feedback from the transfer representatives (also coming from IR). The verbal feedback received was that this event was very well received and appreciated. The team agreed that we must figure out how to make this an ongoing event each spring.
7. **We gathered all the information and developed the 2015-2016 Transfer Guide (it is going to printing).** We have worked with our four year partners to gather and update the information in the 2015-2016 Transfer Guide. We continue to have more and more interest from our four year partners to participate in this publication that is so vital to our students.
8. **We met with representatives from GVSU to talk about transfer issues.** Through this discussion we found out that GVSU held focus groups with students from GRCC. They will share this information with us for our review.
9. **We benchmarked other like institutions to identify what transfer initiatives they offer.** We began the process of benchmarking like institutions in Michigan and nationwide to see what transfer initiatives they offer their students. We will use this information to see if there are other opportunities we can and should offer our students.
10. **We outlined our "next steps" for the remainder of this year.**
  - We will review all the feedback (from all surveys and event feedback), look for themes and opportunities and bring our thoughts to the next meeting.

- Review information from GVSU focus group.
- Gather all benchmarking data and review.
- The timeline for our work... is it on track?
- We need to continue to enhance communication as there is still a great deal of education around transfer services and events and resources that is not known by those who could benefit from it. Develop a “transfer communication” for faculty.

**11. We established goals & plans for next year.**

**July-August:**

Invite departments to be showcased in our monthly student communication, identify an office space, allocate a computer area, designate “transfer advisors”, plan CLS 100 presentations, plan first transfer student newsletter, load transfer checklist on web, approach CTE to have a presence with new faculty,

**September-October:**

Plan and implement the Transfer Fair, deliver September & October transfer student newsletter, plan and deliver a faculty transfer newsletter, deliver CLS 100 presentations, develop transfer office schedule, develop workshop series, begin development of online transfer workshop,

**November- December:**

Begin planning 3.2.1 transfer event, begin work on 2016-2017 Transfer Guide, deliver November transfer student newsletter, begin evaluation of transfer website, plan for online transfer advisor implementation, determine if we can be a part of Faculty Learning Day & ESP Learning Day (if so, plan these presentations),

**January- February:**

Implement 3.2.1 transfer event, deliver January & February transfer student newsletter, plan and deliver a faculty transfer newsletter, deliver first online transfer workshop, implement online transfer advisor,

**March- May:**

Develop & implement a survey to students and faculty to gather feedback on the changes we’ve made and their impact, develop proposal for GRCC Transfer Center & any budget recommendations, finalize work on website, deliver March & April transfer student newsletter, develop and deliver a second online transfer workshop, get MACRAO sanctioned for next year’s Transfer Fair

Our ultimate goal is to develop a “Transfer Center” that will be the place students come to get transfer information. What that will look like, where that will be located and how it will function is yet to be determined. The work over the next year will help us formulate the plan for our proposal as to what the GRCC Transfer Center should be.

**11. Please provide a 12-month work plan for 2015-2016:**

Month	Activity	Person Responsible
July, 2015		
August, 2015		



September, 2015		
October, 2015		
November, 2015		
December, 2015		
January, 2016		
February, 2016		
March, 2016		
April, 2016		
May, 2016		
June, 2016		
July, 2016		

12. When will your Team meet? Please provide **Team meeting dates** for August 2015 to June 2016  
*(Create a Cadence of Accountability)*

*NOTE 1: We highly recommend that your team meets, at minimum, one time per month. You are encouraged to find ways to communicate within your team between scheduled meetings, perhaps weekly.*

*NOTE 2: If you choose to hold Team meetings on the SLT meeting dates immediately following SLT, lunch and a meeting space will be provided for your team.*