

Supporting Students on the Transfer Pathway

Date: Monday, July 24, 2023





Meet Our Presenter



Assistant Vice Chancellor for Strategic Enrollment Management

> California State University, Office of the Chancellor







Agenda

- 1. About the CSU
- 2. The Transfer Challenges and Opportunities
- 3. CSU Transfer Planner
- 4. Future Work



CSU The California State University

• 23 universities

- 460,000 students
- 95% CA Residents
- 74% Ages 18-24
- 61% Pay no tuition
- 52% Pell recipients
- 48% Latinx
- 31% First in family to attend college
- 43% of undergraduates are transfer students



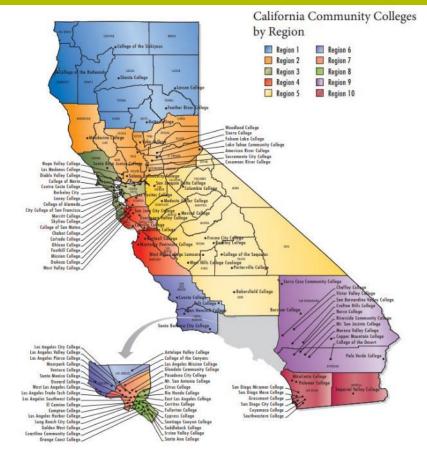
CSU and Liaison

- Customer since 2016
- Central Application Service
- Cal State Apply
- Over 1 million applications per year
- WebAdMIT
- Analytics
- Enrollment Marketing Platform (EMP



The State of California Publics

- Public Institutions
 - 23 CSUs
 - 9 UCs
 - 116 California Community Colleges
 - NSC data
 - Spring 2019 1,105,096
 - Spring 2021 838,113
 - Spring 2023 898,598 (+7.2%)







CCC Transfer Rates

- Those with stated transfer goal
 - 19% within four year
 - 28% within six years
- Latino students represent 51% of students but only 35% of those who transfer within 4 year
- African American students represent 7% of students but only 5% of those who transfer within 4 year





Transfer Student Challenges



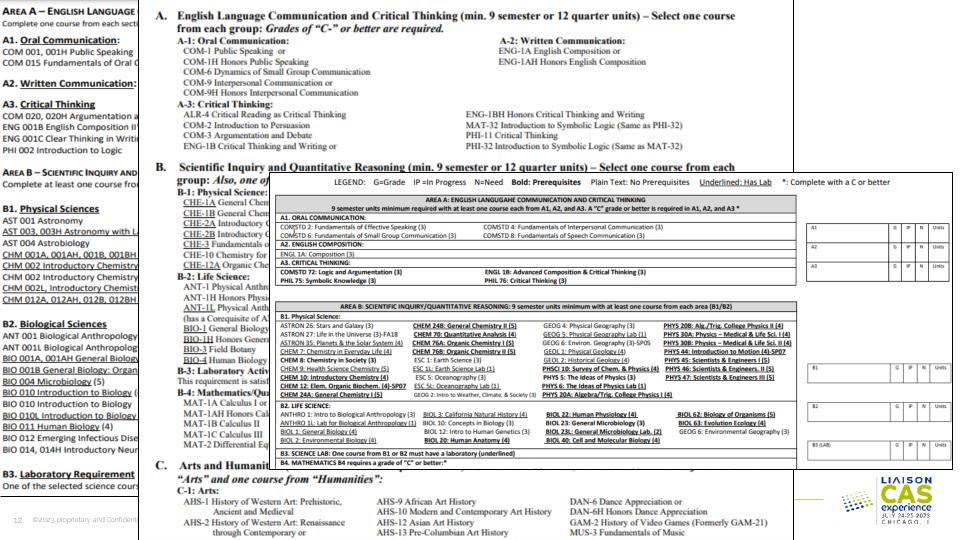


Transfer Student Challenges

- Different UC and CSU lower division GE patterns
- Passive advising
 - Still using paper
 - CCCs articulate courses at transfer or graduation
- Students enroll at multiple CCCs
- Currently no common course numbering
- Some CCCs still enrolling students in remedial courses

California General Education Options

Category	CSU GE Breadth	IGETC	Units	
English Communication	A1 – Oral Comm A2 – Written Comm A3 – Critical Thinking	1A – Written Comm 1B – Critical Thinking 1C – Oral Comm*	9	*Oral Commis required by CSU Only
Math & Quantitative Reasoning	B4	2A	3	
Arts & Humanities	С	3A 3B	9	
Social Science	D	4	9 at UC 6 at CSU	
Science (including lab)	B1 – Physical Science B2 – Biological Science B3 – Lab Activity	5a – Physical Science 5b – Biological Science 5C – Lab Activity	6	
Lifelong Learning & Self-Development	E		3	CSU Only
Ethnic Studies	F		3	CSU Only
Language other than English		6	3	UC Only
Total	39 lower-division units	39 lower-division units	48 total units	

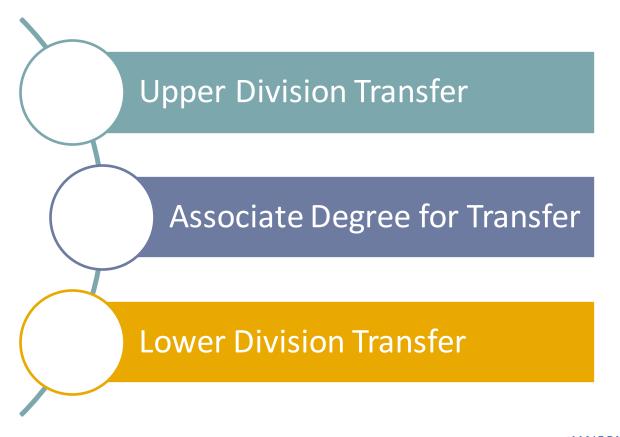




Transfer Opportunities



CSU Transfer Pathways





ASSIST.org

- Course articulation for CA public colleges and universities
- General Education course lists
 - CSU approved CCC courses
- Major prerequisites articulation
 - CCC <> to CSU
 - Does not consider courses from other CCCs
- PDF based

MAJOR IN BUSINESS ADMINISTRATION					
All courses in this section are required					
BA 1008 - Perspectives in Business and Financial Literacy (3.00)	←	BSAD B20 - Introduction to Business (3.00)			
BA 2100 - Legal Environment of Domestic and International Business		BSAD B18 - Business Law (3.00)			
(3.00)		 Course is articulated in more than one agreement but credit can only apply to one 			
BA 2200 - Quantitative Tools for Business and Economics (4.00) Same-As: ECON 2200		MATH B23 - Finite Mathematics (3.00)			
		 Course is articulated in more than one agreement but credit can only apply to one 			
BA 2900 - Introduction to Business Professions (1.00)	←	No Course Articulated			

ACCT 2200 - Introduction to Financial Reporting and Accounting (3.00)	←	BSAD B1 - Financial Accounting (4.00)
ACCT 2210 - Introduction to Managerial Accounting (3.00)	←	BSAD B2 - Managerial Accounting (3.00)
ECON 2018 - Essentials of Micro-Economics (3.00)	←	ECON B1 - Principles of Economics - Micro (3.00)
ECON 2028 - Essentials of Macro-Economics (3.00)	←	ECON B2 - Principles of Economics - Macro (3.00)
MATH 2200 - Introduction to Statistical Concepts and Methods (4.00)		MATH B22 - Elementary Probability and Statistics (4.00) Course is articulated in more than one agreement but credit can only apply to one
		MATH B22L - Elementary Probability and Statistics with Lab (4.50) Course is articulated in more than one agreement but credit can only apply to one
		PSYC B5 - Elementary Statistics for the Behavioral and Social Science (4.00)
		Course is articulated in more than one agreement but credit





CSU Transfer Planner



The Transfer Planner Goals

- Create an online tool for students at the CCCs
 - Mobile friendly
 - 24/7 access
- Have one source for advising students
- Recognize all CCC courses for credit
- Educate CCC students about transfer
- Decrease number of units students take at CCCs
- Integrate with CSU Admission application





CSU Transfer Planner Plan

CCC Transfer Student

CSU Chancellor's Office

- Stakeholder Support
- System Support
- Strategic Reporting
- Transfer Success Pathway Program

- CSU Campus/Major Research
 - Career and Salary Information
- Campus/Major Interest Tracking
- Major Research/Search
- ADT Pathway Tracking and Nudges
- Coursework Entry ASSIST data
- General Education/Golden Four Tracking
- Application Jump Start
- CCC Info Sharing Opt-out
- CSU Info Sharing Opt-out
- Links to Financial resources and costs
- Transfer Success Pathway Program

CSU Campuses

- Major Promotion & Information
- Transfer Outreach
- Interest Tracking
- Transfer Support
- Transfer Forecasting
- Transfer Success Pathway Program

California Community Colleges (CCC)

- Counseling Support
- Student Tracking
- General Education/Golden Four Tracking
- Transfer Success Pathway Program

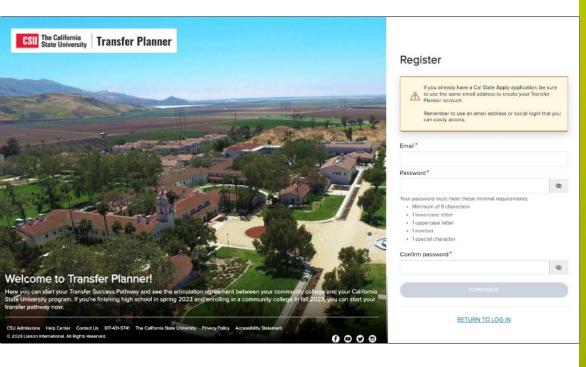


CSU Transfer Planner

- Posted RFP in May 2021
- Cloud based tool
- RFP was open to built or custom tools
- Campus and system representation on RFP committee
- Contract awarded to Liaison
 - Signed contract in May 2022







The Transfer Planner Application





Welcome to Transfer

Planner!

Here you can start your Transfer Success Pathway and see the articulation agreement between your community college and your California State University program. If you're finishing high school in spring 2023 and enrolling in a community college in fall 2023, you can start your transfer pathway now.

Register



If you already have a Cal State Apply application, be sure to use the same email address to create your Transfer Planner account.

Remember to use an email address or social login that you can easily access.

Email*

The Toolset

- Transfer Planner Student Portal
 - Built on Liaison Living Profile platform
- Administrative
 - Liaison Outcomes
- Building in phases
 - Transfer Success Pathway Program
 - Transfer Planner Functions



PERSONAL INFORMATION First Name* First Name Middle Name Middle Name Last Name Last Name Preferred Name Preferred Name Date of Birth CONTACT INFORMATION Primary Email Address* Home Primary Phone Number* Home

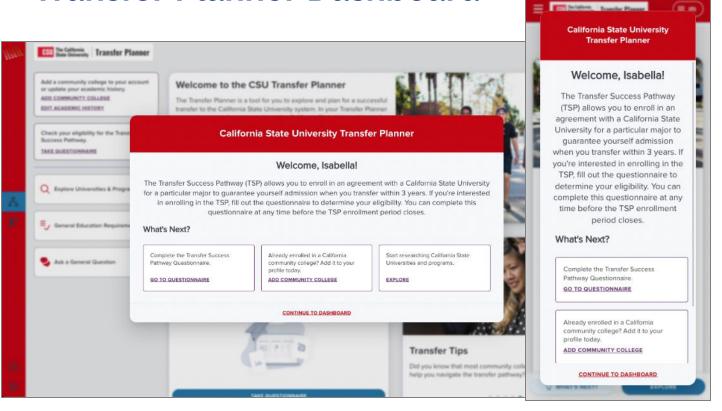
Phase One: Transfer Success Pathway Program (TSP)

- Dual admissions to the CSU
- Functionality
 - Create account
 - Provide personal information
 - TSP Eligibility questionnaire
 - Browse campuses and programs
 - Enter into a TSP agreement
 - Provide CCC enrollment information



Transfer Planner Dashboard

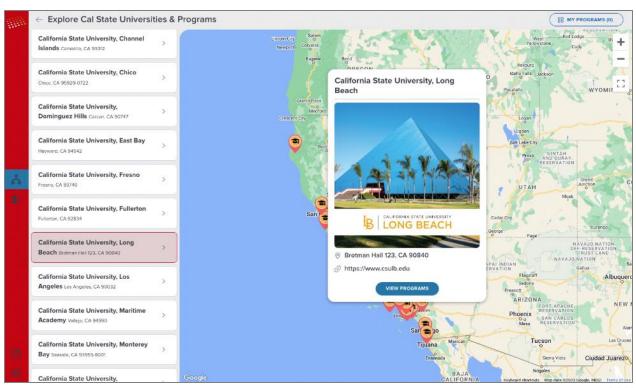
- Guided Welcome Screen
- Dashboard:
 Guides user
 to next
 steps in
 Transfer
 Planner





Explore Universities and Programs

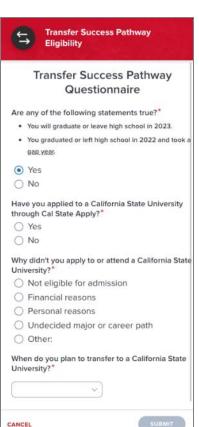


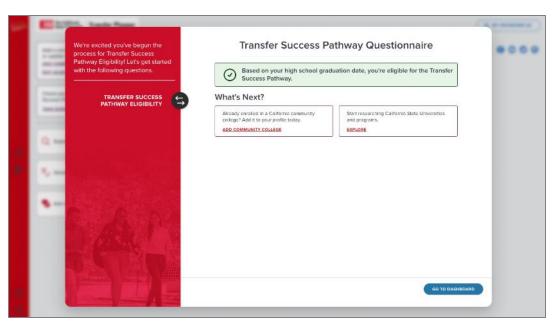




TSP Eligibility Form

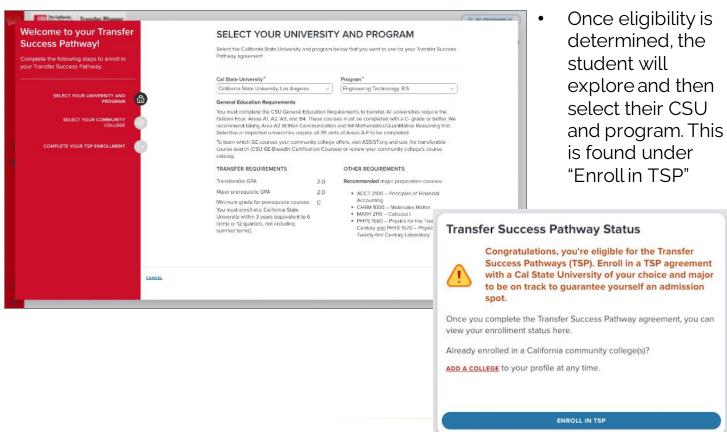
- Students who graduate or leave HS in 2023 will be eligible for TSP
- Questionnaire can be retaken
- Questionnaire unavailable:
 - After student enrolls in TSP
 - If student marked ineligible in University Portal

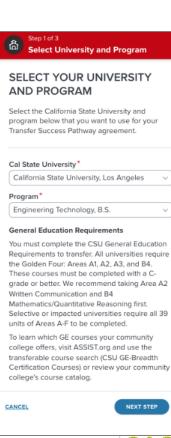






TSP Agreement Enrollment



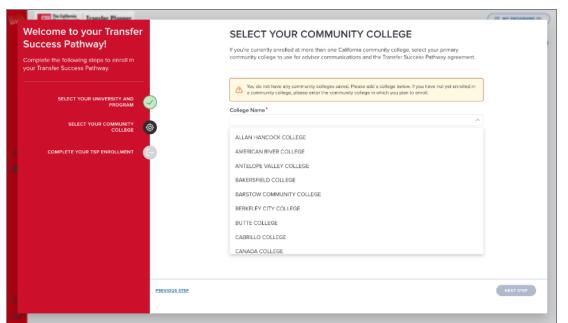


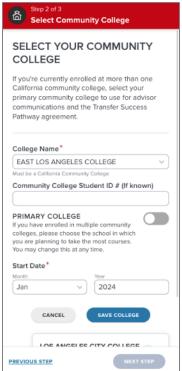


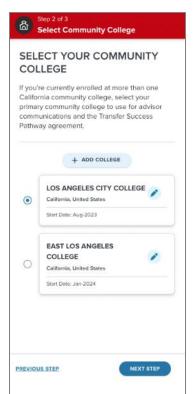
NEXT STEP

Community College Information

 Prior to completing the enrollment, ensure a community college is added and the primary college is indicated.

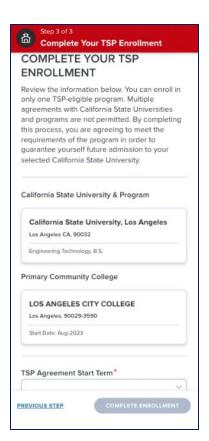


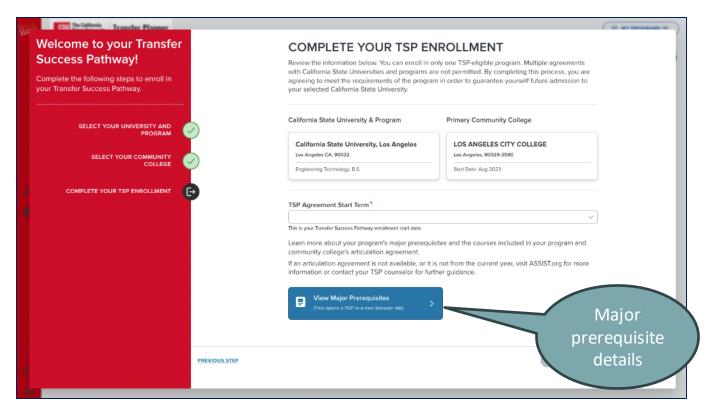






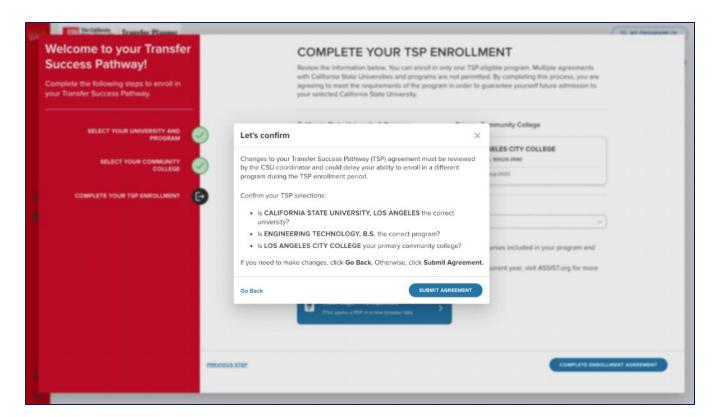
TSP Enrollment Form

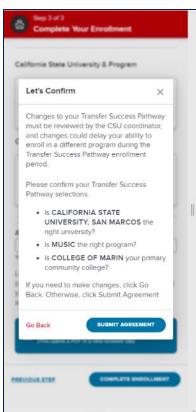






Enrollment Confirmation







TSP Enrollment - Dashboard

CSU The California Transfer Planner

If you're eligible for the Transfer Success Pathway

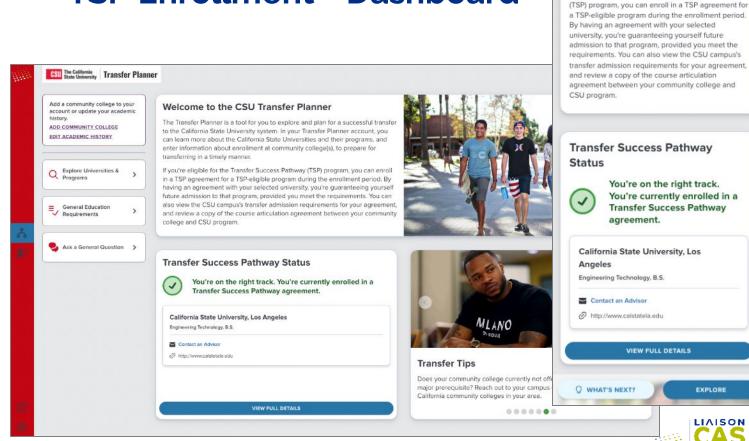
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EXPLORE

LIAISON

CHICAGO, II

- Enroll buttons are disabled in My Programs "cart"
- TSP questionnaire is removed after student enrolls in TSP
- Students can view their TSP agreement



Administrative Features

- TSP enrollment tracking
- TSP review tracking
 - By transfer term
 - Major
- Automated communications
- Customize communication templates
- Weekly reports to CCCs





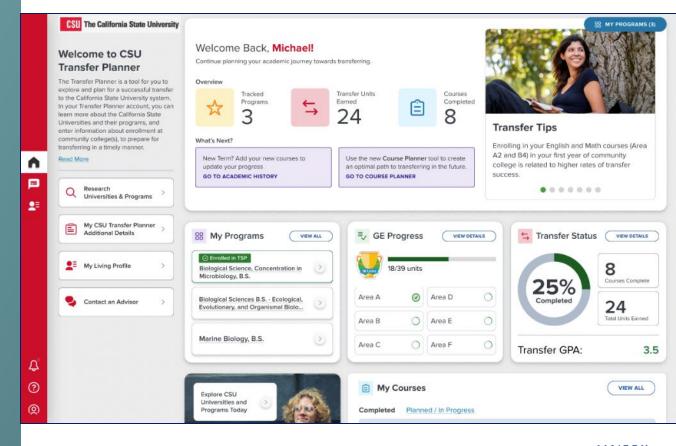


Transfer Planner

Phase 1F



Transfer Planner Dashboard

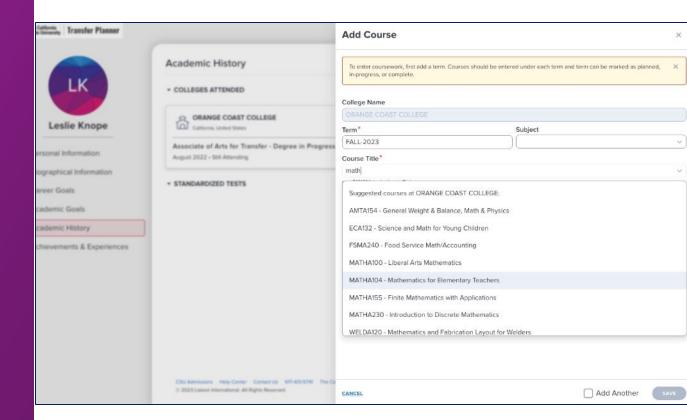




Coursework **Entry**

Coursework entry based on ASSIST data

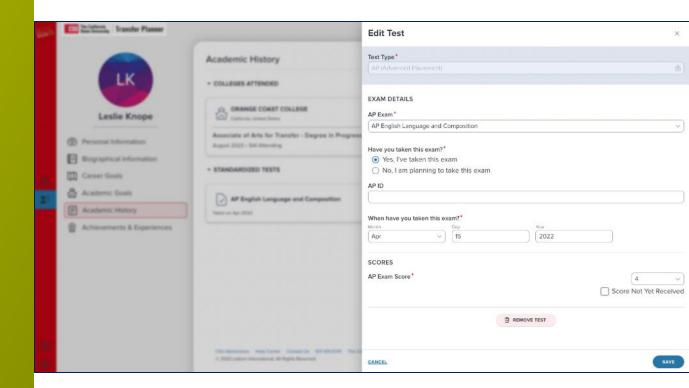
Provides: Units, General Education area





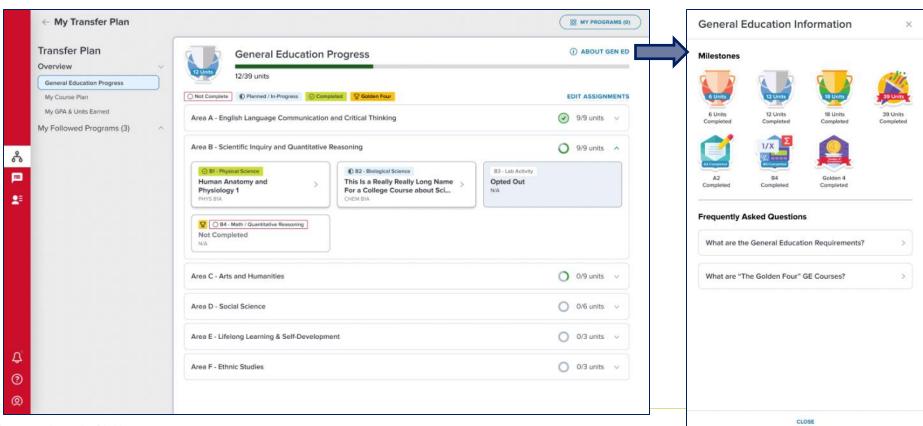
Standardized Tests

- Maps to General Education areas
- Provides units for admission purposes

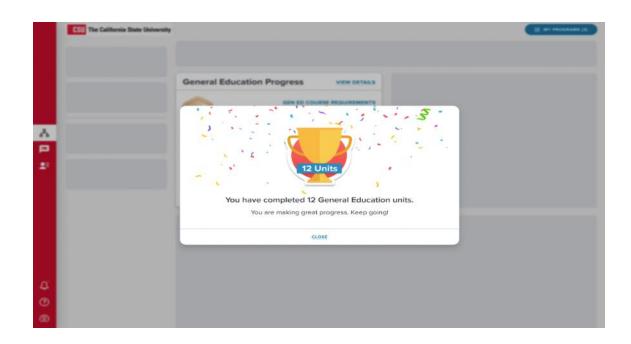




General Education Tracking



Milestone Completion







Future Work

- Career and salary information
- Major and career search
- Associate Degree for Transfer (ADT) nudges
- Application jumpstart
- CCC portal





Thank You!

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