

# Best Practices in Statewide Articulation and Transfer Systems

## Higher Education Web Portals: Serving State and Student Transfer Needs

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# Survey of State and System Web Portals on Transfer

## *Facilitating Transfer Decisions Through Use of Web-based Tools*

- Budget and operations
- Commercial products
- Use of web-based resources and tools
  - Personal log-in accounts, personal portfolio, static or customizable credit transfer information, links to articulation agreements
- Role of Institutions
- Measuring Impact
- Future Plans



# Survey Respondents (24 out of 37)

- STARS (AL)
- Arizona Transfer
- Course Transfer System (AR)
- ASSIST (CA)
- FACTS.org (FL)
- System Course Transfer (HI)
- iTransfer (IL)
- TransferIN.net (IN)
- GOHigherKentucky
- MassTransfer
- Michigan Transfer Network
- MN Transfer
- MT Transferability Initiatives
- NH Transfer
- College Foundation of NC
- Ohio Credit Transfer
- OK State Regents for Higher Ed
- Oregon University System
- PA-Transfer & Articulation Center
- SC-Transfer & Articulation Center
- Transfer101.org (TX)
- VA-State Council of HE in Virginia
- VA-Virginia Education Wizard
- UW Transfer Info System (WI)

# Survey Participants – Portal or Websites

- Portals present information from diverse sources in a unified way
- Portals offer customization, personalization and integration of content and services drawn from a range of sources
- Survey requirements:
  - Credit transfer information specific to at least 3 or more public state institutions , and
  - Services or tools for the user beyond links/pointers to legislation, agreements, or institutional websites

# Partners and Roles

- State/system higher ed agency roles
  - Sole responsibility (15), shared w/ partners (8), minor (1), no role (1)
- Public institutions required to participate? “No” (8)
- Incentives to participate?
  - Participation reported to state agency (2)
- Institution Roles
  - Full partners (4); Active contributors (14); Content providers (10); Minimal (1)
- State and private/non-profit financial aid entities in more “full service” sites

# Funding Sources for Development and FY 2010 Operational Budget

- Funding Source for Initial Development
  - State appropriations
  - Reallocation
  - Grant funds
  - Institutional fees
- FY2010 Operating Budget
  - Less than \$20K (2)
  - \$100K-\$350K (6)
  - \$600K-\$1M (5)
  - Over \$1M (1)

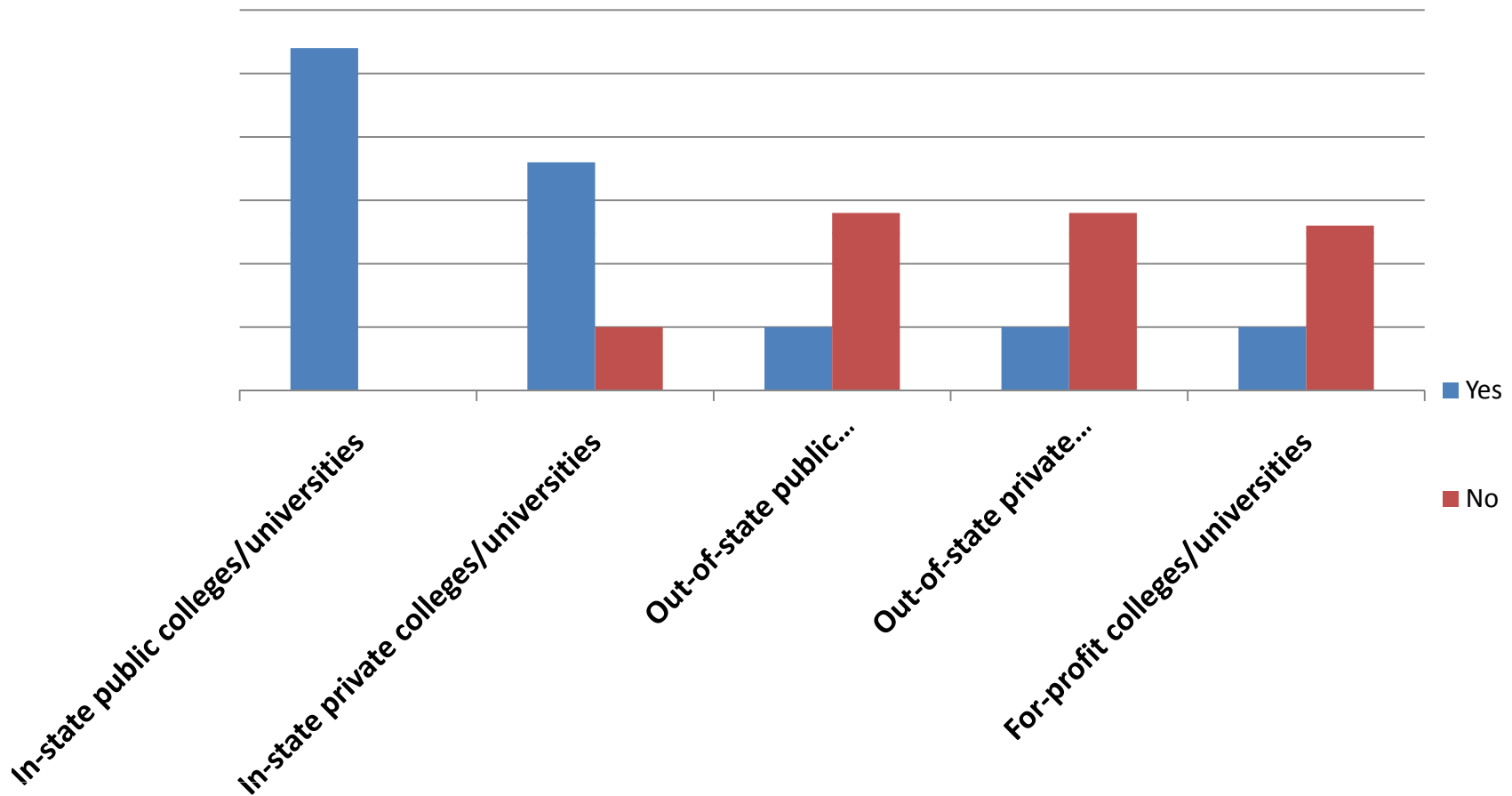


# Commercial Services or Home Grown?

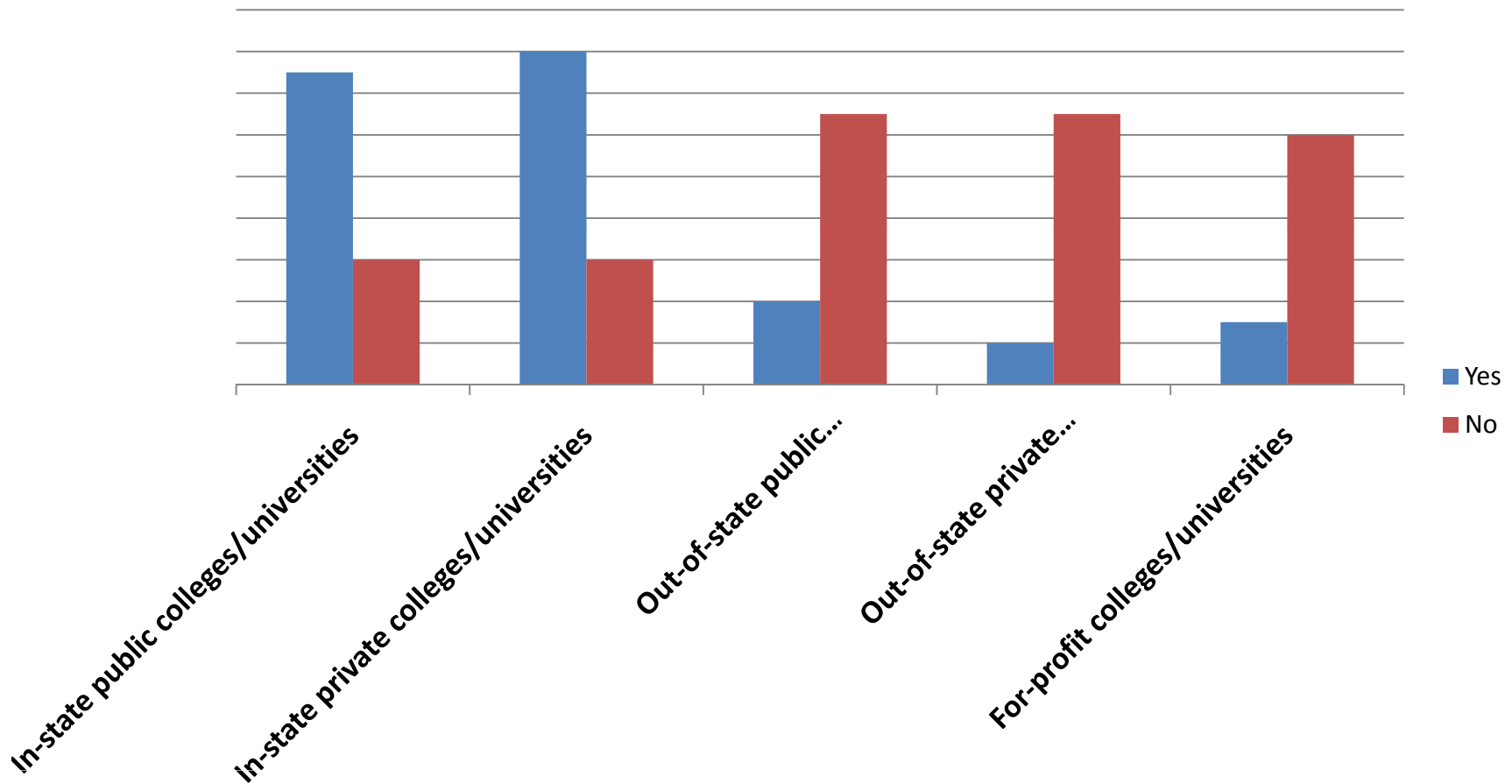
- Use commercial products/services (10 of 24)
- Use custom built software programs (12 of 24)
- Commercial providers
  - Academy One (AR, PA, SC)
  - Decision Academic (NC)
  - College Source/red Lantern/uSelect (AZ, IL, IN, KY, MN, OH, OR)



# Institutions Currently Represented on the Site



# Plans to Expand Representation of Institutions



# Effective Web-Enabled Tools

- Personal accounts for students, faculty/advisors
- Customizable course equivalency info
- Means to get personal feedback, find an advisor
- Links to gen ed and program requirements, agreements
- Online admissions and financial aid information/applications
- Career planning tools, online course catalog
- File transfer grievance form
- [eTranscripts not rated high as a current or planned function]



# Student and Faculty User Accounts

- Personal accounts available or planned for:
  - Students – 12
  - Faculty – 14
  - Parents – 6
- Personal accounts not planned for:
  - Students – 12
  - Faculty – 10
  - Parents – 17

# Does Portal Meet Usage Expectations?

- More than half launched w/in past 5 years; many just beginning to evaluate impact
  - Better than expected – 55%
  - Meets expectations – 30%
  - Lower than expected – 15%

# Website Usage Data Collected

- Standard Google analytics, e.g.
  - # of total visits to site
  - # of unique visitors
- Number personal accounts created
- Activity level per unique account
- Number email/feedback inquiries

# Benefits to Students

- Create a more seamless and simplified process for students
- Address problem of too much, too scattered information
  - 48% indicate that other websites [not campus-specific], exist that address transfer although...more than half say they collaborate
- Opportunity for relationship building
- Enables more focus on services, less on policies

# Benefits to Institutions

- Increased institutional presence
- Valuable administrative tool for statewide organizations of registrars, transfer coordinators
- Reduce workload on faculty/advisors to maintain information on course equivalencies, program requirements, transfer agreements
- Eliminate routine tasks of reporting, tracking, updating
  - 1/3<sup>rd</sup> reported no process to verify the info from institutions
- Tailored services that are transfer student centric

# Benefits to States

- Greater transparency of state policy in action
- State-level reporting and monitoring to ensure currency of course info/agreements
- Attract participation from all state institutions, public and private to create one-stop transfer portal
- “When the website and the information is maintained, well-presented, is an opportunity to showcase higher ed, making good use of public resources and evidence of institutional collaboration.”



# Conclusions

- Positive influence or measurable impact?
  - Assess impact on student decisions, more research on usage
  - Assess impact on institutions, more transfer-friendly processes
- Minimize duplication, seek out collaborations
- Evaluate visibility of transfer portal, promote marketing
- Provide students with more regional resources