The New **Transfer Marketplace**

The **Business Case** for Regional Universities to **Strengthen** Community College **Transfer Pathways**

Transfer Solutions through Cross-Organization Alignment
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Unfulfilled Expectations

- ~1.5 million new cc students per year
- 80% intend to earn a bachelor’s
- 20% transfer to 4-year
- 33% of transfers earn AA before transfer
- 15% earn BA in 6 years

Sources: NCES and NSC.
Economic Benefits of Transfer

Transfer Pathway Net Benefits (PV Earnings – PV Costs)
FTIC Community College Students, Single State, 20-Yr. Horizon

<table>
<thead>
<tr>
<th></th>
<th>Earned AA and BA</th>
<th>No AA, earned BA</th>
<th>Earned AA, No BA</th>
<th>No AA, No BA</th>
</tr>
</thead>
<tbody>
<tr>
<td>PV Earnings</td>
<td>764,000</td>
<td>803,000</td>
<td>656,000</td>
<td>572,000</td>
</tr>
<tr>
<td>PV Costs</td>
<td>134,000</td>
<td>180,000</td>
<td>66,000</td>
<td>53,000</td>
</tr>
<tr>
<td>Net Benefits</td>
<td>630,000</td>
<td>623,000</td>
<td>591,000</td>
<td>519,000</td>
</tr>
</tbody>
</table>

Source: Belfield, 2013
CC Transfer Destinations

Community College Transfer Student Four-Year Destinations by Institution Type

- Private For-Profit
- Private Non-Profit
- Public 4-yr Highly Selective
- Public 4-yr Less-Selective

Source: BPS: 04/09
## CC Transfer Student Outcomes

Share of CC Transfers and Completion Rates For CC Students 6 Years After Transfer

<table>
<thead>
<tr>
<th>4-Year Institution Type</th>
<th>Share of Transfers</th>
<th>Transfer Completion Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public</td>
<td>72%</td>
<td>65%</td>
</tr>
<tr>
<td>Private Non-Profit</td>
<td>20%</td>
<td>60%</td>
</tr>
<tr>
<td>Private For-Profit</td>
<td>8%</td>
<td>35%</td>
</tr>
</tbody>
</table>

Source: NSC (Shapiro et al., 2013)
## Transfer Pathways Compared

<table>
<thead>
<tr>
<th>Self-Guided (Status Quo)</th>
<th>Guided Pathways</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paths unclear, too many choices</td>
<td>Clear, default roadmaps to transfer w/ junior standing in major</td>
</tr>
<tr>
<td>Limited transfer guidance</td>
<td>Built-in transfer guidance</td>
</tr>
<tr>
<td>Inaccurate, inaccessible info</td>
<td>Accurate, accessible info</td>
</tr>
<tr>
<td>Students’ progress not monitored</td>
<td>Progress tracking, regular feedback &amp; support</td>
</tr>
<tr>
<td>Limited support for transfers by four-years</td>
<td>Specialized intake and supports for transfer students</td>
</tr>
<tr>
<td>Little communication between 2- and 4-years</td>
<td>Active collaboration between 2- and 4-years</td>
</tr>
</tbody>
</table>
Traditional *Dis*-incentives for Universities to Partner w/ CCs

- Competition for lower-division students
- Costs (separate admissions process, financial aid, coordination, communication, engagement)
- Few accountability demands
- Few status rewards
- Mission overload
Incentives for Universities to Build CC Transfer Partnerships

- Source of students likely to complete
- Source of non-traditional students
- Source of traditional college-age students seeking lower-cost route to BA
- Strategy for growing enrollment while recruiting better-prepared freshmen
(More) **Incentives for Universities**

- Strategy for increasing lower-division capacity in high-demand fields
- Source of students for geographically isolated institutions
- Strategy for meeting regional labor market / economic development needs
- Strategy for responding to demands for improved student outcomes
For more information

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