



# Best Practices in Statewide Articulation and Transfer Systems

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

*“If you build it, will they come?”*

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# Survey of State and System Web Portals on Transfer

How do states and higher education systems use websites, web portals, and other web-based tools to help students navigate the transfer process?



# Survey of State and System Web Portals on Transfer

Major survey topics:

- Sectors represented
- Budget and operations
- Commercial products
- Use of web-based resources and tools
- Role of Institutions
- Measuring Impact and Effectiveness
- Future Plans



# Definitions: What is a Portal?

## Portal characteristics:

- Customization, personalization and integration...from a range of sources. (Paul Miller)
- Door or gate...esp. one that is grand and imposing. (Webster's)

# Definitions: Who is Included in Survey?

## Survey requirements:

- Credit transfer information specific to at least 3 or more public state institutions,
- Services or tools for the user beyond links/pointers to legislation, agreements, or institutional websites



# 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)



# Institutional Sectors: State and In-state Private, Non-profit

- State public institutions
  - Represented in all sites, but not 100% coverage in some
  - Publics required to participate (16 sites)
  - Similar sites exist (5 sites)
  - Incentives to participate? (None reported)
- In-state private, non-profit institutions
  - Currently represented (15 sites)
  - Designated area for expansion (15 sites)



# Institutional Sectors: Out-of-State & For-Profit

- Out-of-State
  - Few report inclusion of out-of-state institutions, public or private (5 sites)
  - Out-of-state information often provided through 3<sup>rd</sup> party licenses to course equivalency databases
- For-profits
  - Few include for-profits (6 sites)

# Funding Sources for Development and FY 2010 Operational Budget

- Funding Source for Initial Development
  - State appropriations (12)
  - Reallocation (5)
  - Grant funds (4)
  - Institutional fees (3)
  - Other (3)
- 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)



# Functions, Resources and Tools

- User Accounts -- login, portfolio, email communications, etc.
- Resources Specific to Transfer – course equivalencies, articulation agreements, credit transfer guides, transfer of the general ed core.
- Static tables vs. customizable?
- Other tools – online applications, e-transcript, link to online course catalog, find an advisor, career planning, financial aid forms



# Student and Faculty User Accounts

	Available or Planned	Not Available & Not Planned
Students	12	12
Faculty	14	10
Parents	6	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%



# “If You Build It, They Will Come”

- Students – Survey respondents were satisfied with usage.
- Faculty/Advisors – Reduce workload on faculty/advisors to maintain information on course equivalencies, program requirements, transfer agreements
- Policymakers – Makes transfer more transparent.



# “If You Build It, They Will Come”

How do you build it?

- Recruit state and institutional champions
- Build on pre-existing culture(s) of collaboration
- Build on established transfer agreements

# “Feel His (or Her) Pain”

- Complex policies can only result in a complex site
- Assess:
  - Impact on student decisions
  - Impact on institutions transfer-friendly policies and services
- Audit your web presence
  - Can they find the site?
  - Survey showed there was not greater satisfaction with dynamic tables
- Lead student to additional transfer-related services



# “Go the Distance”

- Minimize duplication, seek out collaborations
- Provide students with more regional resources – too inward looking? What are the transfer patterns?
- Address marketing
- Social networking not widely used
- Be prepared for continuous involvement of institutions in updating



Questions:

Thank you!

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