



Best Practices in Statewide Articulation and Transfer Systems

Higher Education Web Portals: Serving State and Student Transfer Needs

Mollie McGill

WICHE Cooperative for Educational Technologies
(WCET)

Factors to Promote Successful Transfer

- State and institutional policies/agreements understood and embraced by all.
- Institutional practices that mirror the agreements.
- More advising for transfer students.
- More student services designed specifically for transfer students.
- More streamlined and centralized information to reduce the complex maze of transfer policies.

Survey of State and System Web Portals on Transfer

- Which sectors are represented and why?
- What is the scope and state investment?
- What technology tools used and are they effective?
- Is usage meeting expectations? How do you know?

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
- Role of Institutions
- Measuring Impact
- Future Plans

Survey Participants – Portal or Websites

- Portal characteristics:
 - Customization, personalization and integration...from a range of sources. (Paul Miller)
 - Door or gate...grand and imposing. (Webster's)
- 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



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)



Sectors Represented: In-state

- 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)
- State private institutions
 - Currently represented (15 sites)
 - Designated area for expansion (15 sites)



Sectors Represented: Out-of-State

- Few report inclusion of out-of-state institutions, public or private (5 sites)
- For-profits included in some (6 sites)
- Out-of-state information often provided through 3rd party licenses to course equivalency databases

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)



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

- 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, # of total visits to site, # of unique visitors
- Number personal accounts created, activity level per unique account, number email/feedback inquiries
- Many sites are relatively new and this is a priority area mentioned by several

Benefits to Students

- More seamless and simplified process for students
- Address problem of too much, too scattered information
- Opportunity for relationship building by prospective institutions
- 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
- Eliminate routine tasks of reporting, tracking, updating
- 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
- “...Is an opportunity to showcase higher ed, making good use of public resources and evidence of institutional collaboration.”



Promising Practices

- Recruit state and institutional champions
- Build on established transfer agreements
- Build on pre-existing culture of collaboration
- Invest in marketing
- Audit your web presence
- Tell your story

Conclusions

- Positive influence or measurable impact?
 - Assess impact on student decisions, more research on usage --
 - Assess impact on institutions, more transfer-friendly processes -- could this be measured?
- Minimize duplication, seek out collaborations
- Provide students with more regional resources -- too inward looking? What are the transfer patterns?

Questions?

Thank you!

Mollie McGill

Deputy Director, Programs and Membership, WCET

mmcgill@wiche.edu

