

Best Practices in Statewide Articulation and Transfer Systems

Higher Education Web Portals: Serving State and Student Transfer Needs

Mollie McGill, Associate Director, WCET
WICHE Commission Meeting
May 17, 2010



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)

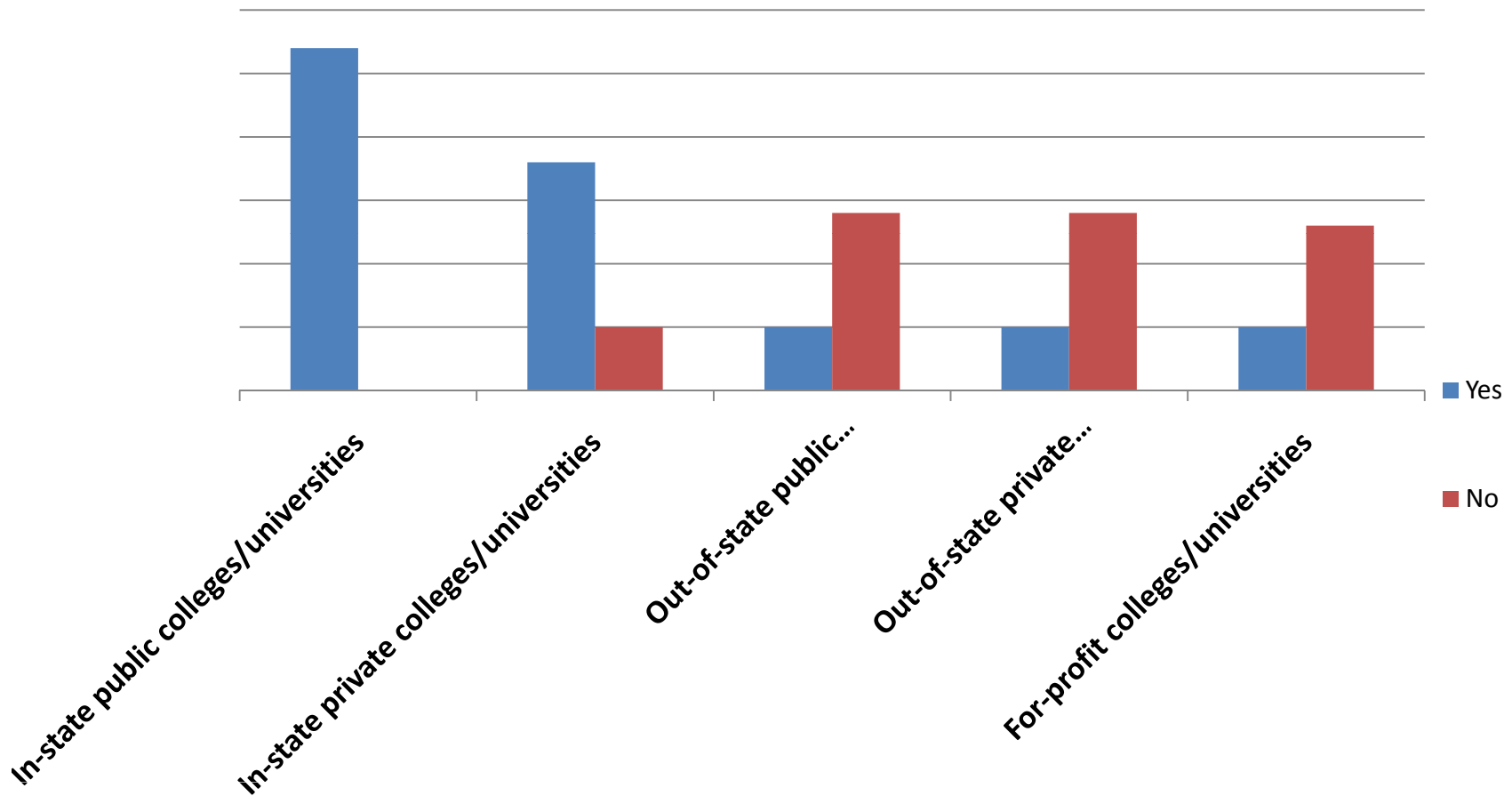


Commercial Services or Home Grown?

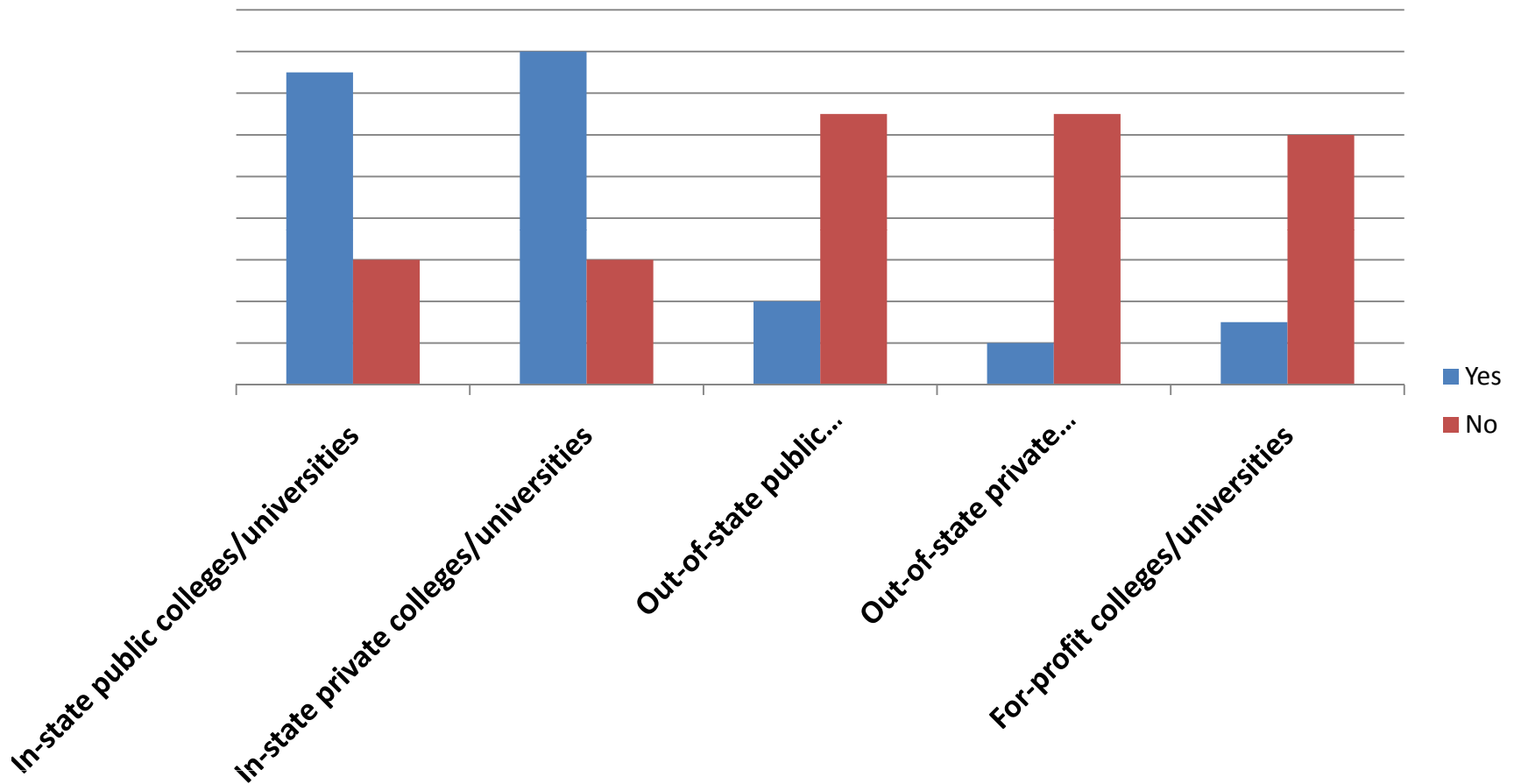
- Use commercial products/services (10 of 24)
- Use custom built software programs (12 of 24)
- Commercial providers
 - Academy One (AR, PA, SC)
 - Decision Academic (NC)
 - College Source/red Lantern/uSelect (AZ, IL, IN, KY, MN, OH, OR)



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
 - 1/3rd 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