

# #NISTS2019 CONFERENCE

## WORKING TOGETHER TO SIMPLIFY TRANSFER

FEBRUARY 13-15, 2019 • ATLANTA, GEORGIA

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### **Communicating about Transfer: How the Speech Team Won at Promoting Transfer**

*Innovative Initiatives, Partnerships and Collaboration*

The East Los Angeles College (ELAC) Speech Team is a co-curricular activity in which students engage in competitive speaking tournaments regionally and nationally. Recently, the team has been recruited to use their skills to present in class on the topic of the university transfer process and related resources. This session presents the strategies and results behind the partnership between Transfer Center staff and the Communication Studies faculty who coordinate this collaboration.

**J. Edward Stevenson**

Los Angeles Community College District

# Communicating About Transfer: How the Speech Team Won at Promoting Transfer

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INNOVATIVE INITIATIVES, PARTNERSHIPS, AND COLLABORATIONS

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# Questions:

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- Does your campus have a Speech Team/Communication Dept.? Are you open to collaborating with them in promoting two- to four-year transfer?
- How might you leverage existing curriculum for the promotion of two- to four-year transfer?



## **East Los Angeles College Speech Team**

**- 2015 National Champions -**

*Phi Rho Pi National Tournament- Hindman Division*

# Today's Topics

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- The Need
- The Strategy
- The Results
- The Implications
- How have/might you build partnerships across your campus?

# The Need

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- Navigating university transfer services and processes can be challenging.
- Two year institutions intend to create clear pathways to universities.
- Resources for effectively promoting transfer are limited.
- Students reported wanting more information about transfer.
- There are untapped opportunities to collaborate with academic areas.
- Academic departments seek out applied learning opportunities.

# The Strategy- General

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## Partnership & Collaboration

- Transfer Center & Communication Studies (Comm) faculty joined forces.
- Partnership focused on connecting students to the existing services.
- Comm Students are assigned to deliver a transfer-focused informative speech
- Speeches are delivered by Comm students to other classes around campus.
- Audience members are incentivized to learn more by visiting the Transfer Center.
- Once the students visit the Transfer Center, staff engage them in services.

# The Strategy- Specifics

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- Competitive Speaking Course (ELAC Speech Team) were assigned this informative speech
- Student delivered the same speech content; delivered with high quality speaking skills.
- Speech content was developed in collaboration with Transfer Center and Comm personnel.
- Content included informing the audience about an incentive for visiting the Transfer center.
- The content was designed in response to student surveys reports about needing more information.
- Campus wide e-mails sent to information teaching faculty about classroom visits.
- Speakers were sent to high-enrolling courses (Freshmen English, Public Speaking, Sociology) to deliver speeches.
- The speakers handed out “tickets” to be used at the Transfer Center to collect incentives.

# Results

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- Five Comm faculty (ELAC Speech Team Coaches) prepared Comm students for delivery.
- Comm Student Speakers: 12 speakers
- Number of class sections visited: 18
- Estimated number of students in each section visited: Approximately 30 students per section (540 students)
- Number of visits to Transfer Center stemming from classroom speeches: 120 individual visits in the semester
- Number of attendees at Transfer workshops and conference: Increased by 170 students.
- Campus has continued to experience increases in transfer admissions since 2015.
- Most significant increase in student engagement through the use of Speech Team.

# Implications

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- Embedding Transfer Resources & Guidance in course design
- Face-to-face communication in delivering transfer supports
- Connecting with Communication Studies, and the Speech Team in particular
- A focus on leveraging existing resources

# Current Status of the Collaboration

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- Promoting Financial Aid
- A more technical topic
- More individualized support needed

# Questions:

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- How do you or can you incentive students to utilize existing resources?
- How might you leverage existing curriculum for the promotion of community college-to- university transfer?
- How do Transfer focused offices on your campus directly collaborate with specific academic departments on campus?

# Contact Information

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