NISTS
National Institute for the Study of TRANSFER STUDENTS

#NISTSCON2018

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ATLANTA, GEORGIA

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Transfer Student Recruitment and Transfer Student Advising: Collaborating to Ensure Student Success!
Enrollment Management, Academic Advising

How can Admissions and Advising work together to ensure transfer students' unique needs are being met prior to transferring? Portland State University is an urban university with more than 60% of its student body consisting of transfer students. Learn what unique strategies are being used by PSU, to both recruit and advise prospective transfer students.

Dave Kobzina, Assistant Director for Transfer Recruitment, *Portland State University*
Kelly Craig Stoner, Senior Transfer Admissions Counselor, *Portland State University*

COLLABORATING TO ENSURE STUDENT SUCCESS!

TRANSFER STUDENT RECRUITMENT & TRANSFER STUDENT ADVISING

Dave Kobzina: Assistant Director for Transfer Recruitment
Kelly Craig Stoner: Senior Transfer Admissions Counselor

Urban Campus with a focus on connection with Portland

27,670 total student population *(fall 2017)*

21,848 undergraduates

60% enrolled as transfer students

31.8% students of color

10% of students living on campus

ADMISSIONS TEAM (DOMESTIC)

Eki Yandall

DIRECTOR OF
DOMESTIC RECRUITMENT

Dave Kobzina

Tania Sanchez

Erin Jensen

ASSISTANT DIRECTOR
OF ADMISSIONS

Crystal Tenty

Cree Dueker

Josephine Sorensen

Kelly Craig Stoner

Luke Reyes White

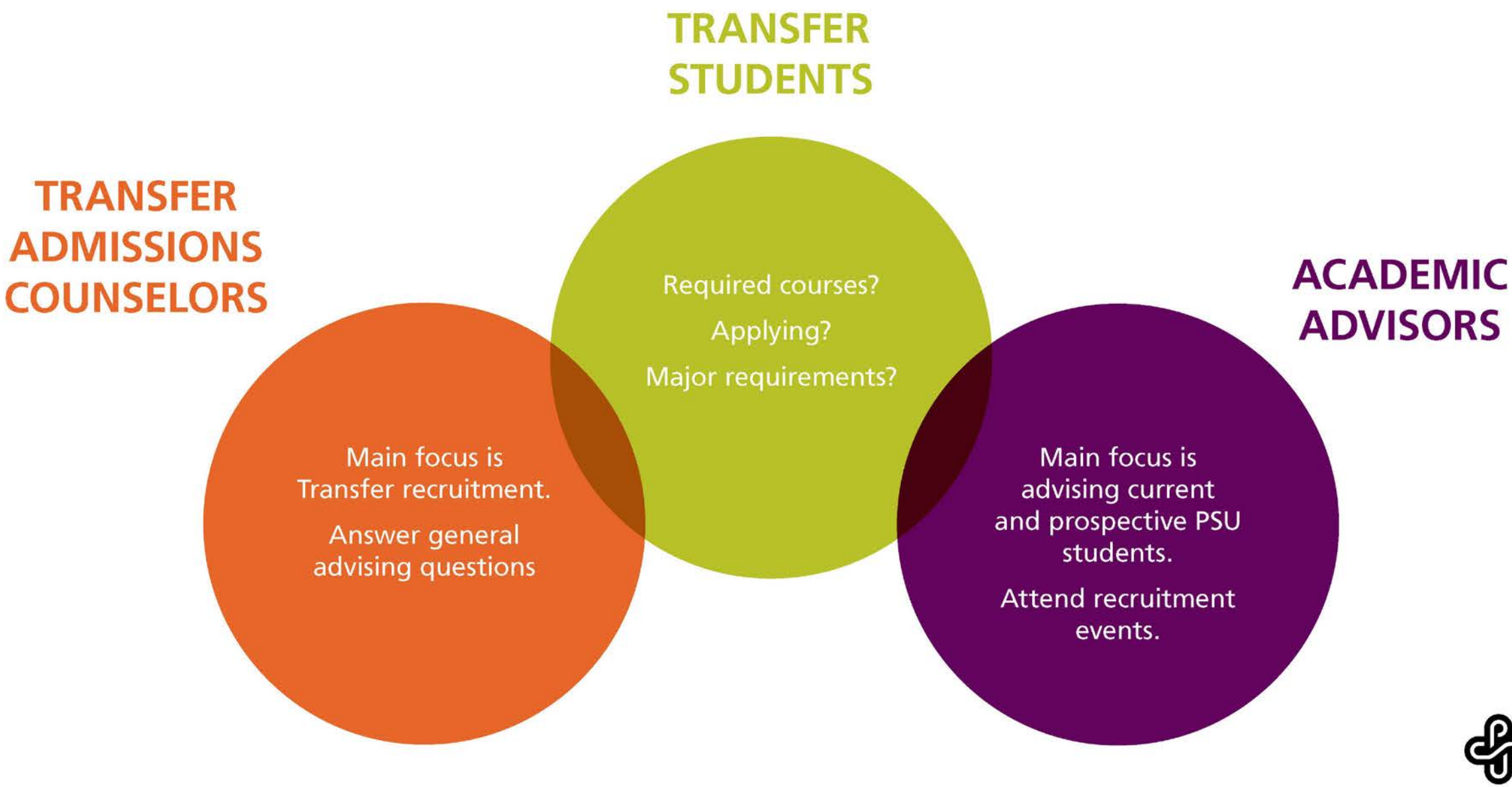
Marshawna Williams

Sarah Seeborg

ADMISSIONS COUNSELORS

ACADEMIC ADVISING

- Advising Pathways grouped by a set of majors
- One on one holistic relationship with advisor
- Assist with academic, financial and career advice
- Expected rollout in fall 2018


TRANSFER STUDENTS
TRANSFER ADMISSIONS COUNSELORS
ACADEMIC ADVISORS
Required courses?
Applying?
Major requirements?
Main focus is Transfer recruitment.
Answer general advising questions
Main focus is advising current and prospective PSU students.
Attend recruitment events.

ADDRESSING TRANSFER STUDENT CHALLENGES

- Transfer student needs span across admissions & academic advising
- Marketing transfer events to an unknown transfer population
- Encouraging earlier applications
- Assisting transfer students in taking the correct courses at the community college
- Helping students get connected on campus

GROUP DISCUSSION

- What other challenges do you face at your INSTITUTION in working with transfer students?

PSU BEST PRACTICES

How we address challenges in serving transfer students and partnering with Academic Advising?

TRANSFER WORKSHOPS

WHAT ARE THEY ?

- Events for prospective transfer students at seven local community colleges
- Admissions, Academic Advisors for most majors, Financial Aid, Housing
- Opportunity to apply for admission and have fee deferred
- Attend presentation about transferring to PSU

GOALS

- Earlier application submission
- Inform about financial aid and scholarship opportunities
- Assist students in taking courses that will transfer to PSU and to their major/degree
- Meeting between PSU Advisors and CC Advisors

TRANSFER OPEN HOUSE

WHAT IS IT?

- Showcase Portland State University campus
- Monthly event
- Current student panel
- Transfer-specific campus tour
- Meet with Financial Aid Counselors
- Meet with Admissions Representative

GOALS

- Instant admissions decisions
- Afternoon and evening programs catering to different student populations
- Warm handoff to PSU Academic Advisors
- Increase transfer applications

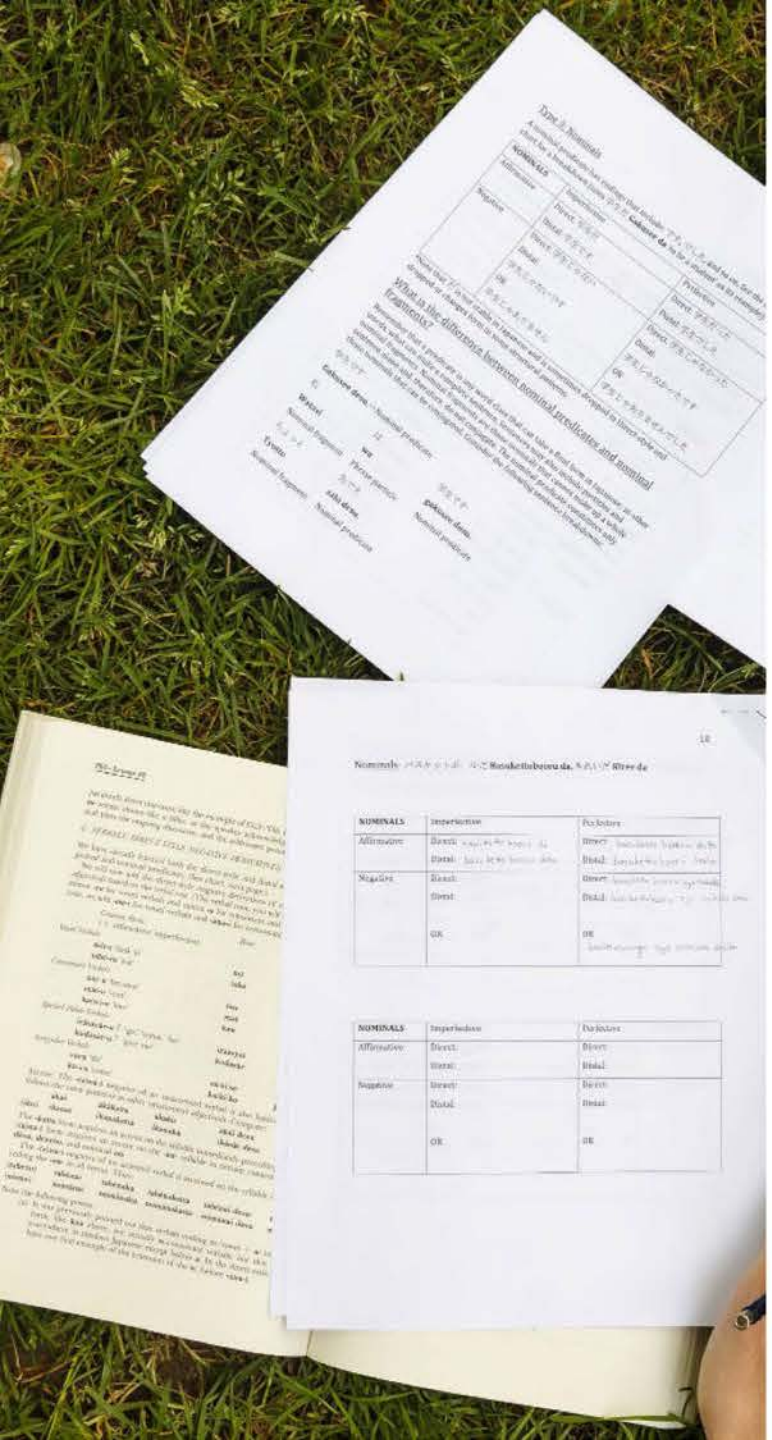
TRANSFER CONSULTATIONS

WHAT ARE THEY?

- Monthly Visits to Community Colleges
- Individual Appointments with Admissions Counselors
- Cover Information on the following topics
  1. Admissions and application process
  2. Transferring credits
  3. COA/FA/Scholarships
  4. Housing
  5. Residency

GOALS

- Accessible to busy community college students
- Develop earlier relationships with prospective transfer students
- Assist students in taking courses that will transfer to PSU
- Warm handoff to PSU Academic Advisor for their major



LESSONS WE LEARNED

- Seek input from Academic Advisors from both your University and the Community College

- Plan dates that work with staff from your University and the Community Colleges

- A strong marketing plan = good use of time

    1. Develop a strong base of contacts at each community college
    2. Sandwich boards
    3. Calling campaigns
    4. Social media
    5. Consistency

- We direct students to *go.pdx.edu/transfer* for a full list of transfer events

GROUP DISCUSSION

What events and/or strategies does your school use to to (help/assist) in successfully recruiting transfer students?

What is the relationship like between Admissions and Advising at your institution?

QUESTIONS ???

CONTACT INFORMATION

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