

# Marketing, Recruitment, and Admission of Transfer Students

## SEM Summit 2016

Mike Bluhm - Thompson Rivers University

Carol Girling - Red River College

Jeff Adams - University of Manitoba

## Session focus

A discussion on trends and best practices used when marketing to, recruiting, and admitting transfer students

# Your facilitators

- Mike Bluhm, Associate Vice-President Strategic Enrolment and University Registrar



# Your facilitators

- Carol Girling, Dean of Student Services and Registrar



# Your facilitators

- Jeff Adams, Executive Director of Enrolment Services

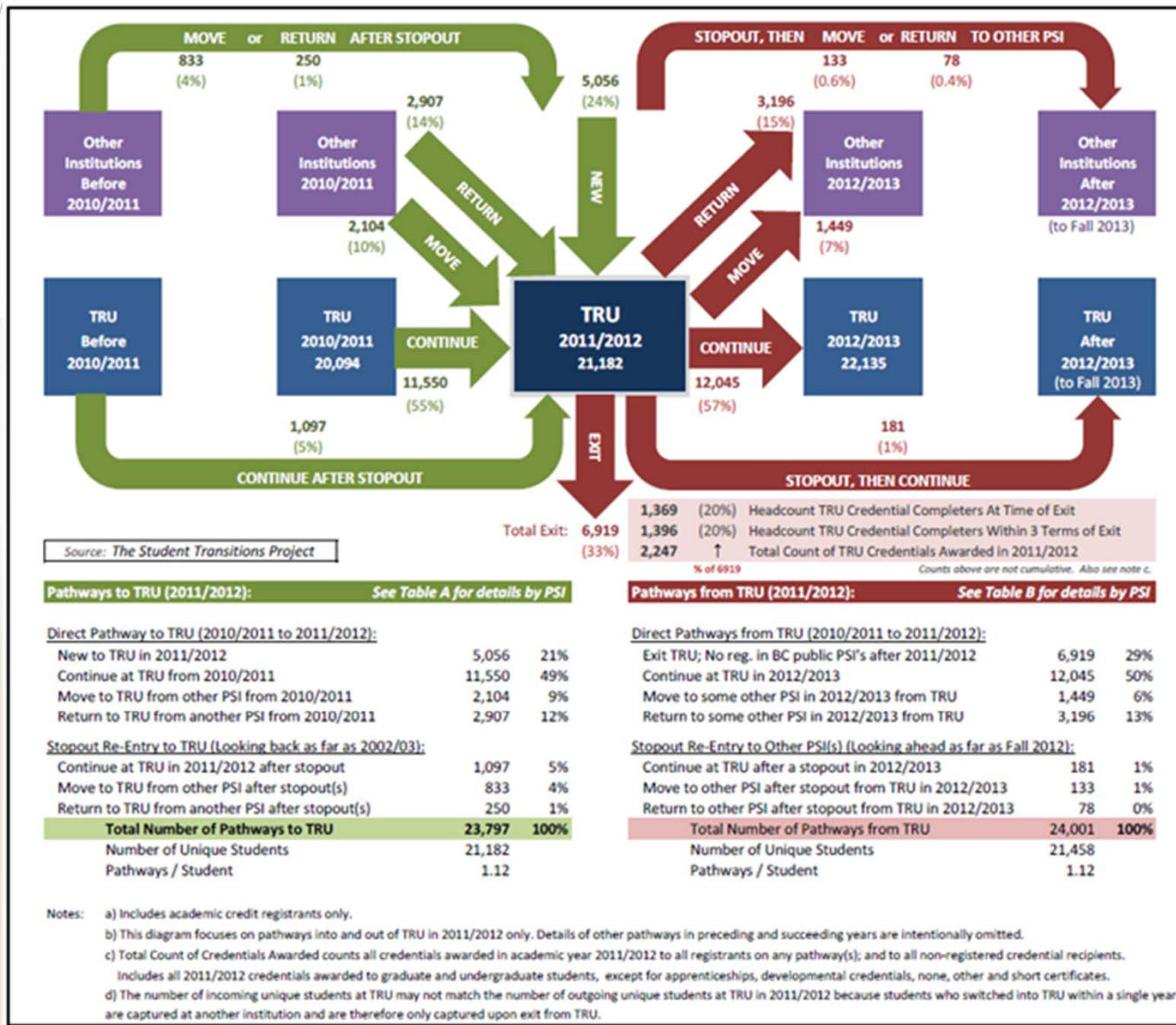


UNIVERSITY  
OF MANITOBA

# Framing the discussion: What do we mean by transfer students?

- College to University
- University to College
- College to College
- University to university
- Domestic
- International

Student Pathways to Thompson Rivers University (TRU) in 2011/2012 and Future Student Pathways, up to Fall 2013



# Discussion topic #1: Marketing and Recruitment





# What recruitment tactics do you employ to attract transfer students?

Some things to consider:

- Centralized vs. De-centralized?
- Do these tactics differ for those applying via a formalized agreement or pathway?
- How do you promote your institution to prospective transfer students outside of a pathway or articulation agreement?
- How active is your institution and/or province in the creation of formalized articulation agreements?
- What else??

# Discussion topic #2: Admissions



# What agreements/tools/programs do you have in place to facilitate transfer?

Some things to consider:

- Articulation agreements? Pathway agreements?
  - Domestic vs international
- Do you have separate admission categories for transfer students being admitted as a result of agreements?
- Is there a formal approval process when creating these types of agreements?
- Formal agreements vs. general admission categories for transfer students... Which are more successful?
- What else??

# Discussion topic #3: Infrastructure and Policies



# What infrastructure and policies are required to support transfer/student mobility?

Some things to consider:

- Staffing?
  - Who assesses transfer credit?
- Institutional policies?
  - Do you grant specified and unspecified credits
  - Are transfer credits included with admission offers?
- What other supports do you require?
  - IST support?
- What else??

# Discussion topic #4: Collaboration



# How important is collaboration in facilitating student transfer?

Some things to consider:

- The role of government?
- Provincial articulation committees?
- Provincial transfer credit databases?
- What else??

# Closing Remarks

*That's all Folks!*



### Discussion Topic #1 – Marketing & Recruitment

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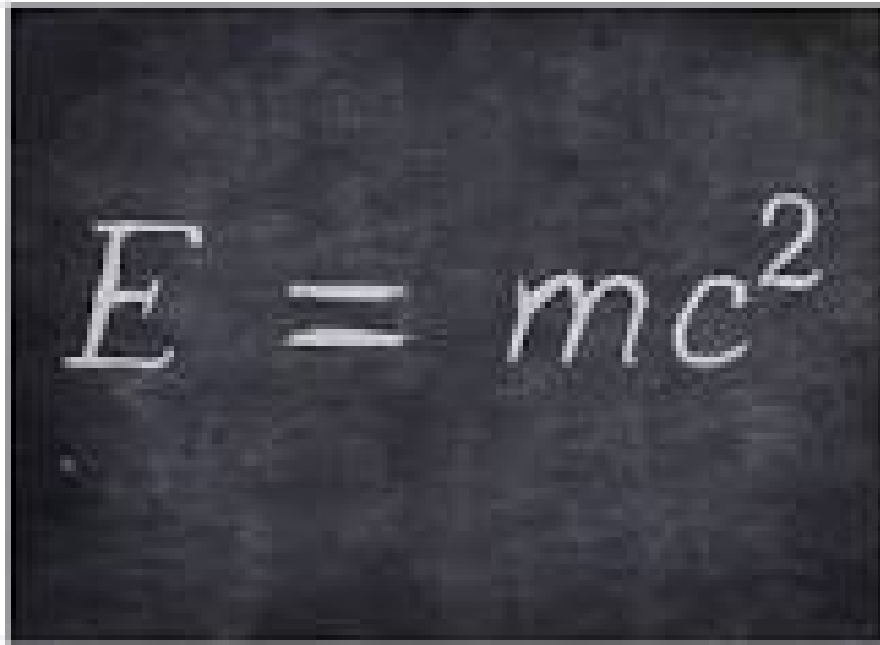
### Discussion Topic #4 – Collaboration

How important is collaboration in facilitating student transfer?

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- What else??

# Feedback/The Answers to the Questions

A blackboard with a white border, containing the equation  $E = mc^2$  written in white chalk. The background of the slide features a light blue and green gradient with abstract curved lines.
$$E = mc^2$$

# Marketing and Recruitment: What recruitment tactics do you employ to attract transfer students?

## Area of improvement

- Actively recruiting transfers & use of PLAR
- Experts in market early = certainty for students

## Best practices

- Vision + Collaboration + Data = Opportunity
- Promote articulation agreements for high school students

# Admissions: What agreements/tools/programs do you have in place to facilitate transfer?

## Area of improvement

- One size fits all
- Online database

## Best practices

- 2+2/block transfer articulation
- Build in financial costs to transfer

# Infrastructure and Policies: What infrastructure and policies are required to support transfer/student mobility?

## Area of improvement

- Proactive development of policies
- Timeliness

## Best practices

- Respectful, collaborative trust
- Transparent transfer credit database

# Collaboration with Provincial government: How important is collaboration in facilitating student transfer?

## Area of improvement

- Data = Type + Quality + Quantity
- Speaking common language

## Best practices

- Articulation committees with never-ending conversations
- CATs as facilitators and keepers of benchmarks