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Partnership Development Framework

2-Year College Selection

Must Haves Provide Framework For Strong Partnership Alignment

Identify 2-year Colleges with Strong Alignment

Analyze local 2-year college transfer enrollment history, program graduation trends, and current program alignment

Assess 2-year College Support for Partnership

Visit 2-year college campus, evaluate competitor activities, and meet with transfer advising lead to determine recruitment policies

① ② ③ ④

Inventory Existing Relationships

Examine existing professional relationships with local 2-year colleges

Formalize Partnership(s)

Engage 2-year colleges in partnership discussions and select 2-year college partner(s) with strong alignment to the institution's "must haves"

"Must Have" Criteria for Partner Selection ✔

1. Alignment in high-demand academic programs
2. Peer-to-peer relationships: existing relationships are in place to build on
3. Support for expanded admissions access to students at 2-year colleges
4. Reasonable pathways exist in core programs
5. Support for co-branding present at 2-year colleges

2-Year College Engagement & Development

Key Elements of Thriving Partnerships

Clarity of Purpose

- Examine 2-year strategic plan alignment
- Engage University senior leadership to ensure buy-in
- Develop shared goals focused on collaboration
- Establish results management framework for review and accountability

Learning & Development

- Establish information sharing program to build knowledge and expertise
- Hold quarterly meetings to strengthen collaboration among faculty and staff

Communication

- Hold President-led or VPEM-led quarterly/bi-annual summits with key players to review performance, discuss solutions and explore new opportunities
- Develop feedback loops at all levels

Key Benefits

Shared leadership and commitment

Clear working arrangements and decision-making

Common understanding of individual roles and responsibilities

Coordination of policies, programs and service delivery

Open network of communication

Shared opportunity assessment and accelerated decision-making

Selection: Developing 2-Year Partnership Strategy

Key questions to address moving forward

1 Who do you consider your current 2-year partners given the "must have" criteria?

- ✓ Alignment in high-demand academic programs
- ✓ Peer-to-peer relationships: existing relationships are in place to build on
- ✓ Support for expanded admissions access to students at 2-year colleges
- ✓ Reasonable pathways exist in core programs
- ✓ Support for co-branding present at 2-year colleges

2 Where are there opportunities for growth to expand or build new 2-year partners?

- ➢ Is there alignment in high-demand programs?
- ➢ Are there existing relationships in place? Who?
- ➢ Is there support for expanded access to students?
- ➢ Are there existing pathways in core programs?
- ➢ Is there support for co-branding at 2-year institution?

3 Next Steps
- • Who should be a part of this work going forward?
- • Timeline for partner development?

EAB

Toolkit to Strengthen 2-Year Partnerships

Toolkit to Strengthen 2-Year Partnerships

Planning Tools

Section 1: Blueprint to guide 2-year partnership development

Assign Initiative Leaders:

- Owner: _____

- Sponsor: _____

Account for Total Est. Duration:

- ~6-9 Months

- Establish Reoccurring Process

Section 2: Resources to create institution-specific annual calendar of activities

Assign Initiative Leaders:

- Owner: _____

- Sponsor: _____

Account for Total Est. Duration:

- ~2 Weeks

- Establish Reoccurring Process

Metrics Picklist:

- Applicant Pool Growth

- New Transfer Student Enrollment

- Net Tuition Revenue

2-year Partnerships Blueprint (1 of 3)

Coordination, Research, and Identifying 2-year Partners

Step	Step Description	Event Type	Suggested Stakeholders	Est Duration	Check when complete
1. Coordinate	• Set up weekly internal transfer-specific meetings with agenda to review progress on implementation document	Meeting	VPEM, Transfer Admissions	Bi-weekly Recurring	
2. Research to define target 2-year partners	• Create framework to select 2-year feeders for partnership • Understand 2-years existing enrollment trends, programs, and graduation • Focus particularly promising potential partners given size and location • Determine which programs have the greatest transfer potential from each 2-year feeder	To Do	Transfer Admissions	4-5 weeks	
	• Identify the data you need to understand transfer student marketing, transfer goal setting, ROI, and staff accountability	To Do	Transfer Admissions	2-3 days	
3. Define 2-year partner targets	• Review research and identify 2-year feeder targets for consideration	Meeting	Transfer Admissions	2-3 weeks	
	• Brainstorm needs and wants for the 2-year feeder partnership • Perform mystery shopping exercise on 2-year campus • Review 4-year competitor activity (articulation, recruitment, events, sponsorships, co-marketing) • Assess co-marketing and sponsorship opportunities • Examine 2-year operational landscape supporting transfer	Meeting	VPEM, Transfer Admissions, Marketing Communication, Web and New Media, Faculty, Registrar	2-3 days	
	• Define 1,2, and 3yr enrollment targets for each 2-year partnership	To Do	VPEM, Transfer Admissions	1-2 weeks	
	• Define your institution's resource requirements to support formal 2-year partner enrollment targets	To Do	VPEM, Transfer Admissions	2-3 days	
	• Build formal partnership proposal from 2-year research for senior leadership review and approval	To Do	VPEM, Transfer Admission	1-2 weeks	

2-year Partnerships Blueprint (2 of 3)

Formalizing and Developing the Partnership

Step	Step Description	Event Type	Suggested Stakeholders	Date	Check when complete
4. Formalize relationship-building activities	• Propose 2-year partnership to President	Meeting	VPEM	1 day	
	• Meet with 2-year enrollment peer to understand philosophy and goals, engage 2-year partner peer to introduce partnership agreement in advance of Presidents meeting	Meeting	VPEM, 2-year Peer	1 day	
	• Facilitate meeting with partner Presidents	Meeting	VPEM, President	3-4 weeks	
	• Host a senior leadership 1-on-1 to outline terms and goals	Meeting	President	1 day	
	• Put out a press release and host a formal partnership signing to increase awareness on both campuses	To Do	Marketing Communication	2-3 days	
5. Engage partners for enrollment development	• Develop faculty presentation to communicate the value of transfers	To Do	VPEM, Provost	2-3 weeks	
	• Develop strategic plans and concrete engagement initiatives for outreach	To Do	VPEM, Transfer Admissions	4-5 weeks	
	• Detail your institution's relationships with 2-years including faculty, alumni, and staff relationships for strategic engagement	To Do	VPEM, Alumni, Provost	2 weeks	
	• Train 2-year advising staff on your institution's programs and policies	To Do	Transfer Admissions	3-5 days	
	• Develop quarterly information sharing and networking events for 2-year partner advising teams	To Do	VEPM, 2-year Peer	3-5 days	
	• Inventory 2-year events for co-marketing and/or sponsorship opportunities in support of transfer marketing	To Do	Transfer Admissions	2-3 weeks	
	• Collaborate with 2-year advising lead to identify future high-demand articulation opportunities	Meeting	VPEM, Transfer Admissions, 2-year peer	3-5 days	

2-year Partnerships Blueprint (3 of 3)

Admissions Outreach, Enhancement, and Management

Step	Step Description	Event Type	Suggested Stakeholders	Date	Check when complete
6. Build admissions outreach plans and execute	• Decide on your institution's presence and events calendar for each 2-year partners 　• Develop strategy for special transfer events (e.g. visit days at your institution, one-stop-shop days at 2-year feeders)	To Do	Transfer Admissions	2-3 weeks	
	• Offer evening services and opportunities to engage with transfers at 2-year and your institution's campuses	To Do	VPEM, Transfer Admissions	As available	
7. Build academic preparation materials to support admissions	• Review existing program articulations and identify gaps	To Do	VPEM, Registrar, Academic Affairs	8-10 weeks	
	• Review 2-year feeder course catalogs for course equivalency and load into the your institution's course management system	To Do	VPEM, Registrar, Academic Affairs	4-5 weeks	
	• Create transfer guides for current course equivalencies between your institution and targeted 2-year programs	To Do	VPEM, Marketing Communication	8-10 weeks	
	• Tailor financial aid, housing, orientation, registration and support services communications to transfers	To Do	VPEM, Transfer Admissions	2-3 weeks	
8. Partnership results management and decision follow-up	• Host quarterly relationship –building sessions with functional experts including admissions, advising, and financial aid	Meeting	VPEM, Transfer Admissions, Advising, Financial Aid	2 weeks	
	• Host semi-annual President's summit to set and manage big-picture vision	To Do	VPEM, President	2 weeks	

Planning 2-Year Partnerships Activities (1 of 4)

Activity Checklist

Level 1: Basic Partnership Activities

Activity	Description	Rationale	Roles/Functions Involved
Weekly admissions recruitment visits	Visit campus regularly for events, meetings with 2yr staff, and general outreach; over time, seek out additional opportunities to connect with transfer prospects	Competition for transfer students on 2-Year campuses is significant. Weekly visits ensure appropriate levels of awareness building and maintenance of high-quality relationships with prospective transfers	• Admissions Counselor
Transfer specific events on 2yr and 4yr campuses	Host recruitment and admissions events throughout the academic year	The path to transfer for most prospective students requires multiple recruitment events and a cap stone one-stop-shop admissions event that aligns to decision cycles	• Admissions Counselor • Registrar/Credit Evaluation • Financial Aid • Faculty
Information sharing with 2yr advisors	Share information on prospects between admissions and 2yr advising staff to ensure alignment in recruitment, advising, and support for a seamless transfer student experience	2yr advisors play a critical role in shaping the transfer path of 2yr students. Proactively sharing information between advisors and admissions counselors ensures that prospective transfers stay on track to transfer and receive support needed upon enrollment	• Admissions Counselor • 2yr Advising Lead
Transfer guides /course equivalency	Develop transfer materials in the form of guides to help 2yr advisors and transfer prospects understand how courses articulate	Prospective transfer students are highly focused on what credits will transfer, how long it will take to complete their degree, and how much it will cost to finish. Transfer guides help ensure that students take the right courses in the right sequence in order to optimize their time and cost	• Director of Admissions • Registrar/Credit Evaluation • Faculty • Admissions Counselor

Planning 2-Year Partnerships Activities (2 of 4)

Activity Checklist

Level 2: Intermediate Partnership Activities

Activity	Description	Rationale	Roles/Functions Involved
Formal articulation in high-demand programs	Create clear programmatic pathways aligned with 2yr partners in high-demand programs	While course equivalencies provide some course-level safeguards for transfer students, formal articulation is the best way to ensure an optimal pathway for students. Pathways align the research and program efforts of the 2yr and 4yr and help prospective transfers view their academic experience as leading to enrollment at the 4yr	• Director of Admissions • Registrar/Credit Evaluation • Faculty • 2yr Advising Lead
Co-branded admissions materials	Display branding for both institutions on all transfer prospect facing admissions materials	Prospective transfer students often perceive an implied endorsement of the 4yr institution through co-branded admissions materials and events, creating increased levels of awareness and trust	• Director of Admissions • Marketing • 2yr Marketing Lead
Sponsorships	Sponsor events on 2yr campuses and throughout the community to further advertise the partnership	Transfer prospects have a wide influencer network on the 2yr campus and throughout the local community. Sponsorships reinforce the partnership, bring focus to transfer and/or specific academic programs, and establish goodwill among 2yr administration, faculty, and staff	• Director of Admissions • Marketing • 2yr Marketing Lead • 2yr Sponsorship Lead

Planning 2-Year Partnerships Activities (3 of 4)

Activity Checklist

Level 3: Advanced Partnership Activities

Activity	Description	Rationale	Roles/Functions Involved
On-site admissions office	Locate admissions staff in dedicated and visible office space on the 2yr campus	Dedicated admissions office space on the 2yr campus brings credibility to the 2yr relationship and provides the opportunity for admissions to offer increased availability in a private setting	• VP of Enrollment Management • Director of Admissions • 2yr Partner Lead
Targeted scholarships	Offer merit based scholarships dedicated to transfer students from specific 2yr partner institutions	Reinforces a commitment to transfers, 4yr institutions offer scholarships from a pool dedicated to transfer students and named 2yr partner scholarships (e.g. Vanguard Transfer Scholarship) and/or specific academic programs	• VP of Enrollment Management • Director of Admissions • CFO • Financial Aid
Data sharing	Share data supporting the engagement, performance and outcomes of students who transfer from each 2yr partner	2yr partner shares information on students interested in transferring to the 4yr in order to ensures that transfer prospects are engaged with early and kept on track for transfer. The 4yr provides the 2yr with information on student success and outcomes to ensure that opportunities for program and partnership improvement can be identified	• VP of Enrollment Management • Director of Admissions • CIO • Institutional Research

Planning 2-Year Partnerships Activities (4 of 4)

Activity Checklist

Level 4: Accelerated Transfer Partnerships

Activity	Description	Rationale	Roles/Functions Involved
High School Dual Enrollment	High-achieving high school students are given the opportunity to take college courses as a pathway to 4-year institution	Students who take Dual Enrollment courses are considered more likely to earn a high school diploma and enroll at aa 4-year institution	• VP of Enrollment Management • Director of Admissions • Alumni (high school teachers in the area) • Education faculty (student teacher supported districts)
College Dual-Enrollment	2-Year students take courses at the 2-Year institution and the 4-year institution at the same time, moving seamlessly from 2-Year to 4-year once they have required number of credits	Taking classes at both a 2-Year and 4-year accelerates degree completion by ensuring students take required classes in the right sequence	• VP of Enrollment Management • Director of Admissions • Academic (policy) • Financial Aid (4-year distributes aid under consortium agreement)
Dual Admission	Exceptional students are granted admission to 4-year institution along with a reserved seat in the 4-year institution's graduate or professional school once they complete their bachelor's	Highly-motivated students who demonstrate a strong commitment to their academic and career goals can ensure that they have a place at a graduate school	• VP of Enrollment Management • Director of Admissions • Program faculty

30 Key Activities To Build Enduring 2-Year Partnerships

PARTNERS → **OWNER** →
- = Enrollment Management
- = Academic Leadership
- = President

BUDGET →
- -- = Cost neutral/low cost
- $ = <$500
- $$ = $500 - $2500
- $$$ = > $2500

FREQUENCY →
- O = Ongoing
- M = Monthly
- Q = Quarterly
- A = Annually

SELECTION	RECRUITMENT	RELATIONSHIP-BUILDING	STRATEGIC ENGAGEMENT

Year 1 Essentials

SELECTION

-- | O
Programmatic Alignment
IR to analyze five-year 4-digit CIP degree conferment trends using IPEDS data to analyze and articulate around high-demand program(s)

$ | O
Mystery Shopping
Visit 2-yr campus to observe transfer center function and detail competitor transfer partnerships, programs, online/print materials

-- | O
Inventory Relationships
Survey faculty and staff to identify professional relationships with 2-yr faculty and staff that can be leveraged to support the partnership

-- | O
Partnership "Must Haves"
Identify list of "must haves" for partner selection and engage with potential partners to review affinity to partnership

$$ | O
Formalize Partnerships
Select partners with strong alignment to "must haves" and execute partnership agreement; promote as a media event on the 2-yr campus

RECRUITMENT

-- | A
Enrollment Goals
Set transfer enrollment goals by student type and funnel stage targets for each 2-yr partner

-- | A
Results Management
Measure funnel activity to optimize admissions staff activities and resource allocation on partner campuses toward goal achievement

$ | O
Admissions Presence
Dedicate admissions staff to 2-yr partners in +3:1 ratio and visit weekly; build process to identify promising students early for outreach

$ | O
Recruitment Events
Host transfer events on 2-yr campus as "demo days" to highlight portal and transfer program; offer one-stop-shop to streamline registration

$ | Q
2-Year Advisor Training
Provide training program to ensure portal and transfer program awareness including majors, articulation, financial aid and policies

-- | O
Transfer Website Content
Prominently display 2-yr partner detail and transfer resources on website; locate portal in key transfer areas of 2-yr partner websites to guide referring traffic

RELATIONSHIP-BUILDING

-- | O
Information Sharing
Share enrollment and student success data to increase 2-year advisor understanding, focus, and collaboration

$ | Q
Faculty/Staff Networking
Hold quarterly faculty/staff networking events to promote the transfer success and strengthen collaboration

-- | A
Financial Aid
Engage 2-yr partner financial aid offices in shared process review to deliver early transfer financial aid awareness and planning resources

-- | A
Academic Pathways
Establish a reliable process for reviewing, updating academic pathways or create new high-demand program articulation agreements; strengthen course equivalencies

$$ | Q
Feedback Roundtables
Hold quarterly multilayered roundtable sessions with peer 2-yr functions (e.g.: fin aid, admissions, faculty peers) to review transfer initiatives and opportunities for quality transfer experience

STRATEGIC ENGAGEMENT

-- | O
Shared Leadership Goal Development
Engage 2-yr president to build clarity of purpose and framework; develop shared goals to guide partner collaboration and resource allocation

$ | A
Performance Summits
Convene annual summits with key 2-yr stakeholders to review partnership results and opportunities and to ensure that collaboration remains focused

-- | A
Influencer Content
Use portal and transfer student data to develop understanding of transfer benefits and build faculty/staff confidence in advocating for transfer

-- | O
Communication
Use PR, Social Media and campus updates to build constituent portal and partnership awareness and operational impact

$$ | O
Concurrent Admissions Programs
Develop joint process to identify and develop reverse transfer, dual-enrollment, and dual-admissions strategies

Activities For Sustained Growth

We love best practice sharing!

Do you know of other high-impact 2-yr partnership activities that effectively support transfer student enrollment? Simply email TransformTransfer@eab.com to share **your** top transfer-friendly innovations and insights

RECRUITMENT

$ | O
Club Presentations
Cultivate relationship with 2-yr partner student clubs and organizations to promote portal and transfer program

$$$ | A
Merit Awards
Provide and broadly communicate merit award scholarships specific to 2-yr partners and yield measure effectiveness

$$ | O
Admissions Office
Establish dedicated admissions office space on 2-yr campus and staff full-time

RELATIONSHIP-BUILDING

$$ | O
Co-Branded Marketing/Sponsorships
Develop marketing and admissions materials to highlight partnership; co-brand with partner logo

$$ | O
Joint Academic Program Development
Share program research and program development plans to create seamless academic pathways

$$ | A
Student Focus Groups
Collaborate to improve transfer by using prospective transfer student focus groups to identify challenges and opportunities

STRATEGIC ENGAGEMENT

$ | O
Grant Writing
Collaborate in grant writing to fund transfer initiatives to enhance the student experience

$ | O
Community Engagement
Bring visibility to the partnership by engaging community leaders to further cooperative education and create internships for students

$$$ | O
Colocation
Formalize agreement to offer high-demand academic program(s) on partner location

Optimal Admissions Resource Allocation

Relationship-building and Strategic Engagement Critical to Partnership Development

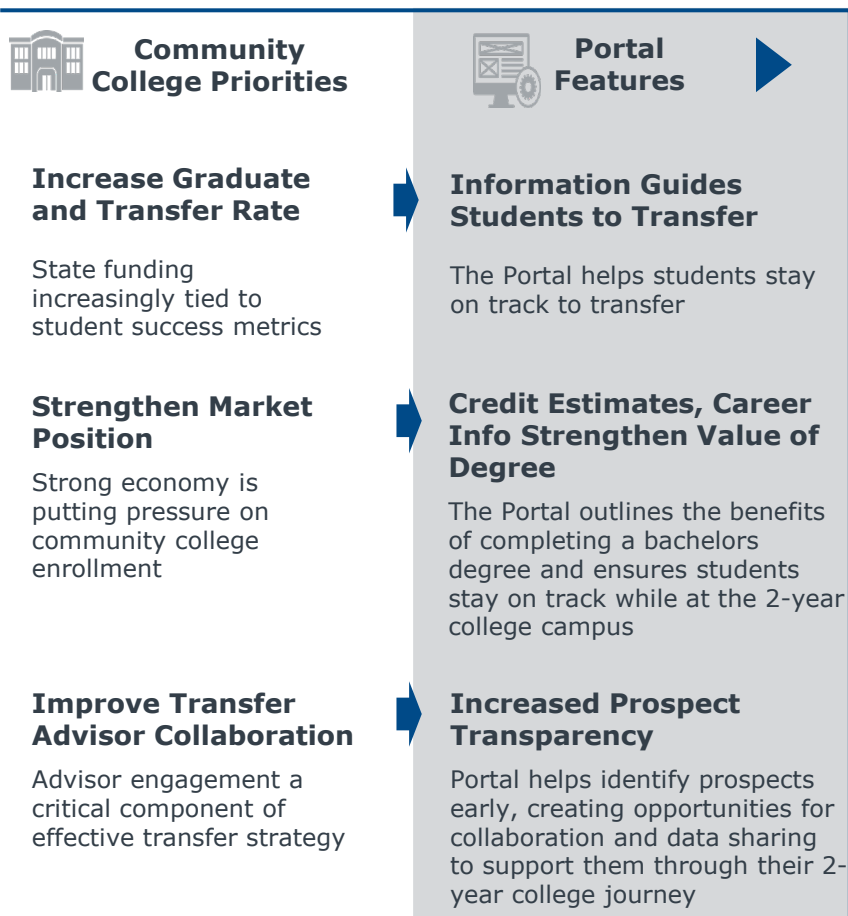|	**Recruiting & Student Outreach**	**Relationship-Building**	**Strategic Engagement**
EAB Estimated Time Share	70%	20%	10%
Activities to Consider	• Funnel stage goal setting including each 2-year college partner • Weekly 2-year college admissions visits • Early prospect identification, including presentations 2-year college events • Transfer-specific events at 4-year and 2-year college campuses • Coordination with other internal staff to resolve admissions process gaps • Internal performance reviews to build bench strength	• Regular information and data sharing meetings with 2-year college advising staff • Transfer student focus groups to identify and resolve trouble spots • Regular 2-year college faculty and staff networking events • Registrar, Admissions, and College pathway workshops on your campus • Collaborative transfer events held on 2-year college campuses	• Shared research on program redesign and development • Leadership (President/Senior Staff, articulation, financial aid, admissions, IR, student affairs) roundtables on 2-year college and your campuses • Co-marketing / sponsorships opportunity identification and execution • Sponsored joint professional development events
Suggested Tools	• Transfer enrollment and counselor activity reports • Transfer-specific admissions materials; transfer guides • 2-year college events calendar to support recruitment opportunities • 2-year college website to ensure timely and efficient recruitment communication • Event survey feedback to inform future events • Mystery shopping to strengthen recruitment and admission processes	• Transfer enrollment reports • 2-year college events calendar to support recruitment opportunities • 2-year college faculty and staff introductions and sustained outreach • Structured peer relationship development sessions on the 2-year college and your college campuses	• 2-year college strategic plans to understand priorities and identify opportunities for collaboration • 2-year college publications and electronic communication • 2-year college Social Media channels • Google alerts to track activity and identify opportunities for collaboration • Sponsor and present at 2-year college Faculty/Staff development sessions

Aligning Portal With 2-Year College Priorities: Ensuring Partner Buy-In

Portal Addresses 2-Year College Needs, Creating Opportunity for Stronger Collaboration

Community College Priorities

Portal Features

Increase Graduate and Transfer Rate

State funding increasingly tied to student success metrics

Information Guides Students to Transfer

The Portal helps students stay on track to transfer

Strengthen Market Position

Strong economy is putting pressure on community college enrollment

Credit Estimates, Career Info Strengthen Value of Degree

The Portal outlines the benefits of completing a bachelors degree and ensures students stay on track while at the 2-year college campus

Improve Transfer Advisor Collaboration

Advisor engagement a critical component of effective transfer strategy

Increased Prospect Transparency

Portal helps identify prospects early, creating opportunities for collaboration and data sharing to support them through their 2-year college journey

Did you know? Prospective transfer students at 2-year colleges often have a network of transfer influencers who are able to refer students to the portal.

1 IDENTIFY

Transfer prospects have a network of influencers on the 2-year college campus. Identifying influencers and including in portal launch strengthens relationships and collaboration.

- **How will you identify 2-year partner influencers to ensure buy-in?**

2 TARGET

Transfer prospects respond favorably to demonstrated partnership between their 2-year college and 4-year institutions. Cross-promotion of the portal can increase advisor referral transfer prospect use.

- **How will you engage 2-year partners to co-brand the portal?**

3 MANAGE

Transfer prospects will likely expect 2-year college advisors to provide guidance on the portal as part of the transfer process. Advisor training and support can create goodwill and strengthen influence.

- **How will you define portal training and support needs for 2-year partners?**

Sample Agenda: 2-Year Partner Executive Meeting

Suggested Attendees: President, Provost/Academic Leadership, VPEM, Admissions Leadership
Suggested Cadence: Bi-annually/annually with top community college partners (no more than 4-5 colleges)

Purpose of Meeting: to review partnership performance, discuss solutions, explore new opportunities, and discuss feedback

Welcome and Introductions (10 min)

Serving our Community Together (20 min)
- Highlight history between two institutions and partnership performance
- Discuss any shared goals/objectives: review 2-year strategic plan, goals in preparation, review any notable local/state initiatives where there is alignment
- Highlight current articulation agreements
- Provide success/transfer data about community colleges students (e.g. # of students, % of incoming class in past 4 years, top transfer programs, graduation rates, scholarship $ awarded)

Building a Transfer-Friendly Environment for your Students (30 min)
- Highlight solutions/investments being made for building a more inclusive, transfer-friendly institution (e.g. Transfer Portal technology)
- Conduct a Transfer Portal demo with pre-defined course sequence using 2-year partner scenarios (possibly pre-record and showing video to prevent from on-the-spot issues, e.g. wifi connectivity)
- Highlight any staffing changes and other resources/support available
- Discuss any upcoming events for transfer students and when your staff will be on campus

Exploration of New Opportunities and Feedback (30 min)
- Acknowledge any known issues or challenges, outlining concrete steps you are taking to resolve or troubleshoot
- Ask the question: "Where are we falling short and what ideas do you have for an improved partnership that jointly serves our students/community more effectively?"
- Discuss the following:
    - Co-marketing, branding, sponsorships opportunities and execution
    - Joint professional development events for staff and faculty
    - New program being development and opportunity for articulation agreements/curricular alignment

EAB

Creating Engaging Transfer Guides

Creating Engaging Transfer Guides

Overview and Key Steps

Steps to Follow		
Activity	**Rationale / Description**	**Track Your Progress**
1. Form Transfer Communication Committee	• Set up regular meetings between cross-functional leadership to review communication with transfer prospects and 2-year advisors	✔
2. Review course equivalencies	• A comprehensive examination of how 2-year courses articulate, especially in high-demand programs	
3. Clarify equivalency paths	• Update course equivalencies where possible to streamline path to degree from 2-year partner institutions	
4. Develop pathway guides	• Publish transfer guides and degree checklists that outline course sequences, prerequisites, critical courses, and other requirements	
5. Establish training protocol	• Develop training programs for faculty, transfer-prospect-facing staff, and 2-year advising staff to educate them on pathways and course equivalencies	
6. Measure key performance outcomes and update materials	• Collect and analyze loss of credit and student success data for pathway programs and modify materials, equivalencies, and programs accordingly	

Creating Engaging Transfer Guides

Sample Institution-wide Transfer Guide

Sample: Transfer Admissions Guide

Your Logo Here

Vanguard University Transfer Guide

This Guide Is Intended To Provide Context For The Development Of An Admissions Transfer Guide for Your Institution. You Should Replace Any Content That You Consider Inappropriate.

Community College Logo Here

Welcome to Vanguard University!
Whether you've taken a few classes or are far along in your studies at [insert community college name], we want to make the process of transferring your eligible credits and enrolling as easy and seamless as possible. Whatever your age – you will fit in at Vanguard University!

You should know that [#] percent of Vanguard's total student population are transfer students and had a unique set of challenges to overcome. As a transfer student, Vanguard University is focused on giving you all the tools you'll need to be successful on campus. We are here to help you in every step you take!

Transferring Credit
Transferring your credits to Vanguard University is a simple process. Once we receive transcripts from all previously attended institutions, we complete a transcript evaluation. This will inform you how your credits will transfer and what courses you would have remaining to complete your degree.

The [Department] determines acceptability of transfer credit towards general education and program graduation requirements. Transfer credit from regionally accredited universities or community colleges is normally accepted for advanced standing if the work is parallel in nature to programs offered at Vanguard University and a grade of "C" or better was earned. Evaluation of transfer work is subject to audit and reevaluation.

How To Apply
Students who qualify as transfer students have a different application than prospective freshman. For these students, the university bases the admissions decision on the college transcript, rather than high school transcript and information. To request an application for admission or if you have questions about the application process, contact [Name] at name@vanguard.edu or (XXX) XXX-XXXX in the Admissions Office. An application for admission can also be completed online at www.url.edu/apply/transfer.

To Complete Your Transfer:
- Complete the online application - www.url.edu/apply/transfer
- Request official transcripts from each college you have attended and have them sent to [Department]*
- $[#] nonrefundable application fee
- Complete the FAFSA (fafsa.ed.gov)
- Essay
- Recommendations

*If you have less than [#] transferable credit hours, a high school transcript and ACT/SAT scores are required.

Transfer Deadlines
- April 15 – Fall Early Notification
- August 1 – Fall Final Deadline
- May 1 – Summer Deadline
- December 1 – Spring Final Deadline

CALL, MAIL, OR EMAIL THE ADMISSIONS OFFICE ∎ ADDRESS, STATE, ZIP ∎ XXX.XXX.XXXX ∎ WWW.URL.EDU

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Sample: Transfer Admissions Guide (cont.)

Transfer Scholarships
Through the Financial Aid Office, Vanguard University offers scholarships specifically for transfer students with a minimum GPA of 3.00. Merit and need based awards are also available for eligible transfer students which can greatly affect the cost of tuition. Students who complete their transfer application by [Month, Day, Year] will automatically be considered for these scholarships. Other scholarships are available through the university and specific departments. To view all available scholarships, go to www.url.edu/transferscholarships.

Scholarship Name	Scholarship Amount	GPA Requirement
Scholarship 1	$10,000	3.50+
Scholarship 2	$12,500	3.65+
Scholarship 3	$15,000	3.85+

Support For Veterans
Vanguard University provides support for veterans in their transfer to the university and throughout your college career. Our admissions counselors can answer your questions throughout the admissions process and help you fill out the application for admission. They can also help you with making sure that you obtain and submit all of your transcripts from prior schools and the military and assist in documenting learning from your prior life experiences that may result in college credit.

Vanguard University participates in the Yellow Ribbon Program, agreeing to make additional funds available without an additional charge to GI Bill® entitlements. We are here to answer your questions throughout the admissions process and can help you complete the application for admission.

Housing Information
There are a variety of great housing options for transfer students both on- and off-campus. We highly encourage transfer students to review all of their housing options at www.url.edu/housing.

- **Residence Halls** are located close to campus and include on a meal plan, making your transition to Vanguard University easy.
- **University Student Apartments** include several different housing options for transfer students, including apartments for families.
- **Off-Campus** housing options are available throughout the community.

Campus Visits
You are invited to experience Vanguard University and see for yourself everything waiting for you. Campus visits are offered to provide information applicable to transfer students. Your visit will last about two hours and begins with an information session led by an admissions counselor dedicated to answering the common questions unique to transfer students, including the transfer process, application deadlines, and scholarships. Learn more about upcoming campus visits at www.url.edu/transfervisits.

Additional Admissions Support
To keep you on track to transfer throughout your community college experience, course equivalency and transfer pathway guides have been developed with [insert community college name] to identify how prior college coursework can be transferred into and meet degree requirements. These materials are available at www.url.edu/transferguides. Your admissions counselor is also available to assist you and is available by appointment at the Transfer Advising Center on the [insert community college] campus. For your admissions counselor's visit schedule, go to www.url.edu/transferpartner.

To schedule an appointment with your Admissions Counselor contact:

[Name], [Phone], [Email]:

CALL, MAIL, OR EMAIL THE ADMISSIONS OFFICE ∎ ADDRESS, STATE, ZIP ∎ XXX.XXX.XXXX ∎ WWW.URL.EDU

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Creating Engaging Transfer Guides

Sample Program-specific Transfer Guide – Use of Flexible Course Selection & Co-Branding

COLUMBUS STATE COMMUNITY COLLEGE

Columbus State Community College
Associate of Arts (AA) Degree to
The Ohio State University
Bachelor of Arts (BA) Degree Major in Criminology
Sample Four-Year (2+2) Graduation Plan

THE OHIO STATE UNIVERSITY

Freshman Year (CSCC)

Autumn Semester		Spring Semester	
English 1100	(3)	Natural Science (w/ lab)*	(4/5)
Mathematics 1116, 1130, or 1148	(3/5/4)	Social Science* (not from Sociology and not from Orgs & Politics category)	(3)
Sociology 1101	(3)	Foreign Language 1101	(4)
Visual/Performing Arts*	(3)	Historical Study*	(3)
COLS 1100	(1)	ASC 1190	(1)
	(13-15)		(15-16)

Sophomore Year (CSCC)

Autumn Semester		Spring Semester	
Intermediate Composition	(3)	Literature*	(3)
Natural Science*	(3/4)	Historical Study*	(3)
Foreign Language 1102	(4)	Foreign Language 1103	(4)
Sociology 2410	(3)	Criminology Major Elective (choose from list below)	(3)
Social Science (not from Sociology)*	(3)	AA Elective (credits required to meet min. for AA)	(0-4)
	(16-17)		(13-17)

*Course options to fulfill this requirement are listed on the last 2 pages of this document.
*Must have one Global Studies course.   = 61 – 65 hours

All AA students must satisfactorily complete at least 61 credit hours of approved courses to complete the degree

Junior Year (OSU)

Autumn Semester		Spring Semester	
Sociology 3488	(3)	Sociology 3487	(3)
Major course (≥ 2000 level)	(3)	Major course (≥ 2000 level)	(3)
Major course (≥ 2000 level)	(3)	Major course (≥ 4000 level)	(3)
General Education Natural Science	(3)	Elective	(3)
Elective	(3)	Elective	(3)
Arts and Sciences 1100.04	(0.5)		(15)
	(15.5)		

Senior Year (OSU)

Autumn Semester		Spring Semester	
Sociology 3549	(3)	Major course (≥ 4000 level)	(3)
Major course (Integrated Elective)	(3)	Major course (≥ 4000 level)	(3)
Major course (≥ 4000 level)	(3)	General Education Open Option (w/global studies)	(3)
Elective	(3)	Elective	(3)
Elective	(3)	Elective	(3)
	(15)		

CSCC General Education Requirements: Students should choose the General Education courses for the AA degree in consultation with their academic and faculty advisors.

CSCC Criminology Elective: Take one course selected from the approved list: Sociology 2202, 2209, 2210, or 2380.

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Columbus State course options that complete Columbus State Associate of Arts degree requirements and Ohio State General Education Requirements

Global Studies
Requirement: Select two Global Studies courses (*bold and italic courses fulfill OSU Global Studies requirement*).

Intermediate Composition

ENGL 2367	Composition II
ENGL 2567	Composition II: Writing about Gender & Identity
ENGL 2667	Composition II: American Working Class Identity
ENGL 2767	Composition II: Writing about Science & Technology

Historical Study

HIST 1111	*European History to 1648*
HIST 1112	*European History since 1648*
HIST 1151	American History to 1877
HIST 1152	American History since 1877
HIST 1181	*World Civilization I: Non-Western to 1500*
HIST 1182	*World Civilization II: Non-Western since 1500*
HIST 2223	African-American History I before 1877
HIST 2224	African-American History II since 1877

Social and Behavioral Sciences
Requirement: Select courses from two different categories.

Individuals and Groups

ANTH 2201	*World Prehistory*
ANTH 2202	*Peoples & Culture*
PSY 1100	Introduction to Psychology
PSY 2261	Child Development
SOC 2210	Sociology of Deviance
SOC 2380	American Race & Ethnic Relations

Organizations and Politics

ECON 2201	Principles of Macroeconomics
POLS 1100	Introduction to American Government
POLS 1200	*Comparative Politics*
SOC 1101 -or-	Introduction to Sociology
SOC 1500	Intro to Rural Sociology

Human, Natural and Economic Resources

ECON 2200	Principles of Microeconomics
GEOG 2750	*World Regional Geography*
GEOG 2400	*Economic & Social Geography*
POLS 1300	*International Relations*

Literature

CLAS 1222	*Classical Mythology*
ENGL 2201	*British Literature I*
ENGL 2202	*British Literature II*
ENGL 2220	*Introduction to Shakespeare*
ENGL 2260	Introduction to Poetry
ENGL 2274	Introduction to Non-Western Literature
ENGL 2276	Women in Literature
ENGL 2280	The English Bible as Literature
ENGL 2281	African-American Literature
ENGL 2290	U. S. Literature I
ENGL 2291	U. S. Literature II

Visual and Performing Arts

HART 1201	*History of Art I*

June 2016

Creating Engaging Transfer Guides

Sample Program-specific Transfer Guide – Private University Value Proposition Built into Guide

REGIS UNIVERSITY

B.S. IN BUSINESS ADMINISTRATION
Transfer Guide from Regis Bulletin 2016-17
*Core for accelerated programs in the College of Business & Economics, College of Computer and Information Sciences, and College of Contemporary Liberal Studies

Transfer Guide Covers Credits Earned from any Colorado Community College

Core Requirements	Transferable Community College Courses	Credits
Oral Composition	COM 115	3
Written Composition	ENG 121	3
Advanced Oral/Written Communications	ENG 122; COM 216	3
Global Awareness and Language	ANT 101, 215; ARA 111 - 112, 211; ASL 121 - 123, 221 - 222, 224; BUS 203; CHI 111 - 112, 211; COM 220; FRE 111 - 112, 211 - 212; GEO 105; GER 111 - 112, 211 - 212; HIS 101 - 112, 205, 243 - 255, 259 - 260; HUM 115; ITA 111 - 112, 211 - 212; JPN 111 - 112, 211 - 212; MAR 240; POS 205, 225; RUS 111 - 112; 211 - 212; SPA 111 - 112, 211 - 212	6
Engagement with Literature and Arts	ARA 111 - 112, 211 - 212, 211; ART 110 - 167, 205 - 266; ASL 101 - 125, 221 - 244; BUS 217; CHI 111 - 112, 211; COM 125, 209 - 230; ENG 131 - 132, 201 - 237; FRE 111 - 112, 211 - 212; GER 111 - 112, 211, 212; HUM 103 - 164; ITA 111 - 112, 211 - 212; JOU 105 - 121, 215 - 241; JPN 111 - 112; 211 - 212; LIT 115 - 125, 201 - 268; MUS 100 - 168, 210 - 211; RUS 111 - 112, 211 - 212; SPA 111 - 112, 211 - 212; THE 105 - 141, 211 - 255	3
Required Humanities Course, must be taken at Regis University	HU 336 Leading Lives That Matter	3
Quantitative Literacy [Math]	MAT 120 - 166, 201 - 266 (No Substitution for MT 270)	3
The Natural World	AST 101 - 102; BIO 105 - 115, 201 - 222; CHE 101 - 112, 205 - 212; CIS 118, 124; CSC 160 - 161; ENV 101; GEO 105 - 165; GEY 111 - 135, 205; PHY 105 - 112, 211 - 213	3
Philosophical Inquiry and Reflection	PHI 111 - 142, 201 - 220	6
Exploring Religious Traditions	HUM 118; PHI 114 - 118, 123 - 124, 140 - 142, 202 - 204, 214	6
Understanding Human Behavior, Diversity and Culture	ANT 101 - 126, 201 - 263; CRJ 110 - 145, 205 - 268; ECE 101, 103 - 111, 120 - 161, 220 - 266; ECO 101, 201 - 245, EDU 111 - 141, 194 - 226; GEO 105 - 106, 200; HIS 101 - 122, 203 - 265; POS 105 - 136, 205 - 225; PSY 101 - 102, 205 - 265; SOC 101 - 102, 205 - 265; WST 200 - 249	6
Total Core Requirements		**45**
Lower Foundational Requirements		**Credits**
AC 320A - Principles of Accounting I	ACC 121	3
AC 320B - Principles of Accounting II	ACC 122	3
BA 250 - Introduction to Business	BUS 115	3
BA 311 - Business and Professional Communication	BUS 217	3
BA 366 - Management Essentials	MAN 226	3
BA/CIS 382 - Introduction to Information System	Regis University	3
EC 320 - Principles of Macroeconomics	ECO 201	3
EC 330 - Principles of Microeconomics	ECO 202	3
MKT 325 - Marketing	MAR 216	3
MT 270 - Introduction to Statistics	BUS 226; MAT 135	3
MT 330 - Business Calculus	Regis University	3
Total Lower Foundational Requirements		**33**

Upper Division Major Requirements		Credits
BA 430/FIN 400 - Business Finance	Regis University	3
BA 454 - Organizational Behavior	Regis University	3
BA 481A - Business Law I	Regis University	3
BA 495E - Ethical Decision Making in Business	Regis University	3
BUS 493 - Capstone: Applied Project OR BA 475 - Business Policy and Strategy	Regis University	3
Choose three hours from the following:		
BA 457 - Process Mapping and Improvement	Regis University	3
BA 458 - Project Management	Regis University	3
BA 465 - Strategic Management	Regis University	3
MKT 465 - Value Chain Management	Regis University	3
Choose nine hours in a Specialization		
Upper Division Specialization	Regis University	9
Total Upper Division Major Requirements		**27**
General Electives		**Credits**
Electives Courses completed at Community College or Regis*		15
Total General Electives*		**15**
Total Needed for Graduation		**120**

*Up to 24 Technical Occupational Specialty (TOS) credits may be considered for General Electives.

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84 TOTAL COMMUNITY COLLEGE CREDITS **+ 36** UPPER DIVISION LEVEL CREDITS AT REGIS UNIVERSITY **= 120** TOTAL CREDITS FOR DEGREE

NEXT STEP: Request unofficial transcript evaluation from atob@regis.edu

Regis University undergraduate students in CBE, CC&IS, CCLS accelerated programs must complete 30 semester hours (SH) at the upper division level at Regis University. This document is an unofficial, informational guide. Please review Regis University's Academic Bulletin for transfer policies and degree requirements.