

30 Key Activities to Build Enduring 2-Year Partnerships



SELECTION RECRUITMENT RELATIONSHIP-BUILDING STRATEGIC ENGAGEMENT

Year 1 Essentials

- Programmatic Alignment** -- | O
IR to analyze five-year 4-digit CIP degree conferment trends using IPEDS data to analyze and articulate around high-demand program(s)
- Mystery Shopping** \$ | O
Visit 2-yr campus to observe transfer center function and detail competitor transfer partnerships, programs, online/print materials
- Inventory Relationships** -- | O
Survey faculty and staff to identify professional relationships with 2-yr faculty and staff that can be leveraged to support the partnership
- Partnership "Must Haves"** -- | O
Identify list of "must haves" for partner selection and engage with potential partners to review affinity to partnership
- Formalize Partnerships** \$\$ | O
Select partners with strong alignment to "must haves" and execute partnership agreement; promote as a media event on the 2-yr campus

- Enrollment Goals** -- | A
Set transfer enrollment goals by student type and funnel stage targets for each 2-yr partner
- Results Management** -- | A
Measure funnel activity to optimize admissions staff activities and resource allocation on partner campuses toward goal achievement
- Admissions Presence** \$ | O
Dedicate admissions staff to 2-yr partners in +3:1 ratio and visit weekly; build process to identify promising students early for outreach
- Recruitment Events** \$ | O
Host transfer events on 2-yr campus as "demo days" to highlight portal and transfer program; offer one-stop-shop to streamline registration
- 2-Year Advisor Training** \$ | Q
Provide training program to ensure portal and transfer program awareness including majors, articulation, financial aid and policies
- Transfer Website Content** -- | O
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

- Information Sharing** -- | O
Share enrollment and student success data to increase 2-year advisor understanding, focus, and collaboration
- Faculty/Staff Networking** \$ | Q
Hold quarterly faculty/staff networking events to promote the transfer success and strengthen collaboration
- Financial Aid** -- | A
Engage 2-yr partner financial aid offices in shared process review to deliver early transfer financial aid awareness and planning resources
- Academic Pathways** -- | A
Establish a reliable process for reviewing, updating academic pathways or create new high-demand program articulation agreements; strengthen course equivalencies
- Feedback Roundtables** \$\$ | Q
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

- Shared Leadership Goal Development** -- | O
Engage 2-yr president to build clarity of purpose and framework; develop shared goals to guide partner collaboration and resource allocation
- Performance Summits** \$ | A
Convene annual summits with key 2-yr stakeholders to review partnership results and opportunities and to ensure that collaboration remains focused
- Influencer Content** -- | A
Use portal and transfer student data to develop understanding of transfer benefits and build faculty/staff confidence in advocating for transfer
- Communication** -- | O
Use PR, Social Media and campus updates to build constituent portal and partnership awareness and operational impact
- Concurrent Admissions Programs** \$\$ | O
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

- Club Presentations** \$ | O
Cultivate relationship with 2-yr partner student clubs and organizations to promote portal and transfer program
- Merit Awards** \$\$\$ | A
Provide and broadly communicate merit award scholarships specific to 2-yr partners and yield measure effectiveness
- Admissions Office** \$\$ | O
Establish dedicated admissions office space on 2-yr campus and staff full-time

- Co-Branded Marketing/Sponsorships** \$\$ | O
Develop marketing and admissions materials to highlight partnership; co-brand with partner logo
- Joint Academic Program Development** \$\$\$ | A
Share program research and program development plans to create seamless academic pathways
- Student Focus Groups** \$\$ | A
Collaborate to improve transfer by using prospective transfer student focus groups to identify challenges and opportunities

- Grant Writing** \$ | O
Collaborate in grant writing to fund transfer initiatives to enhance the student experience
- Community Engagement** \$ | O
Bring visibility to the partnership by engaging community leaders to further cooperative education and create internships for students
- Colocation** \$\$\$ | O
Formalize agreement to offer high-demand academic program(s) on partner location