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

Increase Graduate and Transfer Rate

State funding increasingly tied to student success metrics

Strengthen Market Position

Strong economy is putting pressure on community college enrollment

Improve Transfer Advisor Collaboration

Advisor engagement a critical component of effective transfer strategy

Information Guides

Portal

Features

The Portal helps students stay on track to transfer

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

Increased Prospect Transparency

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

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.

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.

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



 How will you engage 2year partners to cobrand the portal?

3 MANAGE

Transfer prospects will likely expect 2year 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?