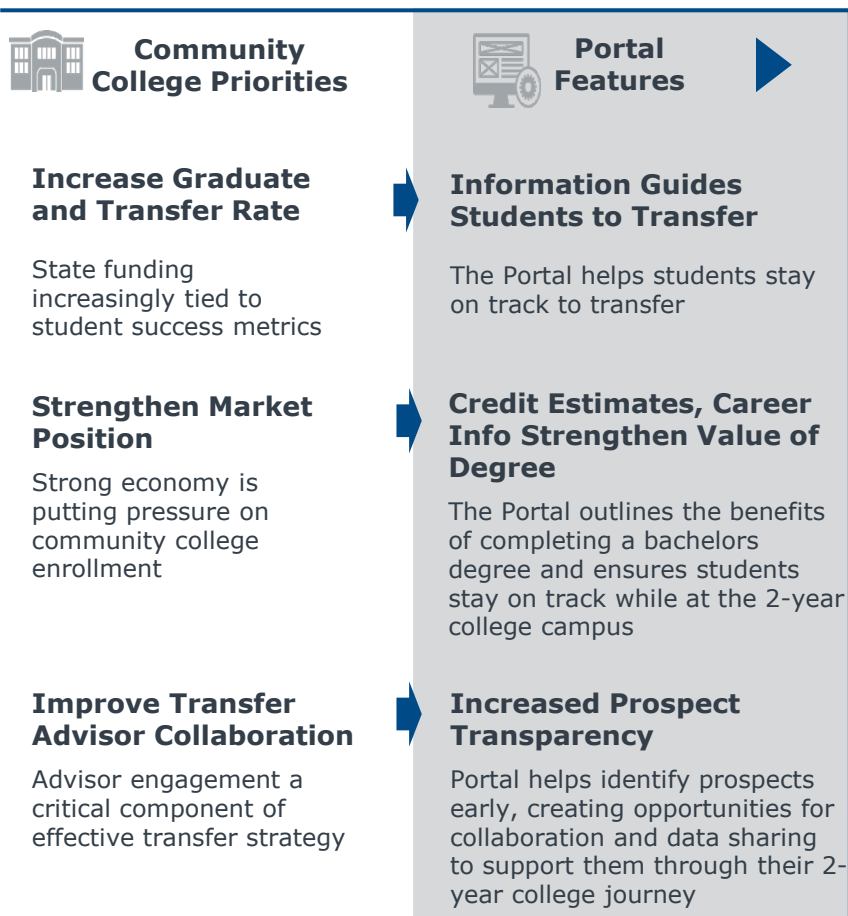


# Aligning Portal With 2-Year College Priorities: Ensuring Partner Buy-In

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



**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?**