



Transfer Portal Office Hours

Analyzing Transfer Portal Impact (Part 2)



Connecting to Audio



Refer to the meeting confirmation email you received in your inbox.

Using Your Computer Speakers

If you select the “Computer Audio” option, please be sure that your speakers or headphones are connected.

Using Your Telephone

If you select the “Phone Call” option, please dial in with the phone number and meeting ID provided.

Date Time: Mar 31, 2020 03:00 PM Eastern Time (US and Canada)

Join from PC, Mac, Linux, iOS or Android: [Click Here to Join](#)

Note: This link should not be shared with others; it is unique to you.

[Add to Calendar](#) [Add to Google Calendar](#) [Add to Yahoo Calendar](#)

Or iPhone one-tap

US: +16468769923,,511418667# or +13126266799,,511418667#

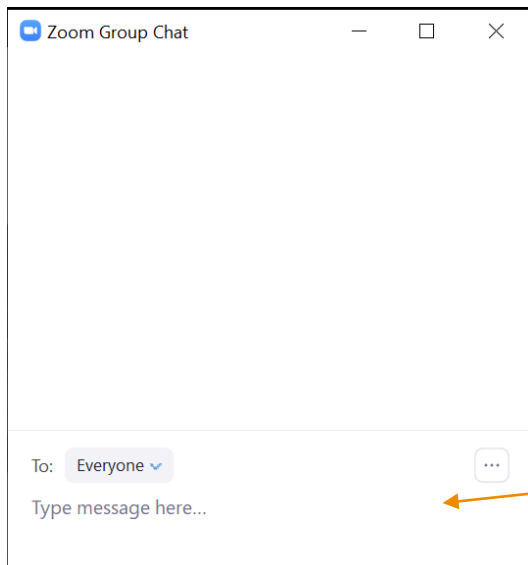
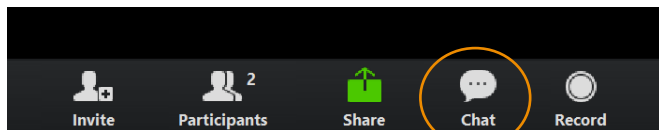
Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 646 876 9923 or +1 312 626 6799 or +1 301 715 8592 or +1 346 248 7799 or +1 669 900 6833 or +1 253 215 8782

Meeting ID: 511 418 667

International numbers available: <https://eab.zoom.us/j/abLkP09Nci>



Asking a Question

To ask a question, navigate to the chat button at the bottom of your screen and type it into the chat panel, or unmute yourself and ask your question verbally.

After the session, a member of our team will be in touch to follow-up on your questions individually if they were not answered during the session.

Type your question here

Update your name (and include your institution)

Update Your Name

- Click **Participants** in your menu bar.
- On the right side of the screen, hover over your name, click more, and then click **Rename**.
- Add a dash and your institution name. You may also add your pronouns if you wish (example: they/them/theirs)

The screenshot displays a Zoom meeting window. The main content area shows a slide with the EAB logo and the text "EAB Virtual Meetings 2020". A small video thumbnail of a participant is visible. The bottom toolbar includes icons for Mute, Stop Video, Invite, Participants, Share, Chat, and Record. The "Participants" icon is highlighted with an orange box. On the right side, the "Participants (2)" list shows "Test Participant (Me)" and "Meeting Host (Host)". The "Test Participant (Me)" name is highlighted with an orange box, and a "Rename" button is visible next to it. Below the main window, a "Rename" dialog box is open, showing the text "Enter a new screen name:" and a text input field containing "Jane Doe- They/Them/Theirs- Institution". The dialog box has "OK" and "Cancel" buttons at the bottom.

Today's Presenters



Kate Manning
Transfer Portal



Gina Schorr
Partner Support



Crafting your Impact Narrative

Declining Transfer Enrollment Is a National Trend



The Transfer Landscape

Community College to Four-Year Transfer

14.5%

Decline in transfer enrollment since Fall 2019¹

Lack of Staff Investment

75%

Of schools surveyed have 4 or fewer employees dedicated to transfer³

Online Only Institutions

40%

Of students returning to school after stopping out are attending online only institutions²

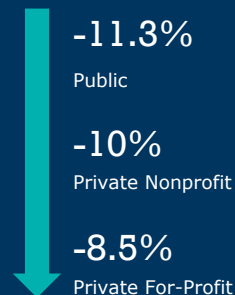
Enhanced Competition

77%

of Directors of Admissions indicated that recruiting transfer would be a priority next year⁴

And No Institution Is Immune...

Enrollment Declines by Institution Type
Fall 2020-Fall 2022



1) National Student Clearinghouse (March, 2023)

Source: National Student Clearinghouse, "Transfer Mobility and Progress," September 2022. <https://nscresearchcenter.org/transfer-mobility-and-progress/>

How Should You Think About Your Transfer Enrollment?

When Declines Are the Trend, Stability Is Good

1 Growing Enrollment

Enrollment growth is ideal, but *unrealistic* in this landscape.

**Decline in Enrollment
Compared to the
National Average** **2**

Compare your enrollment decline to the national average. A decline less than or equal to the average is *good*.

3 Stable Enrollment

If there is no change in your enrollment, enrollment is stable which is the *next best thing* to enrollment growth.



Metrics to Evaluate

Measuring Impact with Transfer Portal



Templates linked for each in [Transfer Help Center](#)

1

Transfer Portal Utilization

Foundational data available through Transfer Portal Analytics dashboard, which includes session activity and pipeline details. These reports should be used as a baseline in portal health analysis.

2

Automated Course Evaluations and New Course Equivalencies

The Transfer Portal streamlines course equivalency discovery, automating evaluations for time-saving benefits to students and staff. New course evaluation requests are funneled through Portal enabling faster credit evaluations and improves the database for future students.

3

Transfer Pre-Advising

The Transfer Portal provides prospective students the convenience of obtaining instant degree completion estimates for various academic programs, streamlining the process and reducing the need for staff to generate these estimates.

4

Student Feedback

Transfer Portal should be utilized as an engagement and yield tool for prospective students. Understand from your students if the portal was helpful in their decision-making process.

5

Transfer Enrollment and Revenue

In combination with your transfer enrollment data, use the Transfer Portal data to understand how these students progressed through your funnel and tuition that can be attributed to these students.

6

Other

- Process and Change Management
- Transfer Maturity Curve
- Student Success Metrics

Poll Session Feedback

- 1 How was today's session?
- 2 The metric(s) I plan to evaluate for my institution are...
- 3 Topics I wish to see in upcoming office hours...



EAB Experiences – Transfer Portal



Maximize your Partnership through EAB's Experiences led by Product and industry experts.

Product Training and Support



Onboarding

Learn about the responsibilities of a Transfer Portal Administrator and the systems and resources available to you.

[Click here to register.](#)

Audience: New Application Administrators



Office Hours

Chat live with EAB Support Analysts and peers during drop-in Office Hours - come with questions!

[Click here to register.](#)

Audience: All Application Administrators



Help Center

Articles and resources to learn how to use each of the features within the Transfer Portal.

[Help Center link](#)

Audience: All Portal users

Strategies and Best Practices



Strategy Spotlights

Discussion-based webinar series with an in-depth look into the seven best practice areas that make up EAB's Transfer Maturity Curve as well as examples from Transfer Portal peer institutions.

[Click here to register.](#)

Audience: Program Owners, Application Administrators, Functional Leaders



Transfer Resource Hub

Strategic resources and events for Transfer Portal partners to help successfully deploy and optimize the Transfer Portal technology.

[Transfer Resource Hub link](#)

Audience: Program Sponsor, Program Owners, Application Administrators, Functional Leaders



Newsletter

Quarterly email newsletter featuring upcoming and past events, partner highlights, transfer opportunities.

Email delivery

Audience: Program Sponsor, Program Owners, Application Administrators, Functional Leaders

Questions?



**We are here! Let us know if
you have joined with a
question!**