



**THE OHIO STATE
UNIVERSITY**

IT TAKES A VILLAGE: SUPPORTING TRANSFER STUDENTS AFTER ENROLLMENT

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#FYConference - @MarkCbus



Agenda

Transfer Students at Ohio State

Transfer Students Not Enrolling

The Survey

Supporting Students Who Enroll

Discussion/Q&A



ENROLLED TRANSFER STUDENTS AT OHIO STATE

Total #
Sending
Institutions:
603

Average Age:
22.1

Top Program:
Arts &
Sciences,
Exploration,
Business

Average
Transfer
Hours of
Enrolled
Student: 52.6

Living on
Campus: 677

Applied as
NFYS: 548

Average GPA:
3.12

TRANSFER STUDENTS NOT ENROLLING, AU14

Total #
Sending
Institutions:
481

Average GPA:
3.16

Average
Transfer
Hours: 59.29

Ohio
Residents:
562

Non Ohio
Residents:
458

Why A Survey

Messaging

Enrollment Indicators

Retention Indicators

B1G / Iowa & Rutgers



The Survey

Sent to 1020 Domestic Students

Admitted to AU14, DNE

Admitted to AU14, paid ACFE, DNE

Two reminder emails sent

Survey open for four weeks

Three \$50 gift cards

239 Responses / 186 Matched ID

No control group to compare against,
results show potential issues not reasons



 **THE OHIO STATE UNIVERSITY**

Transfer Student Enrollment Survey

* 1. What are your plans for the Fall 2014 semester?

I will not be attending a college or university

I am staying at my current institution

I am transferring to another four-year college or university

I am transferring to a community college in Ohio

I am transferring to a community college outside of Ohio

I am entering the military

Other (please specify)

* 2. Instead of The Ohio State University, I will be attending:

* 3. Was the Fall 2014 semester the first time you applied to The Ohio State University?

Yes

No

THE QUESTIONS

What are your plans for the Fall 2014 semester?

Answer Choices	Responses
▼ I will not be attending a college or university	20.50% 49
▼ I am staying at my current institution	40.59% 97
▼ I am transferring to another four-year college or university	34.31% 82
▼ I am transferring to a community college in Ohio	2.51% 6
▼ I am transferring to a community college outside of Ohio	1.26% 3
▼ I am entering the military	0.84% 2
Total	239

THE QUESTIONS

Instead of The Ohio State University I will be attending:

Responses (239) | Text Analysis | My Categories (0)

Showing 28 words and phrases

Word/Phrase	Percentage	Count
Ohio	5.02%	12
Columbus state Community College	3.77%	9
School	3.35%	8
University of Cincinnati	2.93%	7
Miami University	2.09%	5
Cleveland state University	2.09%	5
University of Akron	2.09%	5
California state University	1.67%	4
Southern	1.67%	4
Binghamton University	1.26%	3
Capital University	1.26%	3

Case Western Reserve University	1.26%	3
SUNY	1.26%	3
Virginia	1.26%	3
Texas A&M University	0.84%	2
Cedarville University	0.84%	2
Kentucky University	0.84%	2
Sinclair Community College	0.84%	2
Franklin University	0.84%	2
Oakland University	0.84%	2
Syracuse University	0.84%	2

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Oakland University	0.84%	2
Syracuse University	0.84%	2
Arizona state University	0.84%	2
Kent state University	0.84%	2
Pennsylvania state University	0.84%	2
University of Alabama	0.84%	2
University of Tennessee	0.84%	2
Wright state University	0.84%	2
Youngstown state University	0.84%	2

THE QUESTIONS

Please choose the most important factor that influenced your decision not to enroll
(Cost Factors) Table 21, Table 22

Answer Choices	Responses
▼ I have chosen a less expensive in-state college/university	41.23% 87
▼ I have chosen a less expensive out-of-state college/university	14.69% 31
▼ I have chosen a less expensive community college	9.95% 21
▼ The college/university I have chosen is providing more financial aid than The Ohio State University	34.12% 72
Total	211

THE QUESTIONS

Please select the rating for the factor that may have influenced your decision:
(Academic Factors) Tables 1-4

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
The college/university I've chosen offers an academic program that is not available at The Ohio State University	6.64% 14	3.79% 8	18.96% 40	25.12% 53	45.50% 96	211
The amount of transfer credit awarded was less than my selected school	14.22% 30	9.95% 21	27.96% 59	18.96% 40	28.91% 61	211
My chosen institution provides for more attention due to the favorable student-faculty ratio	21.33% 45	18.96% 40	28.44% 60	13.27% 28	18.01% 38	211
The college/university I have chosen has a better academic ranking/reputation	8.06% 17	9.95% 21	34.12% 72	19.91% 42	27.96% 59	211

THE QUESTIONS

Please select the rating for the factor that may have influenced your decision:
(Personal Factors) Tables 9-20

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
The Ohio State University is too close to home	4.27% 9	3.79% 8	12.32% 26	26.07% 55	53.55% 113	211
The Ohio State University is too far from home	7.58% 16	8.06% 17	19.43% 41	28.44% 60	36.49% 77	211
The size of The Ohio State University is too big	8.06% 17	16.59% 35	27.01% 57	19.91% 42	28.44% 60	211
I was not able to locate on or off campus housing	5.69% 12	7.58% 16	24.17% 51	28.91% 61	33.65% 71	211
I have chosen a college/university at which I will be able to participate in intercollegiate athletics	5.69% 12	5.21% 11	20.38% 43	27.01% 57	41.71% 88	211
Relatives attend/attended my chosen college/university	5.21% 11	7.11% 15	17.54% 37	26.07% 55	44.08% 93	211

THE QUESTIONS

Please describe what Ohio State could have done, outside of more funds in scholarships/financial aid, to help you choose The Ohio State University.

Comments were categorized into the following:

Financial Aid - 39

Majors/Academics - 18

Transfer Credit – 15

Housing – 13

Other – 32

No Response - 122

THE IMPACT

How do these factors impact the first year?

Students who do enroll may be facing the same challenges but there were other factors that allowed/encouraged them to enroll.



Financial Aid

Majors/
Academics

Transfer
Credit

Housing

IMPACT – FINANCIAL AID

National Finding – 46.7% of students at 4-year public do not believe they have the financial resources to finish college. (2013 Noel-Levitz Research Report)

National Finding – Community college students are less likely to apply for financial aid at two and four year colleges. (Handel, 2011)

Our/Your Implementation – Enhanced web site links/language

IMPACT – MAJORS/ACADEMICS

National Findings - 62.3% of students at 4-year public institutions desire help with a written academic plan for graduation. (2013 Noel-Levitz Research Report)

Our/Your Implementation – Advising component of overview

IMPACT – TRANSFER CREDIT

National Finding – Transfer students are interested in knowing how the course work they completed will transfer. (Handel, 2013)

Our/Your Implementation – Enhanced communications, UEXP orientation introduction email, Transferology Outreach

IMPACT - HOUSING

National Findings – Institutions should consider the quantity and type of housing they reserve for transfer students. (Handel, 2011)

Our/Your Implementation – Veterans Community Advocate

IN THE WORKS

FAES/ENR – Pre Enrollment Program

Engineering

Arts & Sciences

John Glenn School of Public Affairs



REFERENCES

Handel, Stephen. (2011). Improving Student Transfer from Community Colleges to Four-Year Institutions. The College Board.

Handel, Stephen. (2013). Transfer as Academic Gauntlet: The Student Perspective. The College Board.

Noel-Levitz (2013). The Attitudes and Motivations of College Transfer Students. Coralville, Iowa: Author. Retrieved from www.noellevitz.com/TransferStudentAttitudes.



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THANK YOU!

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