IT TAKES A VILLAGE: SUPPORTING TRANSFER STUDENTS AFTER ENROLLMENT

Mark Cortez, Assistant Director for Transfer Recruitment
Undergraduate Admissions
#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

Data from SU13, AU13, SP14
3,501 new transfer students enrolled

- Average Age: 22.1
- Average GPA: 3.12
- Applied as NFYS: 548
- Average Transfer Hours of Enrolled Student: 52.6
- Living on Campus: 677
- Top Program: Arts & Sciences, Exploration, Business
- Average GPA: 3.12
- Total # Sending Institutions: 603

Data from SU13, AU13, SP14
3,501 new transfer students enrolled
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
What are your plans for the Fall 2014 semester?

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>I will not be attending a college or university</td>
<td>20.50% 49</td>
</tr>
<tr>
<td>I am staying at my current institution</td>
<td>40.59% 97</td>
</tr>
<tr>
<td>I am transferring to another four-year college or university</td>
<td>34.31% 82</td>
</tr>
<tr>
<td>I am transferring to a community college in Ohio</td>
<td>2.51% 6</td>
</tr>
<tr>
<td>I am transferring to a community college outside of Ohio</td>
<td>1.26% 3</td>
</tr>
<tr>
<td>I am entering the military</td>
<td>0.84% 2</td>
</tr>
<tr>
<td>Total</td>
<td>239</td>
</tr>
</tbody>
</table>
THE QUESTIONS

Instead of The Ohio State University I will be attending:
THE QUESTIONS

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

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have chosen a less expensive in-state college/university</td>
<td>41.23% 87</td>
</tr>
<tr>
<td>I have chosen a less expensive out-of-state college/university</td>
<td>14.69% 31</td>
</tr>
<tr>
<td>I have chosen a less expensive community college</td>
<td>9.95% 21</td>
</tr>
<tr>
<td>The college/university I have chosen is providing more financial aid than The Ohio State University</td>
<td>34.12% 72</td>
</tr>
<tr>
<td>Total</td>
<td>211</td>
</tr>
</tbody>
</table>
THE QUESTIONS

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

<table>
<thead>
<tr>
<th>Factor</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>The college/university I've chosen offers an academic program that is not available at The Ohio State University</td>
<td>6.64%</td>
<td>3.78%</td>
<td>18.96%</td>
<td>28.12%</td>
<td>46.60%</td>
<td>211</td>
</tr>
<tr>
<td>The amount of transfer credit awarded was less than my selected school</td>
<td>14.22%</td>
<td>9.56%</td>
<td>27.96%</td>
<td>28.91%</td>
<td>18.96%</td>
<td>211</td>
</tr>
<tr>
<td>My chosen institution provides more attention due to the favorable student-faculty ratio</td>
<td>21.33%</td>
<td>18.86%</td>
<td>28.44%</td>
<td>13.27%</td>
<td>18.01%</td>
<td>211</td>
</tr>
<tr>
<td>The college/university I have chosen has a better academic ranking/reputation</td>
<td>8.06%</td>
<td>9.86%</td>
<td>24.12%</td>
<td>18.91%</td>
<td>27.96%</td>
<td>211</td>
</tr>
</tbody>
</table>
THE QUESTIONS

Please select the rating for the factor that may have influenced your decision:

(Personal Factors) Tables 9-20

<table>
<thead>
<tr>
<th>Factor</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Ohio State University is too close to home</td>
<td>4.27%</td>
<td>3.70%</td>
<td>12.32%</td>
<td>26.07%</td>
<td>53.66%</td>
<td>211</td>
</tr>
<tr>
<td>The Ohio State University is too far from home</td>
<td>7.88%</td>
<td>5.06%</td>
<td>19.43%</td>
<td>28.44%</td>
<td>36.48%</td>
<td>211</td>
</tr>
<tr>
<td>The size of The Ohio State University is too big</td>
<td>8.06%</td>
<td>16.60%</td>
<td>27.01%</td>
<td>19.91%</td>
<td>28.44%</td>
<td>211</td>
</tr>
<tr>
<td>I was not able to locate on or off campus housing</td>
<td>5.69%</td>
<td>7.55%</td>
<td>24.17%</td>
<td>28.91%</td>
<td>33.05%</td>
<td>211</td>
</tr>
<tr>
<td>I have chosen a college/university at which I will be able to participate in intercollegiate athletics</td>
<td>5.69%</td>
<td>5.21%</td>
<td>20.38%</td>
<td>27.81%</td>
<td>41.71%</td>
<td>211</td>
</tr>
<tr>
<td>Relatives attended/attended my chosen college/university</td>
<td>5.21%</td>
<td>7.11%</td>
<td>17.54%</td>
<td>26.07%</td>
<td>44.08%</td>
<td>211</td>
</tr>
</tbody>
</table>
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


THANK YOU!

Mark Cortez
cortez.11@osu.edu
614-292-3465
#FYConference - @MarkCbus