Ensuring Transfer Success

**Ensuring Transfer Success 2013**

**HOW UCs & CCCs CAN USE TODAY'S TOOLS & RESOURCES TO REACH MORE STUDENTS**

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**Session Overview**

- Data from UC to help you reach your students
- Why are UC campuses using virtual advising?
- Benefits of virtual advising
- Demonstration of virtual advising tools
- Feedback from CCC partners
- Discussion of best practices
- Q & A

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**Data on California Community College Transfers to UC**

- **Summary statistics by CCC:**
  - Application/Admission/Enrollment
  - Enrollment by Ethnicity
  - Enrollment by UC campus
- **Contact** shawn.brick@ucop.edu or Bob Quinn at the CCCCO

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UC-CCC Data Sharing Project: History

- Began as a pilot in 2007 with select group of participating CCCs
- Expanded in 2009 to all CCCs
- Current participation: 90 out of 112

UC-CCC Data Sharing Project: Process

- List of applicants
  - Names
  - Contact Information
  - Summary info (units, majors, etc.)
- Transfer Center Directors contacted in November
- Expansion this year to admitted students

UC-CCC Data Sharing: Examples

- Financial Aid & Other Deadline Reminders
- Review of applicant data for mistakes
- Campus decision support
- Transition essentials
- Post SIR follow-up
- Reporting
- What are your plans?
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**Questions?**

**Why are UC campuses using virtual advising?**

- Maintain high touch, high quality, timely service to students
- Increase access to advising services
- Make the most of limited resources (UC & CCC)
- Using technology as a bridge

**Types of Virtual Advising**

- College fair, open house, 1-1 advising - Connecting with students in conventional ways in a virtual environment - College Week Live, Adobe Connect, Skype
- Using popular social media platforms to push information out to students – Facebook, Tumblr & Twitter
- Matching services to connect students to colleges that fit the profile of what they're looking for – Zinch & Cappex
- Online communities – Blogs, Online Forums, Facebook & Twitter
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Virtual College Fair Booth - CollegeWeekLive.com

Video Chat - CollegeWeek Live

Public Forum - CollegeWeek Live

• Text chat format in a college week live booth
• Public Forum shown here
• Student or college representative may enter into a private chat room
• Multiple private chats can take place at once between one representative and multiple students
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**College Matching Sites – Zinch.com**
- Free for students
- Provides information on colleges & scholarships
- Students create profile based on their interests
- Suggest colleges that meet students criteria
- Notify students of messages from colleges
- Select on criteria such as majors, location of colleges, etc.

**Zinch.com – Campus Perspective**
- Can post events, media posts, answer student's questions, feature staff and news.
- Format is very similar to existing social media such as Facebook.
- Campuses can share social media links automatically.
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College Matching Sites - Cappex.com

Information about colleges & scholarships

Similar to Zinch.com

Virtual Advising Menu Options

- Adobe Connect Pro - Davis, Santa Barbara & Santa Cruz
- GoToWebinar & Connectnow – Berkeley
- Intelliworks Chat- Riverside

Virtual Advising Menu Options

- Meebo - Merced
- Ready Talk – Santa Cruz
- Skype – Riverside, Santa Cruz
Open Access Appointments at UCSB using Adobe Connect Pro

- Text Chat
- Audio/visual option
- (Headset recommended)
- Share links with students
- Share computer screen

UC TAP Tool

- Student contact information
- Evaluate courses for transferability
- Will pre-populate TAG and UC admission application

Evaluable Mode

Course by course for each term along with summary totals
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Questions?

Why We Use Social Media

- To build brand recognition
- To drive traffic to our [web site](http://example.com)
- To communicate with students the same way that they communicate with each other
  (Or maybe even a little better!)

Why We Use Social Media

- It's personal
- It's interactive
- It's immediate
  - Reinforcing effect
  - Fill appointments & workshops
  - Deadline reminders
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Concerns About Using Social Media

• How do I start?
• What should I say?
• When/how often should I post?
• Who should post?
  • Multiple staff
  • Students
• Do I have to monitor?

• It's a MASSIVE TIME SUCK!
  • How much time can you save compared to other methods?
  • How many students can you reach right now compared to other methods?
  • There are apps to make the task easier
    (HootSuite, Buffer, TweetDeck, etc)
Accreditation standard IIB1:
- “The institution assures the quality of student support services and demonstrates that these services, regardless of location or means of delivery, support student learning and enhance achievement of the mission of the institution.”

Other Benefits of Social Media
- Generate & gather data for program review, SLOs, etc.
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BRACE YOURSELVES
THE COLLEGE DECISIONS ARE COMING

Questions?