REVERSE TRANSFER: INCREASING THE GRADUATION RATE OF YOUR STUDENTS

Michelle Blackwell, National Manager Reverse Transfer
Our Value to You

We are YOU
Pattie Rust  
Senior Associate Registrar, Adjunct Instructor,  
College of Business Administration  
University of Northern Iowa  

Sarah N.M. Harris  
Senior Associate Registrar  
University of Iowa
Student Mobility
Among all students currently enrolled

54%

Of enrollments at each institution at any given time are mobile (transferring in & out)
All bachelors degree recipients 2014/15 (1.5M graduates)

65%

attended two or more institutions
All bachelors degree recipients 2014/15 (1.5M graduates)

40% at least one stop out

All associates degree recipients 2014/15 (0.5M graduates)

52% at least one stop-out
All first-time degree-seeking students who started at a community college in fall 2010 (about 852,000)

Exclusively Full Time 21%
All first-time degree-seeking students who started at a community college in fall 2010 (about 852,000)

Exclusively Part Time 11%
All first-time degree-seeking students who started at a community college in fall 2010 (about 852,000)

Mixed Enrollment

68%
Transfer-Out Rates by Community College U.S. Average

Transfer-out rate: % of first-time, degree-seeking students who transfer to a 4-year institution within six years

31.5%
Transfer-With-Award Rates
U.S. Community College Average

Transfer-with-award rate: % of transfer-out students who earned either a certificate or associate’s before transferring to 4-year

33.6%
CC 2010 Cohort Bachelor’s Completion Rate

13.3%

The rate at which degree seeking students who enter higher education at a CC transfer and earn a bachelor’s (anywhere), within six years
CC 2010 Cohort Bachelor’s Completion Rates by state

U.S. average: 13.3% of cohort
Percentage of 2015-16 Bachelor’s Degree Earners with Previous Enrollments at Two-Year Public Institutions

US Average: 49%
Increase your degrees!

5-18% For Bachelors

15% For Associate Degrees

Jason L. Taylor, Assistant Professor, University of Utah
“Looking at **student outcomes** once students earned their associate’s degree, a substantial portion of the sample **completed their bachelor’s degree** as of Spring 2014 *(n = 1,740; 84%).*
Why A National Solution?

• Most students are mobile
  – 54% of enrollments (transfer ins and outs) at a typical institution, on average, are mobile at any given time

• Transfer patterns are complex
  – 1/4 of all transfers move between states

Reverse transfer can make the difference
Pattie Rust
Senior Associate Registrar, Adjunct Instructor,
College of Business Administration
University of Northern Iowa

Sarah N.M. Harris
Senior Associate Registrar
University of Iowa

Joellen Evernham Shendy
Associate Vice Provost & Registrar
University of Maryland University College
The most important reason is the student receives a credential in which they have earned!
$4,640 - $7,160
How does Reverse Transfer work?

HOST

Send student & course-level data

NSC

Receive course-level data

Track reverse transfer degrees

2 YEAR

Award reverse transfer degrees

Degree Granting Institution (DGI)

Send student & course-level data

Send student & course-level data

Send student & course-level data
It takes work!!!!!
4 Year Institutions

- FERPA
- Sending Data
- Marketing To Students
Who should get the FERPA release and how?

- Admission’s Application
- Hijacking the SIS system
- Client Management Software
- Email
- Incentives
- Transferring from 2 year
- Is there a common technology on your campus you can leverage
2 Year Institutions

- Residency
- Admission
- Graduation
- Articulation Agreements
- Marketing
2 Year Institutions

- Equivalencies
- MOU’s
- Degree Audit
- Accreditation
- Performance Funding
Both 4 year and 2 year institutions

Marketing and Communication

- Students
- Parents
- Faculty
- Staff--Advisors
- Public
- Legislature
Students

- Reverse Transfer Language
- Marketing by multiple methods
  - Texting
  - Social Media
- Web site
  - FAQ’s
    - Florida
    - Texas
    - North Carolina
    - Michigan
- Student Testimonials
  - Video
  - Quotes
Internal Staff

- What is Reverse Transfer
- Why it is important
- What is the eligibility
- FAQs
- Training Manuals
  - Florida
  - North Carolina
- Training Sessions
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Includes . . .

• Trusted **central location** for storing and receiving data
• Crosses **public, private and state lines**
• Free and unlimited **course and grade data exchanges** with multiple partners. This is course/grade data exchange, not transcript exchange
Includes . . .

• The ability for hosts to send all reverse transfer data, for all degree granting institutions, in one file submission.
• The ability for Degree Granting Institutions to download their data from all hosts in one location.
Includes . . .

• **Increased data quality** from for everyone because of automatic data validation.

• **Current student contact information** to ensure diplomas are sent to the right address.
Includes...

• Ability to identify files meant for the reverse transfer process versus receiving transcripts that are not identified as reverse transfer.

• Searchable by student for the degree granting institutions
Includes . . .

• Reports for both sides to track the number of degrees awarded, the data sent and received

• Identification of courses as “core” courses that are part of general education requirements
• **Filter for associate degrees** before sending to 2 year institutions.

• **Download cumulative student data when the 2 year is ready** to evaluate for the semester and receive student data when based on a threshold of total earned hours.
Includes . . .

- Ability to send and receive at the state/system level.

- Implementation guide to walk you through the process
| DATA FIELDS | Host OPEID | Student Email Address | Course End | Host Student ID | DGI OPEID | Date Grade | ITIN – IRS identifier | Host Student ID | Grade Scale | SSN | Core Competency Complete Flag | Grade Effective Date | First, Middle, Last Name | Course Name | Number of Credits | Suffix | Course Number | Credit Description | DOB | Course Description | Core Course Flag | Street Address | Course Semester Session | Core Course Type | Student Phone # | Course Begin Date |
Pipe Delimited File

Example of a body record:

RTD1|7100003|123456789||John|S|Smith|Sr|19850814|12345 Somewhere
Dr.||Someplace|VA|77396|US|703 999 9999|Someone@hometown.edu|Y| | | |CHEM|1405|Intro
Chemistry|Fall 2014|20140825|20141214|B|20141214|3|Regular
Enrollment|y|Math|025|||888888|12131415|||
Increase the degrees at your institution by Signing Up Today it is as Easy as 1,2,3

Must participate in Degree Verify and Enrollment Verify
Clearinghouse Academy

- Live events and webinars
- Tutorials and recorded webinars
- Conferences attending
- User help and FAQs

Visit us at clearinghouseacademy.org
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