Strengthening the Recruitment of Transfer Students

March 2011

Recruitment and Admissions

- **Preview Days for community college campuses:** this event invites representatives from UK’s colleges and departments to visit KCTCS campuses across the state during the fall and spring semesters. This allows students, faculty and staff from these campuses to ask questions, get information, apply for admission to UK etc. while we are right on campus.

- **Transfer Recruiter efforts:** One full-time recruiter is responsible for visiting each KCTCS campus during fall and spring semesters. These individual visits allow one-on-one contact with students who are interested in transferring to UK. This recruiter will also be able to advise prospective transfer students on what actions to take regarding courses. Knowledgeable on our degree programs and how courses transfer to UK.

- **BCTC Advisor:** BCTC has a UK advisor available four days a week at the main campus on Cooper Drive. This individual has appointments throughout the day meeting with potential UK students and advising them on the process to transfer to UK.

- **Transfer Viewbook:** This viewbook outlines the procedures on how to transfer, outline scholarship, financial aid and tuition, profile transfer students and their experience transferring to UK, and provides an overview of campus living and student involvement. This viewbook will be distributed to each of the KCTCS campuses and sent to students who live out-of-state.

- **Transfer Video:** The video features President and Mrs. Todd, as they were transfer students themselves. The video also features current UK students who transferred from other institutions, speaking about their decision to transfer to UK and their experience in the transfer process.

- **Increased communication to KCTCS students, faculty and staff:**
  - Monthly emails / e-newsletters are sent to all contacts at each KCTCS campus to update them on upcoming events, individual visits to their campus, UK course information, etc.
  - Mailings / emails are sent to students informing them of scholarship opportunities, upcoming events, deadlines etc. throughout the academic year.
  - Utilizing more concerted efforts to communicate with applicants to ensure we have received all information necessary for admission and assist them in the process of being admitted to UK.
  - Working to enhance the Transfer Advising Conferences to better accommodate our transfer students, providing the best services and information possible, and ultimately making the transition for these students easier for them and resulting in a higher yield of these students.
  - Tele-center phone calls to students who have applied to UK. Informing these students about information they are missing from their application, informing them we have everything for their application, checking in to see if they have any questions, etc.
  - Letters are also mailed out to students whose application is not yet completed. The letter will outline exactly what they are missing to complete their application.
  - With the help from Hobson’s Connect, we are able to communicate more efficiently with transfer students as they sign up for See Blue VIP.
- **Special Recruitment events and visits:**
  - **Transfer Days at the Visitor Center:** The third Wednesday of every month is a session for only transfer students. Potential transfer students who want the inside scoop on the University of Kentucky will be able to sit in on an information session that is specific to their needs. After the session they will be able to explore all that UK has to offer with a guided campus tour, by a transfer student.
  - **KCTCS “Field Trip” Days:** We have invited each of the KCTCS schools to bring students to campus for their own day. These generally take place on Fridays. The KCTCS school arranges for transportation to UK’s campus for their students. Once on campus, they will sit in on an information session, take a tour of campus and meet with an advisor. Big Sandy – Prestonsburg campus, Somerset and BCTC have taken advantage of this day. Hoping to get all campuses involved.
  - **Out-of-state Recruitment:** This past fall we visited the College of DuPage in Chicago, IL. It’s one of the top community colleges in that area and several students have transferred down to UK. We are also planning a visit to Georgia Perimeter College in Atlanta, GA, this fall during the Preview Night.

**Transfer Scholarships**

  - Created 3 tiers of transfer scholarships with differing requirements, which added higher level awards for outstanding students.
  - Moved deadline for transfer scholarship applications to May 15, allowing students to apply after the spring term.
  - Increased budget for transfer scholarships from $100K to $1M annually.
  - Provide scholarships to transfer students named to the KCTCS All-Academic Team.

**Transfer Equivalency Process**

When transfer students submit their official college transcripts to the Admission Office, the work is entered into IRIS (the student information system). The Transfer Equivalency Office then begins the process of determining UK course equivalencies. Most KCTCS courses have already been equated and we have established equivalencies for many other institutions in the state of Kentucky and beyond. If a current equivalency does not exist, our office will provide the course description to the appropriate academic department on campus for evaluation. Until late 2007, only one staff member was devoted to this effort. A Transfer Equivalency Team is now in place with two full-time equivalency officers and a full-time coordinator, all of whom report directly to the Associate Registrar. This has allowed us to be more proactive than ever before and also to be able to follow up with departments when timely responses are not received. We have also developed a new alphabetical split by student last name so that each student has a specific contact person in our office.

In addition, all courses currently equated from other institutions (including KCTCS) are listed for any prospective student to see on our website. We have over 400,000 courses equated and the number grows every day. Students may visit this site to learn how their courses will transfer: [http://www.iris.uky.edu/TransferEquivalency/](http://www.iris.uky.edu/TransferEquivalency/)

The office has also prepared a Transfer Equivalency Guide which is given to all transfer students at their Advising Conference and it is also available on our website. The guide is designed to give the students
more information about the transfer equivalency process and to provide contact information if questions or problems arise. The guide may be found at: http://www.uky.edu/Admission/files/TEG.pdf

The goal of the Transfer Equivalency Office is to have all transfer courses evaluated by the appropriate faculty and equated with equivalencies listed on the UK transcript prior to a student attending an advising conference. At present, we are also asking each college and department to review existing equivalencies – the goal is to make sure all equivalencies are up to date and reflect the “integrity” of the UK degree requirements.

Financial Aid

Transfer students who require financial assistance to attend UK should submit the Free Application for Federal Student Aid (FAFSA) to the Central Processing System (CPS) by the March 15 priority filing date to receive consideration for all available financial aid. The FAFSA may be submitted online at www.fafsa.ed.gov <http://www.fafsa.ed.gov/>. Students may apply after April 1, but some funds may be exhausted. No other application is required. Transfer students with complete financial aid applications will receive notification of their financial aid package in mid-June or when their financial aid application is complete, whichever is later.