

Summer 2021 – Spring Quarter 2022

TRANSFER CENTER ANNUAL REPORT INFO



COMMUNITY

ADVOCACY

RESOURCES



Summer 2021 – Spring Quarter 2022

TRANSFER CENTER ANNUAL REPORT INFO

TRANSFER CENTER VISION

Empowering and supporting transfer students to succeed and thrive at Cal Poly while advancing institutional support for transfer students.

TRANSFER CENTER GOALS

Resources: Provide and connect students to on- and off-campus resources.

Community: Foster a sense of belonging and community for transfer students within and across colleges.

Advocacy: From application to graduation, advocate for more transfer inclusive policies, practices, events, and language. Increase campus-wide awareness for how to support and include transfer students within the Cal Poly Community.

STAFF

1 Transfer Center Coordinator

2 Graduate Assistants (1 in the Transfer Center and 1 supporting Transfer Transitions out of the CSU EAP Grant)

4 Student Assistants

1 Graphic Design Student Assistant (paid for out of the CSU EAP Grant)

3 Academic Coaches (paid for out of the CSU EAP Grant)

6

Transfer Student Engagement

10

Summer 2021

12

2021-2022 Academic Year



Noteworthy Initiatives 22

Inclusion Training 24

Feedback & NACADA Review 28





TRANSFER STUDENT ENGAGEMENT

INDIVIDUAL STUDENT CONTACTS SUMMER 2021 – SPRING QUARTER 2022

Type of Contact	Number of Students
Email - perspective students	149
Email - recently admitted students (from admission – 1st day of school)	50
Email - current students	33
Virtual Drop – In (stopped school year zoom drop-in after fall quarter 2021)	29
Phone	95
Instagram Messaging	110
Current Students 1:1s	19
Academic Coaching	130
Prospective student meetings (stopped after October 2021 because realize all were admissions referrals)	17
TOTAL	632

Opened the physical center in fall 2021. Our physical space includes a back-wall study desk, a small couch hangout space, a microwave, a fridge, and free printing. Student assistants are at the front desk to answer questions and phone calls during our open hours (Mon – Thurs 9am – 5pm, Fri 9am – 1pm).

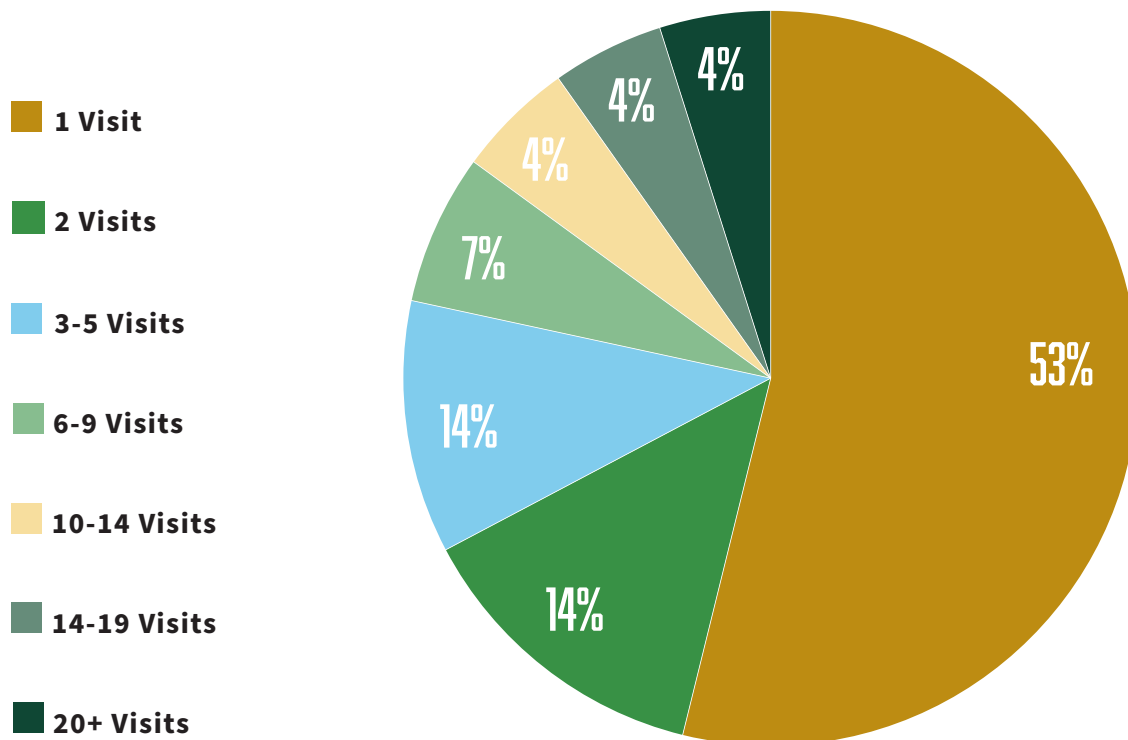
- Staff members have received training on how to run the center, events, and carry out coaching appoints via in-person methodologies and learning how to offer hybrid support options.
- During the fall and winter quarter of 2021, the center was awaiting for the installation of power systems. To substitute for our missing digital sign in system, we used a hand written system. During those two quarters we had 279 unique individual students come into the Transfer Center. Of these students here is the visit frequency for fall 2021 and winter 2022:

FALL & WINTER VISIT FREQUENCY

1 Visit	161
2 Visits	35
3-5 Visits	56
6-9 Visits	17
14-19 Visits	1
20+ Visits	3

MEAN & MAX VISITS

Mean Visits	2.69
Max Visits	42





In spring quarter 2022, we were able to start a more in-depth tracking system. In spring quarter we had 182 unique individual students come into the Transfer Center. Of these students here is the visit frequency for spring 2022:

SPRING VISIT FREQUENCY

1 Visit	98
2 Visits	25
3-5 Visits	26
6-9 Visits	12
14-19 Visits	7
20+ Visits	7

MEAN/MODE

Mean Visit	3.94
Mode	32

We were also able to look at usage by day. It is important to note that we close at 1pm on Friday so that is one factor. In addition, the report covers usage by day. An important factor to keep in mind, is that the center closes at 1 p.m. on Fridays. This results in lower attendance.

VISITORS BY DAY

Day	Total Visits	Average Visitors
Monday	146	14.6
Tuesday	175	15.9
Wednesday	177	16.1
Thursday	160	16.0
Friday	56	5.1



SUMMER 2021

4 IG lives with 127 students joining in – IG Live with: Admissions & The Transfer Center, Orientation about SLO Days, Ask Us Anything with our Transfer Center Coordinator, and Orientation about Preparing for Week Of Welcome.

The Transfer Center staff supported various campus partners with transfer onboarding events including, but not limited to, facilitating a transfer panel for the NSTP Summer Workshops of Transfers (3 students attended) and sharing about the Transfer Center for 18 incoming transfer athletes.

15 Transfer Student Spotlights were shared on Instagram with 730 likes.

Launched Transfer Center Discord as a space for student questions to get answered, and to provide a digital community hub for incoming transfers. As of spring 2022, we had 283 Discord users and over 1,000 posts. The top questions asked on Discord related to upcoming events, off-campus housing, and orientation questions.

Between our zoom drop-ins, IG messages, Transfer Center email, and Discord we received a lot of communication incoming students. The top questions we received were related to orientation, registration, and finding off campus housing. The foremost concerns brought up were orientation, the registration system crashing, not being able to enroll in classes they had thought reserved seats for them, and parking passes.

Zoom Drop-ins Available in the summer

- The top 3 topics discussed were – Admissions information, Academic Advising, and Orientation questions. 81% of students were referred to another resource.

Hired and onboarded 2 new academic coaches and 2 new graduate assistants.

SLO Days (two, day long sessions with all incoming transfers in early August on Zoom) – Transfer Center Coordinator co-facilitated the welcome, Associate Vice Provost for University Advising and Transfer Center Coordinator did Journey to Academic Success with 830 people, Transfer Stories Panel with 615 people

Welcome Letter to all incoming Transfers handed out at WOW – includes welcome letter from Heather and Dr. Dawn Janke, fall quarter outline, scheduling tips, and academic support events for the year (part for CSU EAP grant).

Week of Welcome – Boothed and supported the Transfer Kick Off Diner with 650 students in attendance. Hosted a Transitioning to the Quarter System session with 375 students in attendance.

Campus Comeback – This event was for returning students to re-engage with Cal Poly. We hosted a Transfer Center Open House with 70 students stopping by our center and then during the UU hour resource fair we had 25 transfers stop by and engage with staff in the center.



2021-2022 ACADEMIC YEAR

1,529 STUDENTS JOINED US FOR OUR TRANSFER CENTER SPONSORED EVENTS

with PULSE, transfer talks, transfer community building opportunities, hangout spaces (college and identity based), finals week study breaks, and academic success events that are part of the CSU EAP grant.

- Each quarter we hosted a welcome event that was a great success. Fall – 150 students, Winter – 42, Spring – 130.
- Our top attended event for fall quarter, outside of National Transfer Student Week, was Transfer Bowling with 40 transfers in attendance.
- Our top events for winter quarter was Get to Know the Library with 55 students and TGIF Coffee & Donuts with 45 transfers in attendance.
- Our top spring quarter event was Transfer Academic Success & Support with our coaches, the Office of Writing & Learning, LibRats and CHW with over 60 students in attendance.
- We hosted 12 transfer talks throughout the quarter.
- Each quarter we hosted study breaks during finals week. Our most popular study break session was the Finals Fishbowls & Fuel event that occurred in winter and spring quarter.

Transfer Center Representation throughout campus events, lead to engagement with over 700 students. Collaborative sample events looked like, the transfer center engagement at the Cerro Vista Carnival during the spring term, and the transfer career panel in winter quarter.

664 STUDENT ENGAGEMENTS FOR NATIONAL TRANSFER STUDENT WEEK

27 campus partners supporting half of our 15 events. Our top attended events were the NTSW Kick-Off, Gardening & Food Resources, Nosh & Network with Academic Support Resources.

- **Transfer students shared what they really enjoyed during NTSW....**
 - Personalized donuts on Monday/seeing the UU Plaza be a space celebrating transfers
 - Game night and mug decorating
 - Learning about research opportunities
 - Getting to connect with staff and faculty who were transfers
 - Learning about the many resources on campus

TRANSFERS SHARED WANTING MORE OF....

- Time to connect or talk with other transfers (during the game night and the mug decorating transfers stayed talking with other transfers)
- More options to talk with faculty and staff who were transfers, and learn from them
- Seeing campus embrace and celebrate transfers outside of the Transfer Center collaborations or Transfer Center requests for events
- Being able to share their needs and visions on how Cal Poly can better support transfers, and how their approaches to carry out that support
- Off campus event or an event on the weekend that is for families/transfer partners

INSTAGRAM

A vital tool in sharing knowledge and resources with transfers this year. Five thousand four hundred thirty Instagram engagements with our posts. Additionally, our Instagram story is often full of resources, inspiration, important deadlines and more – we average 250+ views on our stories.

- Some of our top engagements were posts of transfer students (student spotlights, TSAC, academic coaches, and TC student assistants), Transfer Tux (the unofficial cat mascot of the center), and tips and tricks for navigating Cal Poly

ACADEMIC COACHES

130 Academic Coaching Appointments and 10 Academic Support Events hosted by our transfer academic coaches

- 3 academic coaches with a new coach added in spring quarter to help with the transition of our graduating coaches
- Offered in-person and virtual coaching appointments
- Coaching appointments average 45min as students want to discuss many aspects of their Cal Poly transition
- Coaches supported the pilot of TASP and met with over 65 TASP students
- In the post coaching survey sent to students, a Transfer student shared “I appreciate the energy the academic coaches give off. I have had the pleasure of speaking to all of them and they are all well informed. I can confidently say that my grade would not be as soon as they are if I did not use this service. I am highly grateful to the Transfer Center.”

NEWSLETTERS

13 Bi-weekly Transfer Student Newsletter

- Newsletter contains information about upcoming transfer center events, highlights an academic support topic, and information important for the upcoming weeks (for example registration or the upcoming career fairs).
- Newsletters were opened by 37.8% (1,008 opens) – 48.8% (1,259 opens) of transfer students.

ADMITTED STUDENT OUTREACH & SUPPORT

- 2 Instagram lives – 1 on transfer support, 1 on finding off campus housing – with admissions in spring quarter for their Mustang Mondays series.
- Boothing at Cuesta & Next Steps for Cuesta students virtual event.
- CAFES & Hancock student visit – shared about the Transfer Center and TC student staff served on a panel.
- Open House
 - Transfer Center Resource Booth on Friday with 200 admitted students and supporters stopping by. Afterwards, 400 students then came to the Transfers Center with our staff.
 - TC Coordinator served on in person panel along with admissions, orientation, and housing for over 95 admitted transfers and supporters. Coordinator then served on the virtual equivalent of this panel for 21 admitted students.
- Poly Cultural Weekend boothing during which we engaged with 40 admitted students.
- Admissions partnerships for the biweekly newsletter to make sure as needed relevant info is shared with transfer regarding academics, advising, and key resources we have found transfers need. Additionally, we partnered to create an advising overview video, parking information, and off campus housing information as YouTube videos that were shared in the biweekly newsletter.

TRANSFER ONBOARDING GROUP

Formed out of conversations in CASS, this group meets once a month with 1 advisor per college, an admissions rep, a retention specialist, and an NSTP staff member. Starting in January 2021, we have covered topics related to transfer onboarding, websites, SLO Days, admissions communication, and data and transfer trends.

STAFF & FACULTY ADVISORY BOARD

4 Staff & Faculty Advisory Board Meetings

- Over 40 staff and faculty from across campus came together to support events for NTSW, discuss theories and research related to transfers, provide updates on the Transfer Center, and share transfer trends.

TRANSFER ACADEMIC SUCCESS PROGRAM (TASP)

Created and piloted an academic intervention for first-year transfers on academic probation after their first or second quarter.

- **Based on research and the current transfer student support at Cal Poly, the following goals were established:**
 1. Ensure students are aware of and connected to the proper resources that are necessary for academic success
 2. Create an action plan that addresses the specific needs of students that can be used for the upcoming quarter
 - Provision of resource options and planning tools that can be used throughout their time at Cal Poly
 3. Instill within students the values of academic prosperity, prioritizing curricular endeavors, goal setting, and establishing self-efficacy
 4. Establish quarterly routines centered around seeking out resources, connecting with faculty, and engaging in activities that are educationally beneficial
- **TASP student participant learning outcomes. After connecting with the Transfer Academic Success Program, students will be able to:**
 1. Describe specific academic policies as they relate to each student's needs and assess circumstances impacting academic goals (academic probation, change of major, DRC accommodations, EAP, etc.)
 2. Create an academic success plan centered around implementing helpful academic strategies, utilizing resources, and connecting with faculty (Office hours, workshops, time management, etc.).
 3. Identify two or more resources that are necessary for academic success and wellbeing (e.g. Transfer Center academic coaches, workshops, counseling services, career services, WLC hubs and tutoring).
 4. Integrate concepts such as SMART goal setting, wellness, and self-efficacy in order to support academic ambition
- **104 students were placed in this pilot program during the winter and spring quarters.**
 - The program was not required but over 96% of students engaged in some part of the program. Over 50% completed the entire program which consisted of a pre-survey, Canvas shell, welcome video and reflection, academic coach meeting, academic advisor meeting, creating an academic success plan, and completing a post-reflection survey.

- Through the pre-survey we learned more about the experience of new transfers and what they believe contributed to them being on academic probation:
 - Both quarters the highest response was related to difficulty adjusting to the pace of the quarter system (69% for winter and 70% for spring), and over 50% of students during both quarters relayed that test taking was difficult for them..
 - In winter quarter, the other top self-reported factors leading to being on academic probation were 27 students (52%), stating they struggled with time management and organization. Furthermore, 24 students (46%) sharing they had difficulty adjusting to the academic rigor of upper division classes at Cal Poly.
 - In spring quarter, the other top self-reported factors leading to being on academic probation were 29 students (57%) having a hard time with their mental health. Furthermore, 29 (57%), struggling with time management and organization.
- In the winter quarter post-survey TASP participants gave 4.5 out of 5 stars for the overall supportive environment, transfer coach meetings, and college academic advising meetings.
 - TASP students shared:
 - **“Thank you for helping me answer questions I had and helping me stay motivated to pass my class.”**
 - **“My academic coach was really helpful and gave me a lot of new information I had no idea about.”**
- GPA evaluation for students who completed TASP in winter quarter (54 students but 2 of them withdrew from Cal Poly after fall quarter)
 - 43 students winter term GPA increased and 44 students CP SLO GPA increased
 - The average fall quarter GPA was 1.49 and the average winter quarter GPA was 2.21

Students and staff involved engaged in focus groups to help determine adjustments and ideas for the future growth of TASP. A more detailed TASP pilot report is available here:

<https://transfercenter.calpoly.edu/about-transfer-center>

TRANSFER STUDENT ADVISORY COUNCIL (TSAC)

12 Transfer Student Advisory Council (TSAC) meetings

- 8 transfer students from 5 of the 6 colleges (we tried to get a transfer student from CAED but were unsuccessful) served on TSAC which meet for 50min, 4 times a quarter with the option to join in-person or via zoom.
- Offices that came to listen and engage with TSAC – Basic Needs, Library Staff, NSTP, Admissions, Disability Resource Cultural Center proposal from student group, Counseling Services, and Mustangs for Recovery.
- Topics focused on at TSAC related to Transfer Center actions and areas of influence – feedback on the TASP planning in fall, discussing ideas for academic support given TASP trends in winter, and documenting transfer housing experiences and National Transfer Student Week planning in spring.



NOTEWORTHY INITIATIVES AND EFFORTS BY TRANSFER CENTER STAFF

One Collaborative Advising for Student Success (CASS) meeting per month during this academic year has been dedicated to transfers topics covered include transfer registration, onboarding information, ADTs and CID's, flowcharts, and more.

Transfer Center Coordinator continues to support and provide transfer data and input for the Allan Hancock College 2+2 sociology program, Associate Degree for Transfer reviews and trainings, and meetings related to the quarter to semester conversion.

Transfer Center Coordinator presented to 35 attendees at "Creating & Maximizing a Transfer Student Advisory Council," at the NISTS annual conference in St. Louis in February 2022.

Co-managed a \$50,000 EAP CSU Transfer Transitions grant with the Office of Writing & Learning Initiatives focused on transfer transitions, transfer academic coaching, and the pilot of TASP.

Collaborated with Career Services to create various transfer specific career outreach and events. Work together to review data to better determine how to serve transfer career readiness.

Assistant Vice Provost for University Advising and Transfer Center Coordinator met with all colleges, lead advisors, and Associate Dean regarding the role of the Transfer Center; compared to the work being done by each college's advising center.

Formalized a partnership with University Advising's Retention Team to create transfer specific data reports to better determine the transfer experience and focus initiatives within the center, CASS, the transfer onboarding group, and beyond.

Launched the website page: Supporting Transfer Students - geared towards staff and faculty. The website highlights training opportunities, research, and includes a partnership with the Center for Teaching Learning and Technology on 5 tips for a transfer inclusive classroom.

Partnered with University Housing to offer more transfer housing on campus. Further collaborated with University Housing and the Dean of Students for the creation of formal off campus housing support services.

Transfer Center Coordinator read and ranked over 120 transfer scholarships for Financial Aid.

Based off student feedback, a partnership was created with Cal Poly Scholars for incoming transfer scholars to be paired with a transfer academic coach instead of scholars having their own transfer specific mentor program. This program will be piloted during the 2022 - 2023 academic year.



TRANSFER INCLUSION TRAININGS

257 Students completed the Student Transfer Inclusion Training

We offered nine 40min student transfer inclusion trainings virtually or in person depending on the group request. The training focuses on learning about Cal Poly transfer demographics, identifying challenges unique to transfer students and learning how students can take steps towards making a transfer inclusive Cal Poly culture and experience.

Student Transfer Inclusion training Learning Outcomes:

1. UNDERSTAND

the Cal Poly transfer demographics

2. IDENTIFY CHALLENGES

unique to transfer students at Cal Poly

3. IDENTIFY THE IMPACTS

non-inclusive environments have on transfer student's success

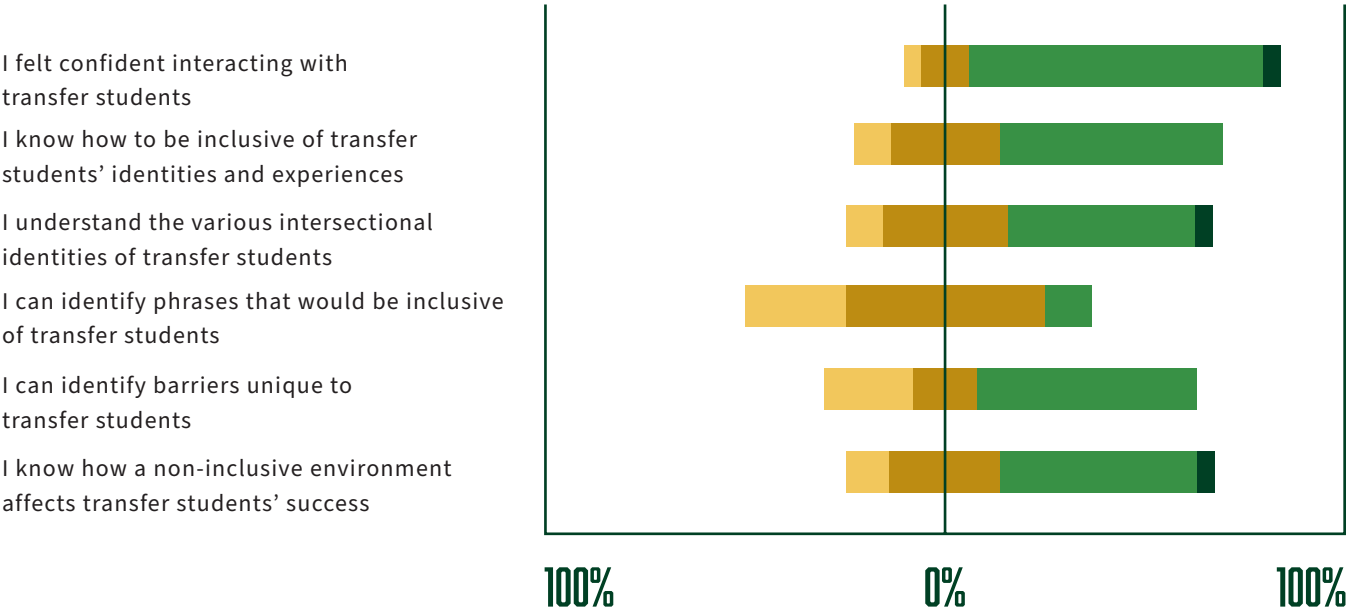
4. IDENTIFY INCLUSIVE PHRASES AND WORDS

to use when speaking with transfer students

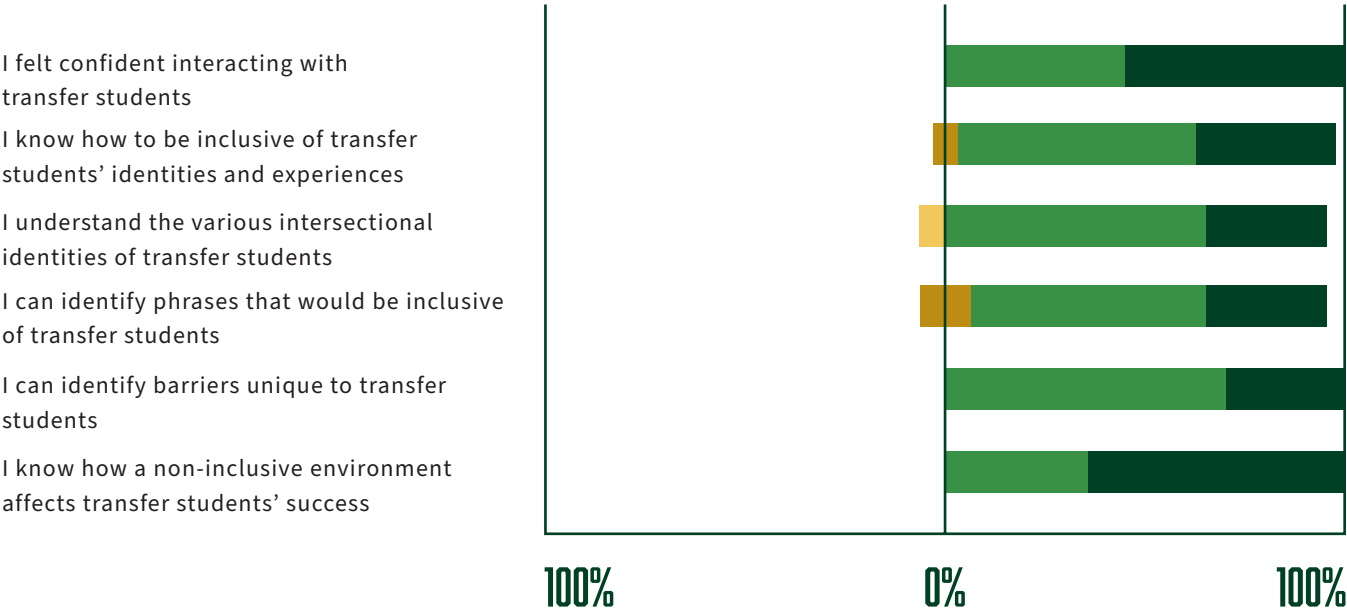
Students were affiliated these groups: Campus Comebacks student leaders, all Resident Advisors, Poly Reps, CLA Peer Advisors, ASI Student Management, Career Services student assistants, Trio student staff, and OCOB Transformations leaders.

A student participant shared in a reflection after attending the training, "It is important to promote a culture of inclusivity in Cal Poly so that all students including transfer students are all able to have that necessary support system to succeed."

TRANSFER INCLUSIVITY TRAINING BEFORE ATTENDING



TRANSFER INCLUSIVITY TRAINING AFTER ATTENDING



Disagree Neutral Agree Strongly Agree

64 Faculty and Staff Completed the Staff & Faculty Transfer Inclusion Trainings

We offered four 90min faculty and staff transfer inclusion trainings on zoom. The training covers Cal Poly transfer demographics, barriers to transfer success, common misconceptions and assumptions, transfer inclusive language, key things to know about the Cal Poly transfer experience, and transfer research.

Staff transfer inclusion trainings

1. IDENTIFY CHALLENGES AND BARRIERS

unique to transfer students at Cal Poly

2. IDENTIFY THE IMPACTS

non-inclusive environments have on transfer student's success

3. IDENTIFY INCLUSIVE PHRASES AND WORDS

to use when speaking with transfer students

Quotes from participants

- “The data was especially helpful to emphasize the wide range of diverse student groups, situations and experiences. The first-person quotes and videos were also very compelling in understanding how the Cal Poly environment/culture factors into how transfers students are often regarded and how welcome a transfer student is made to feel.”
- “Recognizing some questions I need to reflect on more – what assumptions do I have about transfer students; how can I better support transfer students in my position.”
- “Excellent! I appreciate the engagement questions and breakout sessions to take my learning to the next level.”

“I’ve attended multiple training workshops provided by Transfer Center staff including one for the student organization I manage. The Transfer Center provides clear, articulate, data-driven information applicable to their given audience. Fruitful and tangible actions came as a result of the staff/faculty transfer inclusion workshop I attended. Lastly, my Poly Rep students who attended the workshop left with inclusive transfer-friendly language and helpful information about the transfer experience.”

– Aaron Borgeson, Welcome Center Coordinator



FEEDBACK & NACADA REVIEW

External NACADA review of academic advising at Cal Poly was conducted during May 2022.

- One of the seven challenges shared was “the transfer student experience.”
The reviewers noted that “the transfer student experience is still inconsistent, especially between colleges. Colleges want to own transfer experience along with the transfer center, but they don’t currently have the capacity to make transfer students a priority. If Cal Poly considers a first year seminar, it may be beneficial to consider a transfer student seminar course experience...Students and advisors both acknowledged that student access in general (but especially transfer students) to academic advisors in some colleges is very limited, especially during certain times of the year. Some colleges have long wait times for students to access appointments.”
- One of the ten recommendations from the review is to “Create an ideal transfer student experience.”
 - The reviewers stated that, “Cal Poly should conduct a complete review of the transfer student experience as students apply, enter, move through, and exit the institution. This review needs to be completely through the student’s perspective and their view of their overall experience. The University could conduct this review using objective internal administrators and faculty/staff or may seek outside assistance from national resources...”
 - The reviewers stated that “The current transfer student experience is not only inhibiting what students report as confusing and frustrating at times, but it could also impact the overall reputation of Cal Poly within the system. The staff who are trying to assist transfer students are also negatively impacted by the lack of resources, and at times, are experiencing the negative effects of student frustration directly. This recommendation is related to the University’s strategic goal 3B.”
 - Goal 3B – Create a sustain a more diverse, equitable and inclusive university community that reflects and serves the diverse people of California

At the end of the academic year, Transfer Center staff members summarized the feedback they received from their time in the center, and coaching appointments. Additionally, they were asked what they believe were the next steps for creating a transfer friendly environment at Cal Poly would look like.

1. A PHYSICAL SPACE

that is larger, has windows and airflow, has more space to study while also having space to host Transfer Talks and more social events. Additionally, a space with a smaller private meeting area for more personal conversations between staff, coaches, and or students

2. TRANSFER RECOGNITION AND CELEBRATION

including but not limited to transfer stoles or stashes, a university recognized and supported transfer graduation celebration (like the other identity centers), transfer awards, transfer specific scholarships that any student can apply for (not just needed based aid options), and transfer pride merchandise in the bookstore

3. SEEING OTHER OFFICES AND AREAS BE COMMITTED TO TRANSFERS

in their actions and their funding (admissions staff specifically focused on transfers, every college advising center having at least one transfer specific college advisor, increased beds for transfer housing and transfer housing for students with partners or dependents, Transfer Center events on the Cal Poly Now website, and more).

4. LARGER SCALE EVENTS

that more transfers attend and are transfer relevant (being able to host events off campus, having money for full meals at events, offering childcare for evening events).

5. CONTINUED GROWTH OF THE TRANSFER CENTER

staff (more professional staff) and the continued feel of approachable, fun and easy to access transfer academic coaches.



Email - transfer@calpoly.edu

Phone - (805)756-7778

Instagram - @cpslotransfers

Academic Year Hours

Mon — Thurs 9am - 5pm

Fri 9am - 1pm



Center Space

Bldg 52 Rm E30

