

BOARD OF TRUSTEES UPDATE SEPTEMBER 2023

TRANSFER INITIATIVES

WHY FOCUS ON TRANSFER STUDENTS?

Transfer students and first-year/new freshmen with prior college credit are a vital component of NMU's enrollment. Each year approximately 20% of the new undergraduate class are transfer students and 40% of the student body has prior college credit.

GOAL

NMU will be an institution known for transfer-friendly practices – where students with prior college credit are well-served, well-supported, and have access to clear information for academic planning and degree completion.

HOW

Focus on removing barriers and improving transparency.

BRIDGE AWARD

(Impact Fall 2023)

GOAL

Exceed an increase of 14 students from out-of-state (freshmen + transfers)

UPDATE

Enrolled 21 additional students from out-of-state (freshmen + transfers)

REGIONS - MN/NATIONAL

(Impact Fall 2023)

GOAL

Exceed an increase of 25 students in these regions (freshmen + transfers)

UPDATE

Increased applications (+166), admits (+64), but orientation registrations declined (-19)

PRESIDENTIAL SCHOLARS COMPETITION

(Impact Fall 2023)

Added one full-ride specifically for a transfer student

GOAL

Increase early applications from high-achieving transfer students

UPDATE

November 1: transfer applications were +20 (+8%); admits were +16 (+19%)

TRANSFER CREDIT EQUIVALENCY (TCE)

STRATEGIC DOING PROJECT

GOAL

Reduce duplication of effort, leverage staff resources, positively impact prospective students' ability to make an enrollment decision

UPDATE

Completed: process audits, gap identification, proposals in progress

TRANSFER PATHWAYS AND PARTNERSHIPS

Created new position with this focus (Impact Fall 2024)

- Established codified policies/processes for articulation agreements
- Signed five new pathways: Bay Mills, Gogebic, Fox Valley, and Northcentral Tech
- Four pathways are in the final stage of review by the Registrar
- 17 pathways are in draft phase, waiting for course equivalency establishment
- Training staff on using articulation agreements as a recruitment tool

TRANSFEROLOGY

(Impact Fall 2024)

Credit transfer tool for prospective students

GOAL

Increase +14 transfers over Fall 2022 baseline of 386

UPDATE

- Transferology went live in February 2023
- Staff in multiple departments at NMU report on the usefulness of the tool
- Quarterly usage reports from Transferology and the email metrics we track in the CRM help us track impact
- Articulation agreements, general education guides and academic program guides are available

TRANSFER ADVOCACY COMMITTEE —

SUBCOMMITTEE OF THE ENROLLMENT MANAGEMENT COMMITTEE

With the support of University leadership, the Enrollment Committee is addressing the challenges faced by transfer students by creating the Transfer Advocacy Committee. This will be a standing sub-committee of the Enrollment Committee, with eight members representing Admissions, Global Campus, Orientation, Registrar's Office, Advising, International Programs, a faculty member, and a transfer student.

CHARGE

The Transfer Advocacy Committee assesses services, policies, and processes for students with prior college credit and implements solutions to remove barriers to enrollment, retention, and graduation.

DUTIES

- Audit processes, policies, and services across campus regarding prior college credit
- Identify barriers to enrollment, retention, and graduation
- Remove institutional barriers based on best practices, peer-institution practices, and innovative methods
- Provide the Enrollment Committee and university leadership with information and guidance on transfer students and other students with prior college credit

