The ULTIMATE PLAYBOOK:

How To Up Your Transfer Partnership Game

By Rose Rojas & Kimberlyn Carovillano-Dugan

ABOUT THE TEAM

NAME	Rose Rojas
COLLEGE	Maricopa Community Colleges
POSITION	Director of CCTA
FAVORITE TEAM?	Arizona Cardinals

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NAME	Kimberlyn Dugan
COLLEGE	Maricopa Community Colleges
POSITION	University Liaison, Sr.
FAVORITE TEAM?	Cincinnati Bengals

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"THE KICKOFF"

What prompted the creation of our university partner model.

Why the Revamp.

GAME TIME!

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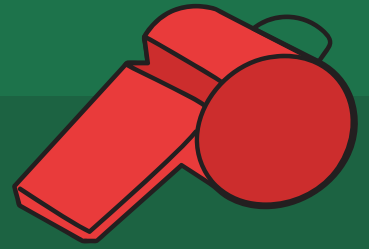
ABOUT MARICOPA COMMUNITY COLLEGES

99k+

STUDENTS

48% are first generation
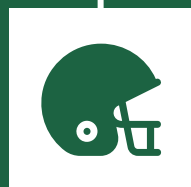
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COLLEGES

Within Maricopa County

33

CAMPUSES

Main and satellite campuses throughout the valley

700+

DEGREES & CERTIFICATES

35%

PLAN TO TRANSFER

01

GAME PLAN

Reasons For Revamp

6

CALL TO ACTION

In Fall 2022, the Center for Curriculum and Transfer Articulation unveiled its updated university partner transfer model. There were two drivers that prompted the revamping. The Maricopa District Office underwent the FranklinCovey's The 4 Disciplines of Execution®. As a result, the District Office identified the following **Widely Important Goal (WIG):**

Increase equitable completion of a post-secondary credential and/or transfer rate for traditionally underserved students from 26% to 35%.

02

"THE DRAFT"

New Partnership Criteria

NEW PARTNERSHIP CRITERIA

MINIMUM REQUIREMENTS

- ❏ Is accredited with no adverse actions or existing sanctions against the institution for ethical and/or legal violations
- ❏ Accepts and applies nationally and regionally accredited credits toward graduation requirements
- ❏ Accepts and applies credits earned through prior learning assessment from the Maricopa Community Colleges
- ❏ Aims to accept and apply a minimum of 60 applicable credits (academic and occupational) from the Maricopa Community Colleges
- ❏ Agrees to accept Maricopa's general education core in satisfaction of lower division institutional general education requirements that are equivalent to university requirements
- ❏ Has a minimum of 50 students who have transferred at least 12 Maricopa earned credits in the last three years*
- ❏ Agrees to survey students who transfer with Maricopa credits annually
- ❏ Agrees to track Maricopa student enrollment and achievement, using mutually agreed upon qualitative and quantitative

NEW PARTNERSHIP CRITERIA

DEPTH OF PARTNERSHIP

❏ Offers infrastructure and student services to successfully support transfer students

❏ Provides advising resources to transfer students

❏ Offers multiple orientations, cultural, and campus integration activities

❏ Creates transfer plans that align with Maricopa degree completion

❏ Reserves seats or considers Maricopa transfer students as "native" students as equal in competitive programs

❏ 75+ Credit Transfer Pathways

❏ Maricopa-specific scholarships

❏ Offers internship/ co-op professional work opportunities

❏ Waives application fee

"ROUTES AND PLAYS"

Implementation Strategies

STEPS TO ENTERING NEW AGREEMENT

01
We hosted large scale partnership revamp meetings with all partners active during the 21-22 school year and prospective partners to share new requirements

02
Each university interested in renewing their partnership completed an application demonstrating all minimum requirements are met and strength of the partnership

03
Partners customize the Memorandum of Understanding (MOU) draft to their university and our office reviewed each one to determine if partnership should move forward

04
The finalized MOU is signed by the university partner's VP or President and then sent to our provost

PARTNER TO DO LIST

Summer

- University Action Plan Submission & Meeting

Fall

- Update Institute's Web Profile
- Annual Transfer Data Report
- Student Transfer Experience Survey
- National Transfer Week Initiatives
- E-Quarterly News Articles (optional)
- College Times Transfer Guide (optional)

Spring

- Update Institute's Web Profile
- Annual Partnership Meeting
- E-Quarterly News Articles (optional)
- College Times Transfer Guide (optional)
- At least one Transfer Fair, Classroom, or Event Attendance

STRATEGY CONSIDERATIONS

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Engagement and Connections Inclusion/Belonging/Mattering	**Research and Data Sharing** Data/Reporting/Strategic Planning
Awareness and Promotion Events/Marketing/Promotion/Student Communication/Outreach	**Articulation and Credit Mobility** Curriculum,/Articulation/Pathways/PLA
Admission, Advising, Student Progression Advising/Pathway Integration/Student Issues/Navigation	**Career Exploration and Pathways** CTE, Stackable credentials, Development, Services, and Workforce Demands
Affordability Financial Incentives/Scholarships/Grants	**Transfer Week (Third week in October)** Coordinated, joint activities

STRATEGY CONSIDERATIONS

Theme/Category	Purpose	Potential Strategies
Engagement and Connections Inclusion/Caring/ Belonging/ Mattering	Provide on-campus connections with caring individuals who foster transfer success.	• Develop equity based approach to support marginalized populations • Establish school-life balance program • Provide beyond classroom resources; food pantries & mental health services • Expand transfer center to include • Develop peer mentor and faculty advisor programs that provide guidance and encouragement
Articulation, Credit Mobility Credit Options, Opportunities, and Issues (Curriculum, Articulation, Pathways, PLA)	Focus on credit maximization and learner mobility	• Streamline the evaluation and intake process of credits • Review articulation practices to ensure the maximum transferability regardless of the origin • Establish transfer paths that allow 75-90 credits • Examine PLA policies • Consider experimental learning, non credit, and skills for credit awards
Awareness and Promotion Events/Marketing/ Promotion/Student Communication/ Outreach	Create awareness of transfer options early and often	• Establish outreach strategies that level National Decision Day (May 1), National Transfer Week (Oct) and College Application Month (Nov) • Increase university presence on case - fairs, advisor trainings, information sessions, classroom visits • Modify student communication efforts - social media, texting, emails, ect. • Offer express application and enrollment days • Host events around Field of Interest

UNIVERSITY ACTION PLAN

Setting Partnership Goals

- Each university selected 1-2 goals to pursue for the 23-24 year
- Goals are connected to Diversity Equity Inclusion, Credit Mobility, Affordability, Student Progression, and/or Research
- Developed actions and steps to achieve goals with each partner that will be reviewed at the end of the academic year
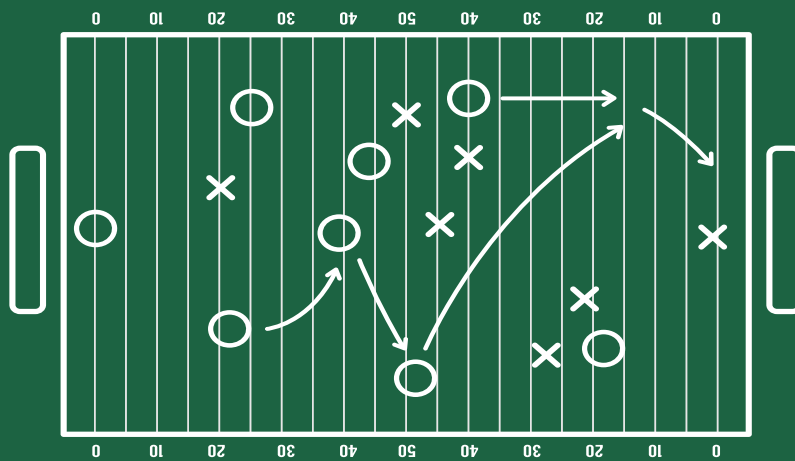
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"HIGHLIGHTS AND REPLAYS"

Results (So Far)

Success Metrics and Evaluation Rubric

Goal Objective	Metric	Did the Partner Meet this Goal/Objective?	Notes
Maintains Good Standing	☐ no existing sanctions against the institution for ethical and/or legal violations ☐ promotes Maricopa degree completion	☐ Met ☐ Partially Met ☐ Did Not Meet	
Collect And Share Quantitative and Qualitative Data	☐ completed annual data request ☐ surveyed students on their transfer experience	☐ Met ☐ Partially Met ☐ Did Not Meet	
Increase Success Rate Of Maricopa Transfers	☐ increased the number of students with Maricopa credit obtain baccalaureate degree	☐ Met ☐ Partially Met ☐ Did Not Meet	
Increase Enrollment	☐ increased the number of Maricopa students transferring to institution	☐ Met ☐ Partially Met ☐ Did Not Meet	
Support Acceptance And Application Of	☐ application of community college credits beyond 64 credits	☐ Met ☐ Partially Met	

ANNUAL DATA REQUEST
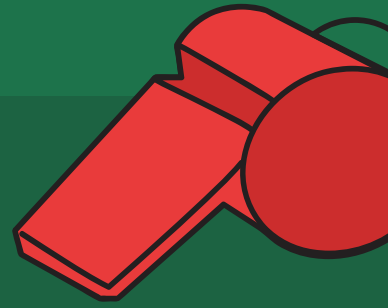
Total Transfer Enrollment

Enrollment by college and unduplicated count	Transfer Major (CIP code)

New Transfer Enrollment

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Enrollment for Fall and Spring semesters	Number of credits transferred in
Number of students transferring in with an associates degree	Average first year-GPA
Average first-year credit hours completed	Retention from most recent Fall to Fall semesters

Bachelor's Degree Completion

Number of students with 12 or more credits from Maricopa who earned a bachelor's degree	Number of Graduates by type of degree earned (BA, BS, BAS, etc.)

TRANSFER STUDENT EXPERIENCE SURVEY
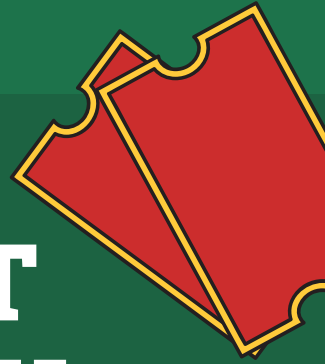
Transfer Preparation at Maricopa	
How did you learn about transfer	Did you complete your degree/Number of credits
When do you apply	Enrollment status

Transfer Experience	
Did your Maricopa credits transfer as expected	Did you feel prepared to transfer
>> if not, why	Enrollment status

Level of Satisfaction at the University		
Academic Advising	Financial Aid	Admissions/ Registration
New Student Orientation	Career Counseling	Overall Quality of Education

31

We have gone from 52 to 31 Partners. This consists of public in-state, out of state, private, and online institutions.

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96%

Successfully completed the first data report

Top 5 Transfer Partners
Arizona State University, Grand Canyon University, Northern Arizona University, University of Phoenix, Southern New Hampshire
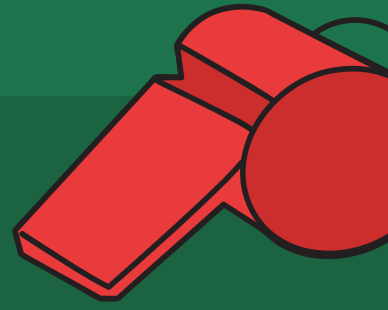
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83%

Of our our current partners have had an on-campus presence during the first year

21

Student Stats and Feedback

- 86% of Maricopa students indicated they were **satisfied** with their overall transfer experience

- 73% of Maricopa students indicated they **received transfer credit as expected** at their transfer destination
  - Students also indicated they would like to see more **programs that accept over 64 credits**

- We are seeing an increase of transfer to private institutions versus public institutions compared to past years

- Students prefer institutions with clear transfer paths

- Students recommended establish additional engagement events for transfer students post transfer

THE TRANSFER GRIDIRON: GETTING TO KNOW THE PROS IN THE FIELD

- What goals drive your transfer partnerships?

- What are the key focus areas of your partnerships, and how are they selected to ensure alignment with your goals?

- Who are our primary partners, and by what criteria are they chosen?

- What key performance indicators are most useful for evaluating your transfer partnerships?

THANKS!

rose.rojas@domail.maricopa.edu
kimberlyn.carovillano@domail.maricopa.edu