Wednesday, March 26, 2025

# Transfer Conference for Counselors



### Introductions



David Reed

Director of Educational Support Systems

Chabot-Las Positas College District



Michael Schwarz
Counselor
Las Positas College



## Transfer Counselor Website 2.0 What's *In It* For You?

#### **David Reed**

Director, Educational Support Systems, CLPCCD

#### Michael Schwarz, Ph.D.

Counselor/Instructor, Las Positas College



## Today's Session Agenda

- How We Approached the Redesign Process
- TCW In A Counseling Session: Tools You Can Use
- New Content & Future Directions
- Q&A and Discussion



## Summary of Goals Guiding Principles

- Used extensive feedback, surveys, and analytics data to identify the elements of the original site that were considered most valuable
- Applied an improved navigation and organizing strategy to the site to make it easier to locate information
- Improved relevance and impact by adding new sections that reflect needs of the transfer community

### Vision for TCW 2.0

- Improve experience working with Transfer-Intended Students
  - Information accessibility & Updated Resources
- Promote Transfer Equity
  - Help Counselors Address Barriers to Transfer for DI Populations
- Build community around Transfer and related work
  - Leverage the website, listserv to scale up



## TCW Design Timeline

Advisory Committee
Meeting #1
November 2023

First advisory committee meeting to guide innovation and revision of the website and monitor usage. Create vision for site and provide current site feedback.

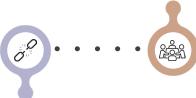
Initial Design
Feedback

January/February 2024

Receive feedback from counseling professionals in a range of capacities and locations

Incorporate Edits and refine initial design
Mar 2024

Move forward with single design for primary search and filtering based on feedback from all stakeholders















01 Where we started

December 2022 -July 2023

- Stakeholder feedback focus groups
- CLPCCD awarded TCW Grant

Create TCW framework and Design

December 2023

Initial search and filtering framework and design creation

Advisory Committee
Meeting #2

February 2024

S econd advisory committee meeting to reflect on the initial search and filter design

Transfer
Counselor
Conference

March 2024

Share the refined core design elements and get participant feedback on key elements to include for next set of iterative site development



Transfer Counselor Website

**Transfer Conference for Counselors** 

### TCW Timeline

Feedback Compiled and Shared
Spring 2024

Content and navigation feedback gathered and relayed to web developer from conference, website mockups, and advisory committees.

04

Beta Testing and Data Gathering

Spring/Summer 2024

Test site delivered and shared with beta test volunteers and advisory committees for feedback, troubleshooting, and data gathering.

Website Acceptance and Training

December 2024

TCW Site 2.0 delivered by web developer and team trained in updating, content changes, and general structure to maintain site going forward.















O1 Transfer Counselor Conference

March 2024

Share the refined core design elements and get participant feedback on key elements to include for next set of iterative site development.

Website Design
Acceptance

Spring/Summer 2024

Final design, layout, and criteria for search engine accepted. Web developer to begin creating staging site with test data.

05

Final Website
Develop and Coding

Fall 2024

Using site feedback, web developer completes development of new site in Omni CMS templates and custom PHP scripts

07

TCW 2.0 Live!

January 2025

Newly developed and curated TCW 2.0 goes live and will be available as a resource for all community colleges.



## Using TCW 2.0 in a Counseling Session

- Selection of TCW resources to use when working with students
  - From a counselor perspective
  - Save time instead of a search
  - Opportunity for easy comparison
  - How to use: TCW Demonstration



## College Search - CCC

- California Community College
  - General Education Patterns
  - Transcript Legend
  - Academic Renewal



## College Search - CSU

- California State University
  - Exam credit by campus (AP, IB, CLEP)
  - Admission Appeals by campus
  - Local GE patterns



## College Search - UC

- University of California
  - Exam credit by campus (AP & IB)
  - Transfer and/or Articulation contacts
  - Transfer Admission Guarantee (TAG) campus info



### Using TCW 2.0: Additional Highlights

- · Cal-GETC
  - Cal-GETC Standards

- Tutorials and Resources
  - Application Tutorials (SBCC Transfer Academy)
- Transfer Data



## New Content & Future Possibilities

### Student Journey

- Currently 16 specific categories that include affinity groups, learning communities, and student populations that often face additional barriers to navigate the transfer journey in
- Working with multimedia content creators to build additional content

### Majors & Careers

- Currently exploring possibility of adding "search by major" function to TCW search engine
- Multimedia including infographics may be of interest



### TCW – Opportunities

- How can TCW serve as a hub for transfer counselor training and professional development?
  - Resources for counselors in special programs and learning communities to help connect students with parallel university-level opportunities
  - Hosting online trainings and PD webinars, promoted via listserv
  - Resources in support of training new transfer counselors and personnel
    - Some examples: transfer case studies, educational planning techniques for transfer, changes to the transfer landscape
    - Training for using new TCW, tools for supporting students in counseling sessions

