

Wednesday, March 26, 2025

# Transfer Conference for Counselors



**Transfer Conference for Counselors**



POWERED BY  
California Community Colleges

# Introductions



**David Reed**

**Director of Educational Support Systems  
Chabot-Las Positas College District**



**Michael Schwarz**

**Counselor  
Las Positas College**



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# Transfer Counselor Website 2.0

What's *In It* For You?

**David Reed**

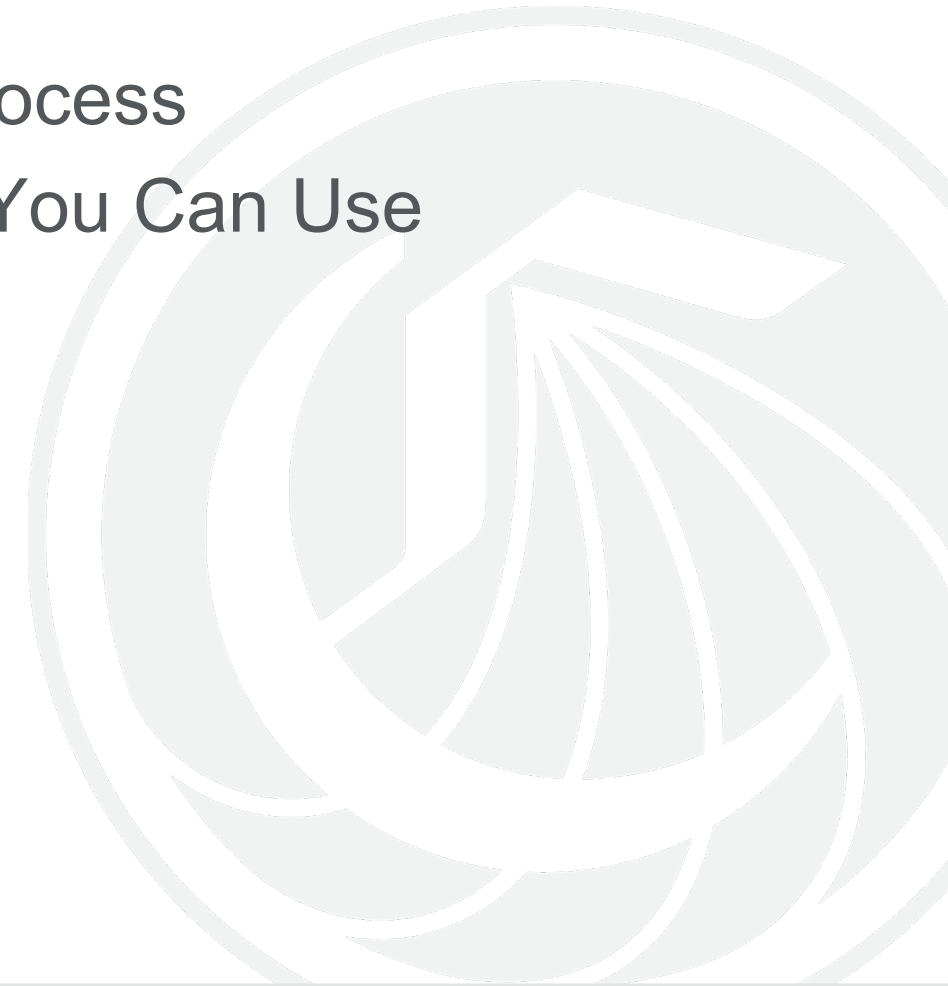
Director, Educational Support Systems, CLPCCD

**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



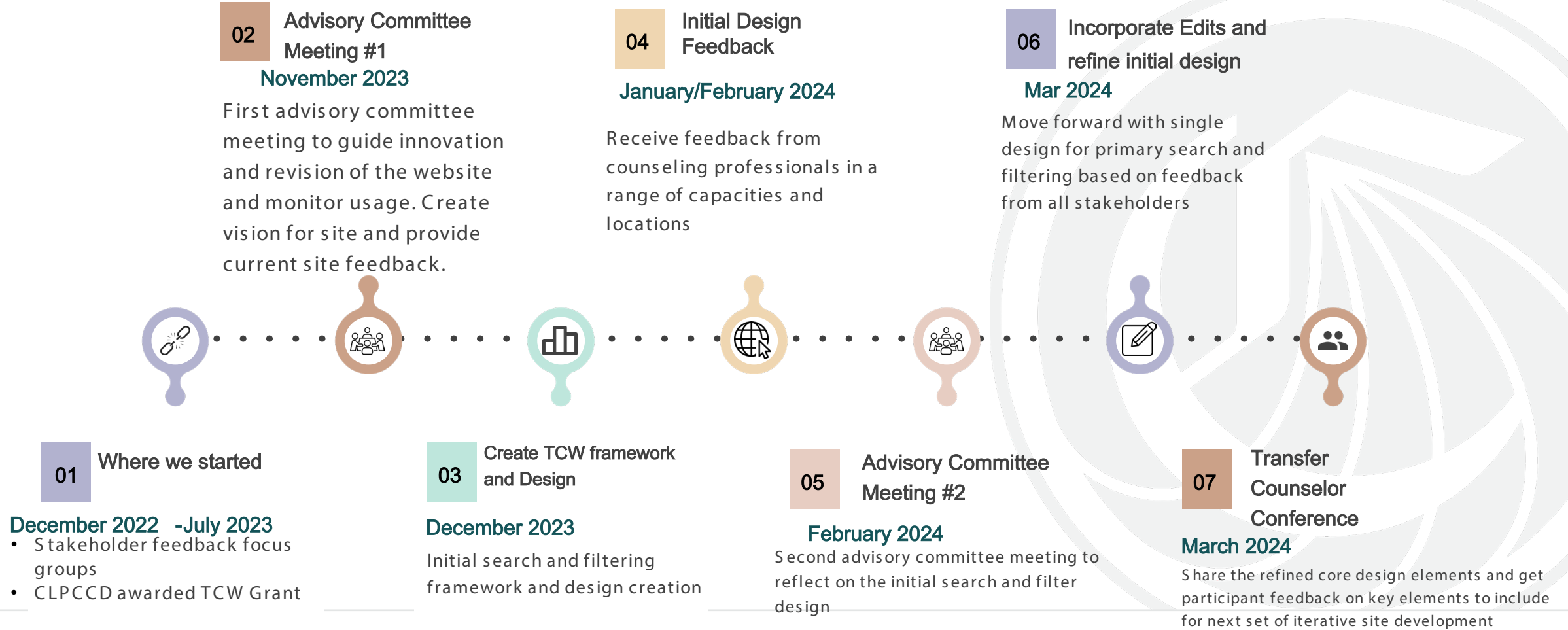
# Summary of Goals Guiding Principles

- 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

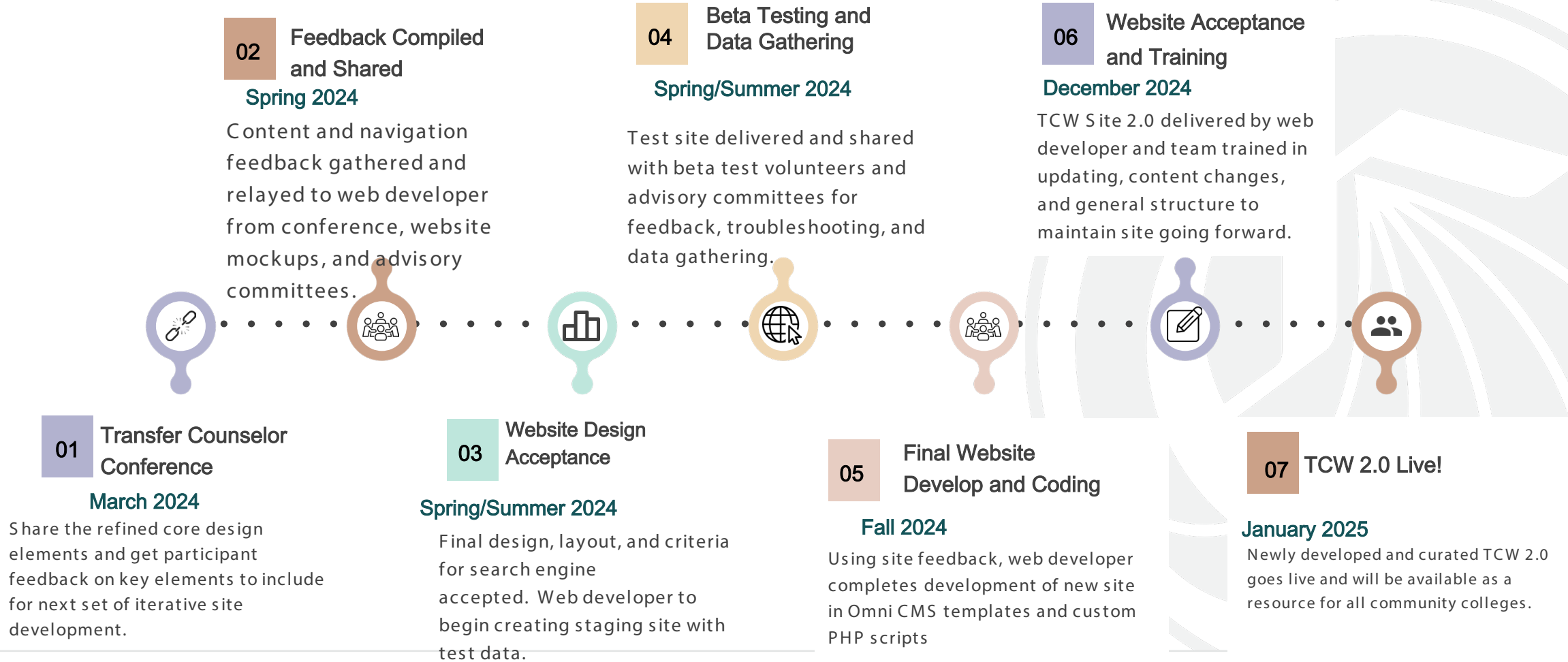
# Vision for TCW 2.0

- 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



# TCW Timeline





# 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