

Utilizing Technology to Connect Your Team, Build Your Brand and Stand Out in the Electronic Tidal Wave

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Using Technology to Connect Your Team



What's Going On In Real Time

Keeping current information all in one place for your counseling team

- Events
- Important Announcements
- Timely Information
- Opportunities for students
- Make it easy for your counselors



The fair is done. Thank you for all that were able to participate.

CHC University Transfer Fair Schedule

Zoom Event with Links Below to Access

All presentations will occur every 30 minutes. Please see the 10 room assignments below to find which universities are which zoom rooms. Links are found when you click on the room title. For example, "Room #1".

Room #1



Room #2



Room #3



Room #4



Room #5



Room #6



Room #7



Room #8



Room #9



Room #10



University Transfer Center Hub

Cal States



UCs



Private/Independent



Out of State



Pre-Law



Pre-Med



[Virtual Drop Ins](#)

[Workshops](#)

[University Reps](#)

[YouTube](#)

[UTC Webpage](#)

[OneDrive](#)

2

Building Your Brand

Lessons from Special Programs
Culture of Success
Family



Region 9 Challenges

- ▶ Historically Lower transfer rates
- ▶ Staffing
- ▶ Transfer Message out to students, instructional faculty, institution/community.
- ▶ Big picture: It takes a college to transfer a student
- ▶ Effective messaging



**Tip: Identify
Target Audience,
share Regional
best practices**

The Tidal Wave of messaging

- ▶ Email
- ▶ Phone
- ▶ Text
- ▶ Canvas
- ▶ Social Media
- ▶ Zoom!

How do we stand out??
Especially when we are not
physically on campus?

Tip:
Canvas course
with faculty
module in
Commons



Who are our students?

First-generation

Low Income

Minority

English Language Learner

Homeless

Formerly incarcerated

We accept the top 100% of all applicants

Higher education is intimidating, often confusing, sometimes hostile.

No matter what age, anxiety can be a barrier to achievement

Tip:
Institution
research/ IT
Demographics/
transfer list



▶ Developing the brand

Messages that work-

Short (attention span)

Simple

Relevant

Timely

Caring

Personal

Lower the Affective Filter
(Krashen)

Fun

Positivity attracts

Unconditional Positive Regard

Tip:
Transfer
club/Student
workers regularly
review
messages/Canvas
page



Branding

Branding is the process where a business makes itself known to the public and differentiates itself from competitors. Branding typically includes a phrase, design or idea that makes it easily identifiable to the public- Indeed



Name that brand

1. Jingle
2. Eat Fresh
3. Purple
4. Glasses
5. Fedora Hat
6. Covered Face
7. Cooking Expression
8. Single letter



.....It's Transfer Man!

Interesting things happened:

Emojies!

Mail

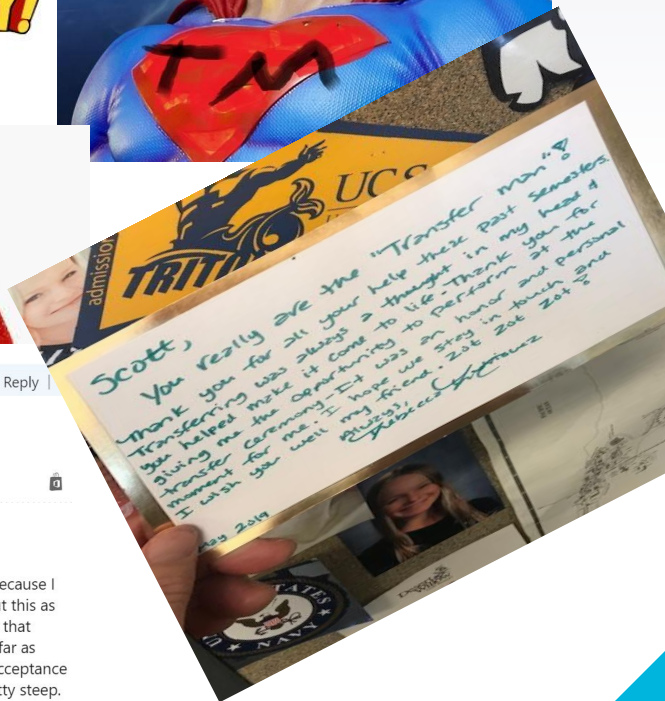
Class presentation

Tip:
Student contest for
Logo design



Hello Transfer Man,

When we are accepted to a school, we we need to accept right away? I'm asking because I received an email from CSUSB stating "Im a coyote for life". I emailed [redacted] about this as well and she said that it means I've been conditionally admitted. I'm not sure what that means entirely. I also checked my coyote and none of my things were updated as far as whether or not they received my partial transcript. When I went to check out my acceptance it says I need to pay \$100? This is a new process and these learning curves are pretty steep. Hoping for some clarification.



Tools for building a transfer culture

► Institutional

FT Counselor

PT Specialist

Space

Budget (SSFF)

Guided Pathways

President/BOT Support

Community partners

Why transfer is Important under the new Funding Formula?

Example: A student graduates with an ADT, who is receiving CCPG (BOG) and Pell

Funding		Transfer Additional funding
\$1,760	ADT	\$ 660
\$ 666	Pell	\$ 250
\$ 444	CCPC	\$ 167
\$2870 per grad		\$3,947 per grad and transfer

Factors & Rates—Student Success Allocation

All students (per outcome)	2018-19
Associate degrees for transfer (ADT) granted	\$1,760
Associate degrees granted (excluding ADT)	1,320
Baccalaureate degrees granted	1,320
Credit certificates (16 units or more) granted	880
Completion of transfer-level mathematics and English courses within first academic year of enrollment	880
Successful transfer to four-year university	660
Completion of nine or more CTE units	440
Attainment of regional living wage	440

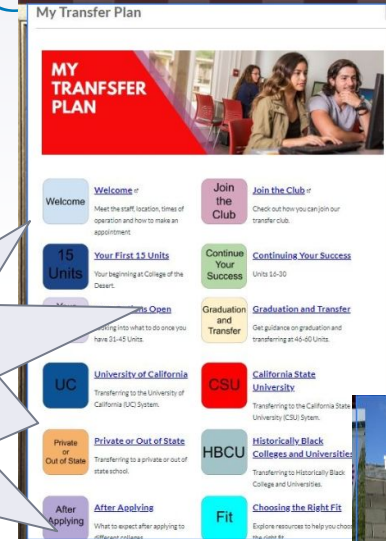
Tip:
Board Proclamation,
President/ Universities
at TRC

PROCLAMATION OCTOBER TRANSFER MONTH AT COLLEGE OF THE DESERT	
WHEREAS , transfer to a four-year university is one of the primary roles of the community college system as outlined in the California Master Educational Plan and reaffirmed in California Promise Program; and	
WHEREAS , the social and community impact of obtaining a bachelor's degree improves financial stability, health, and tax revenues helping our national, state, and local communities; and	
WHEREAS , the State Chancellor's Office has identified the Inland Empire as an area for opportunity for growth in transfer numbers; and	
WHEREAS , the College of the Desert is one of the California community colleges striving to achieve the state's goals and college serving the entire Coachella Valley; and	
WHEREAS , the College of the Desert has had the largest graduating and transfer-ready classes in our history for the last consecutive years; and	
WHEREAS , the College of the Desert has dedicated fiscal and personnel resources to actively grow our transfer degree pathways for students; and	
WHEREAS , October begins the application cycle to the California State University system, our largest transfer partner institution;	
NOW, THEREFORE, BE IT RESOLVED that October be proclaimed Transfer Month at College of the Desert.	
BOARD OF TRUSTEES	SUPERINTENDENT/PRESIDENT
Becky Broughton, Chair	Joel L. Kinnamon, Ed.D.
Bonnie Stefan, Ed.D., Vice Chair	
Fred E. Jandt, Ph.D., Clerk	
Mary Jane Sanchez-Fulton	

Tools for building a transfer culture

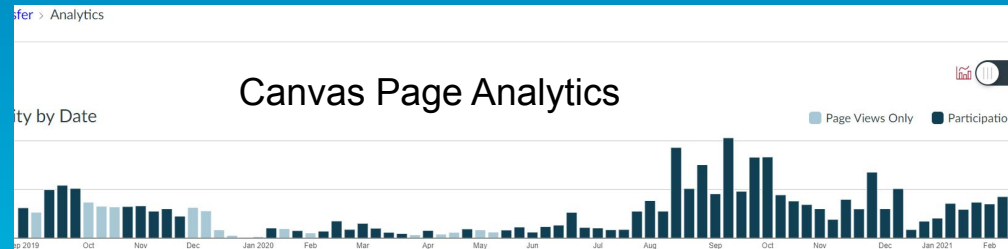
- ▶ Student
- ▶ Canvas
- ▶ Email/ Videos
- ▶ College Tours
- ▶ Transfer Club
- ▶ Transfer Class
- ▶ Transfer Medallions

Tip:
Student
worker- Film
Medallions/
Cost share
trips



How do you know it's working?

Zoom recording Analytics

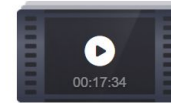


My Recordings > CSU Fall 21 Application overview (Start here)

CSU Fall 21 Application overview (Start here)

Oct 1, 2020 10:02 AM Pacific Time (US and Canada) ID: 919 8230 5231

434 total views • 4 total downloads [Recording Analytics](#)

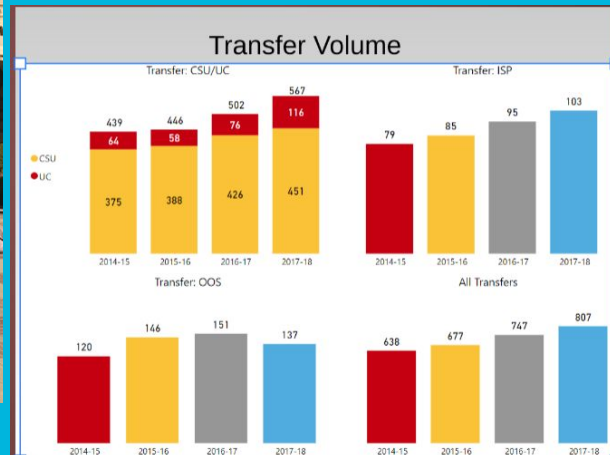


Recording 1

5 files 386 MB

[Download \(5 files\)](#)

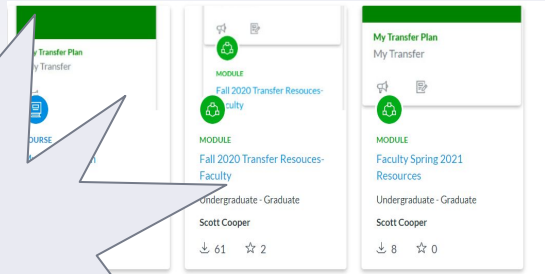
[Copy shareable link](#)



Tools for building a transfer culture

- ▶ Faculty
- ▶ Instructional Canvas Module/ Presentations
- ▶ Transfer Advocates by major/school
- ▶ Transfer Advocate of the year
- ▶ Transfer Advisory Committee: instructional faculty, university partners, student gov/life-they inform Transfer Center Plan

Tip:
Transfer Advocate of the Year Plaque, Certs, Breakfast





I alone cannot change the world, but I can cast a stone across the waters to create many ripples. -*Mother Teresa*



So what's your brand?

Authentic
Passionate
You



3

Standing Out

In a tidal wave of electronic messaging



START BELOW

our go to during **your final year** at Crafton as you prepare for transfer. Everything you need is here.

1 transfers, only Humboldt (Feb 28th) and East Bay (March 2nd) are accepting applications. Apply at www.calstate.edu/apply

2022 transfers: **UC** apply during the month of **July 2021**; Cal States (**CSU**) apply during the month of **August 2021**

ate & out-of-state schools, deadlines vary. Check with your counselor or University Transfer Center.

[→ Spring 2021 Events](#)[Workshops](#)[Meet With Univ Reps](#)[Meet With A Counselor](#)[Drop-In Transfer Help](#)

When Should I Apply for Transfer?

Take this one question quiz to find out when you should apply based on when you will done at CHC.

APPLY for Transfer

We have step-by-step & hands on workshops to help you. If you can't make it, check out our video tutorials.

AFTER I Apply

There's so much to do after you apply. Don't miss a university deadline or else you will have to wait another year to apply.

Transitioning to the University

Start off right at the university by doing these things...

▶ Automated Alert

- ▶ Starfish Early Alert
- ▶ Created flag for 30+ unit completers
- ▶ Refers them to Canvas Transfer Shell
- ▶ Students self-enroll
- ▶ I receive daily messages of students who have enrolled





From notices@starfishsolutions.com
Reply To notices@starfishsolutions.com
BCC
Subject [Starfish] Congratulations! You may have completed 30+ UC transferable units.

Rachel [REDACTED]

Congratulations! You did it!!! You have completed more than 30 UC transferable units! It's time to begin the transfer process. The University Transfer Center has set up a 5-Step process in Canvas (see link below) to make sure your experience with applying on time and your transition to your new university is as chill as possible. You must apply for transfer while you are in your final year at Crafton Hills College. Make sure to click on the link below to get informed and transfer on time! This is not a graded course but a set of modules to help you.

<https://sbccd.instructure.com/enroll/MC94TY>

Application for University of California:

- July 1-31 to begin the following Winter/Spring term
- August 1-November 30 to begin the following Fall term

If you have any questions, come visit us in the University Transfer Center Located in CCR 220 (above the Financial Aid Office).

Website: www.craftonhills.edu/transfercenter. Phone: 909-389-3399

During times of school closures, please visit <https://www.craftonhills.edu/current-students/university-transfer-center/virtual-services.php>



From notices@starfishsolutions.com

Reply To notices@starfishsolutions.com

BCC

Subject [Starfish] Congratulations! You may have completed 30+ CSU transferable units.

Rachel 

Congratulations! You did it!!! You have completed more than 30 CSU transferable units! It's time to begin the transfer process. The University Transfer Center has set up a 5-Step process in Canvas (see link below) to make sure your experience with applying on time and your transition to your new university is as chill as possible. You must apply for transfer while you are in your final year at Crafton Hills College. Make sure to click on the link below to get informed and transfer on time! This is not a graded course but a set of modules to help you.

<https://sbccd.instructure.com/enroll/MC94TY>

Application for Cal States:

- August 1-31 to begin the following Spring term
- October 1-November 30 to begin the following Fall term

If you have any questions, come visit us in the University Transfer Center Located in CCR 220 (above the Financial Aid Office).
Website: www.craftonhills.edu/transfercenter. Phone: 909-389-3399

During times of school closures, please visit <https://www.craftonhills.edu/current-students/university-transfer-center/virtual-services.php>

You're signed up to receive a daily report of some notifications from your Canvas account. Below is the report for Feb 23:

Brooke [REDACTED] accepted the Course Invitation



















Brooke [REDACTED] just accepted their invitation to participate in the course, CHC It's Time to Prepare For Transfer. Course role: Student



































[Click to view](#)

Marisela [REDACTED] accepted the Course Invitation

Marisela [REDACTED] just accepted their invitation to participate in the course, CHC It's Time to Prepare For Transfer. Course role: Student

[Click to view](#)

evaluation-request.pdf			
✓ (16-30 units) #3 Review Starfish Degree Planner	Enabled	Access student education plan	  
✓ (16-30 units) #4 Continue to Research and Explore Careers	Enabled	Go to the University Transfer & Career Center Continue to continue to research and explore careers and attend workshops.	  
✓ (16-30 units) #5 Attend the "Hello Major/Hello Career Fair"	Enabled	Go to the University Transfer & Career Center to schedule an appointment the "Hello Major/Hello Career Fair" Every Fall semester.	  
✓ (16-30 units) #6 Plan to complete the Golden Four (CSU) and/or Seven-Cours...	Enabled	Go to Counseling to make sure you are on the correct transfer path.	  
✓ (16-30 units) #7 Apply to a Private University	Enabled	Go to the University Transfer & Career Center and research the application process; many private schools accept students with as little as 24 units and have priority application cycles.	  
✓ (16-30 units) #8 Attend Transfer Fair	Enabled	Every Fall semester meet with various university representatives to inquire about admission and program requirements at the University Transfer Fair.	  

Name ▲	Status	Description	Tools
✓ (31-45 units) #2 Review Starfish Degree Planner	Enabled	Access student education plan at https://www.craftonhills.edu/current-students/counseling/starfish/	  
✓ (31-45 units) #3 Continue to Research and Explore Careers	Enabled	Go to the University Transfer & Career Center Continue to continue to research and explore careers and attend workshops.	  
✓ (31-45 units) #4 Attend the "Hello Major/Hello Career Fair"	Enabled	Go to the University Transfer & Career Center to schedule an appointment the "Hello Major/Hello Career Fair" Every Fall semester.	  
✓ (31-45 units) #5 Meet with a University Representative	Enabled	Go to the University Transfer & Career Center to meet with a University Representative to make sure you are on track for transfer	  
✓ (31-45 units) #6 Attend Transfer Fair	Enabled	Every Fall semester meet with various university representatives to inquire about admission and program requirements at the University Transfer Fair.	  
✓ (31-45 units) #7 Consider Transfer Admissions Guarantee (TAG) for UC's	Enabled	Go to the University Transfer & Career Center to consider applying for TAG (Transfer Admission Guarantee). For more information, visit https://admission.universityofcalifornia.edu/admission-requirements/transfer-requirements/transfer-admission-guarantee-tag.html	  
✓ (31-45 units) #8 Attend a University Campus Tour	Enabled	Go to the University Transfer & Career Center to visit the universities you are considering for an on-campus tour.	  
✓ (31-45 units) #9 Attend Transfer Workshops	Enabled	Go to the University Transfer & Career Center and attend workshops for CSU/UC/TAG Application and UC Personal Statement.	  
✓ (45-60 units) #3 Continue to research and explore careers	Enabled	Go to the University Transfer & Career Center and attend workshops for CSU/UC/TAG Application and UC Personal Go to the University Transfer & Career Center Continue to continue to research and explore careers and attend workshops.	  
✓ (45-60 units) #4 Attend the "Hello Major/Hello Career Fair"	Enabled	Go to the University Transfer & Career Center to schedule an appointment the "Hello Major/Hello Career Fair" Every Fall semester.	  
✓ (45-60 units) #5 Attend Workshops: "I've Applied, What's Next?" and "Financial	Enabled	Go to the University Transfer & Career Center and attend workshops for "I've Applied, What's Next?" and "Financial Aid for Transfer."	  
✓ (45-60 units) #6 Follow up with CSU's and UC's	Enabled	Do not forget to update your CSU/UC application with Fall grades and enrolled Spring courses by January 31st.	  
✓ (45-60 units) #7 Attend the Transfer Luncheon	Enabled	If you have been accepted RSVP to attend the Transfer Luncheon at the University Transfer & Career Center	  
✓ (45-60 units) #8 Complete CSU or IGETC Certification	Enabled	Request official Transcript when final grades have posted to reflect CSU or IGETC Certification at Admission & Records.	  

Transfer Canvas Module

Fall 2020 Transfer Information & Events

 University Transfer Fair	
 Step-by-Step Help With Completing Transfer Applications	
 Workshops	
 YouTube Channel	
 Assistance With Paying for Application Fees	
 Helpful Links	

- ▶ Create a module with information for students
- ▶ Ask Professors to download into their courses
- ▶ Keep it simple and short
- ▶ Imagine, students learn how to “Transfer” in Math class.
- ▶ Commons Search “Mariana Moreno

Spring 2021 University Transfer Center Events

-  [Allied Health Careers Information Session](#)
-  [Transfer Workshops](#)
-  [Meet with University Admissions Advisors](#)
-  [Helpful Links](#)

Mt. San Jacinto College Building Strong Community

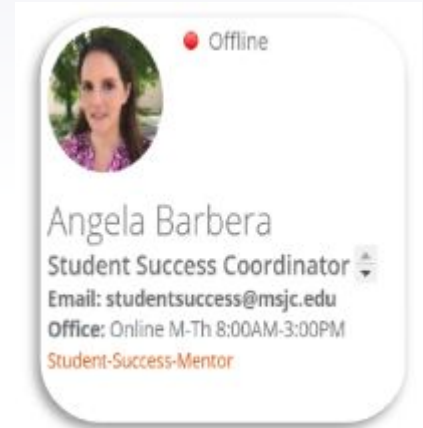


Who are the MSJC Mentors?



Goal of our Mentors

- ▶ Increase Transfer Success Rate
- ▶ Assist with promoting transfer
- ▶ Give student support and resources
- ▶ Role models for transfer students
- ▶ Decrease probation students
- ▶ Provide services to all student services
- ▶ Increase graduation completion rates
- ▶ Increase student engagement



Mentor Description



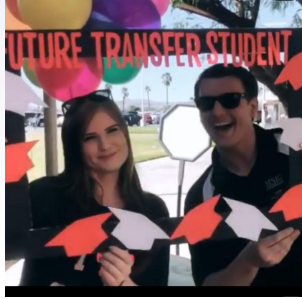
- ▶ Promote Transfer Center workshops on Instagram
- ▶ Attend transfer events and provide services to students
- ▶ Engage students with campus activities to create a presence
- ▶ Assist during our UC and CSU Application workshop
- ▶ Assist counseling lobby and welcome center
- ▶ Create YouTube videos during our College Fair
- ▶ Transfer students at different universities
- ▶ Consider MSJC Employees
- ▶ Currently have 10 mentors districtwide

How to obtain a Mentor?



- Dean of Counseling and Student Success Coordinator requested through our Resource Allocation Proposal "Student Liaison Mentor"
 - Increase first year student persistence and retention
 - Increase graduation and transfer rates
 - Increase students attendance at MSJC events
- Cost Annually \$ 80,586
- The pay is \$ 15 with max amount of 20 hours
- Classified prioritization personnel request
- Positions are considered temporary classified personnel

Mentor Videos



1

College Fair

Mentors assisted the Transfer Center with promoting our college fair before and during our event..



2

A day at the University

Mentors recorded their day at the university to give students an opportunity to know what to expect.



3

Transfer Week

Mentors and students did a panel to help our future transfer student understand how COVID wasn't a barrier.

THANKS!

Questions?

You can find us at:

Scott Cooper scooper@collegeofthedesert.edu

Mariana Moreno mmoreno@craftonhills.edu

Escarlet Wirth ewirth@msjc.edu



Resources

Counselor Google Site: [**https://sites.google.com/view/chc-utc/home**](https://sites.google.com/view/chc-utc/home)

Student Success Funding Formula

[**https://ccleague.org/sites/default/files/pdf/events/ce - funding formula.pdf**](https://ccleague.org/sites/default/files/pdf/events/ce - funding formula.pdf)

[**https://www.asccc.org/content/revising-%E2%80%9Cstudent-centered-funding-formula%E2%80%9D-incentivize-student-focused-outcomes-0**](https://www.asccc.org/content/revising-%E2%80%9Cstudent-centered-funding-formula%E2%80%9D-incentivize-student-focused-outcomes-0)

Sample Student Video (Transcripts)

[**https://youtu.be/1nErekTuDAc**](https://youtu.be/1nErekTuDAc)

Transfer Recognition Video

[**https://youtu.be/JImAyaF6np0**](https://youtu.be/JImAyaF6np0)

Transfer Month Board Proclamation

[**http://collegeofthedesert.edu/students/tc/Pages/Student-Voices.aspx**](http://collegeofthedesert.edu/students/tc/Pages/Student-Voices.aspx)

Canvas Page examples: Commons : Search “ Scott Cooper” or “Mariana Moreno”

Transfer Week

