

Wednesday, March 27, 2024

Transfer Conference for Counselors



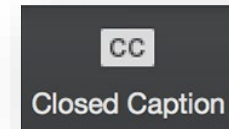
Welcome & Housekeeping

Tech Support

Technical support is available, please email conferences@foundationccc.org with any questions.

Closed Captioning

Click the Closed Caption (CC) tab to read live captions

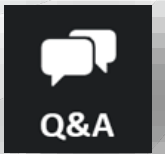


Audio/Visual

You will be muted with your camera's off during the entire webinar. To ask a question please utilize the Q&A feature.

Q&A

Click the Q&A tab to enter questions for the presenters and read their responses. We will do our best to answer as many questions before the end of this session. Questions we are unable to answer will be addressed post-event in the coming weeks. Some questions will be answered live at the end of this session.





All of today's presentations will be recorded and accessible on the CCC Transfer Counselor [Website](#) under "*Transfer Counselor Conference*" tab.

Guiding Students Towards the Transfer Finish Line Using Canvas

Supporting students in their final year prior to transfer

Introductions



Cecilia Arriaza
Transfer Center Director



Kacie Simental
Transfer Center Specialist

Talking about transfer- What challenges do you encounter?

- Multiple transfer options make it difficult to have concise and uniform messages
- Applications/processes are not intuitive
- Responding to referrals for transfer services from other departments
- Timelines and steps missed during the application process

Outline

- Canvas Development & Promotion
- Student Data and feedback
- Opportunities for Engagement
- Live Demo
- Canvas Development Tips



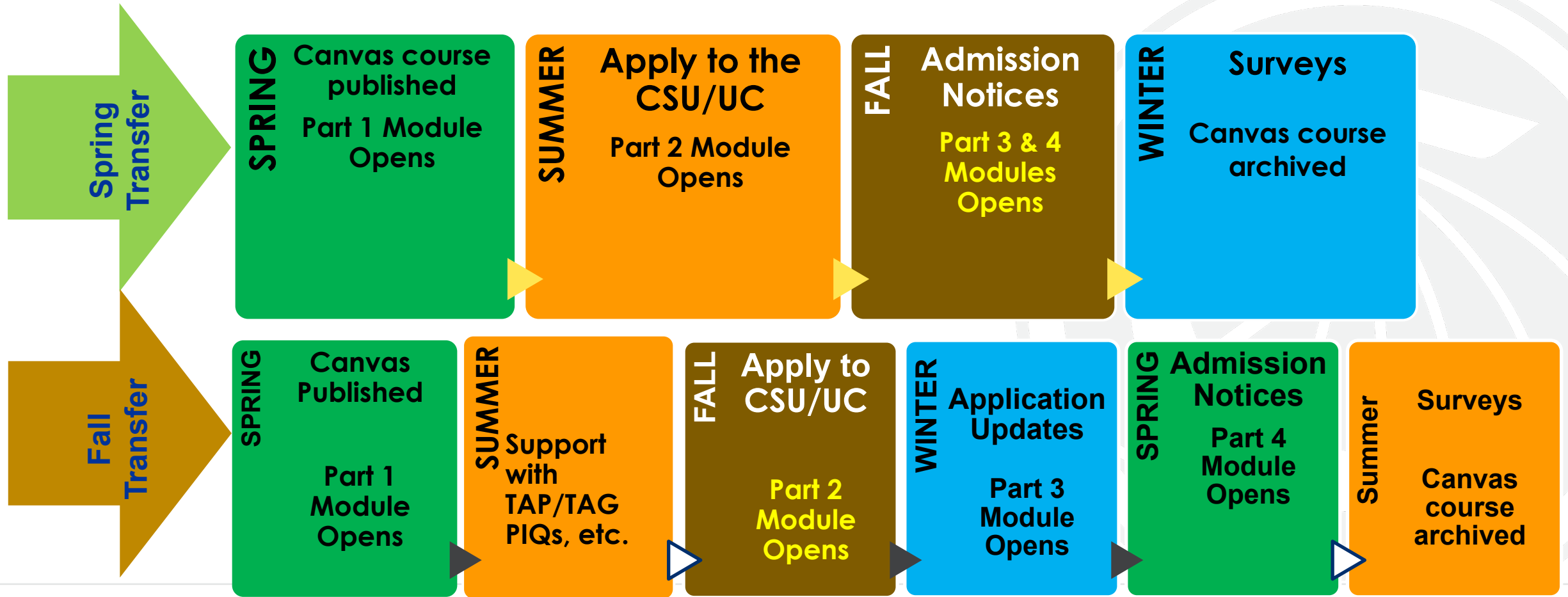
Canvas Development & Promotion



Canvas Development

- First conceptualized using Canvas as a tool pre-pandemic, but COVID-19 accelerated the design and implementation process
- General information/announcements versus cohort-specific
- Use of modules to guide students. Modules are published at specific times in the application cycle. These coincide with our application workshop series.
- Added video tutorials for the CSU application
- Added opportunities for engagement
- End of cohort survey before archiving

Canvas Life Cycle



Canvas Promotion

- We currently have 4 separate Canvas shells with enrollment growing day by day

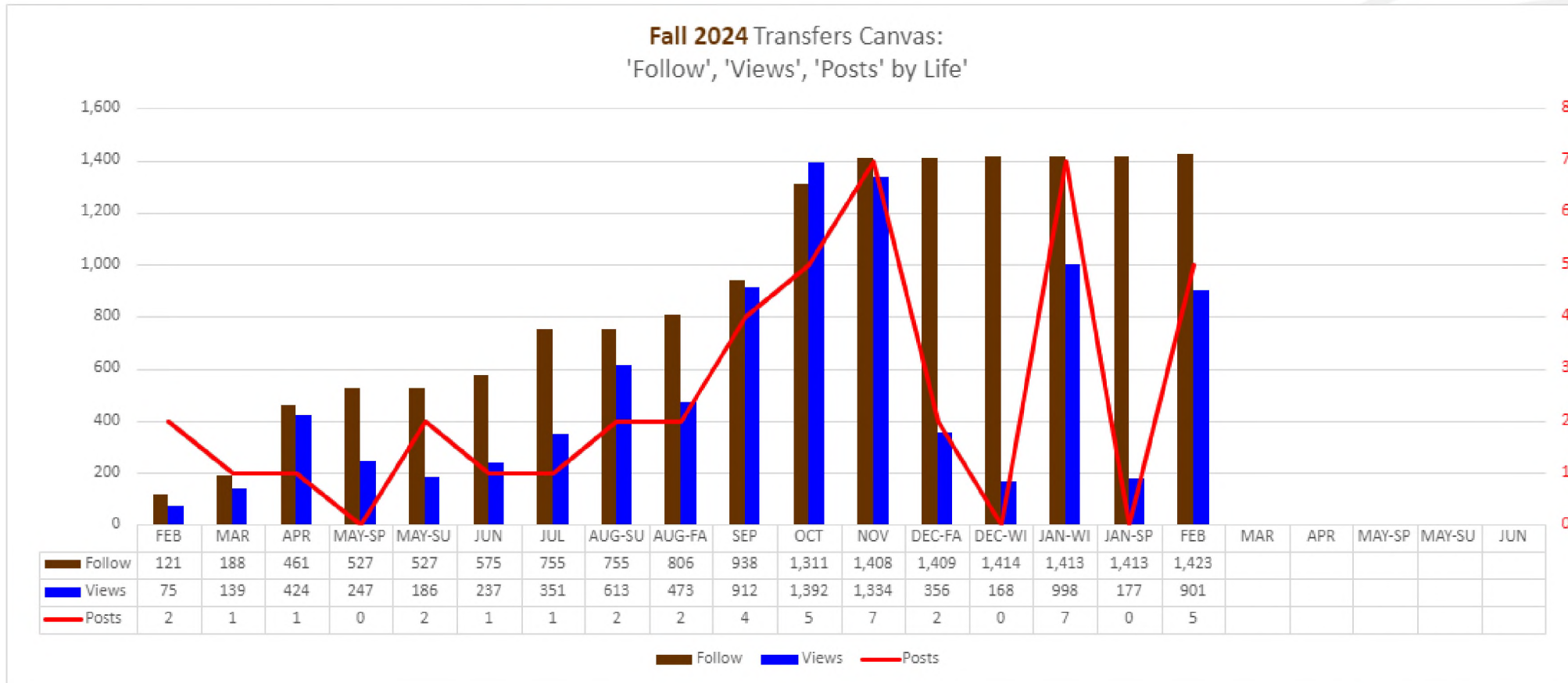


- We promote this resource in the following ways:
 - Digital Media (website, Instagram, newsletter, campus emails)
 - Counselor and instructor referrals
 - Special program referrals
 - On campus (CCTV, A-frames, bulletin boards)
 - Global announcement on Canvas dashboard

Student Data and Feedback



Student Usage Data



Canvas Page Views (Fall 2024)

Course Modules

4.7K

- ▶ Guaranteed Admission to the Cal State (ADT)
- ▶ Preparing to Apply Workshop Slides
- ▶ Guaranteed Admission to the UC (TAG)

843
572
459

Course Announcements

2.7K

- ▶ “Now Open! Part 1 Workshops”
- ▶ “Spring 2023 University Week (April 3-7)”
- ▶ “Fall 2024 UC Application Opens Today”

486
349
354

Student Feedback



of students who participated in the Fall 2023 Canvas Survey answered that the Canvas resources and modules have been either “very helpful” or “moderately helpful”

Student Quotes: (pulled from surveys)

“Utilizing the transfer workshops and their canvas helped the transfer process go smoothly”

- Spring/Winter 2022 transfer student

“...students who intent to transfer and go to orientation should be made aware of the transfer cohort canvas pages. It is something I wish I had known sooner, and I had met with counselors several times before it was mentioned.”

- Fall 2022 transfer student

“The Transfer Cohort was helpful and it was easy to navigate.”

- Spring/Winter 2023 transfer student

“The canvas transfer announcements were super helpful and made me stay on track of deadlines.”

- Fall 2023 transfer student

“The canvas cohort made the process a lot easier.”

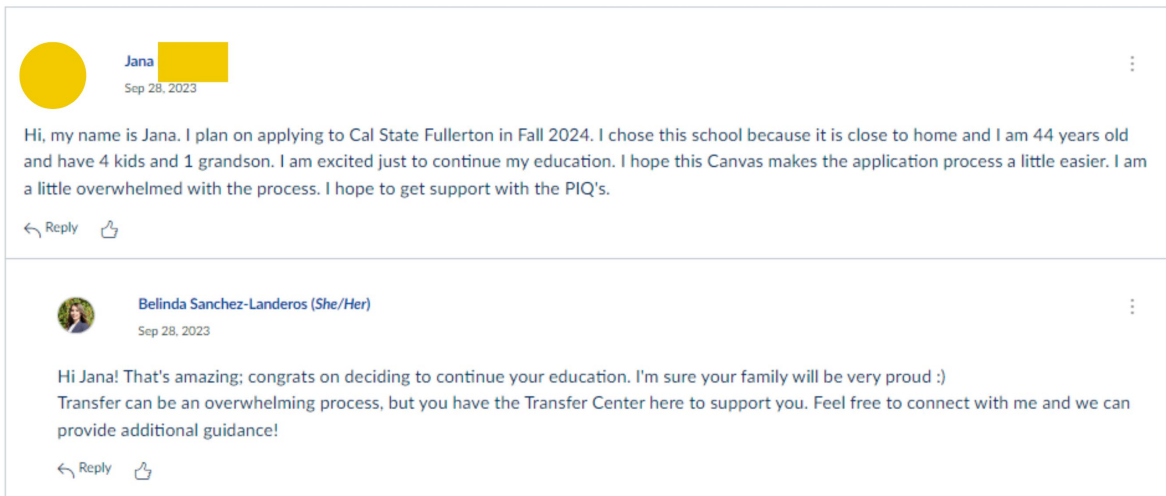
- Spring/Winter 2024 transfer student

Opportunities for Engagement



Discussion Boards

- We have implemented discussion boards on our Canvas shells in effort to stay as engaged as possible with our audience.



Jana [redacted]
Sep 28, 2023

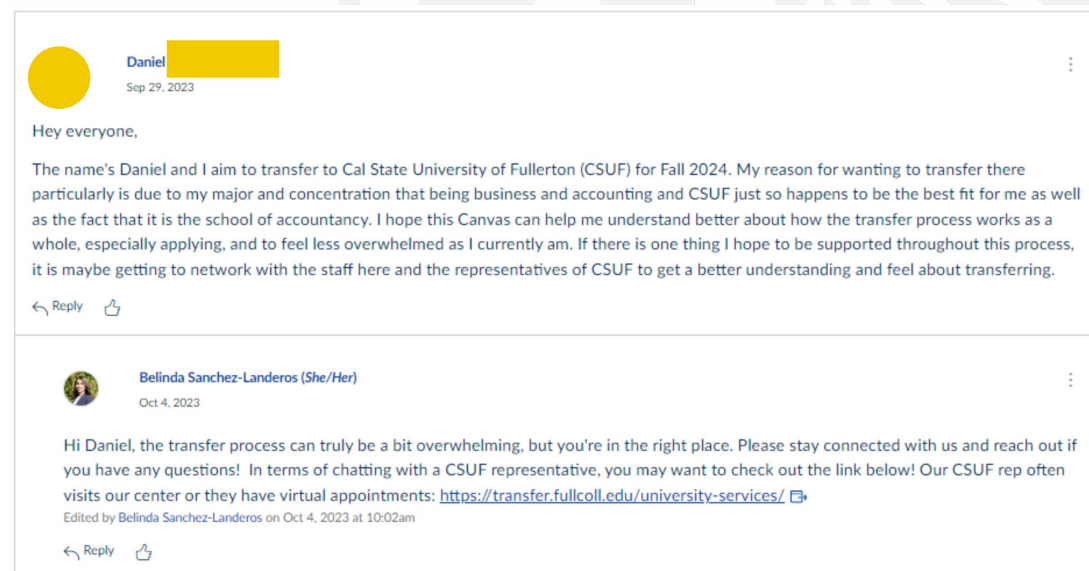
Hi, my name is Jana. I plan on applying to Cal State Fullerton in Fall 2024. I chose this school because it is close to home and I am 44 years old and have 4 kids and 1 grandson. I am excited just to continue my education. I hope this Canvas makes the application process a little easier. I am a little overwhelmed with the process. I hope to get support with the PIQ's.

Reply

Belinda Sanchez-Landeros (She/Her)
Sep 28, 2023

Hi Jana! That's amazing; congrats on deciding to continue your education. I'm sure your family will be very proud :) Transfer can be an overwhelming process, but you have the Transfer Center here to support you. Feel free to connect with me and we can provide additional guidance!

Reply



Daniel [redacted]
Sep 29, 2023

Hey everyone,

The name's Daniel and I aim to transfer to Cal State University of Fullerton (CSUF) for Fall 2024. My reason for wanting to transfer there particularly is due to my major and concentration that being business and accounting and CSUF just so happens to be the best fit for me as well as the fact that it is the school of accountancy. I hope this Canvas can help me understand better about how the transfer process works as a whole, especially applying, and to feel less overwhelmed as I currently am. If there is one thing I hope to be supported throughout this process, it is maybe getting to network with the staff here and the representatives of CSUF to get a better understanding and feel about transferring.

Reply

Belinda Sanchez-Landeros (She/Her)
Oct 4, 2023

Hi Daniel, the transfer process can truly be a bit overwhelming, but you're in the right place. Please stay connected with us and reach out if you have any questions! In terms of chatting with a CSUF representative, you may want to check out the link below! Our CSUF rep often visits our center or they have virtual appointments: <https://transfer.fullcoll.edu/university-services/>

Edited by Belinda Sanchez-Landeros on Oct 4, 2023 at 10:02am

Reply

In response to our "Meet the Canvas Transfer Team and Introduce Yourself." discussion board

Canvas Live Demo



Canvas Live Demo



TRANSFER CENTER CANVAS PAGES!

We use Canvas to keep you connected to transfer and application information and services.

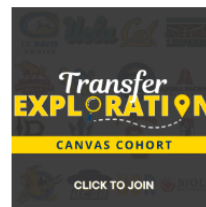
If you are new to FC and/or are not ready to apply for transfer, then our *"Transfer Explorers"* Canvas page is for you!

If it is the year prior to your transfer, then join your respective application Canvas page!

Great for First Year Students!

Application Cycle

Application Cycle



Direct links to the Canvas pages are located on our Transfer Center homepage

Canvas Development Tips

- Should be easy to access/enroll
- Announcements should be direct and concise
- Be thoughtful about timing of the announcements
 - Develop a calendar in advance
- Provide opportunities for engagement
 - Discussions
- Cross-promote and collaborate with other departments to increase participants



Thank You!

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Questions?

