

# Transfer Student Outreach Alliance: Building a Culture of Transfer Student Engagement and Excellence

Lorise “Rise” Diamond  
Brenda Diaz  
Dr. Martha Enciso  
Michelle Lopez

Transfer Student Success Team  
Division of Academic Affairs  
Faculty Advancement & Student Success



**SAN DIEGO STATE  
UNIVERSITY**

*Transfer Student Outreach Alliance*

# Session Overview

- About SDSU Transfers
- TSOA background
- Transfer Student Inventory
- Cross-divisional transfer partnerships
- Academic Year Transfer Schedule
- Equity-Minded Strategies
- Question & Answer



# Session Objectives

**By the end of this session, participants will:**

- Access the CSU Student Success Network Transfer Discovery Inventory
- Reflect on your campus transfer student successes and barriers
- Identify new transfer student partnerships
  - establish two areas to partner with
  - implement 1-2 new events/activities during the 20-21 academic year



# Transfer Student Profile

**4352**

TRANSFER  
ENROLLMENT

**1/3**

ACCOUNT FOR MORE  
THAN 1 IN 3 OR 36% OF  
INCOMING CLASS

**73.8**

AVERAGE TRANSFER  
UNITS AT FALL ENTRY

**3.3**

AVERAGE  
INCOMING GPA

**76%**

FROM LOCAL  
COMMUNITY COLLEGES

**13.3**

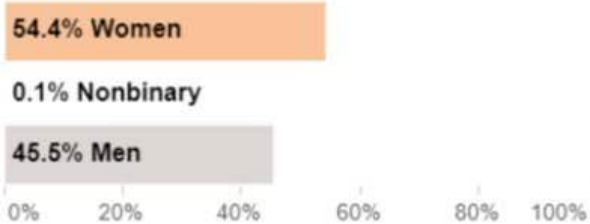
AVERAGE UNITS  
ENROLLED

24,527 Transfer Applications

# Cohort Demographics (Fall 2019)

## COHORT DEMOGRAPHICS

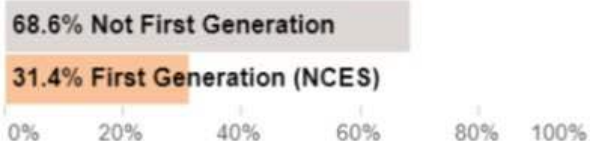
### Gender



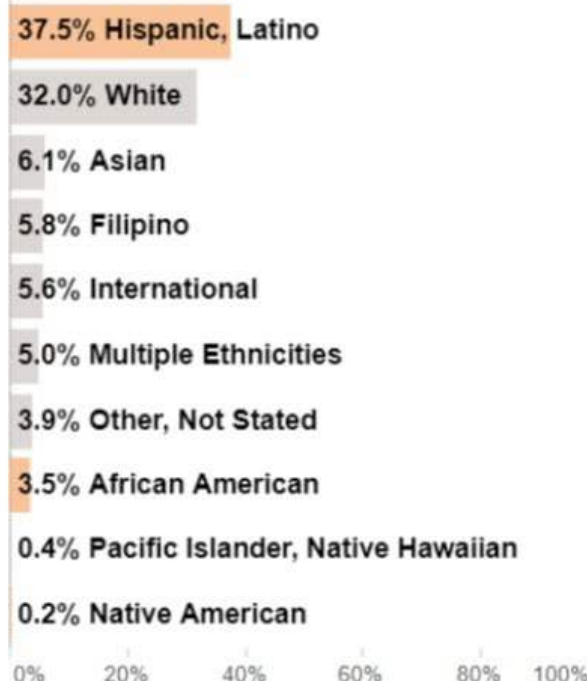
### Pell Recipient



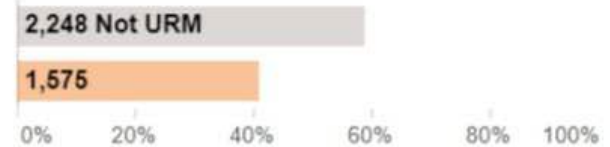
### First Generation



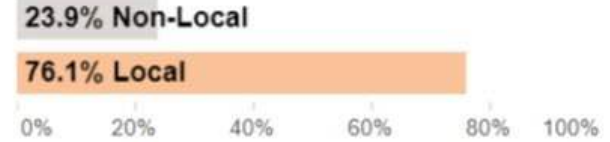
### Race/Ethnicity



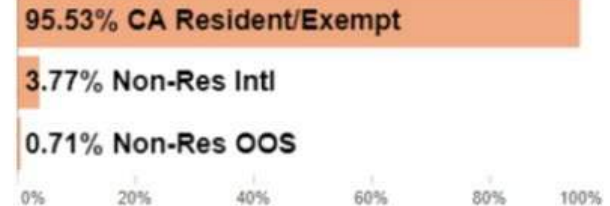
### Underrepresented Minority (URM)



### Service Area (Local/Non Local)



### Resident/Tuition Paying Status



# Development of TSOA

- Began in May 2015 - Established for earlier
  - communications to newly admitted transfer students
  - connection to campus engagement opportunities
  - connection to campus resources
- Increased transfer student visibility
- Collaborative Admissions events
  - Spring Orientation
  - Explore SDSU
  - SDSU Transfer Honors Day
  - SDSU Transfer Day



# Transfer Student Inventory -

- 2017 CSU Success Network - Transfer Student Convening Meeting
- [Transfer Student Inventory Worksheet from Student Success Network](#)



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# Pre-admission through Orientation Process



**MARCH - APRIL**

Explore SDSU - Transfer Specific Sessions

**MAY - JUNE**

Transfer Student Success Presentations

**JULY**

Transfer Student Success Summit

**AUGUST**

Transfer Orientation

Transfer Community Welcome (Before add/drop deadline)



## SDSU Transfer Schedule

- **March/April** - Explore SDSU
- May/June** - CAP Two Year Pledge & Transfer Success Presentations
- July** - Transfer Success Summit
- August** - Community Welcomes
- **October** - National Transfer Week
- November** - First Gen Day
- January** - Tau Sigma Transfer Honor Society

# 2020 Spring and Summer Transfer Engagement

## COVID-19 Pivot

- **Virtual Explore SDSU**
- **Transfer Tuesdays**
- **Student Success Visitation Hours**

**3,500**

**Zoom Participants at Various Sessions  
March - July**



*“We can’t talk about Student Success without bringing students to the table.”*

*Dr. Tia Brown McNair*

- Small focus groups
- Individual appointments
- Community feedback meetings
  
- Listen
- Document
- Discuss ideas
- Ongoing student feedback



# CROSS-DIVISIONAL PARTNERSHIPS

## ENROLLMENT SERVICES

Data Services  
Transfer Admissions  
Academic Advising

## CAREER SERVICES

Internships  
Employment  
Transfer Success Summit

## GLOBAL ENGAGEMENT

Study Abroad transfer specific sessions

## COLLEGES

College Success Centers  
Major Advisers  
School Directors  
National Transfer Week

## SERVICE LEARNING

Faculty taught SL courses  
Early promotion for upper division transfer students

## HONORS COMMUNITY

Weber Honors College  
Tau Sigma National Honor  
Society for Transfer Students

Annual July

# Transfer Student Success Summit



## LEADERSHIP

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Becoming a  
Leader at  
SDSU:  
Finding Your  
Why



## INTERNSHIPS

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Get a  
Jumpstart on  
Internships,  
Employment  
& the Aztec  
Mentor  
Program



## GLOBAL ENGAGEMENT

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Introduction  
to Global  
Engagement



## SERVICE LEARNING

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Introduction  
to Service  
Learning



## HONORS

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Explore  
different  
honors  
communities  
at SDSU.

# Engaging Transfers in the Weber Honors College (WHC)

## Honors Transfer Council of California

Agreement created to increase access for transfer students to honors.

## Intentional Email Invitations

Personalized emails sent to all eligible transfers after May 1.

## Working with Admissions

Educating transfer admissions counselors about honors.

## Transfer Student Summit

Presenting on the benefits of the program.

## Transfer Student Advocates

Current transfer students serving as advocates and promoting the WHC at their former community college.

## Three Honors Application Deadlines

Offer extended summer deadline in addition to priority and final deadlines.

# Equity Mindedness

*Actions that demonstrate individuals “ capacity to recognize and address racialized structures, policies, and practices that produce and sustain racial inequities.”*

- *Center for Urban Education (Bensimon & Malcolm, 2012; Dowd & Bensimon, 2015)*





## Fall Programming Examples

- Winning Scholarships
- Professional Etiquette
- Career Exploration
- Guide to Registered Student Organization Funds
- Pre Graduate Preparation



## Virtual Student Visitation Hours

- Safe space for community building
- Strategies to Meet Professors
- High Impact Practices
- Referrals to key campus contacts
- General Q and A



## College of Health & Human Services 1st Annual Transfer Student Success Summit

- Faculty High Impact Practices session
- Meet your advisers
- Student leadership zoom panel

And the most important thing: the audience won't miss the point of your presentation



*“How Will You Reframe the dialogue on transfer student success?”*

## Equity-minded strategies

- Talk about opportunity gaps with partners
  - Review your transfer inventory
  - Review transfer campus data
- Establish a campus-wide advisory board
- Identify administrators, faculty & staff that were former transfer students and transfer student advocates
- Where are transfers underrepresented?



*“How are you shifting  
from being college  
ready to diverse  
student ready?”*



## ***Tau Sigma Transfer Honor Society***



# Join Us in October

**First Gen Student Success**

**Friday, October 16, 2020  
11:30am PST**

# Acknowledgements

## **CSU Success Network**

Dr. Larissa Mercado-Lopez

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Terra Thorne

Dylan Lohmeyer



Kelly Liang, CSU Channel Islands

Teddy Bruni, Transfer alumnus

Kiedra Taylor, Transfer alumna

Our SDSU Partners

# Thank You

## Questions?

Brenda Diaz - [bdiaz4@sdsu.edu](mailto:bdiaz4@sdsu.edu)  
Rise Diamond - [ldiamond@sdsu.edu](mailto:ldiamond@sdsu.edu)  
Martha Enciso - [menciso@sdsu.edu](mailto:menciso@sdsu.edu)  
Michelle Lopez - [mlopez@sdsu.edu](mailto:mlopez@sdsu.edu)



## SDSU Transfer Success Website

<https://tsoa.sdsu.edu/>

## SDSUNational Transfer Student Week

<https://tsoa.sdsu.edu/national-transfer>

