

Transfer Connect

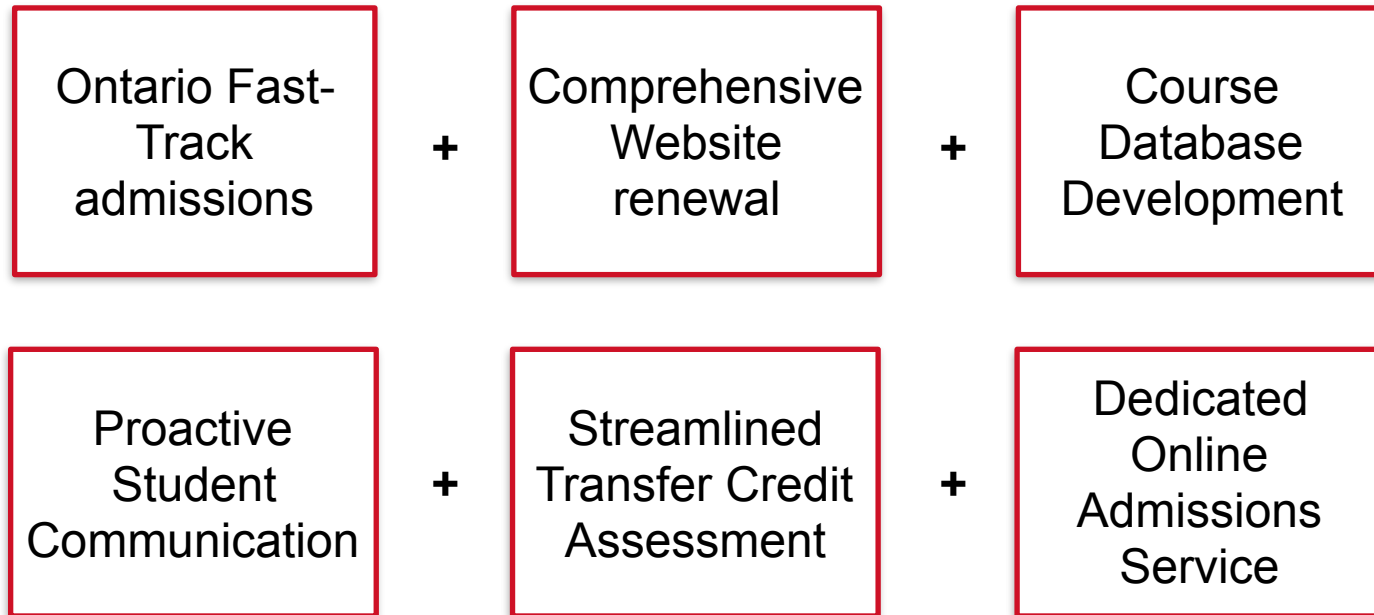
Bridging Recruitment,
Admissions and Advising

ANDREW WILSON, MARY DYTNYIAK, BRIAN CALLAN
ONCAT STUDENT PATHWAYS IN HIGHER EDUCATION CONFERENCE
TUESDAY, APRIL 26TH 2016

Agenda

- Overview of York
- Methodology
- Communications
- Assessment
- Transfer Connect

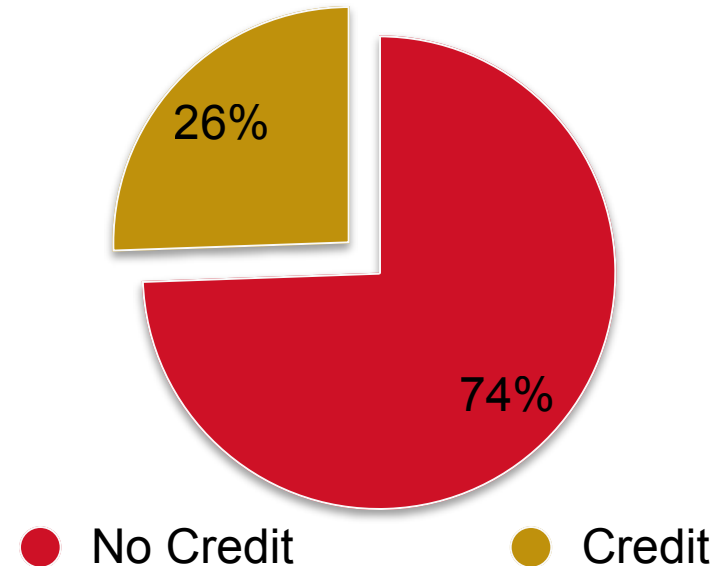
Presentation Overview



York University

- 10,000+ active transfers students
- Centrally assess for six Faculties*

Student Body

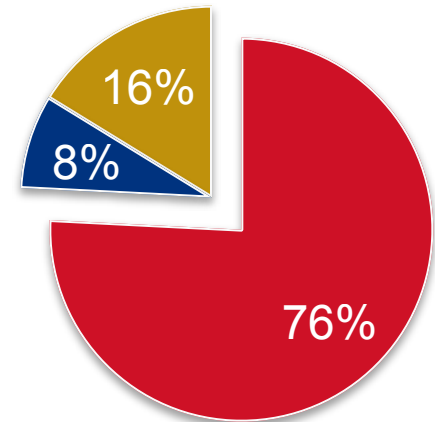


*Arts, Media, Performance, & Design, Environmental Studies, Lassonde School of Engineering, Liberal Arts & Professional Studies, Health, and Science

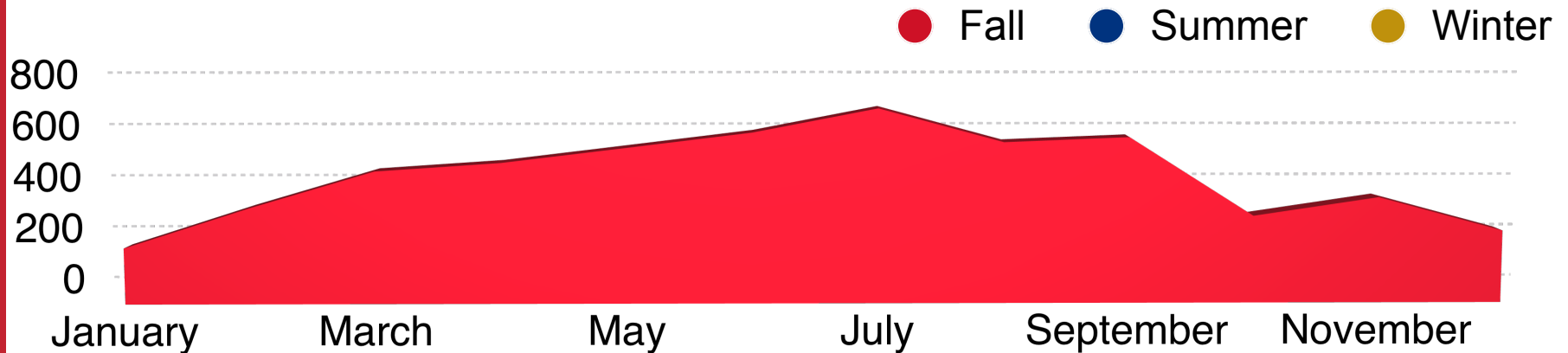
Transfer Assessments Each Year

By Term

- Over 6,000 transfer credit assessments



BY MONTH

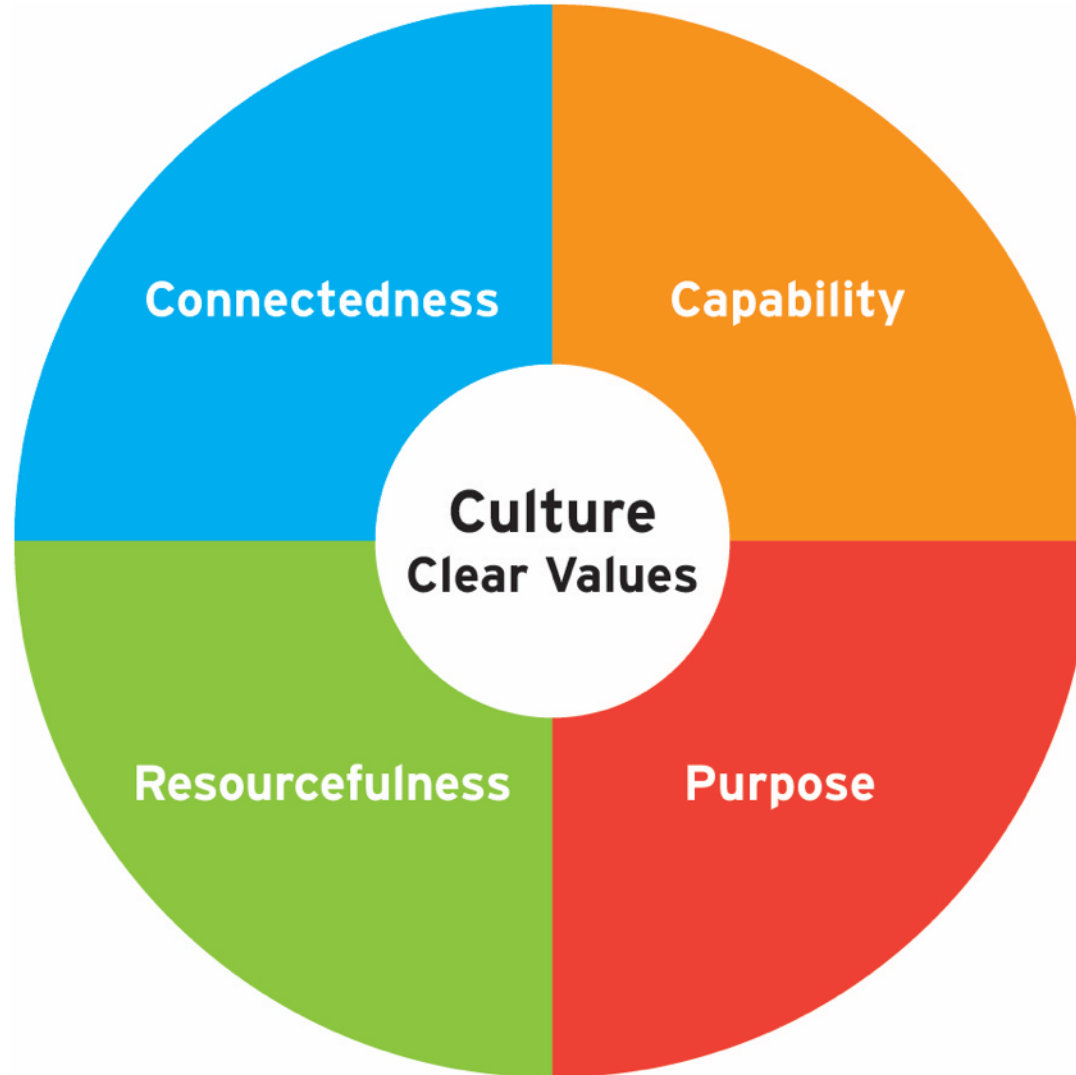


Applicant Intake Life Cycle



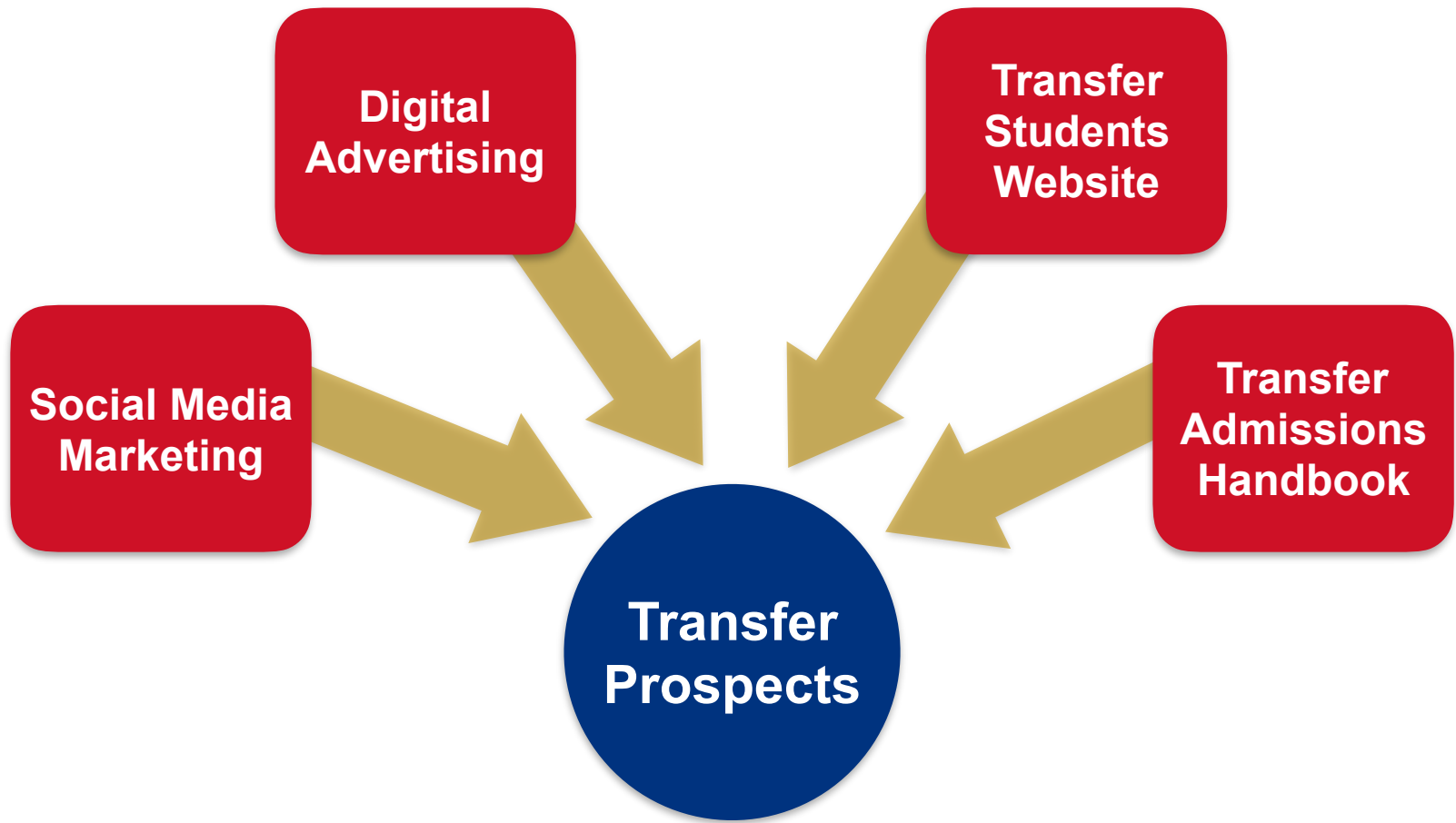
To serve students, we needed to
bridge the intake lifecycle

Lizzio's Senses of Student Success Model



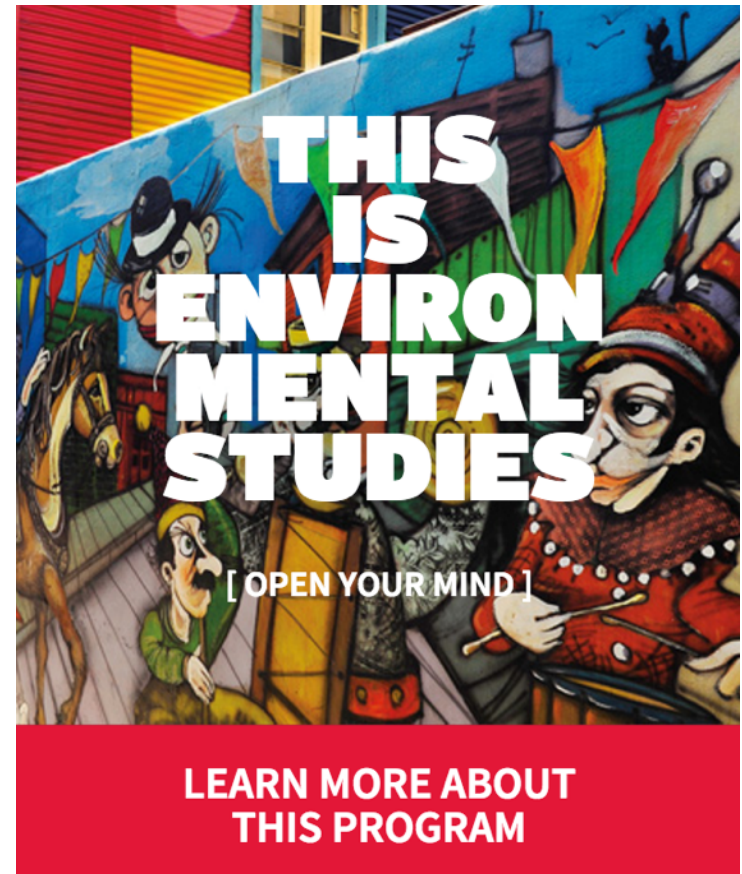
Marketing to Transfer Prospects

Initial Touch Points



Marketing to Transfer Prospects

Digital Advertising



Marketing to Transfer Prospects

Social Media Messaging



Follow

Did you know @ONTransfer's Course Transfer Guide lets you search for possible #YorkUTransfer credit before applying? ontransfer.ca



York University @yorkuniversity · 3 Nov 2015

Fast-track to York at #YUCampusDay. We'll assess #YorkUTransfer + mature apps on the spot! futurestudents.yorku.ca/fall-campus-day



York University ✓

Published by Sysomos Page Central [?] · April 5 at 9:00am ·

In their own words: York students talk about why they transferred to York. #YUBlog <http://yublog.students.uit.yorku.ca/.../six-reasons-why-you-.../>



Six Reasons Why You Should Transfer to York - YU Blog

Transferring to another college or university is a big decision. You'll want to consider program completion time, financial options, course scheduling, career...

WP.ME

20,278 people reached

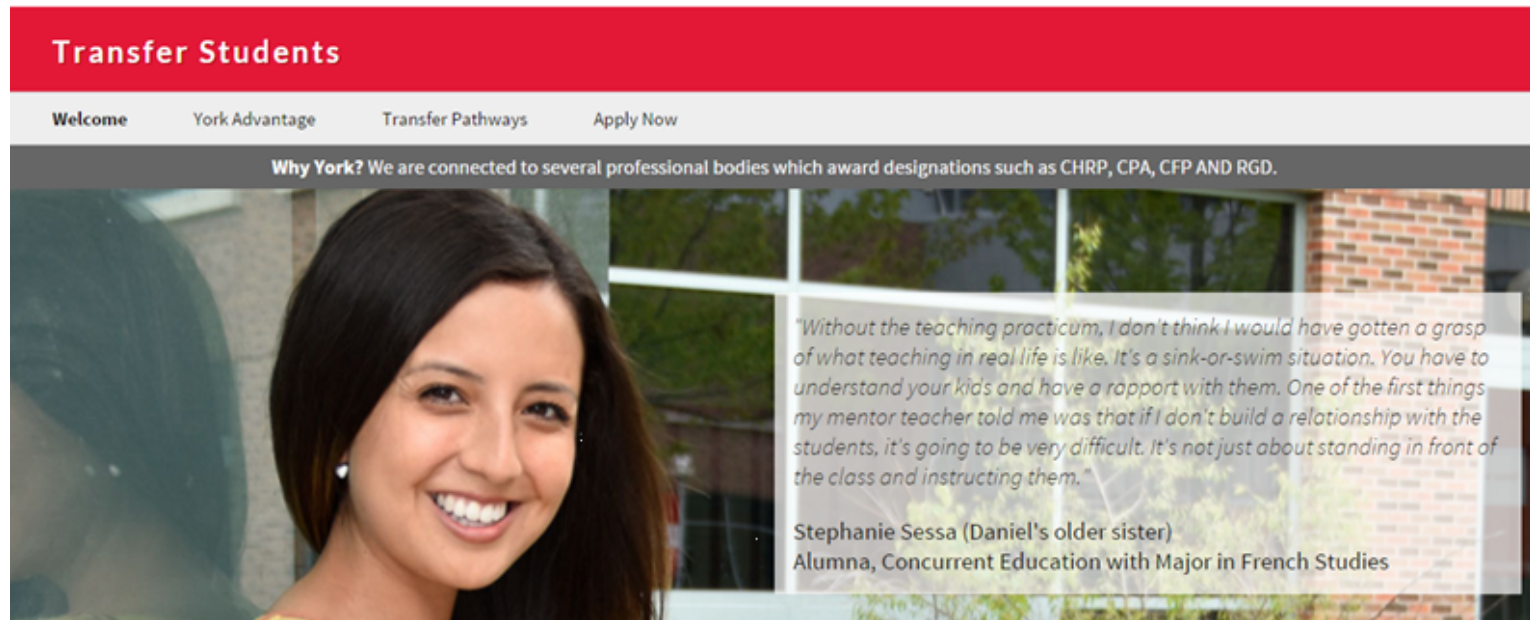
Boost Post

Division of Students
PARTNERS IN STUDENT SUCCESS



Marketing to Transfer Prospects

Transfer Students Website



Transfer Students



There are a number of flexible pathways that lead transfer students to York.

Whether you transfer as a mature student, directly from another postsecondary institution or come back to school after a period away, you'll find your fit at York. We're proud to offer multiple pathways for those wishing to enhance their studies with further university education.

QUICK LINKS

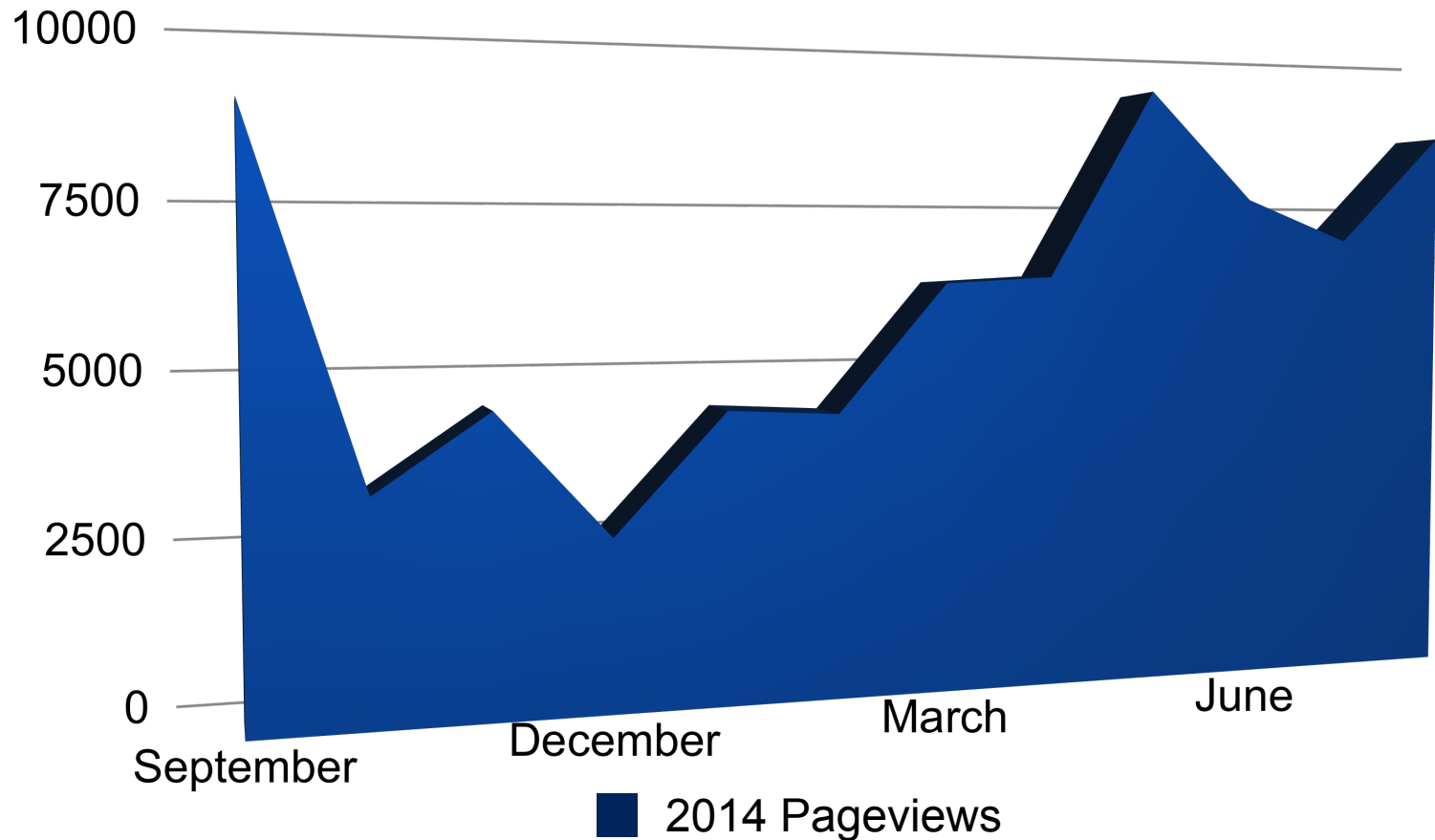
- [Programs of Study](#)
- [Admission Requirements](#)
- [Language Proficiency Requirements](#)

Division of Students
PARTNERS IN STUDENT SUCCESS



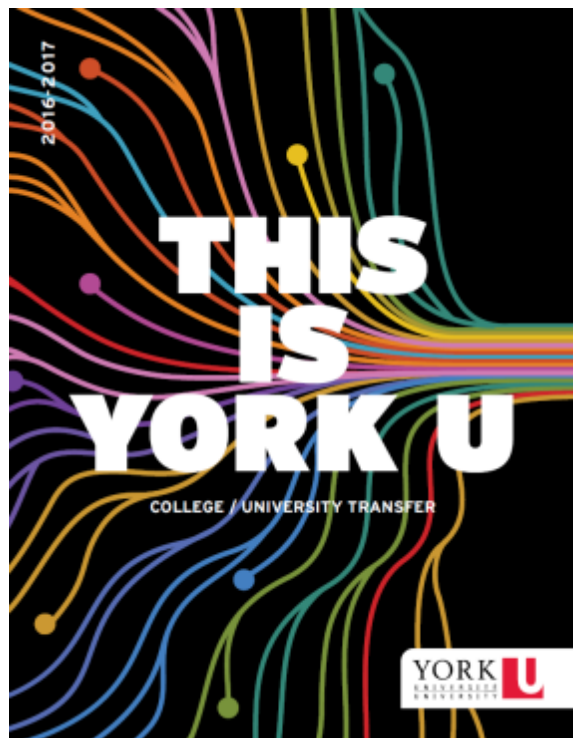
Marketing to Transfer Prospects

Transfer Students Website



Marketing to Transfer Prospects

Transfer Admissions Handbook



Where are you coming from?

Whether you transfer directly from another postsecondary institution, join us as a mature student or come back to school after a period away, you'll find your fit at York. We're proud to offer multiple pathways for those wishing to enhance their studies with further university education. Find your transfer pathway at go.yorku.ca/transfer.

ONTARIO COLLEGE
CANADIAN UNIVERSITY
INTERNATIONAL & UNITED STATES
SECONDARY, CEEEP & PRE-UNIVERSITY PROGRAMS
ARTICULATION AGREEMENTS
JOINT PROGRAMS
COLLABORATIVE AGREEMENTS
DUAL-CREDENTIAL
DEGREES

Transfer pathways to York

Decisions Made Easier

As soon as you are offered admission to York, we will assess your previous postsecondary studies for transfer credit eligibility. This will help you make a faster, more informed decision about accepting your offer of admission. The credit you receive depends on:

- whether the courses you have taken are transferable (academically equivalent to York courses);
- the number of courses you have completed;
- grades achieved; and
- how your previous postsecondary studies fit with the program to which you've been admitted.

After we have assessed your previous studies, we will provide you with a transfer credit statement. Your transfer credit statement will list the number and type of York credits you are eligible to receive toward your admitted program. Learn more at go.yorku.ca/transfer.

Degrees and Diplomas. Paired for Success.

Our structured transfer pathways grant students a block of credit for the completion of specific academic programs at an accredited postsecondary institution.

Students can earn a degree and a diploma in just four years through pathways such as those listed below:

- Applied Biotechnology with Seneca College
- Ecosystem Management with Fleming College
- International Development Management Studies with Huron College
- Urban Sustainability with Seneca College

To learn more about these pathways, visit go.yorku.ca/joint-programs.

Calculate your transfer credit before you apply.

Enter your previously completed courses into the online Course-to-Course Transfer Guide (the transfer credit database) to find out how they may count towards your program at York. ONTtransfer.ca

GO.YORKU.CA/TRANSFER

Engaging with Transfer Applicants

Key Communication Methods

Applicant Information Sessions

**Campus Events, Tours
+ School Visits**

Admissions Service
(Fast Track sessions/
appointments & in-
person/telephone
inquiries)

Email Communications

Social Media
(posts, comments, direct
messages)

**Transfer Connect chat
tool**

Engaging with Transfer Applicants

Transfer & Mature Student Information Sessions



Engaging with Transfer Applicants

Fall Campus Day, Campus Tours and School Visits



**THANK YOU FOR ATTENDING OUR
FALL CAMPUS DAY 2015!**

SATURDAY, MARCH 5, 2016
10AM - 2:30PM (EST)

Division of Students
PARTNERS IN STUDENT SUCCESS



Engaging with Transfer Applicants

Admissions Service (in-person, telephone, fast-tracking)



Engaging with Transfer Applicants

Email Communications



Acknowledgement of Application



Offer of Admission



Transfer Credit Assessment/Transfer Connect



Orientation/Welcome Email

Engaging with Transfer Applicants

Social Media Engagement



Hello! I have a bit of a dilemma with choosing where to go after high school. My plan is to go to Mohawk College for paralegal, to work for a bit as a paralegal, learn more about law and also make money for Law school then go to York for criminology. I was wondering if my credits from Mohawk can get transferred so I could possibly skip first year of criminology

Feb 29



I took C and M courses in high school.
Will this affect my chance of getting in?



I am applying from humber college & yes i
did go to a high school in Ontario.

Fast Track Assessment

Fast-Track to York

*If you're transferring from a college or another university, you can speed up your admissions process. **Mature applicant?** You can fast-track too.*

Brian Callan
Est. 1986

Fast Track
Assessor

Welcome

Transfer Students

Mature Students

Come for a Tour

Apply Now

We're providing special, while-you-wait admissions service for students who have **already applied**. Eligible applicants may receive an offer of admission as early as the next business day – as long as you have **documentation** (complete, verifiable documents).

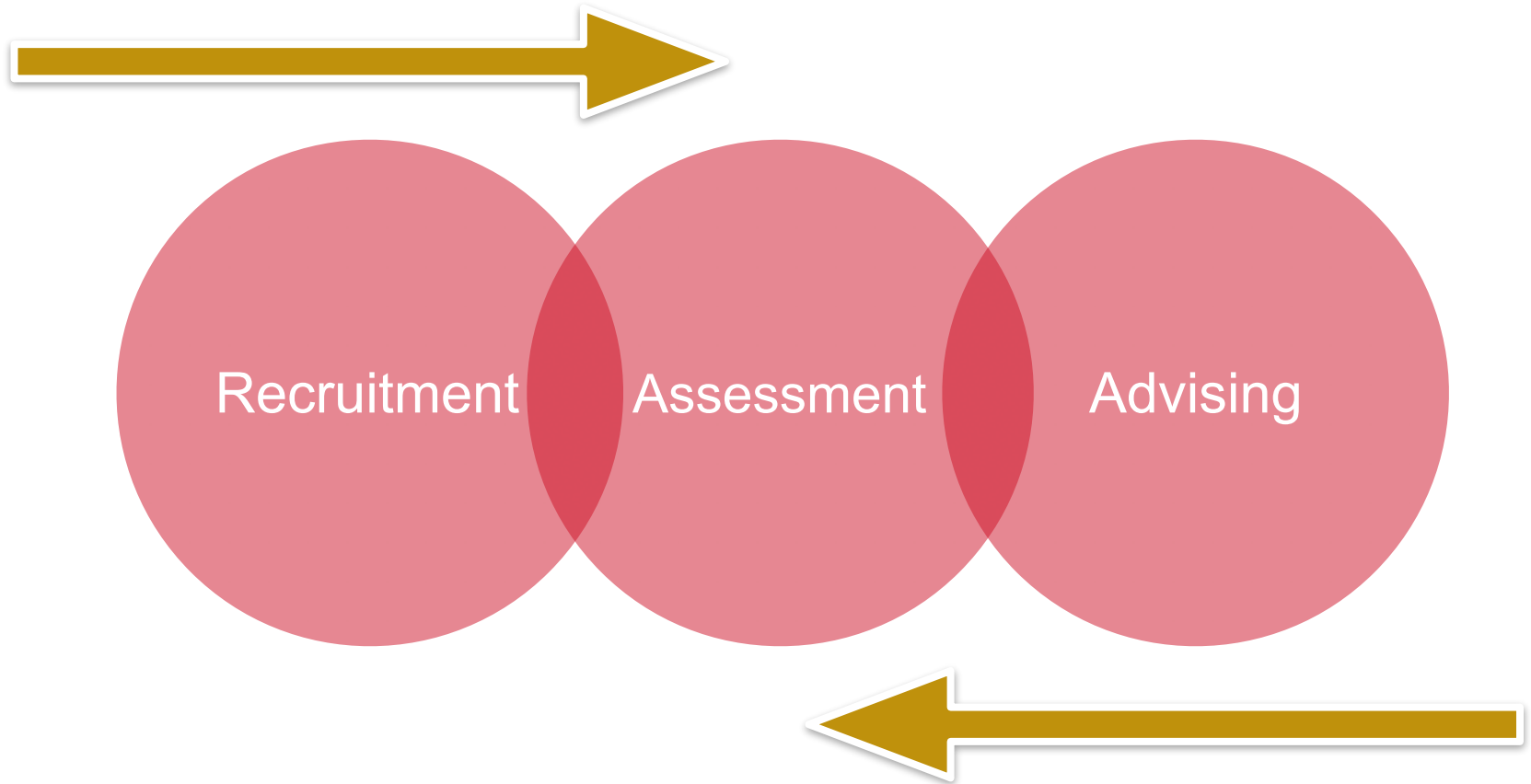
Customized
Customer
Service

Choose the fast-track session that's best for you

Division of Students
PARTNERS IN STUDENT SUCCESS



Expectations/Pressure





Review of Academic Background



How to Apply, Required Documents



Admission & Transfer Credit Assessment



Direct Point of Contact

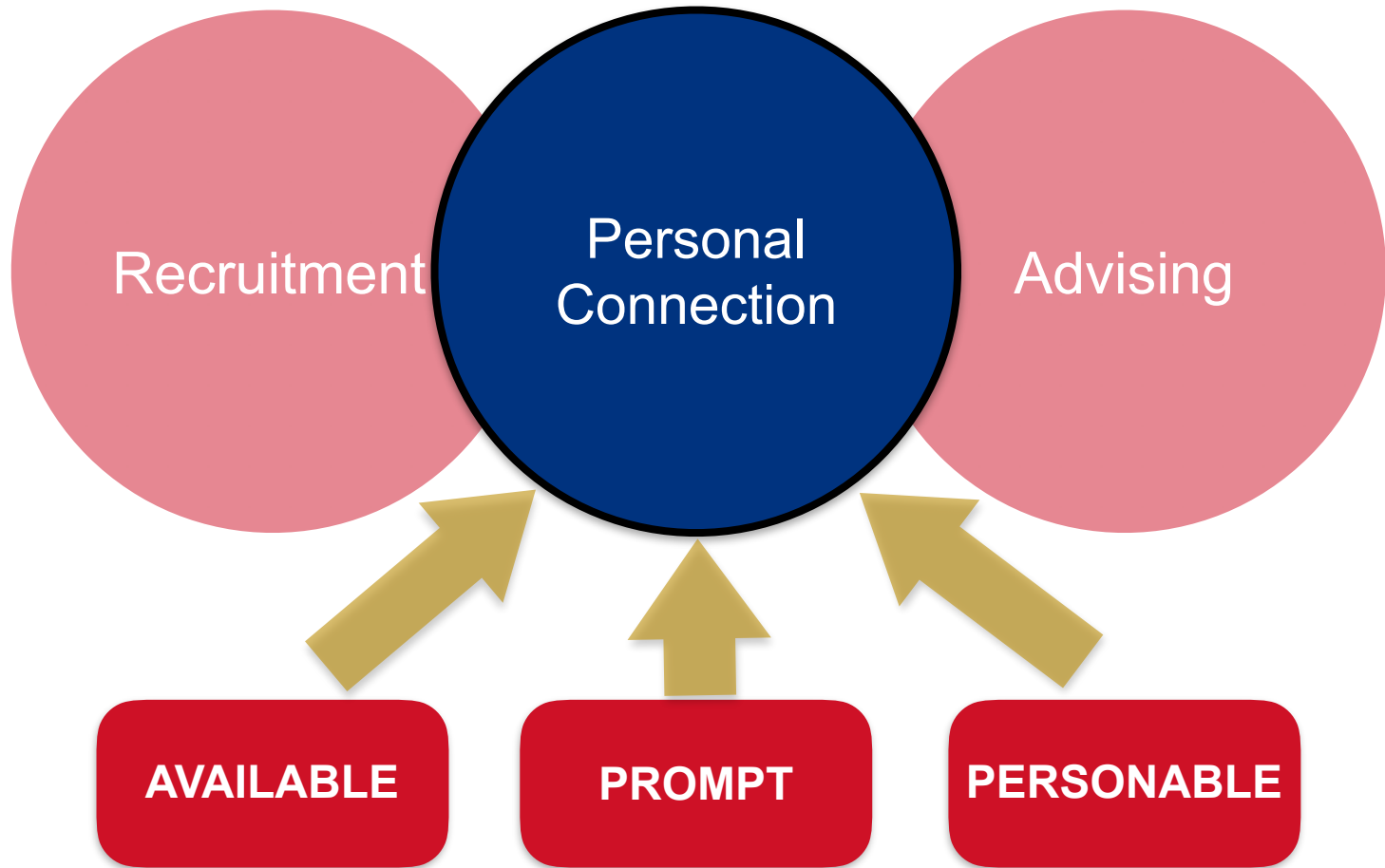
Thus far...

- 300 one-on-one appointments
- 12 offsite events
- 1400 correspondence email
- Availability is key

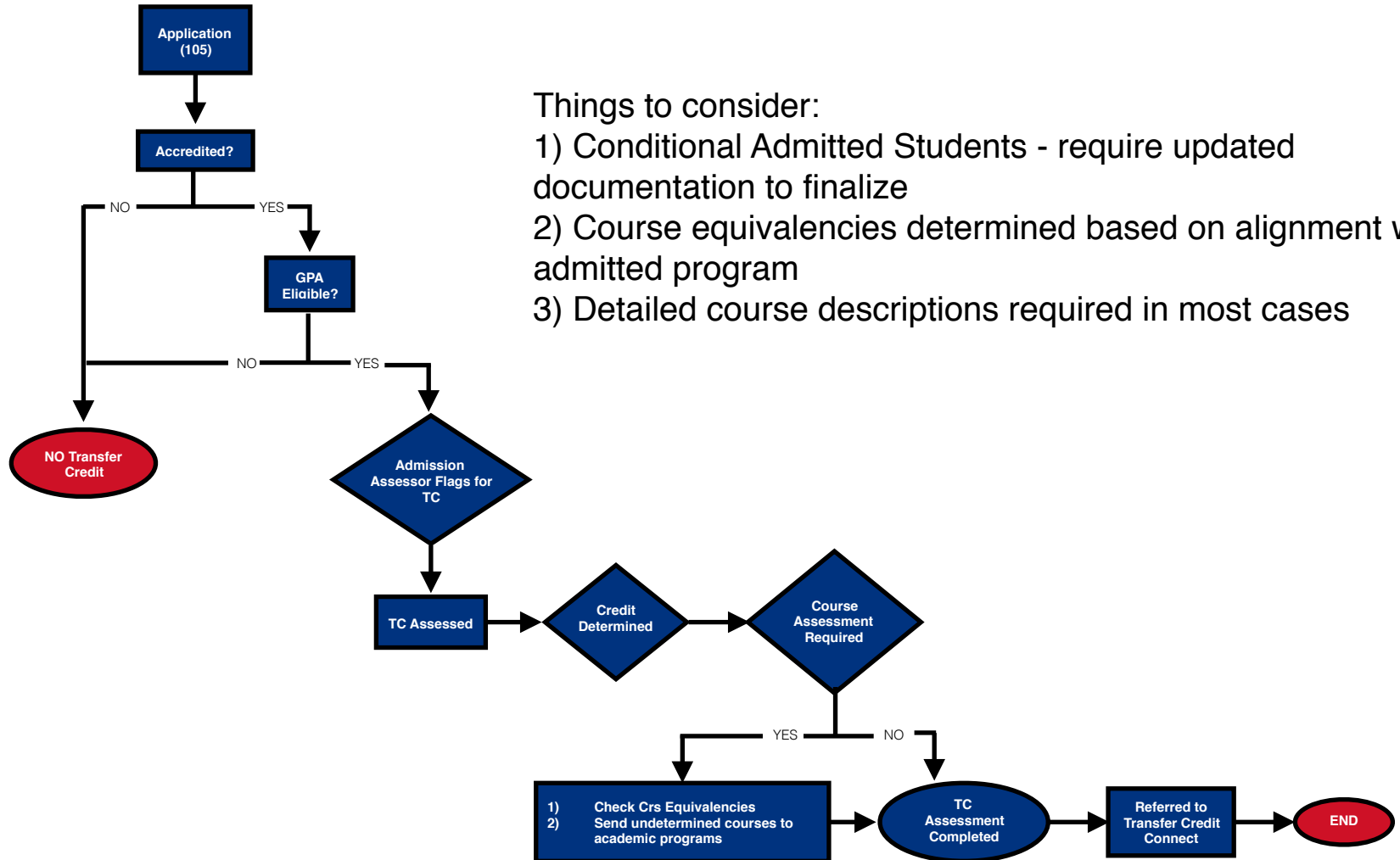
**11% higher
than average**



The Connecting Piece



Transfer Credit in a Nutshell



Create/Edit Transfer Credit (8)

Ms [] Anna ([])

Refresh Delete Transfer Credit Save

Faculty: Health Degree: Bachelor of Health Studies Major1: Health Studies Session: Winter 2013 Last Changed On: Jan 02 2013

Conditions of Admission:

Institution details

Show Only Existing Program Types/Programs Delete

	Institution	Attended From Date	Attended To Date	Program Type	Program	Credits Gra...
1	Univ Of Toronto (University, Canada)	Sep 01 2008	May 01 2012	Bachelor Of Arts	Political Science/Sociology	90

Transfer Credit Breakdown by Previous Institution

Total Credits: 90 **TC** Year Level: Level4 Credit Granted Status: Granted **TC Status** Not Granted Reason:

Credits granted details Faculty Requirements

Create Delete Create Delete

	Transfer credit description type	Value		Transfer credit description type	Value
1	credits at the 1000/2000 level	66	1	All General Education Requirements	Waived
2	credits at the 3000 level	18			
3	credits at the 4000 level	6			

Credit breakdown by program

Notes:

In order to satisfy program requirements you may need to successfully complete more than 120 credits to graduate with an honours degree. Note that you must complete a minimum of 30 credits at York University.

Special Notes

Macros

Exemption/Waiver: Assigned To: **Assessor** Adrienne Gord

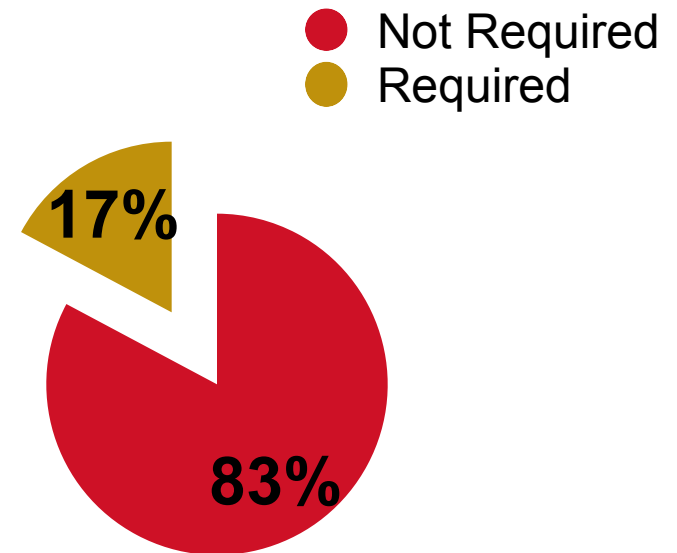
TC Status Categories

☒ TC Complete ☐ Conditional ☒ 2nd Degree ☐ Revised ☐ TC Rescinded

Transfer Credit Statement

Course Assessments

- Process Change
 - aim for consistency, equity and transparency
- Curriculum driven decisions



DEMO NYCE

New Role

- Course Assessment Specialist
 - support the application for admissions and/or the transfer credit statement once in process. Will review the additional data and ensure its accuracy and credibility (authorizations obtained, appropriately dated, correct codes and descriptions assigned e.g. when confirming course descriptions from other institutions correct links made.
 - support the Assessment teams with follow-up emails to coordinate information, maintain documentation on equivalency tables and other reference information.

LAST YEAR

1000+ Course
Assessment Requests

4400+ individual
courses assessed

Benefits

- Proactive course assessment
- Looked at registered data
- Checked curriculum elsewhere

**Since 2014, 3781 additional
courses sent for assessment**

TransferConnect

Transfer Connect - Online Chat Tool



Dear Bindu,

You've received your offer of admission, so let's consider next steps on your way to success at York.

To help guide you through the transfer process, we'd like to invite you to join [Transfer Connect](#).

Transfer Connect is a web resource for York University transfer applicants. We encourage you to book an online appointment with a student representative to ask any questions you might have about your transfer credit statement.

If you have not yet viewed your transfer credit statement, log in to [MyFile](#) to view the assessment.

We look forward to chatting with you on Transfer Connect!

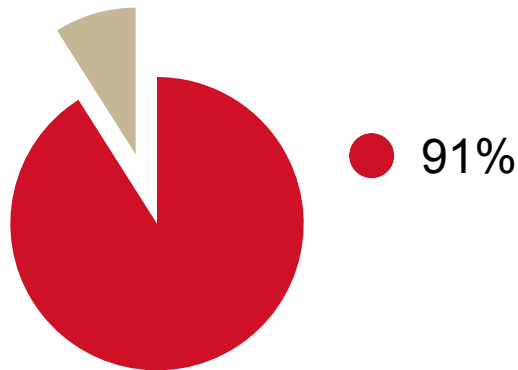
Office of Admissions
York University

TransferConnect

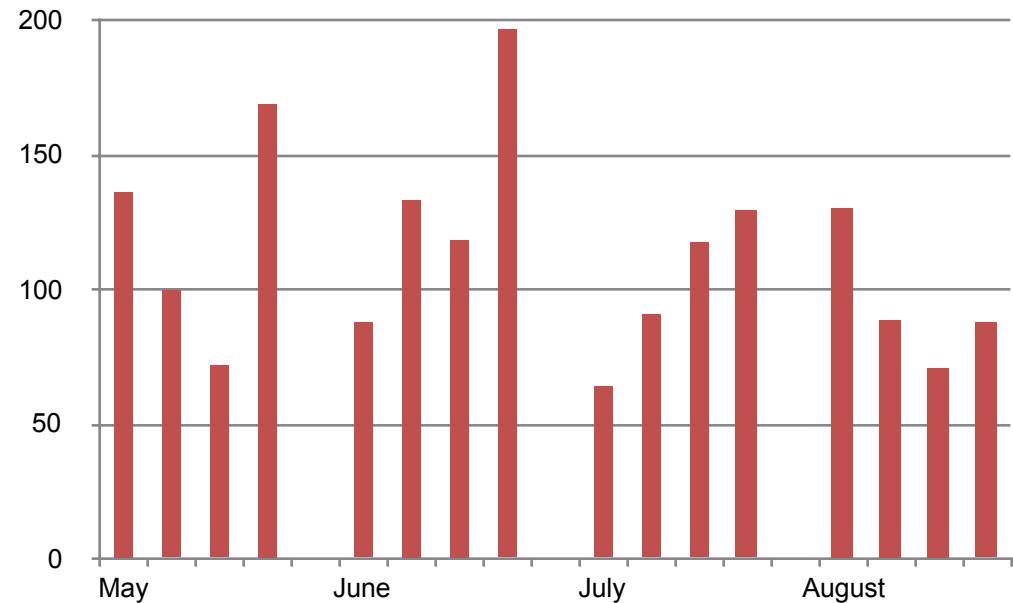
Online Chat Tool (Launched May 2015 – August 2015)

- Over 1100 applicants emailed
- 84% of applicants opened their email invitation
- 450+ appointments booked
- 400+ offers accepted

Offers Accepted



Transfer Connect Webpage Views



Contact Information

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Brian Callan

Assessment and Document
Processing, Fast-Track Assessor,
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Questions?