

# TRANSFER STUDENTS: THEIR PERCEPTIONS OF AND EXPERIENCE WITH ONTRANSFER.CA

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**oncat**  **caton**

# What we are hearing

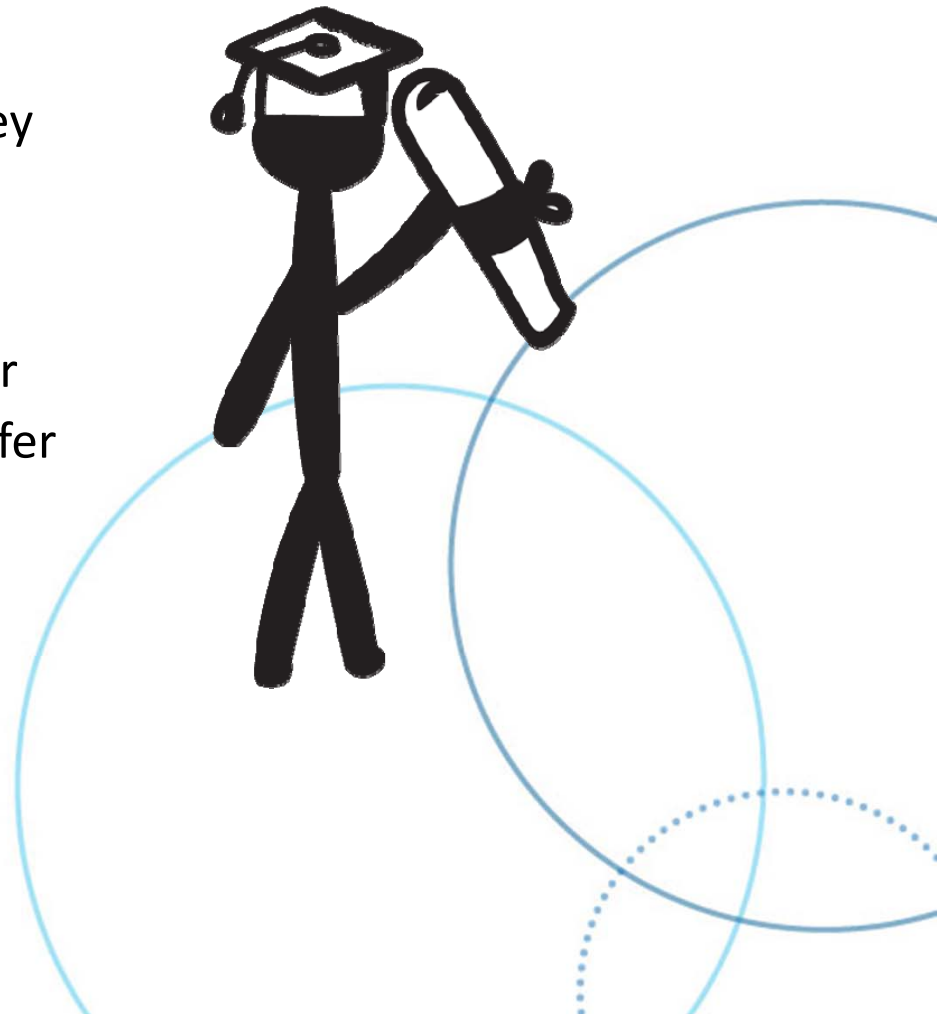
## 1. Methodology

1. ONtransfer.ca survey
2. Focus groups

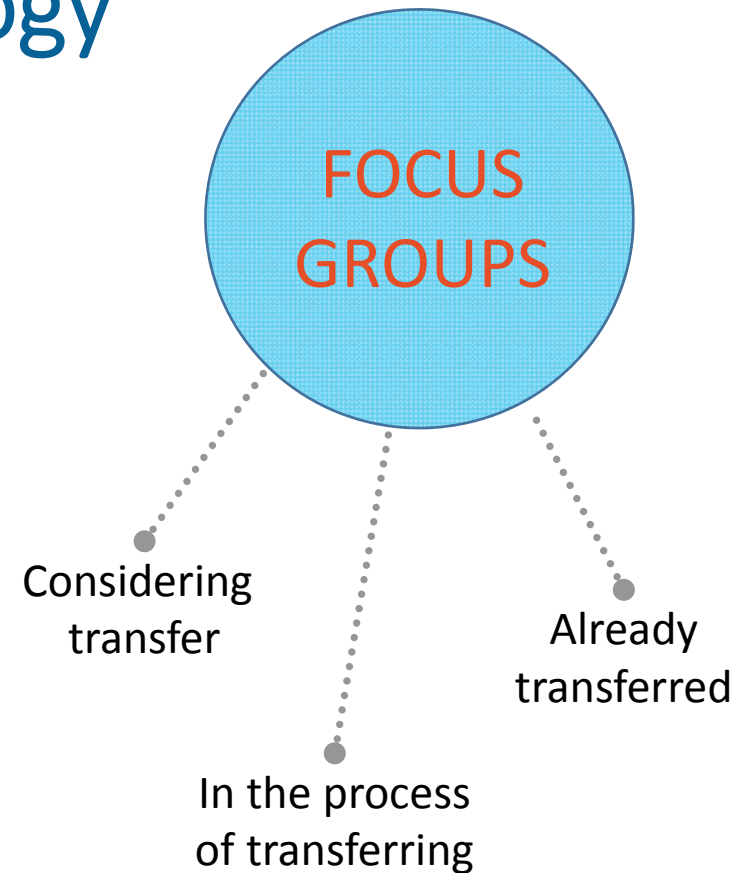
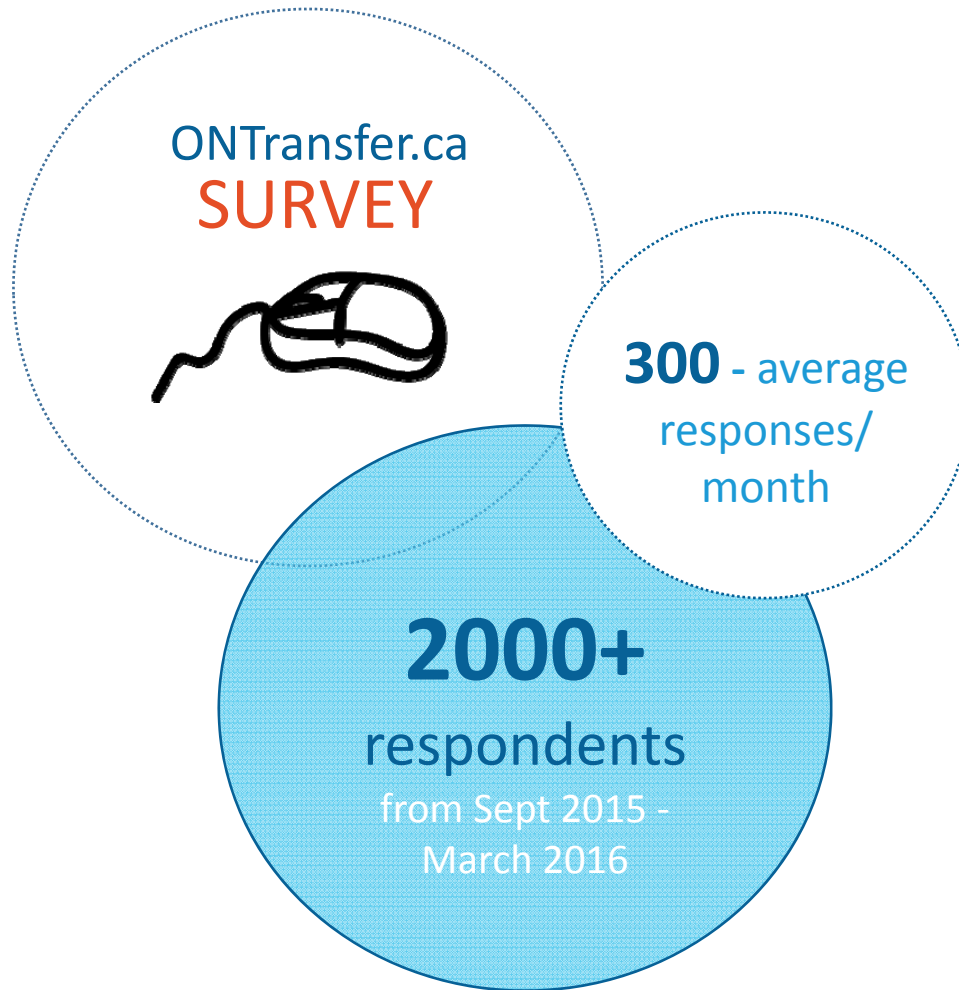
## 2. Findings

1. Reasons for transfer
2. Perception of transfer
3. Improving transfer

## 3. Next steps



# Methodology



# Reasons for Transfer

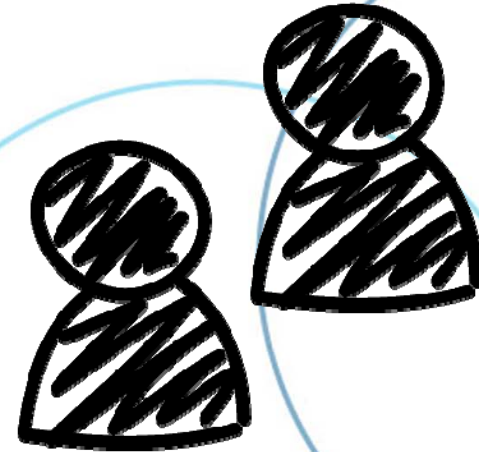
*“I studied paralegal & law clerk at X College. I finished the internship but **it’s not really what I want** to go for so that’s why I was going to **transfer to commerce**”*

*“I just graduated from X College for early childhood education & I’m trying to **continue my education** at Y College for the advanced special needs program”*

# Considering Transfer

“ I think **rejection**. I’m very scared of that. That they’ll send me somewhere else and that it’s a really long process. **It makes me anxious**...That would throw me off and **make me not approach it because it’s just so complex** „

“ I was searching for the assessment of credits...Right now it’s chaotic, cause you really don’t know what anyone is offering... **it’s very confusing for people to figure out** „



# Transferred

*“ Even after submitting all of your paperwork, it’s like ok you’ll hear back from us in 10 weeks ”*

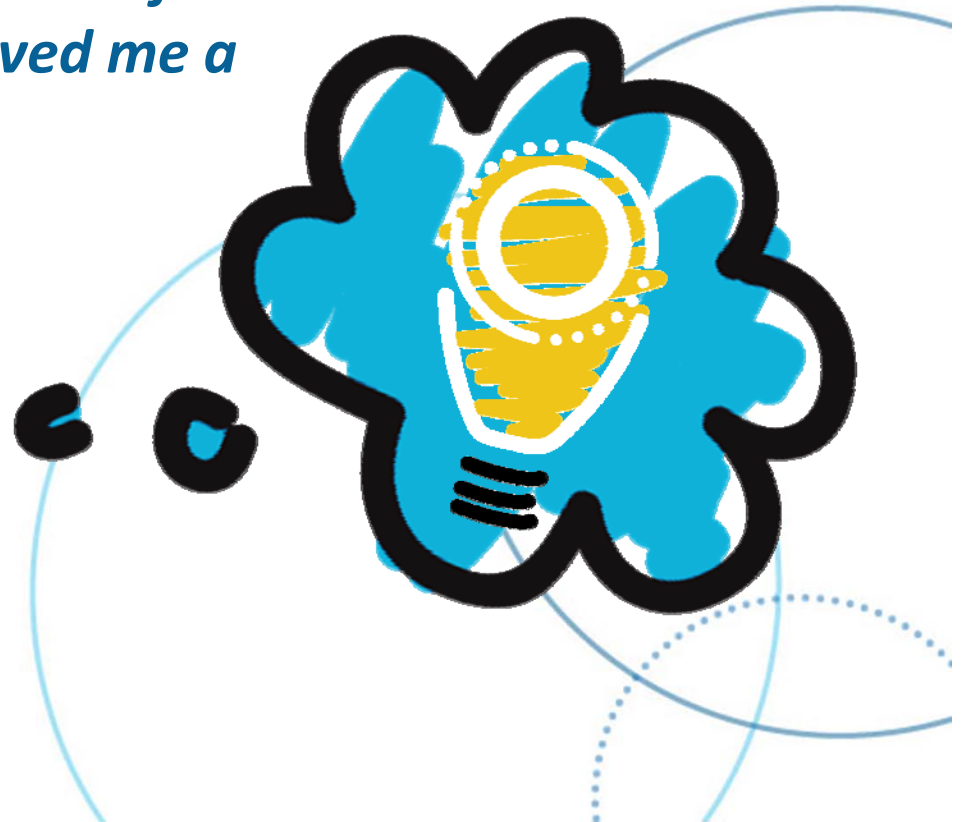
*“ By the time everything was done, I missed the deadline... so was left with the classes that nobody wanted...it made my first year pretty frustrating ”*

*“ I did a certificate at X College...they had a **transfer agreement with X University**. It was a direct link...**super convenient** ”*

# Awareness of Transfer

*“I didn’t know there was such a thing as transferring credits when I first started. I only later learnt about it from my younger sister. **If I’d known earlier it would have saved me a lot of time and wasted effort**”*

*“I knew in December...**so I was able to really match things up...and I only lost one credit**”*





# Clear Contacts

*"If every institution had  
**a place where  
students can go to  
talk to the  
representative** [and]  
for that school to show  
you **how easy it is to  
transfer** from one school  
to another"*

*"I can ask any  
**question that comes  
to mind.** Instead of  
navigating through  
webpages and mustering  
up the energy to do  
that."*

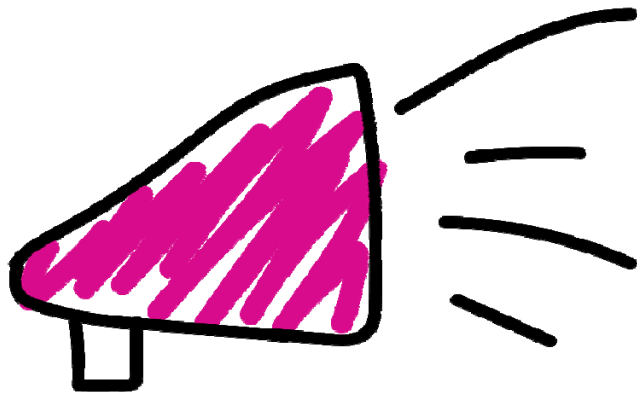
*"Yeah, there's  
specific transfer  
credit people.  
**But you can't call  
them.***

*You can only email  
them."*



# Credit Evaluation Fees

Calling your other school and **all the fees they throw on** for the things that you need, that was frustrating for sure.”



**“Nothing is official until you pay money,** which is funny because they’ve done it so many times, I don’t know why it needs to be this way.  
**It’s a barrier too, accessing it, you have to pay them money.”**

# Next Steps

- Continue ONTransfer.ca survey
- Follow up surveys for those who filled out the ONTransfer.ca survey
- Focus groups outside of the GTA

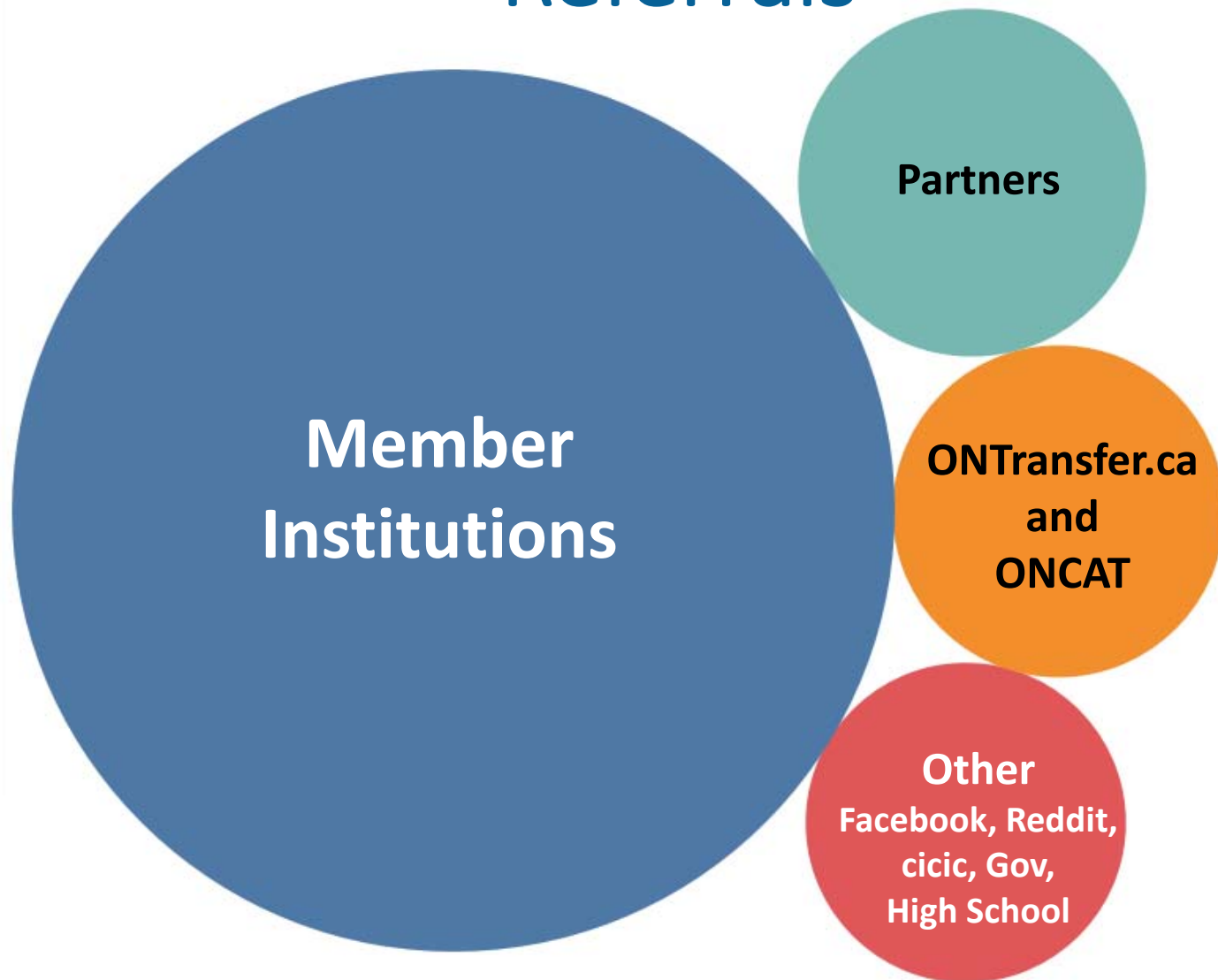
# What we are seeing

- Profile of a student
  - Soon to be College Graduate
  - Looking for transfer opportunities

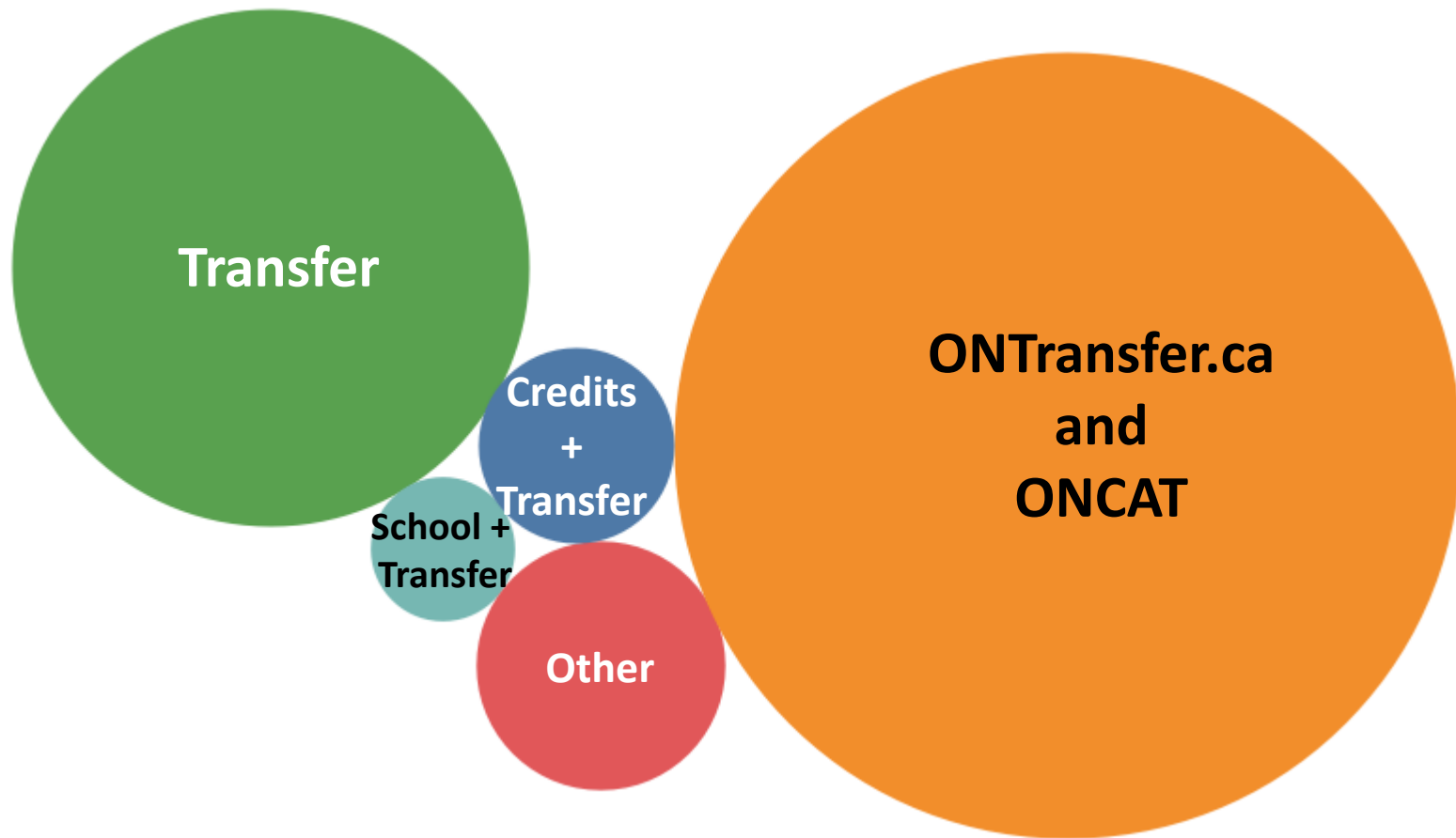


# How do students find us?

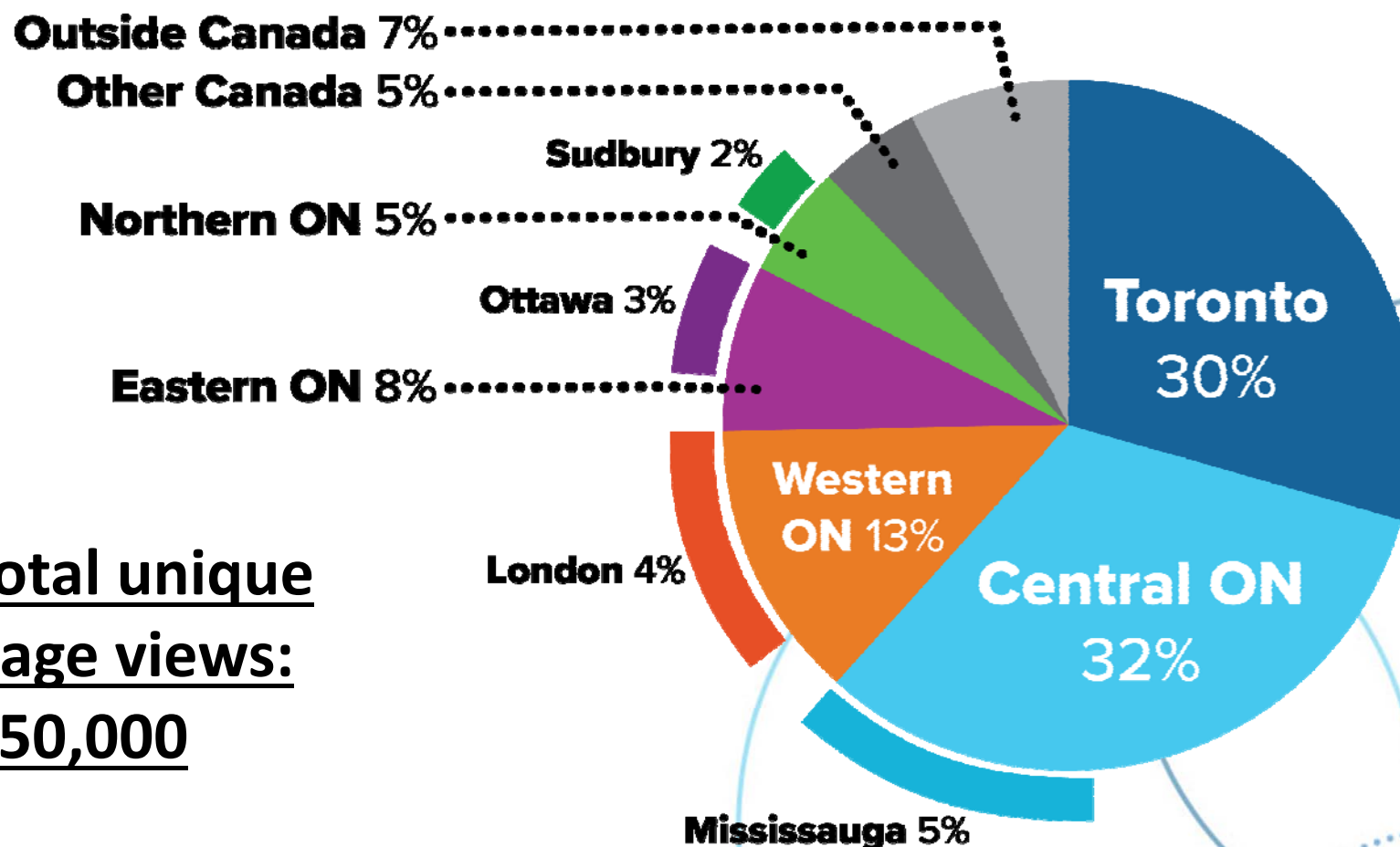
## Referrals



# How do students find us? Search Engine



# Where they are from?

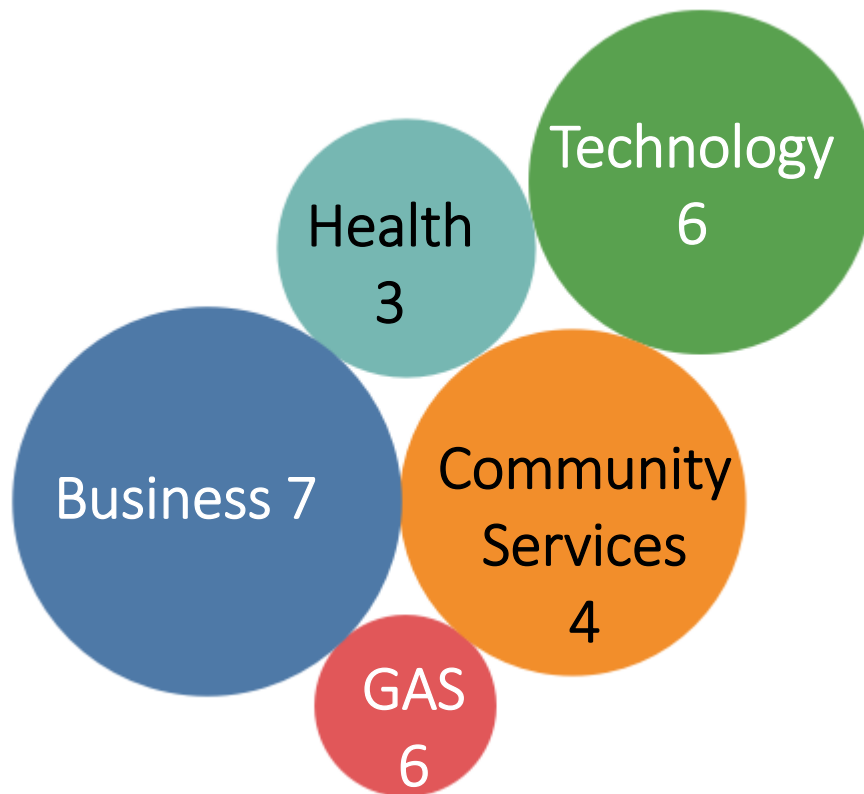


Total unique  
page views:  
150,000

# Most searched program and keyword

Program: 100,000 searches  
40% traffic from 22 programs

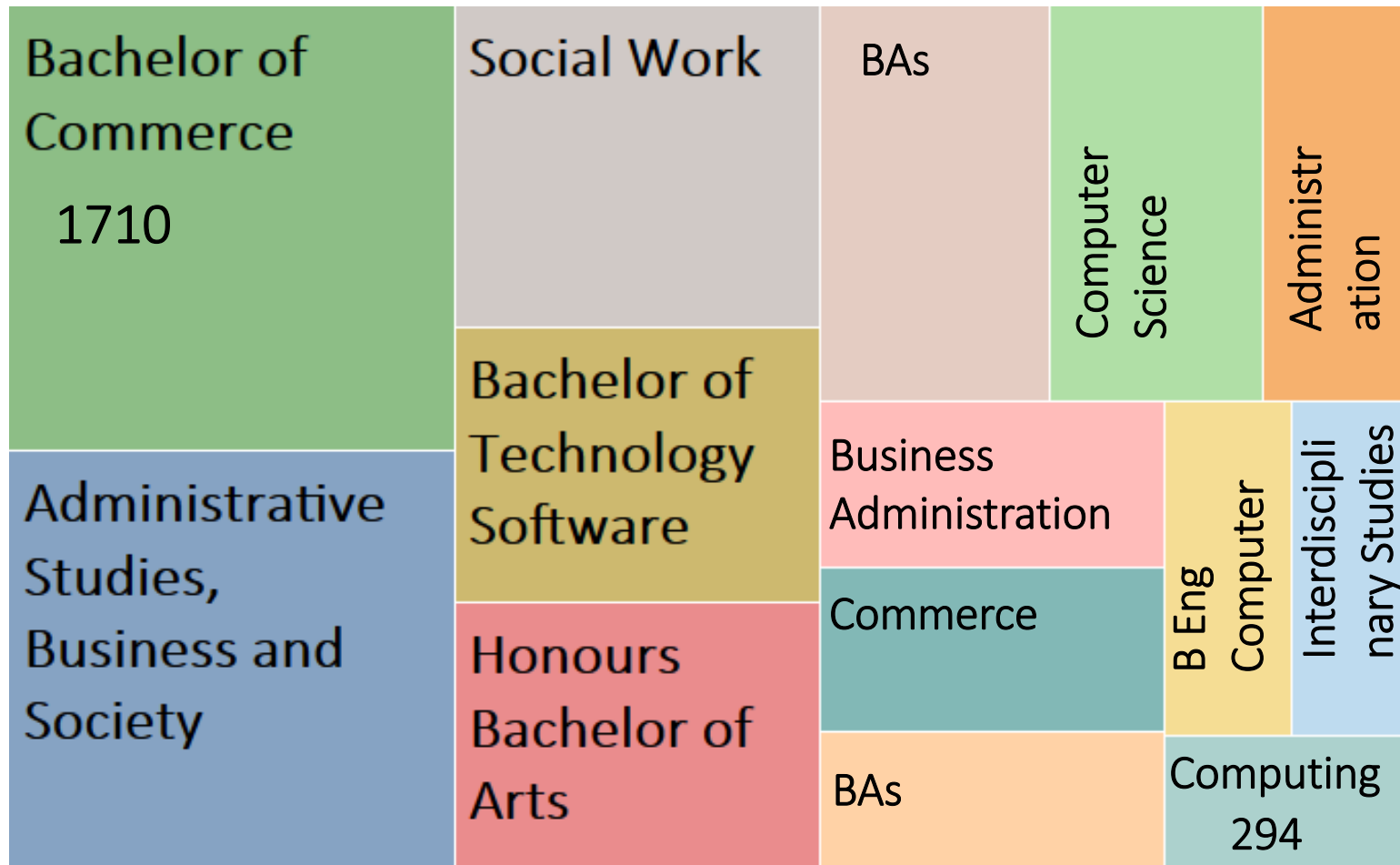
Keyword: 27,000 searches  
30% traffic from 7 keywords



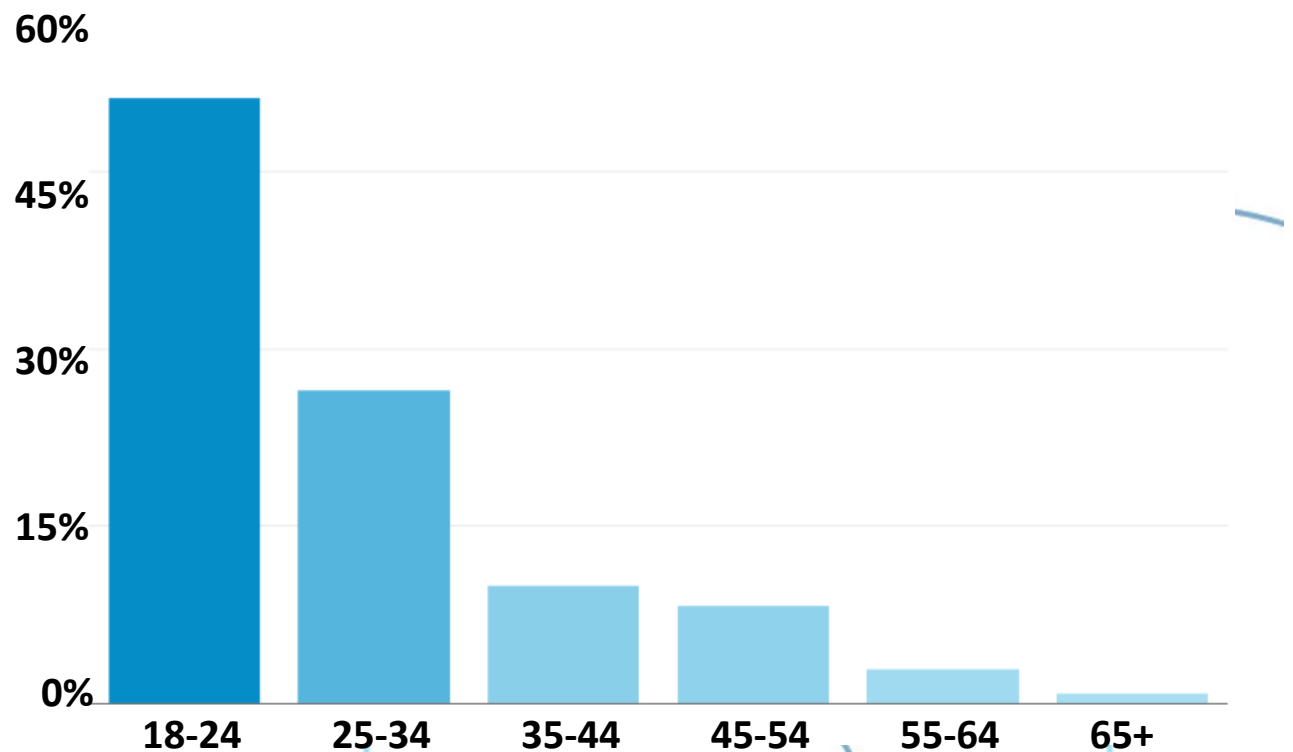
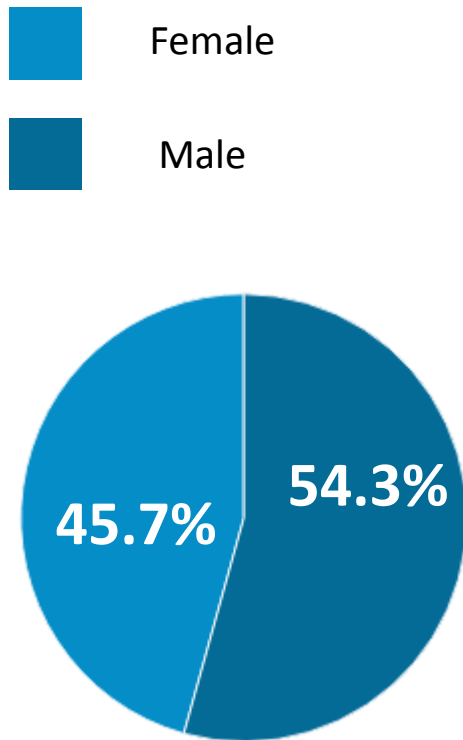


# Top viewed receiving program

(at each of the schools with 1200+ details views)



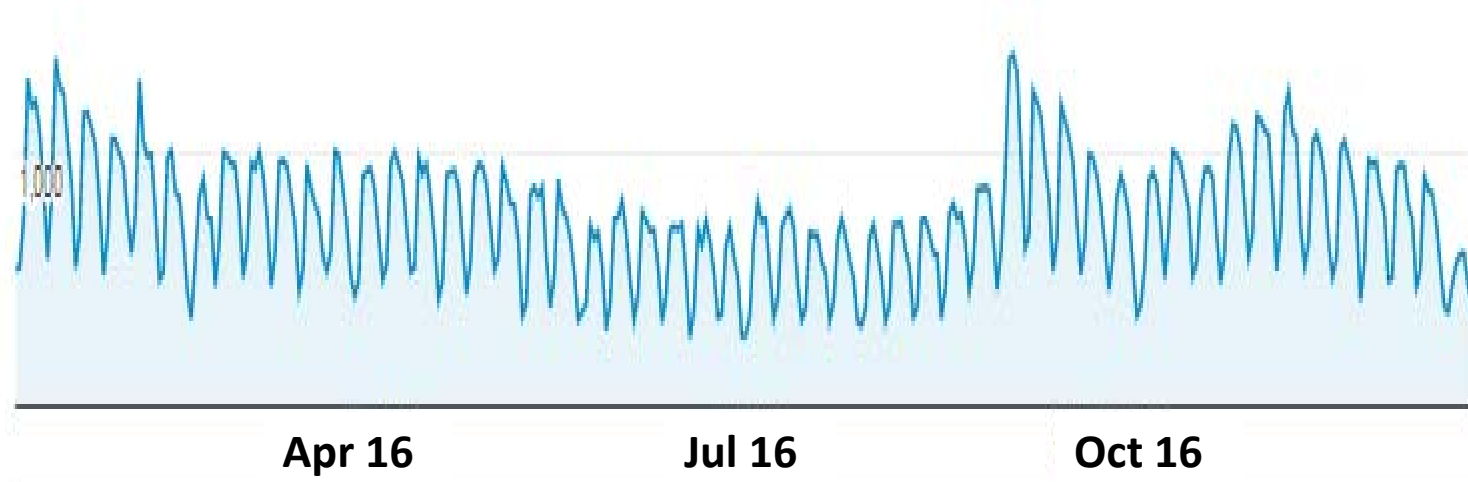
# Google Analytics



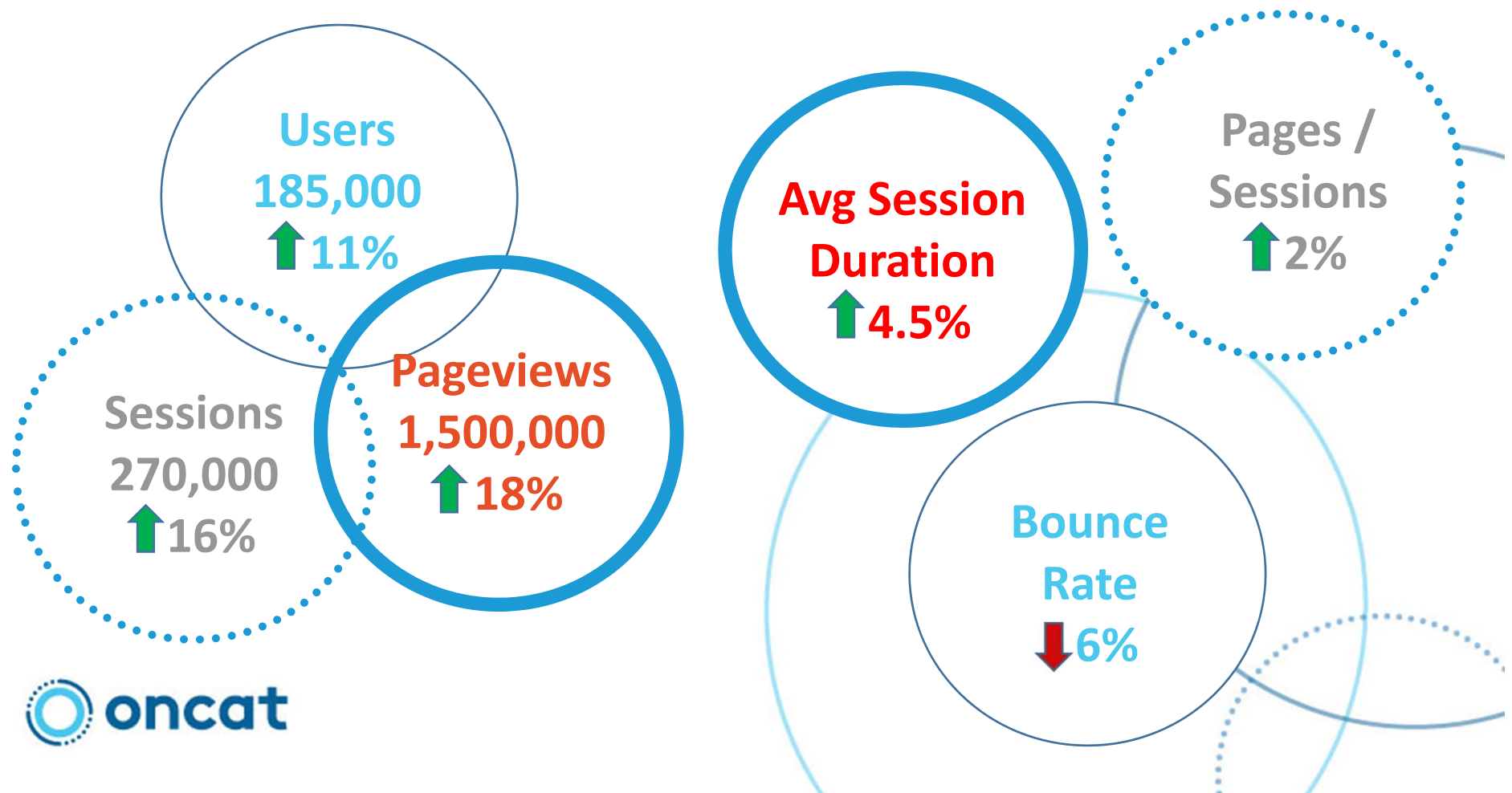
# Google Analytics

Sessions

Jan 1, 2016 to Dec 31, 2016



# Google Analytics



# Transfer Advisor Profile Page

Avg Session  
Duration

↑ 15%

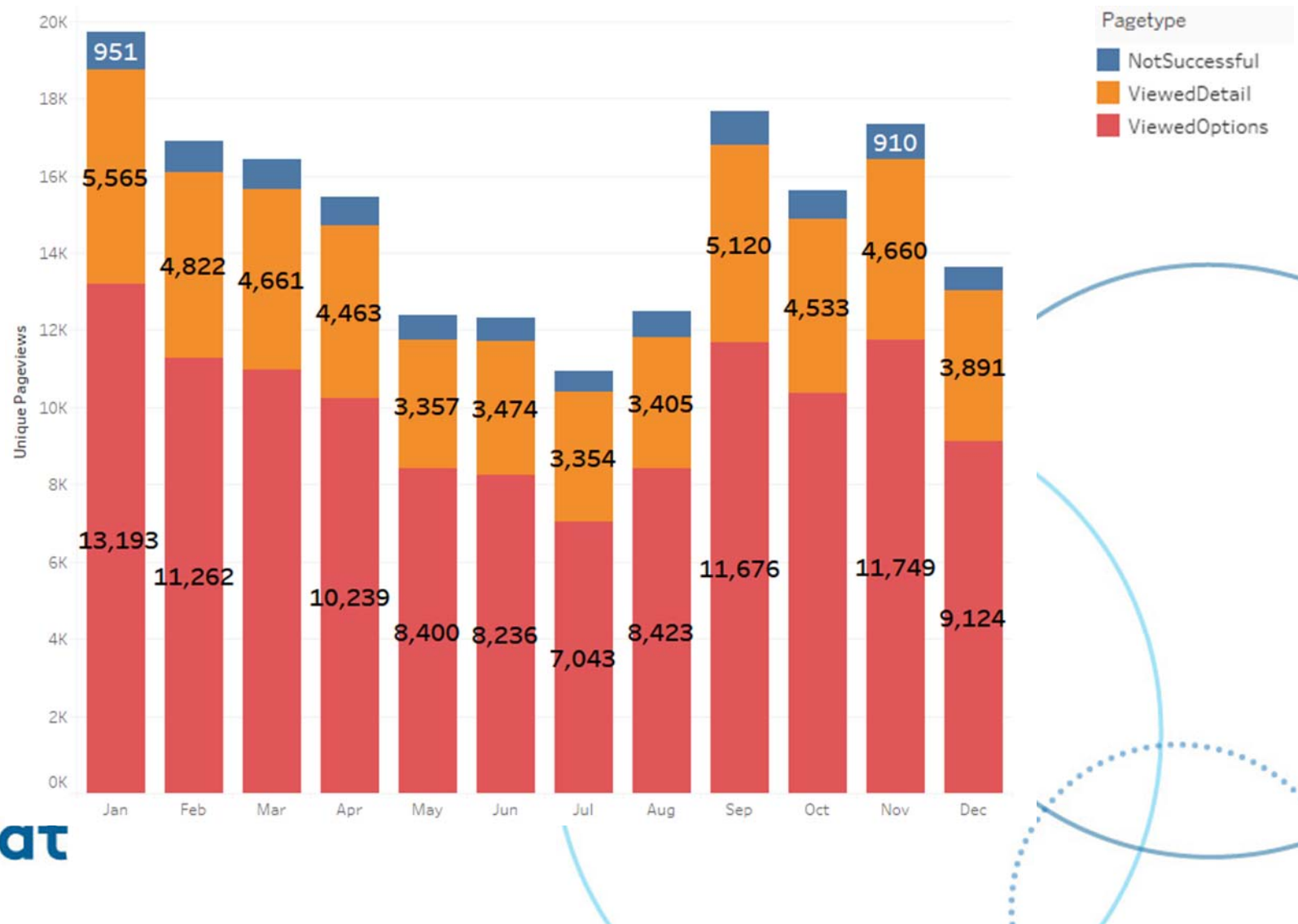
Pageviews  
90,000  
↑ 57%

## Search Terms

- GPA
- Grading Scale
- Transcript



# All College Student Searches in 2016



# Questions?

