

Transfer Students Matter, Too!

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Discussion Overview

- 1. Institutional Overview
- 2. A Critical Campus Review
- 3. Pre-Enrollment Barriers
- 4. Post-Enrollment Barriers
- 5. Developing Your Roadmap

Institutional Overview

Student Engagement, Enrollment & Retention

- Admissions
- Registrar
- Scholarships & Financial Aid
- Center for Academic Advising
- Pre-College Programs
- Student Success Data & Research
- Strategic Enrollment Partnerships
 - Military Affairs
 - Student Athlete Support Services
- Retention & Student Success



Campus Enrollment Overview

	2022	2023	2024	2025 projection
Total Enrollment	17,843	17,987	18,848	
First Year Enrollment	2,370	2,701	2,754	2,900
Transfer Enrollment	1,701	1,629	1,881	
Main Campus	1,251	1,246	1,433	1,471

A Critical Campus Review

- ☐ Policy & Processes
- ☐ Internal Communication
- ☐ External Partnership
- ☐ Campus Culture

+60%

UNCW transfer students come from a NC Community College



Pre-Enrollment Barriers

- ☐ Priority course registration
- ☐ Academic Advising processes that uniformity that supports transfer students
- ☐ Affordable housing
- ☐ Transparency of credit evaluation
- Merit scholarships
- Orientation modality and availability





Post-Enrollment Barriers



- Onboarding activities
- ☐ Retention support strategies
- ☐ Course sequencing & availability
- ☐ Academic Major transition policy
- ☐ Community awareness

Developing Your Roadmap





Establish a timeline for milestones

Developing your Roadmap

Creating a more transfer-friendly culture

Defining your transfer mission

List of what is not working

Identifying Band-Aids vs. solutions

Identify Transfer Champions and Partners

Data gathering

Preparing for competing priorities



UNCW's Roadmap

Dedicated Positions

Transfer Counselor to Coach

Strategic Leadership Addition

Student Engagement Leadership

Advising Leadership Focus

Enrollment Initiatives

MOU agreement review

Guarantee Admits

Dedicated scholarships

Program specific pathways

Priority scheduling for Orientation

Transfer Culture

Transfer Experience Workgroup

Enrollment Workgroup

Retention Workgroup

Retention

Identifying at risk populations

Leveraging college access programs

Early career & major exploration

Transfer Scholars

Thank you & Connect



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