

Who Are Our Transfer Students?

Patrick Fay, Director of Admissions

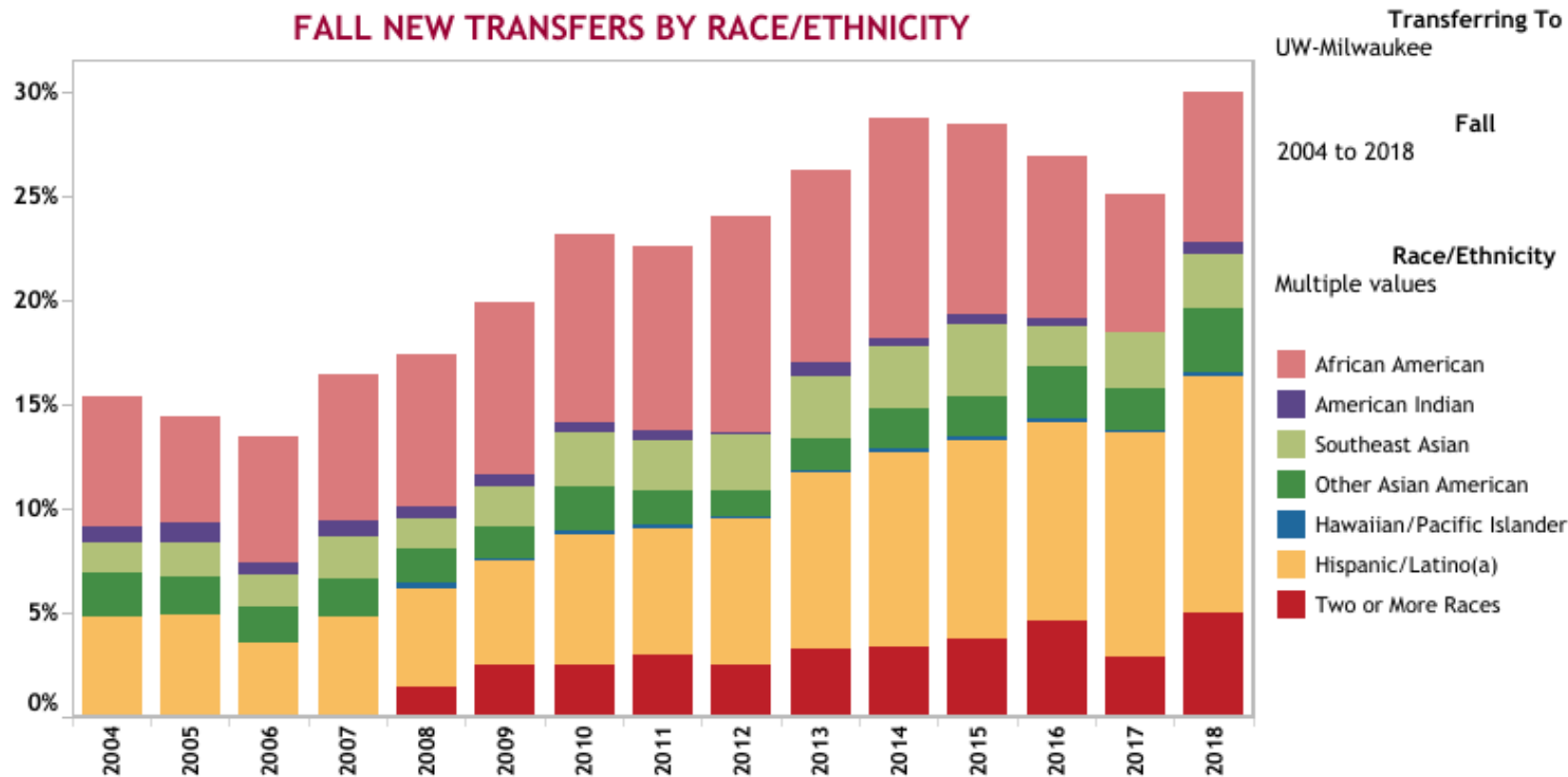
Erica Harwell, Transfer Admissions Manager

Who Are Our Transfer Students?

- Enrollment Term
 - Fall: 67%
 - Spring: 28%
- Geography (2018/2019)
 - Wisconsin: 70%
 - IL: 11%
- Age
 - <25: 77%
- Transferable Credits

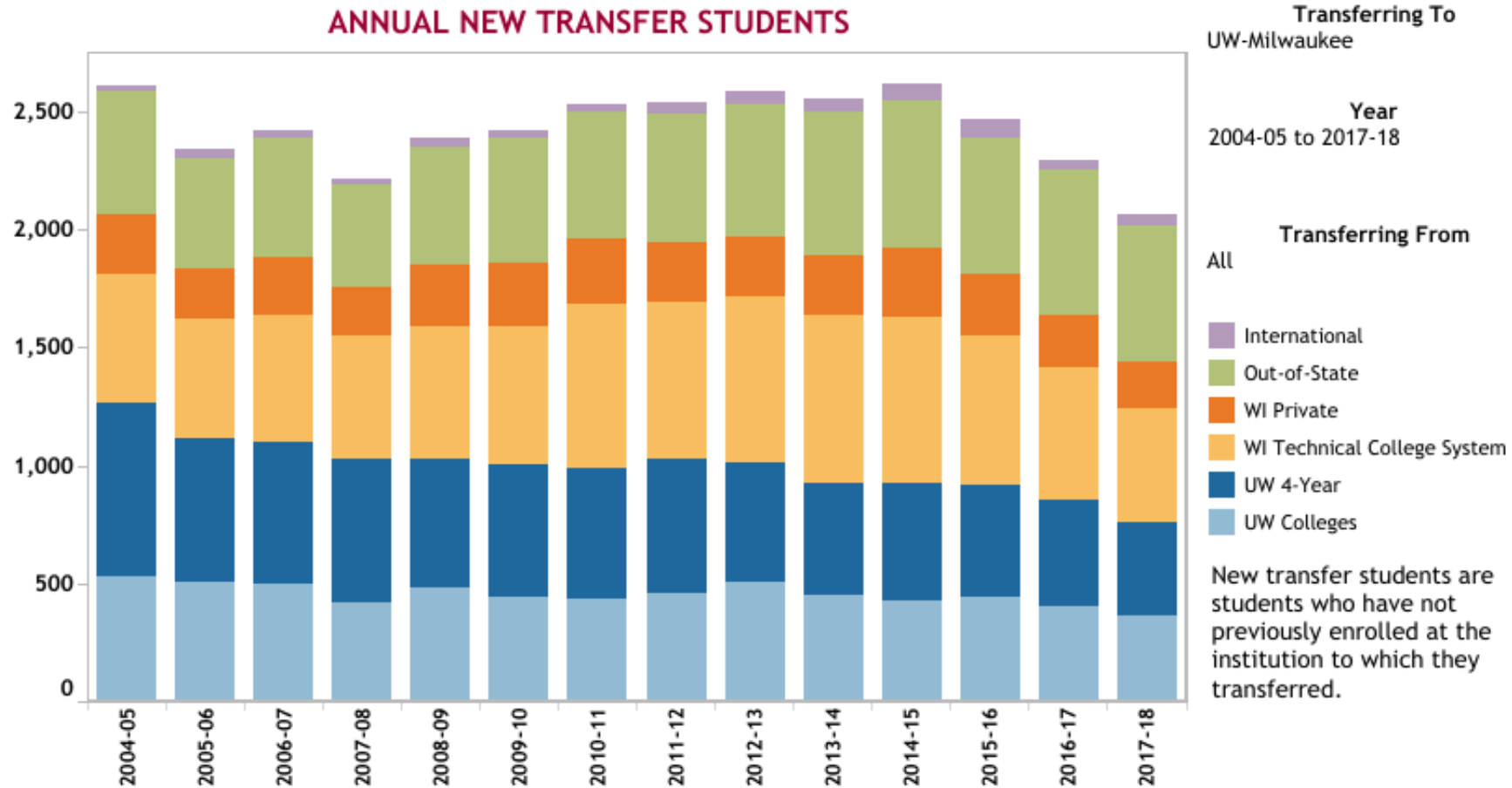
Fall 2014-Spring 2015	Fall 2015-Spring 2016	Fall 2016-Spring 2017	Fall 2017-Spring 2018	Fall 2018-Spring 2019
47.4	48.0	48.8	50.3	51.9

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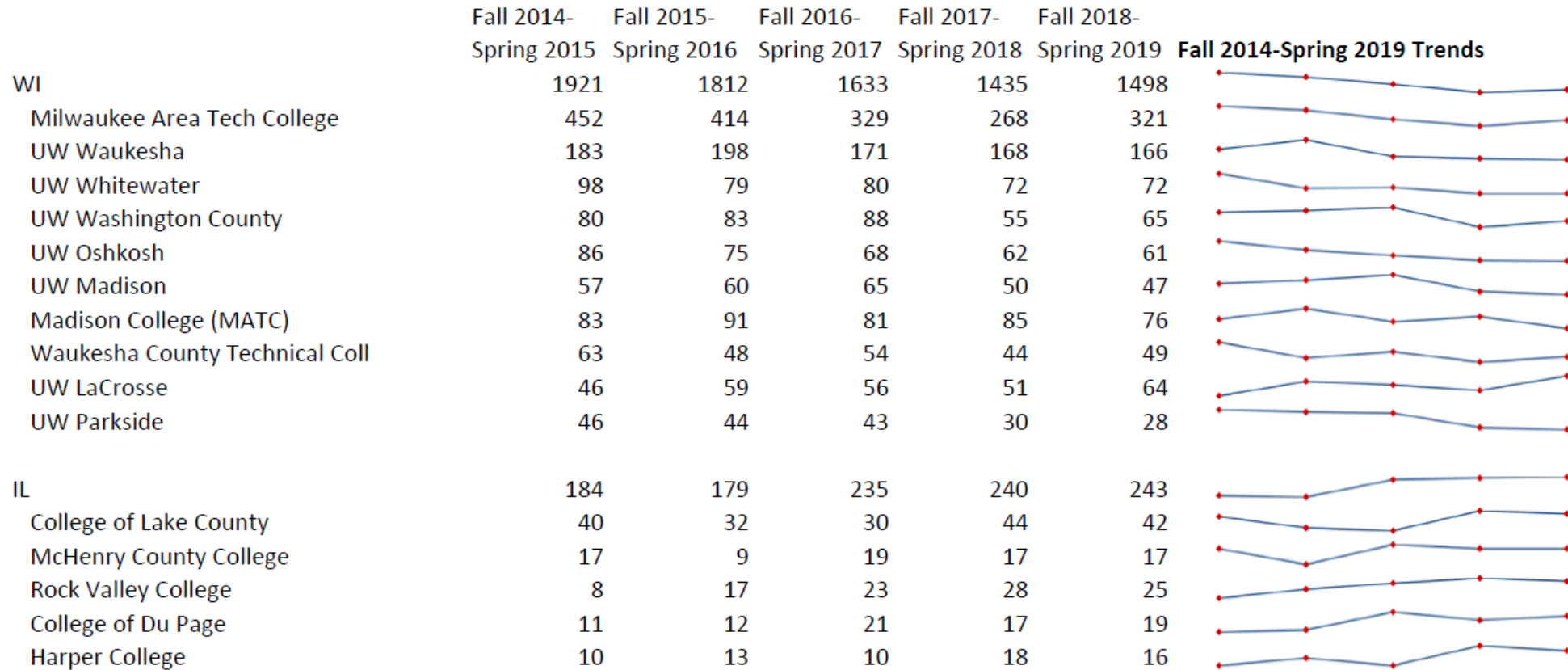


New race/ethnicity categories were implemented in fall 2008.
Branch campus data are reported under UW Colleges prior to fall 2018.

Who Are Our Transfer Students?



Enrollment Trends: Top Feeders



Fall 2019

- MATC: **-5%** (10 students)
- Select Campuses: **+12%** (32 students)
 - UWM Branch, WCTC, Madison College
- Former UW-Colleges: **-1%** (1 student)
- Others: **-10%** (75 students)
 - Declines in top IL Feeders
 - Fluctuation from UW-System

Fall 2019 New Transfers – UW 4-Year

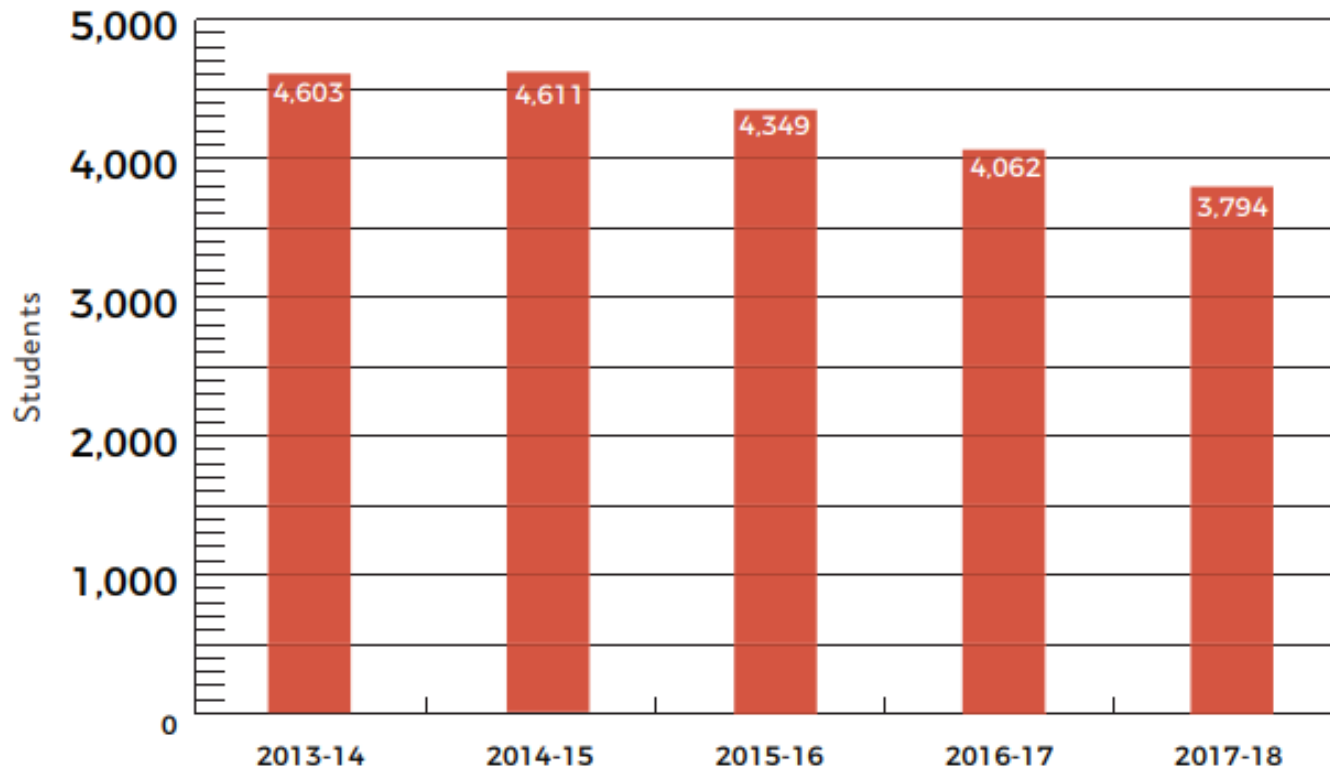
		MSN	MIL	EAU	GBY	LAC	OSH	PKS	PLT	RVF	STP	STO	SUP	WTW	UW 4-Year
Applications	All applications														
	Fall 2017	3,872	3,583	1,250	1,259	1,034	1,817	937	777	809	930	1,123	625	1,520	19,536
	Fall 2018	3,753	3,575	1,130	1,364	991	1,681	929	686	727	845	957	600	1,406	18,644
	Fall 2019	3,516	3,314	981	1,116	806	1,416	778	648	648	808	871	604	1,183	16,689
	% Change from 2018	-6%	-7%	-13%	-18%	-19%	-16%	-16%	-6%	-11%	-4%	-9%	1%	-16%	-10%
	Completed Applications														
	Fall 2017	3,103	2,590	958	1,038	845	1,356	635	607	639	774	903	461	1,153	15,062
	Fall 2018	3,012	2,614	914	1,099	770	1,271	644	542	559	689	757	452	1,100	14,423
	Fall 2019	2,846	2,440	807	932	654	1,069	537	527	498	650	733	436	894	13,023
	% Change from 2018	-6%	-7%	-12%	-15%	-15%	-16%	-17%	-3%	-11%	-6%	-3%	-4%	-19%	-10%
	Completion Rate														
	Fall 2017	80%	72%	77%	82%	82%	75%	68%	78%	79%	83%	80%	74%	76%	77%
	Fall 2018	80%	73%	81%	81%	78%	76%	69%	79%	77%	82%	79%	75%	78%	77%
	Fall 2019	81%	74%	82%	84%	81%	75%	69%	81%	77%	80%	84%	72%	76%	78%
Admissions	Admissions														
	Fall 2017	2,017	2,311	806	1,000	752	1,309	591	579	588	747	884	441	1,039	13,064
	Fall 2018	1,986	2,340	814	1,086	689	1,212	608	527	519	662	740	439	1,003	12,625
	Fall 2019	1,596	2,195	724	932	584	1,038	509	511	473	638	722	433	803	11,158
	% Change from 2018	-20%	-6%	-11%	-14%	-15%	-14%	-16%	-3%	-9%	-4%	-2%	-1%	-20%	-12%
	Admissions Rate														
	Fall 2017	65%	89%	84%	96%	89%	97%	93%	95%	92%	97%	98%	96%	90%	87%
	Fall 2018	66%	90%	89%	99%	89%	95%	94%	97%	93%	96%	98%	97%	91%	88%
	Fall 2019	56%	90%	90%	100%	89%	97%	95%	97%	95%	98%	98%	99%	90%	86%
Enrollment	Enrollment (Prelim)														
	Fall 2017	1,126	1,400	489	608	486	785	346	441	423	587	658	256	720	8,325
	Fall 2018	1,141	1,472	513	662	431	768	418	405	371	490	543	255	663	8,132
	Fall 2019 (Preliminary)	889	1,311	504	527	372	624	328	385	330	423	517	294	534	7,038
	% Change from 2018	-22%	-11%	-2%	-20%	-14%	-19%	-22%	-5%	-11%	-14%	-5%	15%	-19%	-13%
	Yield														
	Fall 2017	56%	61%	61%	61%	65%	60%	59%	76%	72%	79%	74%	58%	69%	64%
	Fall 2018	57%	63%	63%	61%	63%	63%	69%	77%	71%	74%	73%	58%	66%	64%
	Fall 2019 (Preliminary)	56%	60%	70%	57%	64%	60%	64%	75%	70%	66%	72%	68%	67%	63%

Total Enrollment – WTCS

Fiscal Years	Liberal Arts ¹ Transfer	Applied Associate Degree	Technical Diploma ²	Vocational -Adult ³	Non-Post Secondary ⁴	Community Services ⁵	Total ⁶	Percent Change
2009-10	27,222	145,547	39,759	178,257	76,325	10,082	393,993	2.3%
2010-11	28,052	149,249	36,911	167,135	72,176	13,181	383,671	-2.6%
2011-12	27,796	148,017	35,401	166,463	65,506	14,112	378,240	-1.4%
2012-13	26,532	148,548	35,401	149,628	61,552	14,929	362,252	-4.2%
2013-14	25,590	144,915	32,416	143,943	51,902	15,339	348,747	-3.7%
2014-15	23,996	140,380	32,164	134,203	50,782	12,704	329,407	-5.5%
2015-16	22,729	135,593	31,406	134,796	48,794	13,831	326,153	-1.0%
2016-17	21,721	134,543	30,789	119,921	45,885	11,804	307,607	-5.7%
2017-18	21,103	137,562	31,359	124,974	43,325	12,121	314,835	2.3%
2018-19	21,543	140,767	32,134	114,970	41,771	11,672	307,849	-2.2%

Transfers to the UW-System – WTCS

Transfer from WTCS to UW System
2013-14 to 2017-18



Fall 2019 New Freshman – UW 2-Year

		MIL		EAU	GBY			OSH		PLT		STP		WTW	UW 2-Year*
		WAK	WSH	BRN	MAN	MNT	SHB	FDL	FOX	BRB	RLN	MSF	WAU	RCK	
Applications	All applications														
	Fall 2017	1,217	457	269	221	164	348	411	843	350	191	194	483	556	5,704
	Fall 2018	1,122	388	255	184	142	275	358	980	347	181	186	413	590	5,421
	Fall 2019	1,033	395	213	193	137	246	269	757	216	133	155	280	629	4,656
	% Change from 2018	-8%	2%	-16%	5%	-4%	-11%	-25%	-23%	-38%	-27%	-17%	-32%	7%	-14%
	Completed Applications														
	Fall 2017	956	365	216	194	141	272	320	689	268	156	173	400	452	4,602
	Fall 2018	915	328	216	151	119	236	304	802	293	154	163	367	516	4,564
	Fall 2019	777	288	182	165	121	224	214	662	193	109	133	249	578	3,895
	% Change from 2018	-15%	-12%	-16%	9%	2%	-5%	-30%	-17%	-34%	-29%	-18%	-32%	12%	-15%
	Completion Rate														
	Fall 2017	79%	80%	80%	88%	86%	78%	78%	82%	77%	82%	89%	83%	81%	81%
	Fall 2018	82%	85%	85%	82%	84%	86%	85%	82%	84%	85%	88%	89%	87%	84%
	Fall 2019	75%	73%	85%	85%	88%	91%	80%	87%	89%	82%	86%	89%	92%	84%
Admissions	Admissions														
	Fall 2017	952	364	215	194	140	271	319	688	266	153	172	399	450	4,583
	Fall 2018	909	328	216	151	119	235	300	802	293	153	163	367	515	4,551
	Fall 2019	775	285	182	165	121	224	214	659	187	108	132	248	578	3,878
	% Change from 2018	-15%	-13%	-16%	9%	2%	-5%	-29%	-18%	-36%	-29%	-19%	-32%	12%	-15%
	Admissions Rate														
	Fall 2017	100%	100%	100%	100%	99%	100%	100%	100%	99%	98%	99%	100%	100%	100%
Enrollment	Fall 2018	99%	100%	100%	100%	100%	100%	99%	100%	100%	99%	100%	100%	100%	100%
	Fall 2019	100%	99%	100%	100%	100%	100%	100%	100%	97%	99%	99%	100%	100%	100%
	Enrollment (Prelim)														
	Fall 2017	563	254	155	135	97	195	222	489	167	95	113	264	322	3,071
	Fall 2018	520	243	137	103	93	174	203	523	179	88	118	233	337	2,951
	Fall 2019 (Preliminary)	396	208	105	116	95	142	140	377	121	65	85	162	307	2,319
	% Change from 2018	-24%	-14%	-23%	13%	2%	-18%	-31%	-28%	-32%	-26%	-28%	-30%	-9%	-21%
	Yield														
	Fall 2017	59%	70%	72%	70%	69%	72%	70%	71%	63%	62%	66%	66%	72%	67%
	Fall 2018	57%	74%	63%	68%	78%	74%	68%	65%	61%	58%	72%	63%	65%	65%
	Fall 2019 (Preliminary)	51%	73%	58%	70%	79%	63%	65%	57%	65%	60%	64%	65%	53%	60%

Action – Undergraduate Admissions

- Direct student recruitment
 - 2-year campus visits
 - Advising appointments, tabling, transfer fairs
 - Campus Visit Programs
 - See Milwaukee, Transfer Visit Day, After Hours
 - Marketing & communication
 - Suspect*, prospect, admitted
 - Mail, e-mail, text, phone
- Transition
 - TASO

Action – Campus Partners

- Indirect recruitment/outreach
 - Participate in OUA Welcome Programs
 - Build relationships with 2-year institutions
 - Develop articulation agreements and transfer equivalencies
 - Guest lecture & host colleagues on campus
 - Create clear transfer pathways
 - Transparent and accessible academic policies
 - Academic Maps
 - Update transfer guides and articulation agreements
 - Programs & scholarships for transfer students
 - Create pathways for CGS students

Transfer Student Experience

Important Factors to Consider

- Why a student transfers
- When a student transfers
- What information students have when they transfer

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Opportunities to Improve Experience

- How can Articulation Agreements benefit students who don't complete the associate's degree?
- Are Transfer Guides available for top feeder institutions? Are they updated annually?
- When students reach out to a school/college about transfer credit, are they given information that includes time remaining to earn UWM degree?
- What academic policies impact transfer students? Should those policies impact transfer students?

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Opportunities to Improve Experience

- Make all transfer-related information easily accessible online within school/college website
 - Include information students are not asking but should be
- Simplify process to get exceptions or waivers for course requirements/equivalencies
 - Where can common exceptions or waivers be made rules

Website Information to Include

- Application Information: OUA Transfer Admissions Link
- Details regarding selective admission (if applicable)
- Information on additional steps required to be admitted to major
- Transfer Guides & Articulation Agreements
- Prospective student contact information & unofficial credit review option
- Admitted student contact information
- Relevant Transfer Academic Policies
 - Transfer GPA vs. Major GPA
 - Course Repeat Policies
 - Credits in Residence Policies
- Financial Aid & Scholarship information: Link to Financial Aid websites
- Clear outline of general education requirements, major requirements, and any other experiences required for graduation within the program.
- Interesting information about programs that should be highlighted for students

Simplify Transfer Credit

- How often are students requesting exceptions/waivers for transfer credit? Can these be made rules?
- Who needs to approve these exceptions or waivers? Can an advisor approve to eliminate extra steps?