

Reaching a 2:1 Transfer Ratio at UC Riverside

Department Chairs
October 2, 2017



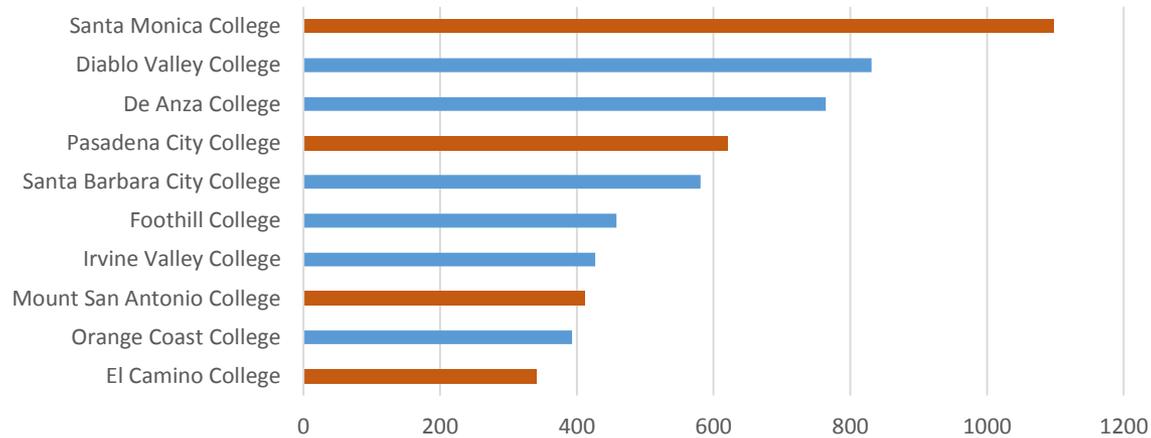
Why is 2:1 so important?

- Budget Framework initiative set a 2:1 goal of admitting one transfer student for every two freshmen at each campus.
- May budget revise language

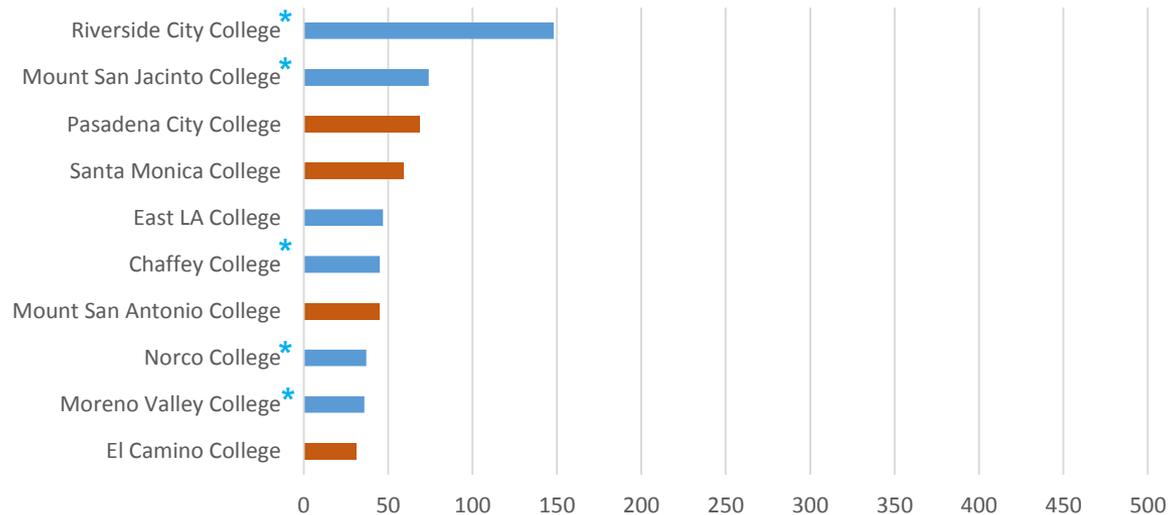
“(1) Of the funds appropriated in this item, \$50,000,000 shall be released only if the Director of Finance certifies that the Regents of the University of California provided sufficient evidence, no later than May 1, 2018, to demonstrate that the university demonstrated a **good faith effort** to satisfy the expectation enumerated in subdivision (a) **by taking all possible actions to do so.**” The “expectations enumerated” are the audit implementation, Activity-Based Costing at two additional campuses, and **achieving the 2:1 transfer ratio at every campus by 2018-19.**”
- We cannot grow CA freshmen enrollments until 2:1 is met

Region 9 CCs* have Low Rates of UC Transfer

UC Top Community College Feeders



UCR Top Community College Feeders



Plan to Achieve 2:1 by 2020-2021

	2016-17	2017-18	2018-19	2019-20	2020-21	% CHANGE FROM 2016-17
NEW CA FROSH	5222	4500	4500	4500	4500	-13.8%
NEW CA TRANSFER	1171	1400	1850	2050	2250	92.1%
TOTAL NEW CA	6363	5900	6350	6550	6750	6.1%
<i>RATIO</i>	<i>4.46</i>	<i>3.21</i>	<i>2.43</i>	<i>2.19</i>	<i>2.00</i>	-55.1%

Note that non-resident freshmen and transfer students are not part of this ratio.

Initial changes for 2017-18

- More offers of admission made to transfers for Fall 2017
- Increase in Fall 2017 transfer SIRs and Enrolled Students
 - Though we will not have final numbers until the third week of the Fall quarter, we will yield between 1200 and 1250 CA resident transfers
- Winter 2018 Transfer Admissions Success
 - Opened for Winter Admissions July 1, and extended deadline to August 11
 - Active communications with CCC counselors and social media campaign
 - Received 553 applications from CA residents (595 overall)
 - About 125 of these applications were rolled over from Fall 2017
 - 137 Admits as of 9/29
 - 42 SIRs as of 9/29
 - We are optimistic that with a good winter yield we will achieve our 1400 transfer goal for AY 2017-18
- A big push will be needed to hit the targets set for 2018-19 (1850 transfers)

Structural Changes

- Propose to Move Enrollment Management under the Provost
 - Would better align admissions, financial aid, and registrar's office with the institution's academic goals
- Establish Transfer Student Task Force
 - Brings together College Associate Deans, Admissions and key Senate Committee members
 - Charge: Reduce barriers to transfer student admission and success
 - Examine and work to change major-specific admissions requirements through the Senate
 - Can we facilitate admission of students short just a course or two by enrollment into a pre-major?
- Create the Transfer Zone in the Academic Resource Center to enhance support for our transfer students

Increase Number of Qualified Applicants

- Increase CCC visits by Admissions
- Provide more transfer specific events on campus
- Re-engineer transfer campus tours
 - Transfer student tour leaders
 - Students have lunch with tour leader and a transfer Peer Mentor
 - Post-tour meeting with a transfer admissions counselor
- Ensure that all articulations are current
- Identify and regularly communicate with UCR alumni who are CCC faculty/instructors to promote recruitment
 - Email list of 409 contacts compiled
 - First communication sent 9/7 with an enthusiastic early response
- Revamp transfer communications (print, web, social media, YouTube, etc.)
- Revise UCR web presence

Explore Policy Changes to Facilitate Admissions

- Work with the Colleges and Senate to create a pre-major to which eligible transfer students who haven't met all "major prep" requirements can be admitted
- Senate review of admissions policies related to major preparation and GPA requirements
- Incentivize transfer enrollments through modifications to the campus budget model

Increase Number of SIRs/Decrease Melt

- Increase the number of admitted student celebrations
 - Regional receptions in the Bay Area and Central Valley
 - Double the number of student celebration/pre-orientation events at CCCs, and encourage admits to bring one or two classmates
 - Specialized yield event at UCR for Winter admits
 - Transfer-specific HOST program (overnight residential experience)
- **Engage academic departments and schools in communicating with admitted students to welcome them into their programs**
- Review transfer financial aid packaging policy and increase scholarships, within resource constraints

Metrics: Review Specific Metrics Associated with our Campus Action Plan

- Building on our current efforts, we will implement the new activities described herein to bring the UCR campus enrollments to a 2:1 ratio of freshmen and transfer students
- Successful implementation will be judged by metrics focused on:
 - Developmental outreach to strengthen the transfer pipeline
 - Recruitment activities to increase the numbers of Fall and Winter offers
 - Yield events to increase the number of SIRs and decrease “melt”
 - Support student success so that transfer students achieve timely graduation
- Responsibility for achieving each metric is assigned to a campus officer who will be accountable for success

Questions?

