

UW-STOUT TRANSFER RECRUITMENT PLAN

Purpose Statement: *Develop a multi-year recruitment plan which supplements current efforts with specific focus on students of color (particularly Hmong and Hispanic), Veterans, and non-traditional populations (Focus 2015 University Priority).*

The **transfer subcommittee** was chaired by Linda Young and members included: Ed Biggerstaff, Kitrina Carlson, Susie Eberhard, Kimberly Kozubovska, Matt Livesey, Karen Martinson, Dick Tyson and Randy Upchurch. UW-Stout has gone from third place in the number of transfers in 06-07 and 07-08 to fifth place in 08-09. The goal is to become 2nd in the number of transfer students that attend UW-Stout. OPAR report for May 2010 currently shows that we are up 11% in our transfers. Some foundational work for Transfer students that was started in 2009-10 include:

- Program Directors were asked to invite WTCS and 2 year UW faculty members to serve on their advisory boards. The development of these relationships is critical. Contact information was also shared about getting on the agenda at system-wide meetings that are held with two year colleges.
- The transfer coordinator in the 2009-10 academic years also connected with all of the newly identified “transfer out” counselors at all of the WTCS schools.
- All articulation agreements are being updated.
- Fall 2009 transfer students will be surveyed on general questions regarding how they came to know about Stout and their decision to attend which will influence future marketing plans.
- The admission office and Honors program will be working with Collegefish, a company that identifies transfer students that are members of Phi Theta Kappa a two-year honors society to target highly gifted students towards our goal of more academically prepared students.

Goals: Transfer		Strategies/Implementation			Cost	Assessment	Targets
Activities <i>What we're doing</i>	Responsible Partners	2010-11 <i>What we plan to achieve</i>	2011-12	2012-13			Focus 2015 goals in red
Advisor Day for UW, WTCS and MnSCU 2-year advisors	Admissions staff and representatives from each of the colleges	Work with advisors at 2 year colleges in WI/MN about transfer opportunities. Opposite years for UW colleges and WTCS advisors. Invite MnSCU over summer.	Evaluate the program based on feedback and make appropriate changes.	Continue to improve and expand	\$250.00	.Number of events each year Number of attendees at event Evaluation of event attendees Number of transfer enrollments that result <ul style="list-style-type: none"> • By program • Non-traditional students • Ethnically diverse 	Become 2 nd in the UW-system in the number of transfer students who attend UW-Stout

						students Number of follow up contacts with Admissions staff and reps	
Posters w/business reply cards to mail to two-year institutions in WI/MN/IL	Document design class/Admissions office	Staff/faculty that visit two-year colleges comment on posters for a visual presence. Track the number of reply cards to ascertain effectiveness. Use "most-transfer friendly" tagline.	Mail additional posters/reply cards	Look at effectiveness of campaign	\$1000.00	Track the number of reply cards that are received/use special email address on posters to track as well.	Become 2 nd in the number of transfer students who attend UW-Stout
"Transfer Tuesday" to be held two Tuesday's in March.	Admissions, representatives from each college, other offices on campus.	Hold event modeled after the traditional Preview day but specifically for Transfer students. Held in March when most of the two-year colleges are on spring break.	Evaluate and make changes	Evaluate and make changes.	\$600 per day=\$1200	Number of transfer enrollments that result from event <ul style="list-style-type: none"> • By program • Non-traditional students • Ethnically diverse students 	Become 2 nd in the number of transfer students who attend UW-Stout
2+2+2 Collaboration "seed grants"	STEM, high schools, 2 yr/ 4 yr.faculty/staff	10 grants to be available of \$4,800 in seed money for STEM programs.	10 additional grants	Final 10 grants available	NSF grant	Number of collaborations each year Resulting enrollments from feeder schools <ul style="list-style-type: none"> • By program • Non-traditional students • Ethnically diverse students Having 30 separate collaborations leading to establishment of feeder programs from 2 year colleges.	Become 2 nd in the number of transfer students who attend UW-Stout
Intentional outreach to MN 2 year colleges	Admissions MN recruiter	20 colleges visited in spring 2010 and relationships established. 2 new articulation agreements reached.	2 additional articulation agreement	Expand to 2 years in central MN. 2 articulations	\$1500	Number of visits each year Number of articulation agreements signed Resulting enrollments	Become 2 nd in the number of transfer students who attend UW-Stout

						<ul style="list-style-type: none">• By program• Non-traditional students• Ethnically diverse students <p>Number of enrollments from MN</p>	
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