



2013  2014

# ARTICULATION & TRANSFER

FOR ARIZONA POSTSECONDARY EDUCATION

Submitted to the Joint Legislative Budget Committee  
by the Arizona Board of Regents  
and the Arizona Community Colleges

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# ABOUT AZTRANSFER

The AZTransfer Steering Committee (formerly the Academic Program Articulation Steering Committee or APASC) is the coordinating body of Arizona's statewide articulation and transfer system, providing programs and resources that link the state's public and tribal community colleges and universities. AZTransfer projects, like AZTransfer.com and the Arizona State System for Information on Student Transfer (ASSIST), support statewide goals to increase the number of degree holders in Arizona.

The AZTransfer Steering Committee is comprised of representatives from each state university, the Arizona Board of Regents, and from Arizona's rural, tribal, and urban community colleges. Resources to support these efforts are generously provided by the Arizona Legislature and Arizona's public and tribal community colleges and three universities.

# AZTRANSFER STEERING COMMITTEE

## University Representatives

Fred Corey (Co-Chair), *ARIZONA STATE UNIVERSITY*  
Pauline Entin, *NORTHERN ARIZONA UNIVERSITY*  
Gail Burd, *UNIVERSITY OF ARIZONA*

## Arizona Board of Regents Representative

Stephanie Jacobson

## Community College Representatives

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James Moore, *CENTRAL ARIZONA COLLEGE*  
Verlyn Fick, *COCHISE COLLEGE*  
Russ Rothamer (Co-Chair), *COCONINO COMMUNITY COLLEGE*  
Jeanne Bryce, *EASTERN ARIZONA COLLEGE*  
Sam Dosumu, *MARICOPA COMMUNITY COLLEGES*  
Jill Loveless, *MOHAVE COMMUNITY COLLEGE*  
Mark Vest, *NORTHLAND PIONEER COLLEGE*  
Erica Holmes, *PIMA COMMUNITY COLLEGE*  
Stuart Blacklaw, *YAVAPAI COLLEGE*

## Tribal Community College Representatives

Abraham Bitok, *DINE COLLEGE*  
Juana Jose, *TOHONO O'ODHAM COMMUNITY COLLEGE*

## AZTransfer Staff

Carol Spencer, *EXECUTIVE DIRECTOR*  
Helena Babiski, *ADMINISTRATIVE ASSOCIATE*  
Melinda Gebel, *ASSIST DIRECTOR*  
Rebecca McKay, *DIRECTOR OF TECHNOLOGY*  
Erin Woodell, *DIRECTOR OF MARKETING & COMMUNICATIONS*

## OUR CHARGE

In 1996 the Arizona Legislature charged the state's universities, community colleges, and Board of Regents to collaborate to develop ways for students to seamlessly transfer from community colleges to universities. The Academic Program Articulation Steering Committee (APASC) was formed as the cooperative body to carry out this charge. APASC now uses the name AZTransfer Steering Committee to bring more unified visibility and public understanding to the important work of transfer and articulation in Arizona.

Meeting the higher education needs of our state and increasing the rate and number of college graduates is a priority for AZTransfer. There is an urgency to increase the number of well-educated Arizonans to ensure the economic well-being of our citizenry and our state.

In accordance with ARS 15-1824, AZTransfer Steering Committee, on behalf of the community colleges and Arizona Board of Regents, prepares an annual report to the legislature on the progress toward improving articulation and transfer. This report presents major accomplishments in 2013-2014 and a brief description activities and tools used in Arizona Transfer.

## MORE STUDENTS ARE TRANSFERRING MORE CREDITS

During the 2013-2014 academic year, 10,375 Arizona community students entered Arizona State University, the University of Arizona, and Northern Arizona University (figure 1). This is an increase of 15.6% since 2008-2009.

### Students are Completing More Credits to Transfer

There is a direct correlation between the numbers of credits completed before transferring and baccalaureate degree completion, according to several state and national studies. The number of students who completed 60 or more credit hours at transfer increased significantly since 2008-2009 (figure 2). Since 2007-2008, transfer students completing an AGECE and an AA/AB/AS degree prior to transfer have increased by 65% through 2012-2013. Over that same time period, transfers with an AAS or AGS have increased 5%.

### New Transfer Students Continue to Reflect Arizona's Ethnic Diversity

AZTransfer and Arizona's postsecondary institutions serve an ethnically diverse set of students (figure 3). Transfer students represent a broad cross section of our state's population with ethnic minorities accounting for 40% of new community college transfers in 2013-2014.

FIGURE 1

### NEW TRANSFERS FROM ARIZONA COMMUNITY COLLEGES

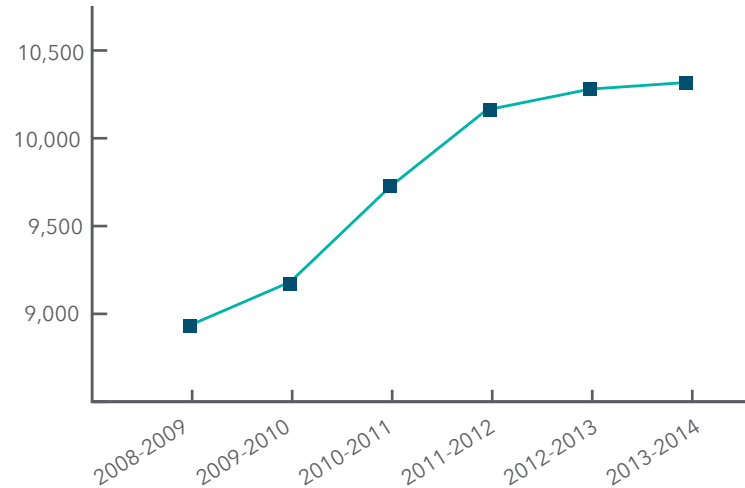


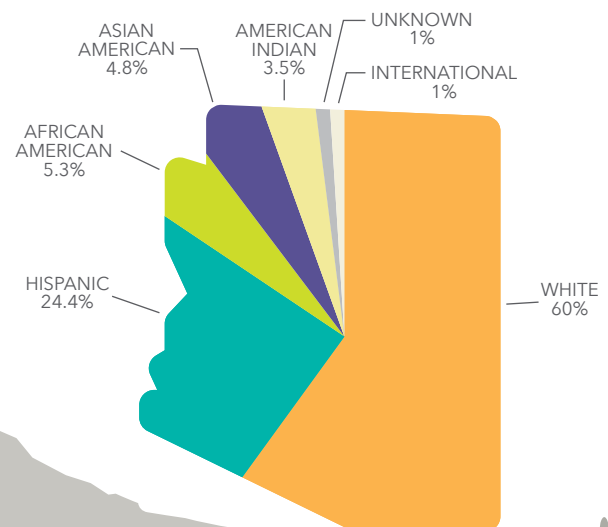
FIGURE 2

### NEW TRANSFERS FROM ARIZONA COMMUNITY COLLEGES - CREDITS TRANSFERRED AT ENTRY

	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014
TOTAL NEW AZCC TRANSFERS	8,974	9,201	9,777	10,141	10,315	10,375
<b>TRANSFER HOURS AT ENTRY</b>						
12 TO 23 HOURS	9.8%	8.7%	8.1%	6.8%	7.0%	7.0%
24 TO 34 HOURS	11%	10.4%	10.1%	8.0%	7.2%	8.7%
35 TO 59 HOURS	36.7%	34.8%	31.0%	30.5%	26.9%	30.0%
60 OR MORE HOURS	42.5%	46.1%	50.8%	54.7%	59.0%	54.3%
ASSOCIATE'S DEGREE AT TRANSFER	43.7%	45.3%	48.7%	53.8%	53.8%	N/A

FIGURE 3

### NEW TRANSFERS FROM ARIZONA COMMUNITY COLLEGES - ETHNIC DISTRIBUTION



## SPREADING THE WORD

AZTransfer continued to increase marketing and outreach to Arizona students and their families to assist in planning academic pathways that are efficient and cost effective. In addition to targeted efforts to reach high school and community college students, AZTransfer has worked to inform and train high school counselors and advisors at both community colleges and universities on the use of AZTransfer tools. This training results in more thorough information being delivered to students as they transition through high school to community college and beyond.

Marketing and outreach efforts in the 2013-2014 academic year continued to drive traffic to the AZTransfer website. These activities include, but are not limited to, attending college fairs, transfer fairs, advertising, email marketing, and social media marketing. Gains in visits and unique visitors to the website are illustrated in figures 4 and 5.

This year, AZTransfer's marketing efforts were recognized nationally with a 2014 Bronze Telly Award for the television commercial "Choices" as well as regionally with three National Council for Marketing and Public Relations District 6 Medallion Awards. AZTransfer received a Gold Medallion Award for the television commercial "Choices," a Silver Medallion Award for the AZTransfer promotional folder, and a Bronze Medallion Award for the 2013 Joint Legislative Budget Committee Report.

AZTransfer is also beginning to share its transfer marketing success story on the national stage. AZTransfer presented the session "Essentials of Transfer Marketing: DIY Strategies to Promote Transfer Opportunities Without Breaking the Bank" at the American Association of Collegiate Registrars and Admissions Officers (AACRAO) Transfer and Technology Conference in Ft. Lauderdale, FL in June 2013. AZTransfer also presented a session on the Arizona Transfer System at the National Institute for the Study of Transfer Students Annual Conference in Atlanta, GA in February 2013.

## PLANNING FOR THE FUTURE

This year saw the completion of an external evaluation of AZTransfer efforts and the effectiveness of Arizona Transfer in general. Hezel Associates completed a year-long study of our efforts to identify trends and make recommendations for strengthening our statewide efforts. Recommendations from that study were quite positive and the entire study can be found online at <http://steeringcommittee.aztransfer.com/>.

The AZTransfer Steering Committee used the results of the Hezel Report, along with other input, to form a five year strategic plan for AZTransfer. This is a strengthened and continuing effort to increase the number of college graduates for Arizona through the effective and efficient use of academic articulation and transfer.

One of the primary areas of focus from both the Hezel Report and the strategic plan is the need of AZTransfer to support campus staff and faculty with training and sharing best practices that are already occurring in transfer.

FIGURE 4

### VISITS TO AZTRANSFER.COM

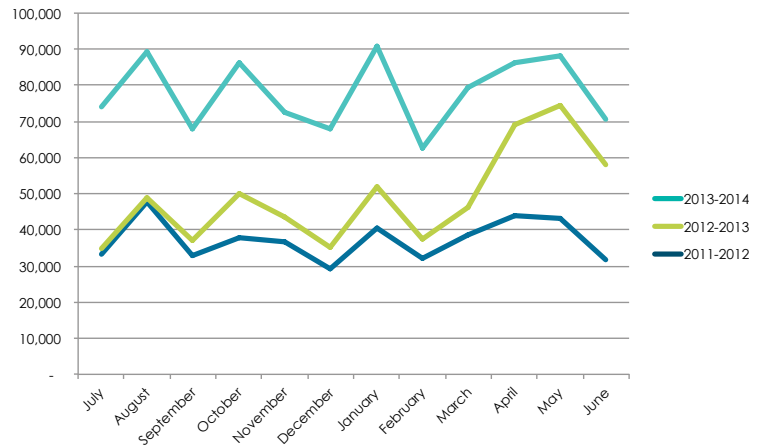
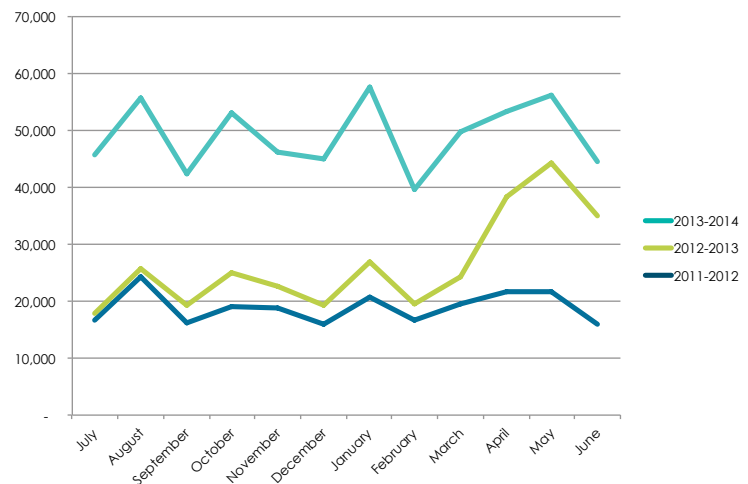


FIGURE 5

### UNIQUE VISITORS TO AZTRANSFER.COM



## A FOCUS ON PROFESSIONAL GROWTH

AZTransfer is highly dependent on the faculty and staff at each of our universities and community colleges. They are the source of all of the input for AZTransfer tools. Articulation Task Forces (ATFs) are comprised of over 1,700 faculty and advisors who meet annually to review courses and curriculum for transfer and articulation purposes. Each ATF meets by discipline or content area to review and discuss. Recommendations are made through their documentation to AZTransfer staff members, who then include any changes or documentation on all web sites and tools.

In addition, each college and university provide one or more Transfer Facilitators to assist in making these meetings run smoothly. This year, AZTransfer added a virtual meeting tool for attendance at ATF meetings when faculty or staff needed to participate but travel was not possible. All host sites provided Adobe Connect access and technology so members could all participate even when they couldn't be there in person.

This year, increased efforts to train and re-train Articulation Task Force members were a focus. Each college conducted training for faculty and staff members involved with AZTransfer. In several cases AZTransfer staff members either conducted or participated in that training. In addition, on-line training modules and webinars are being developed to focus on faculty advisors. Faculty are the front line individuals interacting with students who are planning to transfer and AZTransfer want to provide them with more tools to support that activity.

To share best practices amongst constituents, AZTransfer developed and hosted the first AZTransfer Summit, a one day conference with both national and local speakers as well as learning sessions provided by a number of our state's transfer leaders. A total of 135 individuals attended the Summit with slightly more community college representation than university representation.



*SUMMIT PARTICIPANTS discuss transfer issues during a breakout session at the 2014 AZTransfer Summit.*



*DAVID LONGANECKER, President of the Western Interstate Commission on Higher Education (WICHE), delivers the Keynote Address at the AZTransfer Summit in Phoenix, AZ on April 25, 2014.*

## **STRENGTHENING INFORMATION AND DATA ACCESS**

AZTransfer's data component is the Arizona State System for Information on Student Transfer (ASSIST). ASSIST is a key part of AZTransfer and houses the student transfer data from participating college and universities. Such things as student persistence toward degree, time to degree, GPAs, and majors are tracked. This year AZTransfer began an effort to provide more support and data to member colleges by strengthening ASSIST staffing. Efforts are underway to make the understanding and use of data a stronger tool for all Arizona colleges as they work to improve the transfer experience.

In a post-conference survey, 86% of the respondents rated the Summit as "Excellent" or "Above Average" compared to similar events and over 94% of the survey respondents indicated they would recommend this Summit to others. Additional feedback in the survey supported the appropriateness of session content and overall usefulness of the Summit in furthering transfer in Arizona. One participant commented "This was a great event. It brought together faculty, administrators, curriculum folks, and program leaders for a great series of conversations. Looking forward to next year. There are so many opportunities for the colleges and universities to work together. The more we know each other, the more we will do together."

The AZTransfer Steering Committee is planning the Second AZTransfer Summit to be held April 17, 2015.



# ARIZONA COLLEGES & UNIVERSITIES

## COMMUNITY COLLEGES

Arizona Western College

Central Arizona College

Cochise College

Coconino Community College

Dine College

Eastern Arizona College

Maricopa Community Colleges:

CHANDLER-GILBERT COMMUNITY COLLEGE

ESTRELLA MOUNTAIN COMMUNITY COLLEGE

GATEWAY COMMUNITY COLLEGE

GLENDALE COMMUNITY COLLEGE

MESA COMMUNITY COLLEGE

PARADISE VALLEY COMMUNITY COLLEGE

PHOENIX COLLEGE

RIO SALADO COLLEGE

SCOTTSDALE COMMUNITY COLLEGE

SOUTH MOUNTAIN COMMUNITY COLLEGE

Mohave Community College

Northland Pioneer College

Pima Community College

Tohono O'odham Community College

Yavapai College

## UNIVERSITIES



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