North Carolina Reverse Transfer

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Overview

- North Carolina's governing structure

- Aligning system wide policies and procedures

- Recruiting students and FERPA compliance

- Technology and how it applies to the process

- Results

- Lessons Learned

North Carolina Governing Structure

No overarching higher education governing body

University of North Carolina System (UNC)

Statewide Governing Board for all 16 public four year universities in North Carolina

Board of Governors responsible for planning and policy work for all constituent institutions

Common governing structure but unique systems, business processes, and course catalogs among each campus

North Carolina Governing Structure

North Carolina Community College System (NCCCS)

State Board of Community Colleges oversees the 58 North Carolina community colleges

State Board delegates much of their authority to the individual campus Board of Trustees

All colleges operate from a common course catalog

North Carolina Reverse Transfer

Credit When It's Due

Full-Time Reverse Transfer Director to oversee state-wide pilot and scale-up

Comprehensive Articulation Agreement between UNC and NCCCS

Pilot

- 15 of the 58 community colleges

- 8 of the 16 universities

- Represent 75% of the total transfer population in the state

- The largest community college and the smallest community college in the state

- Varied technology resource levels

Pilot Universities

Appalachian State University

East Carolina University

Fayetteville State University

North Carolina State University

UNC at Charlotte

UNC at Greensboro

UNC at Wilmington

Western Carolina University

Pilot Community Colleges

Asheville-Buncombe

Cape Fear

Central Piedmont

Coastal Carolina

Davidson

Durham Tech

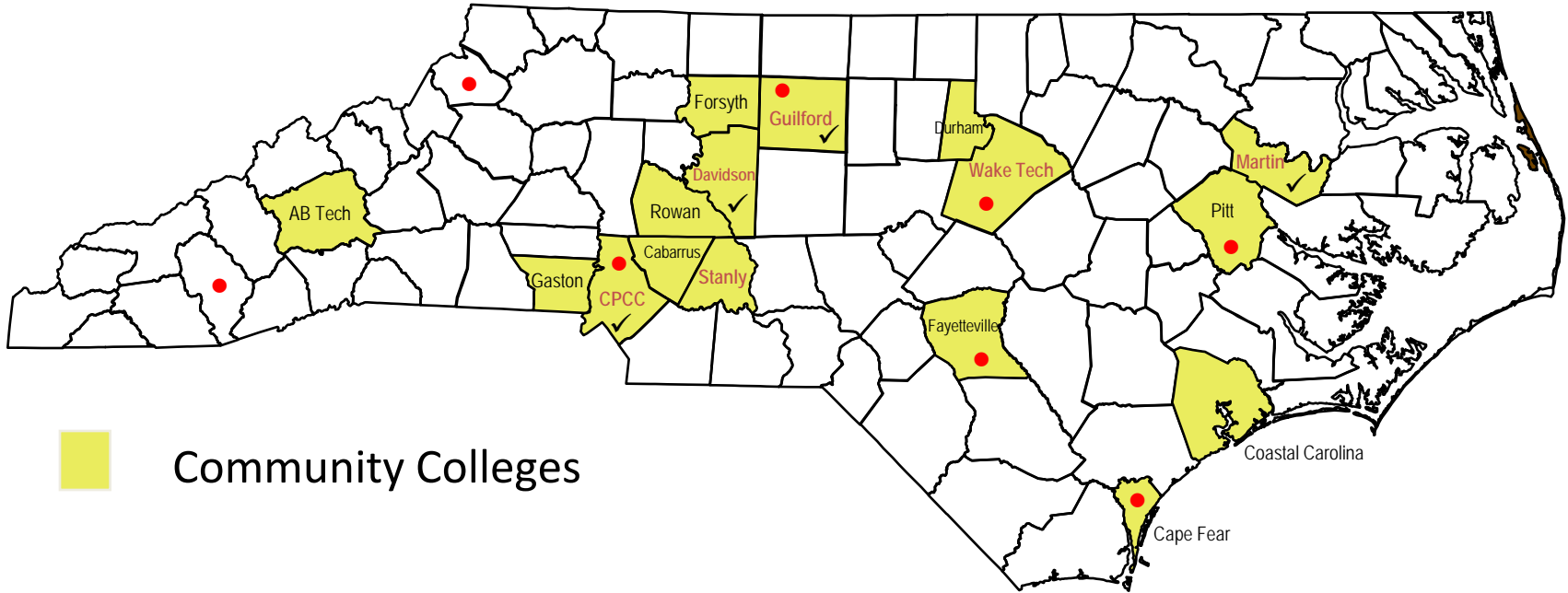Fayetteville Tech

Forsyth Technical

Gaston

Guilford Tech

Martin

Pitt

Stanly

Rowan-Cabarrus

Wake Tech

Community Colleges

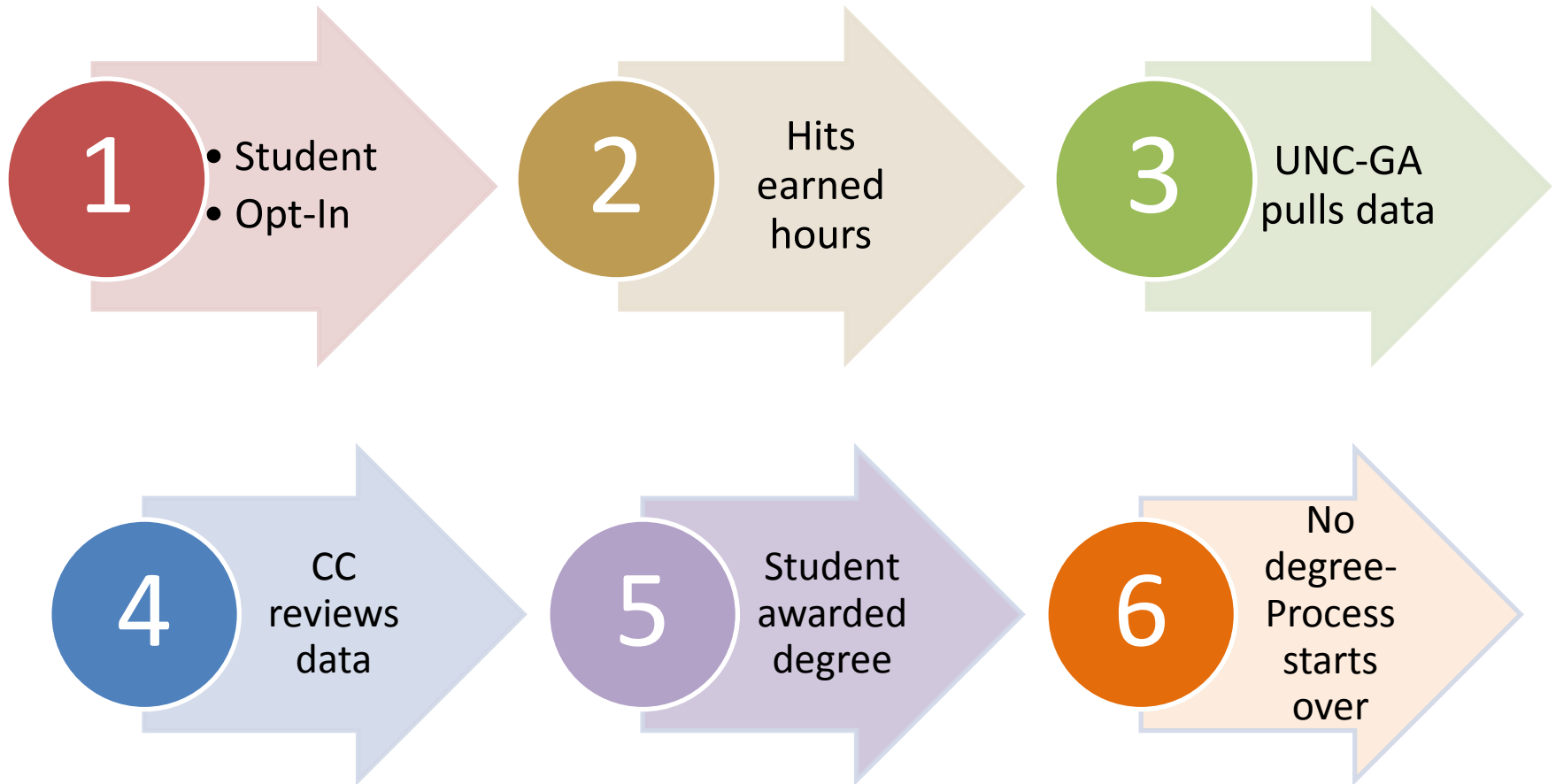✓ Achieving the Dream colleges

• Participating Universities

Reverse Transfer Process

1 • Student • Opt-In

2 Hits earned hours

3 UNC-GA pulls data

4 CC reviews data

5 Student awarded degree

6 No degree- Process starts over

Policies are Important

- SACS 25% residency regulation set at 16 credits

- TIE Breaker Rules
  - Data sent to most recent community college attended meeting SACS residency
  - If attended more than one, sent to college with most credits earned

- Transfer credit received from other schools included on report.

Policies are Important

- Accept Reverse Transcript data as official transcript– Need MOU for SACS

- Waive graduation application & fees

- Readmission application & fee waived

- Community college evaluated students based on their policies with the students' best interest as the guiding principle

Policies are Important

FERPA

- Admission Application

- Email & Direct mailing to students

- Incentives

- Self Serve Banner & Peoplesoft pop-up screen

- Release of transcript for transfer at graduation from Community College

How to Phrase the Request to Participate?

Center for Decision Sciences
Columbia Business School
Eric Johnson, Ph.D.

Norman Eig Professor of Business

Theory

Choice Architecture and Defaults

"The way a choice is presented influences what a decision-maker chooses."

"Defaults are settings or choices that apply to individual who do not take active steps to change."

"Defaults are shown to have strong effects.."

Eric Johnson et al.

Email Request Wording

SUBJECT LINES:

- 1st -- You may have already earned an associate degree

- 2nd --Finish your associate degree while completing your bachelor's

- 3rd —Did We Miss Your Response?

- 4th —Deadline Friday for Cash Award & Priority Registration!

Email Request Wording

Dear:

Our records indicate that your coursework here at WCU combined with your previous coursework at North Carolina Community Colleges may meet the requirements to earn an associate degree under a "reverse transfer" pilot program.

To determine if you qualify for an associate degree, we need you to authorize release of your transcripts back to the North Carolina Community College.

Only a few minutes of your time is needed.
Simply login with your university username & password to authorize the release:
http://reversetransfer.northcarolina.edu

By logging in you will be entered in a **drawing for one of four $50.00 cash award** and receive **early/priority registration.**
Deadline for drawing & priority February 14, 2014

By authorizing the release of your records – **at no charge to you** – the Community College you attended will determine if you have completed the required coursework to earn the associate degree, which would be an acknowledgement of your hard work to date and would have no impact on your current studies. If you have not yet completed all the degree requirements, your record will be reconsidered in future terms as you complete your bachelor's degree.
Questions? www.cfnc.org/reversetransfer
Thank you,

ansfer.northcarolina.edu/index.php | 20 Cities P... | Rex Heart ... | Our Physi... | UNC - Fin... | UNC - Fin... | UNC - Fin... | UNC Heal... | (1976 unr... | medical s... | About Me... | Calendar ... | Finish ... ×

C Implementation and Impa... | http--www.successnc.org... | http--artweb.usmd | Suggested Sites ▾ | Web Slice Gallery ▾ | The John William Pope Ce...

Finish your Associate's Degree while completing your Bachelors!

Welcome Michelle Blackwell!

As a North Carolina Community College transfer student from one of the participating (logos on left) Community Colleges, you are eligible for the Reverse Transfer Program (RT). If you have not received your associate degree, credits earned while pursuing a bachelor's degree will be evaluated for meeting associate's degree requirements. For further details on the RT program click here www.cfnc.org/reversetransfer.

By authorizing the release of your records – **at no charge to you** – the Community College you attended will determine if you have completed the required coursework to earn the associate degree. Under the Family Educational Rights and Privacy Act (FERPA), I understand that my educational and academic records needed for the Reverse Transfer Program will be released to the North Carolina's community college I previously attended. I understand that if I have not yet completed all the degree requirements, that my records will be reconsidered in future terms. I understand that I have the right to rescind this release at any time by notifying the Registrar's office in writing at my university.

You previously recorded your decision below on December 9, 2013 at 10:40 am. You may elect to change it if you wish.

◉ Yes, I wish to participate and release my record.

○ No, I do not wish to participate.

○ I have an associate's degree.

[Finish]

Get the Associate Degree Advantage - Internet Explorer

https://ssbprod.northcarolina.edu/pls/GADEV2

Get the Associate Degree ...

WCU ▼   ECU ▼   INB ▼   SSB ▼

Personal Information   **Student**   **Financial Aid**

Search [＿＿＿＿＿＿] Go

RETURN TO MENU   SITE MAP   HELP   EXIT

Get the Associate Degree Advantage

Will you earn your degree and make yourself proud?

You have invested great time and energy to get yourself to this point in your education. Can you envision your pride when you turn that investment into a diploma?

As a transfer student from the North Carolina Community Colleges, the course credits you are earning toward your bachelor's degree may be applied toward the fulfillment of an associate degree. Same work, double the diplomas - that's the Associate Degree Advantage!

By authorizing the release of your records now - at no charge to you - the community college you attended will determine when you have completed the required coursework to earn the associate degree! Click "yes" below and you are done - if and when your associate degree is earned, you will be notified.

For further details on this program go to: http://www.northcarolina.edu/reversetransfer

Getting an associate's degree for courses you are completing at the university will not impact your federal, state or institution financial aid.

Under the Family Educational Rights and Privacy Act (FERPA), I understand that my educational and academic records needed for the Reverse Transfer Program will be released to the North Carolina community college I previously attended. I understand that if I have not yet completed all the degree requirements, my records will be reconsidered in future terms. I understand that I have the right to rescind this release at any time by clicking the Reverse Transfer link under the student tab.

⦿ **Yes, I want to participate and get the Associate Degree Advantage**
○ No, I do not wish to participate
○ I have an Associate's degree
○ I would like to defer my decision

[Submit]

RELEASE: 8.6

Start   1:17 PM   9/5/2014

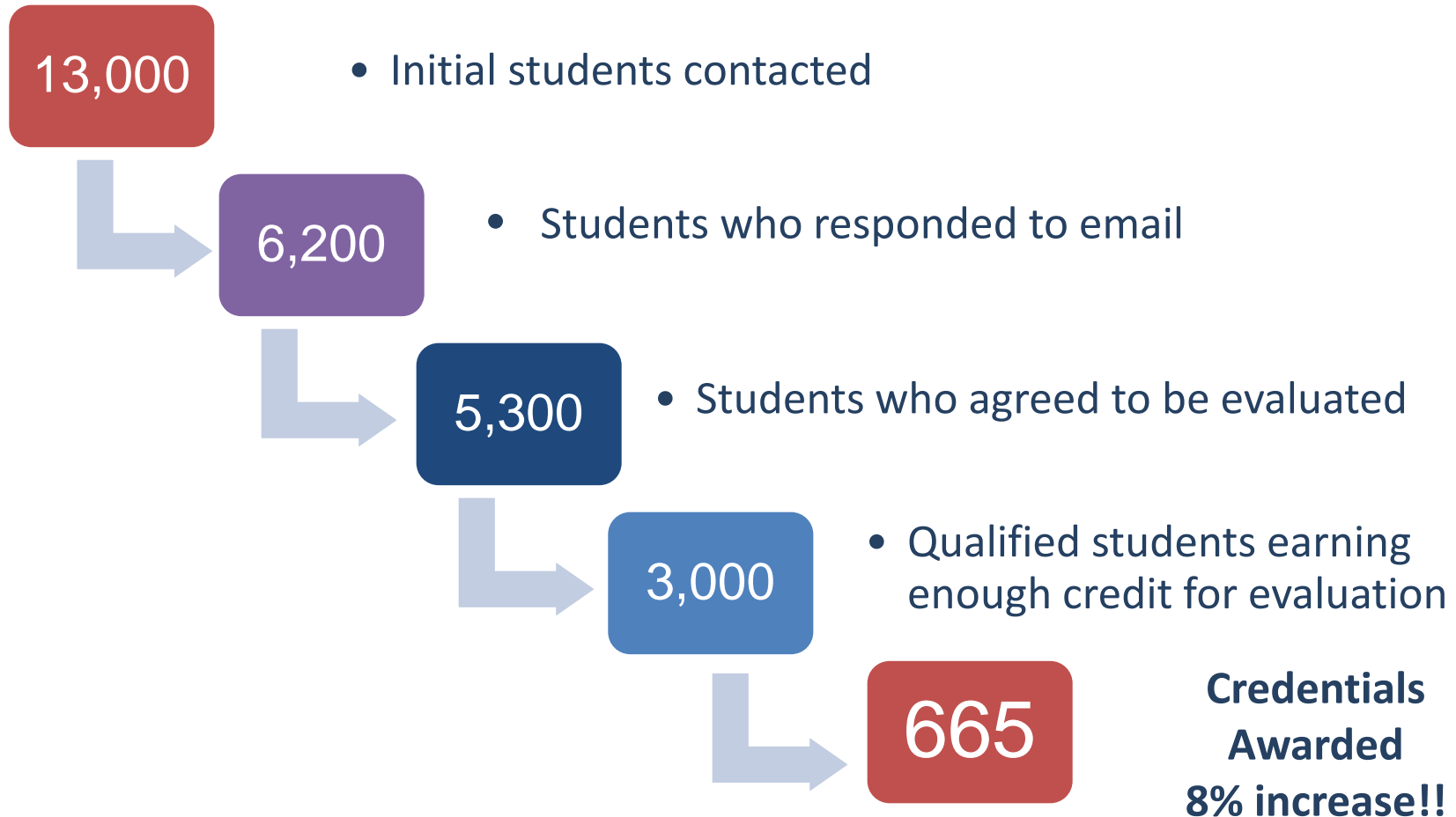Imitation is the sincerest form of flattery
Thank you Colorado!

Initial Results from Survey

- Yes - 50%
- No - 41%
- Deferred - 9%

Of those that said no:

  - 14% - "I do not understand the RT program and its benefits"
  - 8% - "I do not feel comfortable sending my course information"
  - 42% - "I would prefer to wait and get my bachelor's degree than get my associate's degree now"
  - 19% - "I do not think I qualify"
  - 17% - "Other"

Results of Pilot

13,000
- Initial students contacted

6,200
- Students who responded to email

5,300
- Students who agreed to be evaluated

3,000
- Qualified students earning enough credit for evaluation

665
Credentials Awarded 8% increase!!

What's Driving Participation Rates?

- Information

  Hard to convey the project and FERPA requirements succinctly

- Interest in an Associate's Degree

- Attitudes regarding the Associate's Degree

- Risk Tolerance

  Insurance Policy

Technology

UNC
- Federated ID
- Web Services Integration
- Student Data Mart
- Opt-in Form

NCCCS
- Missing Credits Report
- Potential Completers Report
- Transfer Equivalencies

Jointly
- Equivalency Cross Walk
- Transcript Report

NCCCS / UNC Course Mapping

- UNC transfer equivalencies compiled for all 15 pilot schools
  - Common Course Library

- Pilot schools met & agreed on a shared set of "suggested" course equivalencies for all UNC institutions

- Course mapping built into data and now available as a crosswalk through the UNC Data Mart

Data Download

Community Colleges retrieve data from the UNC

- Summary file includes number of students received from each university

- Includes spreadsheet of all students in download

- Includes Reverse Transfer Transcript Report for each student

University Data "Transcripts"

Reverse Transfer Transcript Report

Date: 06/12/2014

Donald Duck
101 Main St.

Charlotte, NC 28213-3533

Country: USA

Email:
XXX@catamount.wcu.edu

Phone: 704-XXX-XXXX

SSN: XXX-XX-5615
Birth:

Previous Name:

Military Status:

Military Benefits:

HS Name: NORTH MECKLENBURG
SENIOR HS

HS Grad Date: 06/01/2005

Institution: Western Carolina University
Fice Code: 002981

Term Used: Spring 2014

Matric Term: Fall 2011

Cumm. GPA: 2.62

HS Code: 341925

Number of Times Sent: (includes this iteration) 1

Term	Course	Title/Comments	Grd	HRS	Course Dates	CC Course	CC Course	CC Course
Spring 2014	LBST-2102	Global Connections	A	3	01-08-2014 - 04-29-2014			
Spring 2014	ACCT-2121	Principles of ACCT I	C	3	01-08-2014 - 04-29-2014			
Spring 2014	MATH-112 0	Calculus	B	3	01-08-2014 - 04-29-2014	MAT-263		

Other Credits:

Term	Course	Title/Comments	Grd	HRS	Course Dates	Sending Institution

Degree Audit/Program Evaluations

- Colleges were able to run batch degree audit evaluations for all students included in download

- Degree audit results were queried to determine what requirements each student was missing in a report

- Manual comparison of Reverse Transfer Report and Missing Credits Report

Missing Credits Report

Title: ST DRBW Using TEST data and a savedlist, Count student credits/courses needed for graduation in a certain program

Launched by: Amy Bruining

Printed on Feb 20, 2014 at 11:09 AM

3073920

Student ID	First Name	Last Name	Program	Action	# of Courses or Credits Needed	Requirements
3073920	Sneezy	Gesundheit	A10100	CR (Take x more credit(s))	3	Group 2 of (S3: Humanities/Fine Arts) of (R1: GENED.A10100.2010 / General Education Requirements)
3073920	Sneezy	Gesundheit	A10100	CR (Take x more credit(s))	4	Group 1 of (S5: Natural Sciences) of (R1: GENED.A10100.2010 / General Education Requirements)
3073920	Sneezy	Gesundheit	A10100	CR (Take x more credit(s))	8	Group 1 of (S2: Premajor/Bilat Elect) of (R2: MAJOR.A10100.2010 / Major Requirements)

Identifying Potential Completers

- Evaluated transfer credits added to student transcripts

- Additional run of batch degree audit evaluations to include new transfer credit

- Potential Completers Report – identifies students who are eligible for reverse transfer degree

Potential Completers Report

ST DAEW From a savedlist of STUDENT.PROGRAMS ids, List students program evaluation TEST account
Report Results
Using a savedlist of STUDENT.PROGRAMS IDs. This report includes student program evaluation data that was run through BEVL. Note: The data from this report is static (does not change). If the students program evaluation data has changed, BEVL has to be run again to update the stored data.

▼ Runtime Parameters
Enter savedlist of STUDENT.PROGRAMS ids * BAE1139E.CWID

Launch Report

Report Results

| Refresh | Clear Filter | Aggregate Options | Summary Only | Drag columns here to group |

Student ID	First Name	Middle Name	Last Name	Program	Status	Program Status	Current Program Status	Program Gpa	Requirements	Requirement Status
3605820	Bashful		Dwarf	A10100	C	C	A	2.891	General Education Requirements Major Requirements	C C
3730640	Doc		Dwarf	A10100	C	C	C	3.404	General Education Requirements Major Requirements	C C

Cape Fear --- Trainings
Aiding completion rates for current
students across state

Finishing the Process

- Pilot colleges graduated eligible students & submitted via existing statewide report

- Colleges notified students of their eligibility to university email

- Degree ordering information, commencement participation at the discretion of the community college

- Data will be sent twice each year – next round of graduates will be for fall 2014

Scale-Up

- Video Taped Training

- Training Manual

- Training Sessions

- Webinars

Scale-Up

- 19 CC's Fall 2014

- Remaining 23 CC's Spring 2015

- Remaining 8 Universities Spring 2015

  58 Community Colleges

  16 Universities

Student Support of Reverse Transfer

*"I'm finding that the prospect of having my official associate's degree is **helping me to push me over the "2 year-hump"** to my bachelor's program."* Email UNCC Female

"Oh wow, thanks - I am sharing the knowledge here." Email UNCC female

"Making the decision to transfer prior to finishing an AA or AS is difficult and often involves monetary constraints and/or required course access.

Adult transfer students especially can get mired in the often disjointed and protracted journey toward the culmination of their efforts.

*I foresee this opportunity to receive acknowledgement of the earned AA or AS degree as a way to **help bolster the transfer student's psychological resolve to complete the four year degree**.*

(UNCC Female participant)

Lessons Learned

- Full-time Director to coordinate

- Policy consistency

- Individual campus visits and training

- Communication is key

- Point Person for Student Questions

Lessons Learned

- Overestimated the number of awards in the beginning

  - FERPA

  - Math

  - Curriculum Alignment

Lessons Learned

- On-going challenges

  - Advising

  - Communication to student

  - How does the student know what to take at the senior institution for the associate

  - Technology

Lessons Learned

- Unintended Benefits

  - Share knowledge

  - Crosswalk

  - Partially automated process

For Further Information
Contact
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Director of Reverse Transfer
emblackwell@northcarolina.edu