



**REVERSE TRANSFER: INCREASING THE GRADUATION
RATE OF YOUR STUDENTS**
Michelle Blackwell, National Manager Reverse Transfer



Our Value to You



We are YOU

Pattie Rust

Senior Associate Registrar, Adjunct Instructor,
College of Business Administration
University of Northern Iowa

Sarah N.M. Harris

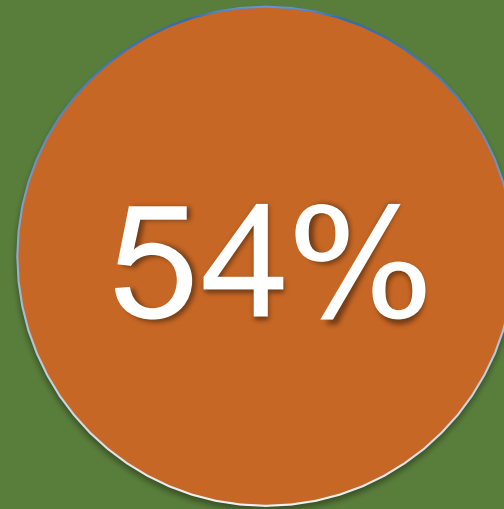
Senior Associate Registrar
University of Iowa

Student Mobility





Among all students currently enrolled



Of enrollments at each institution at any given time are mobile (transferring in & out)



All bachelors degree recipients
2014/15 (1.5M graduates)

65%

attended two or more institutions



All bachelors degree recipients 2014/15 (1.5M graduates)

40%

at least one stop
out

All associates degree recipients 2014/15 (0.5M graduates)

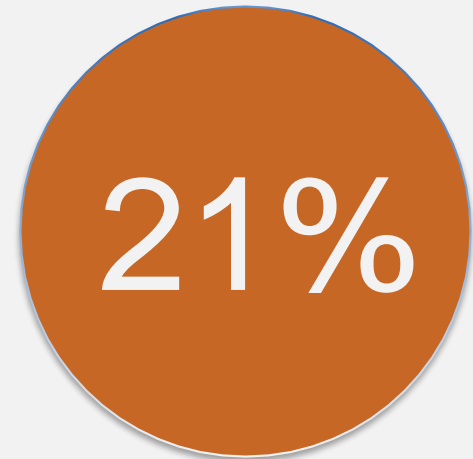
at least one
stop-out

52%



All first-time degree-seeking students who started at a community college in fall 2010 (about 852,000)

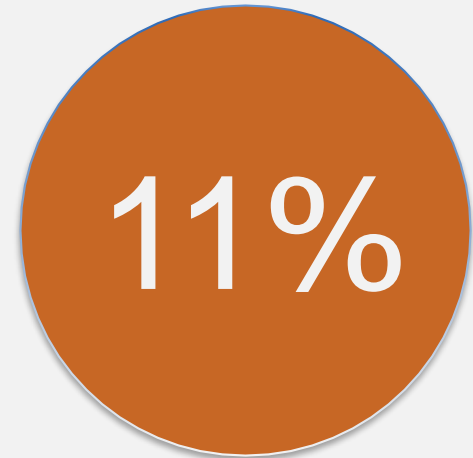
Exclusively Full Time





All first-time degree-seeking students who started at a community college in fall 2010 (about 852,000)

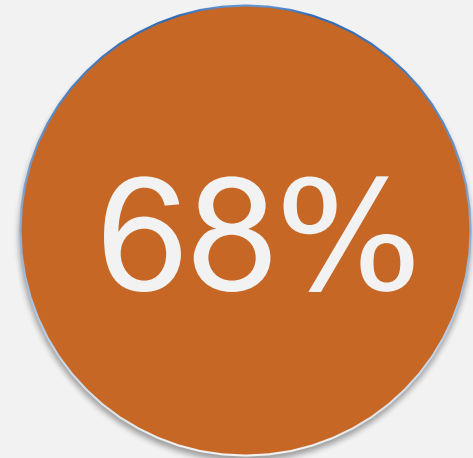
Exclusively Part Time





All first-time degree-seeking students who started at a community college in fall 2010 (about 852,000)

Mixed Enrollment





Transfer-Out Rates by Community College U.S. Average

31.5%

Transfer-out rate: % of first-time, degree-seeking students who transfer to a 4-year institution within six years



Transfer-With-Award Rates U.S. Community College Average

33.6%

Transfer-with-award rate: % of transfer-out students who earned either a certificate or associate's before transferring to 4-year



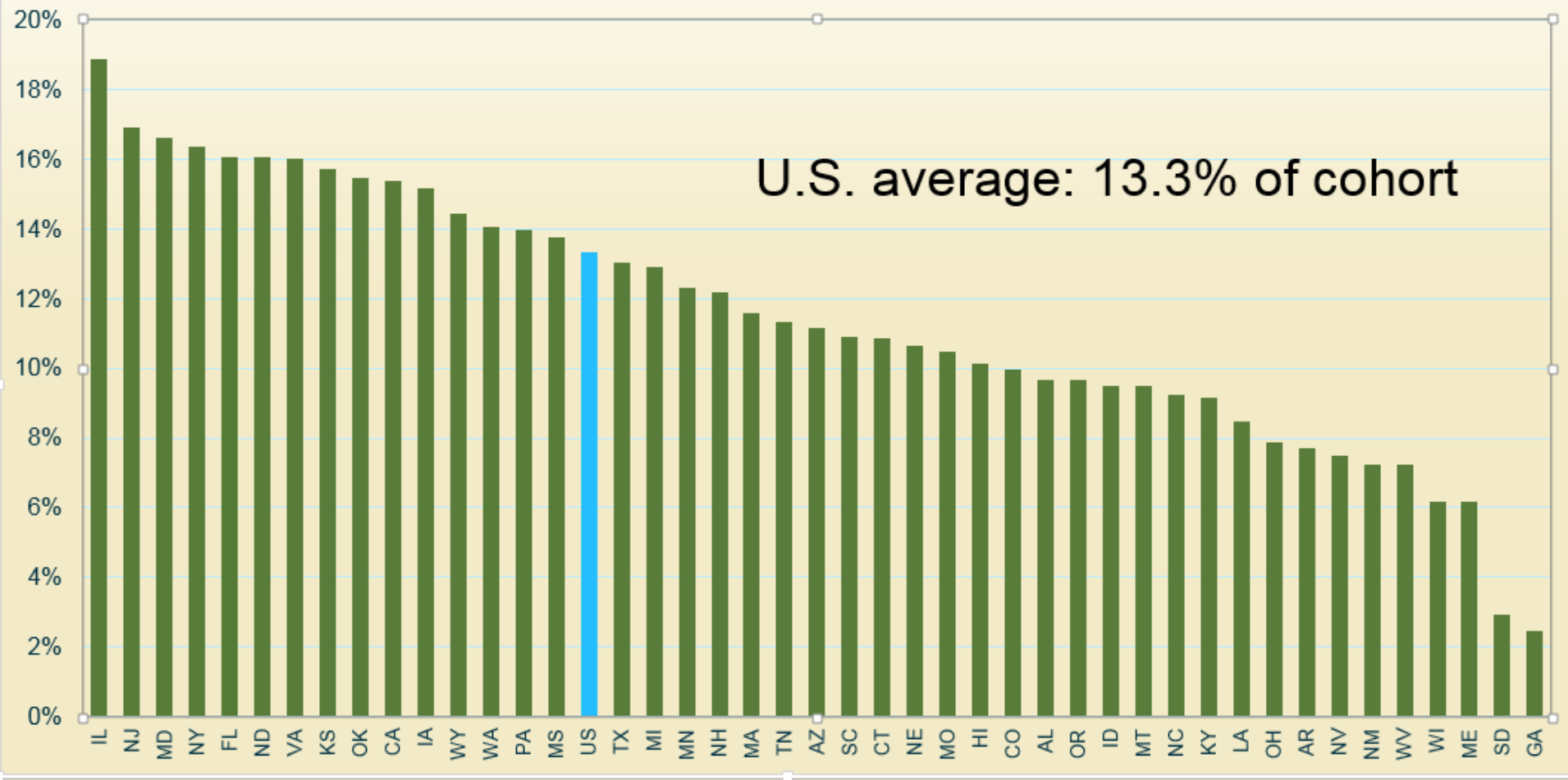
CC 2010 Cohort Bachelor's Completion Rate

13.3%

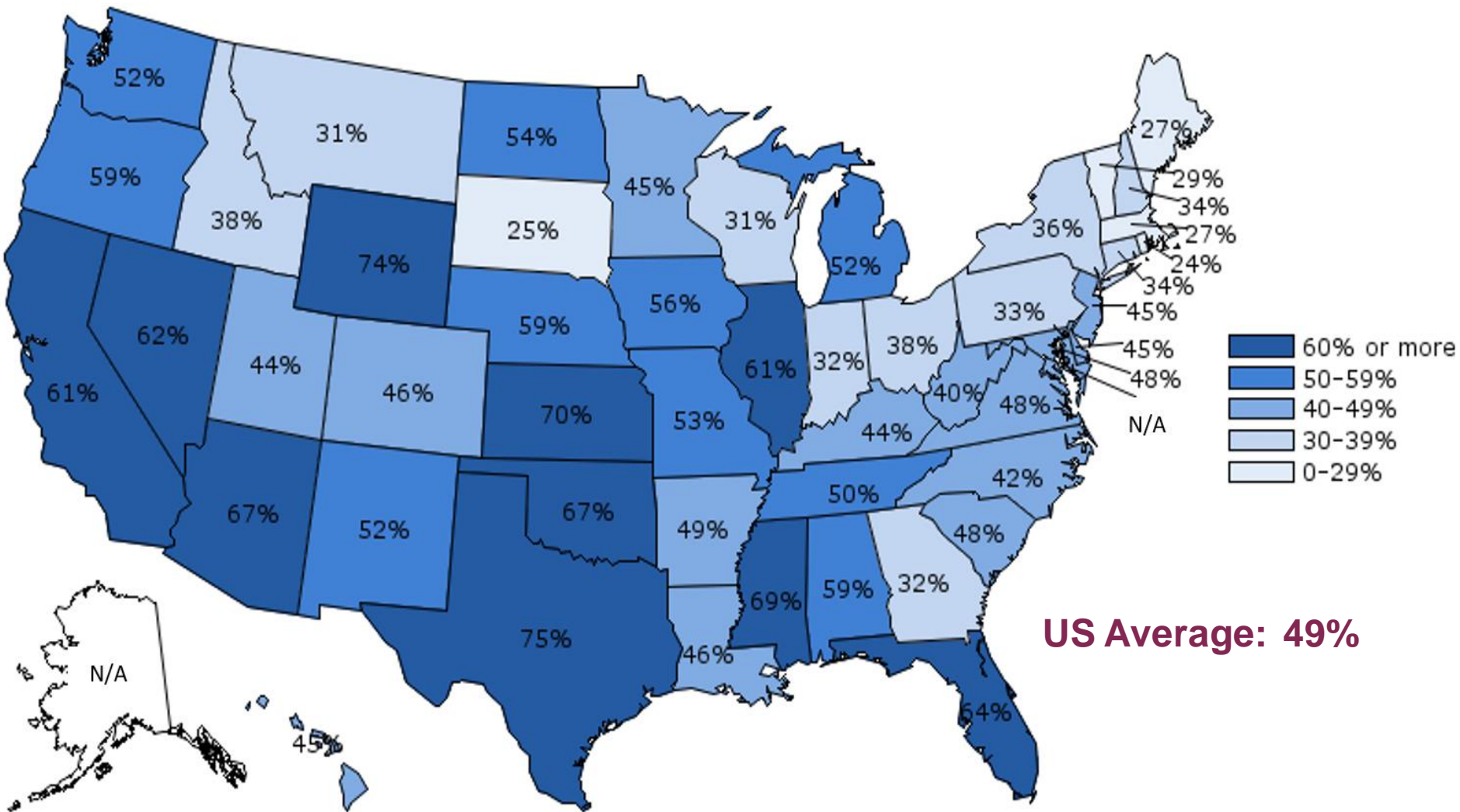
The rate at which degree seeking students who enter higher education at a CC transfer and earn a bachelor's (anywhere), within six years



CC 2010 Cohort Bachelor's Completion Rates by state



Percentage of 2015-16 Bachelor's Degree Earners with Previous Enrollments at Two-Year Public Institutions



Increase your degrees!

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5-18%

For
Bachelors

15%

For
Associate
Degrees

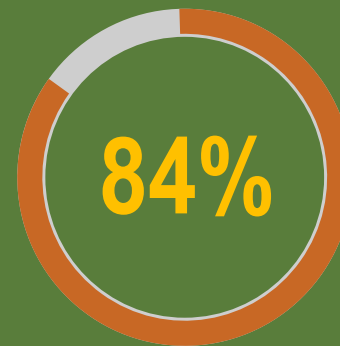


CREDIT
when it's due

Jason L. Taylor, Assistant
Professor, University of Utah

University of Texas El Paso & El Paso Community College

“Looking at **student outcomes** once students earned their associate’s degree, a substantial portion of the sample **completed their bachelor’s degree** as of Spring 2014 (**n = 1,740; 84%**).



*Reverse Transfer and Degree Awarding Agreements
to Help Transfers earn their Associates at a Four Year School,
R. Boren, D. Ekal, A. Vasquez, C. Westman, D. Hendry*



Why A National Solution?

- Most students are mobile
 - 54% of enrollments (transfer ins and outs) at a typical institution, on average, are mobile at any given time
- Transfer patterns are complex
 - $\frac{1}{4}$ of all transfers move between states

Reverse transfer can make the difference

Pattie Rust

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Joellen Evernham Shendy

Associate Vice Provost & Registrar
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The **most**
important reason
is the student
receives a
credential in
which they have
earned!

\$4,640

—

\$7,160

capsee

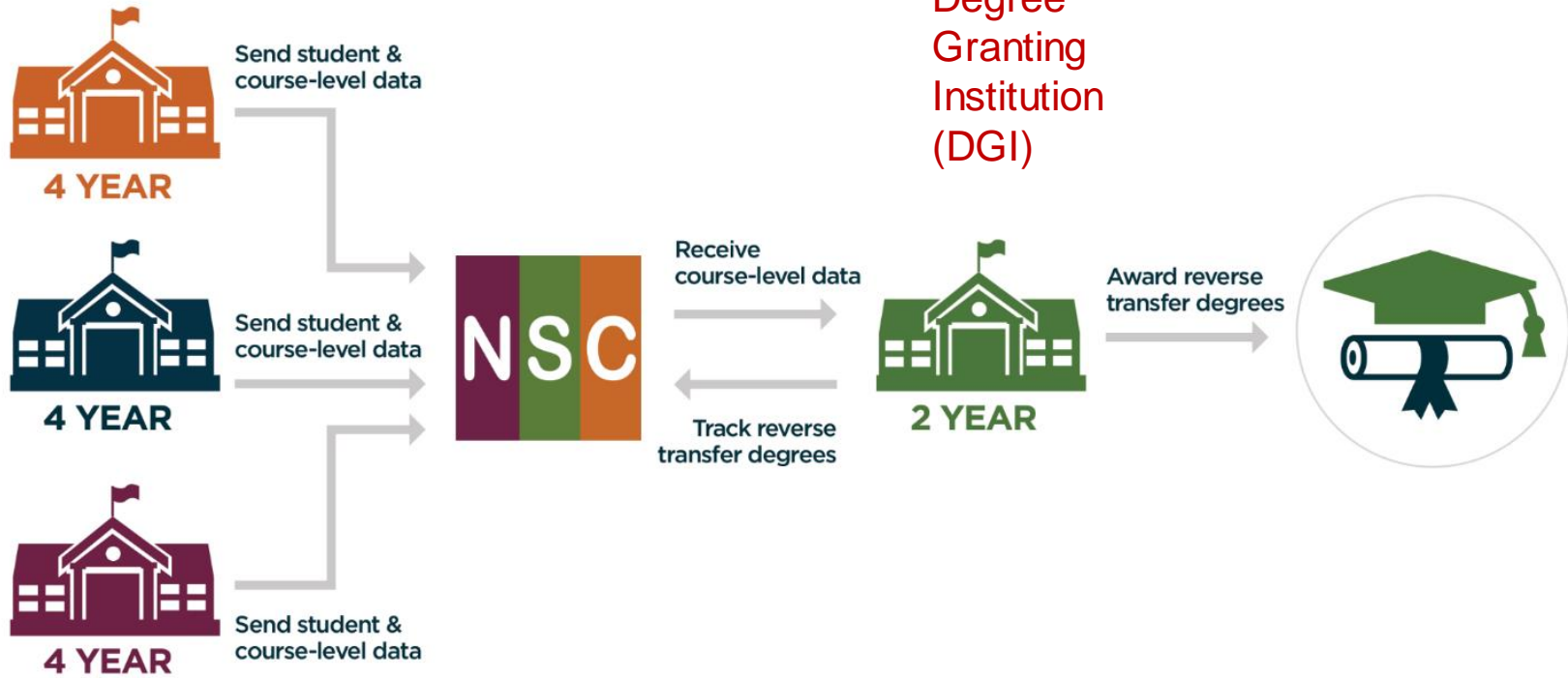
CENTER FOR ANALYSIS OF
POSTSECONDARY EDUCATION
AND EMPLOYMENT

**The Labor Market Returns to
Sub-Baccalaureate College: A Review**

By: Clive Belfield & Thomas Bailey | March 2017

How does Reverse Transfer work?

HOST





It takes work!!!!!!



4 Year Institutions

- FERPA
- Sending Data
- Marketing To Students

Who should get the FERPA release and how?

- Admission's Application
- Hijacking the SIS system
- Client Management Software
- Email
- Incentives
- Transferring from 2 year
- Is there a common technology on your campus you can leverage



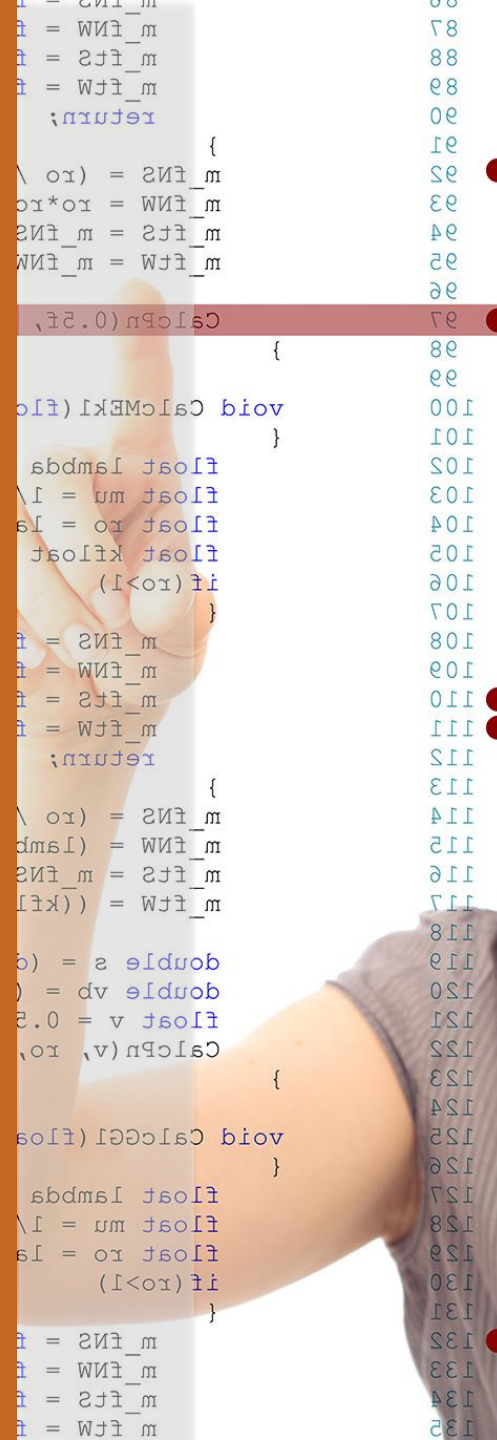


2 Year Institutions

- Residency
- Admission
- Graduation
- Articulation Agreements
- Marketing

2 Year Institutions

- Equivalencies
- MOU's
- Degree Audit
- Accreditation
- Performance Funding





**Both 4 year and 2 year
institutions**

Marketing and Communication

- Students
- Parents
- Faculty
- Staff--Advisors
- Public
- Legislature



Students

- Reverse Transfer Language
- Marketing by multiple methods
 - Texting
 - Social Media
- Web site
 - FAQ's
 - Florida
 - Texas
 - North Carolina
 - Michigan
 - Student Testimonials
 - Video
 - Quotes

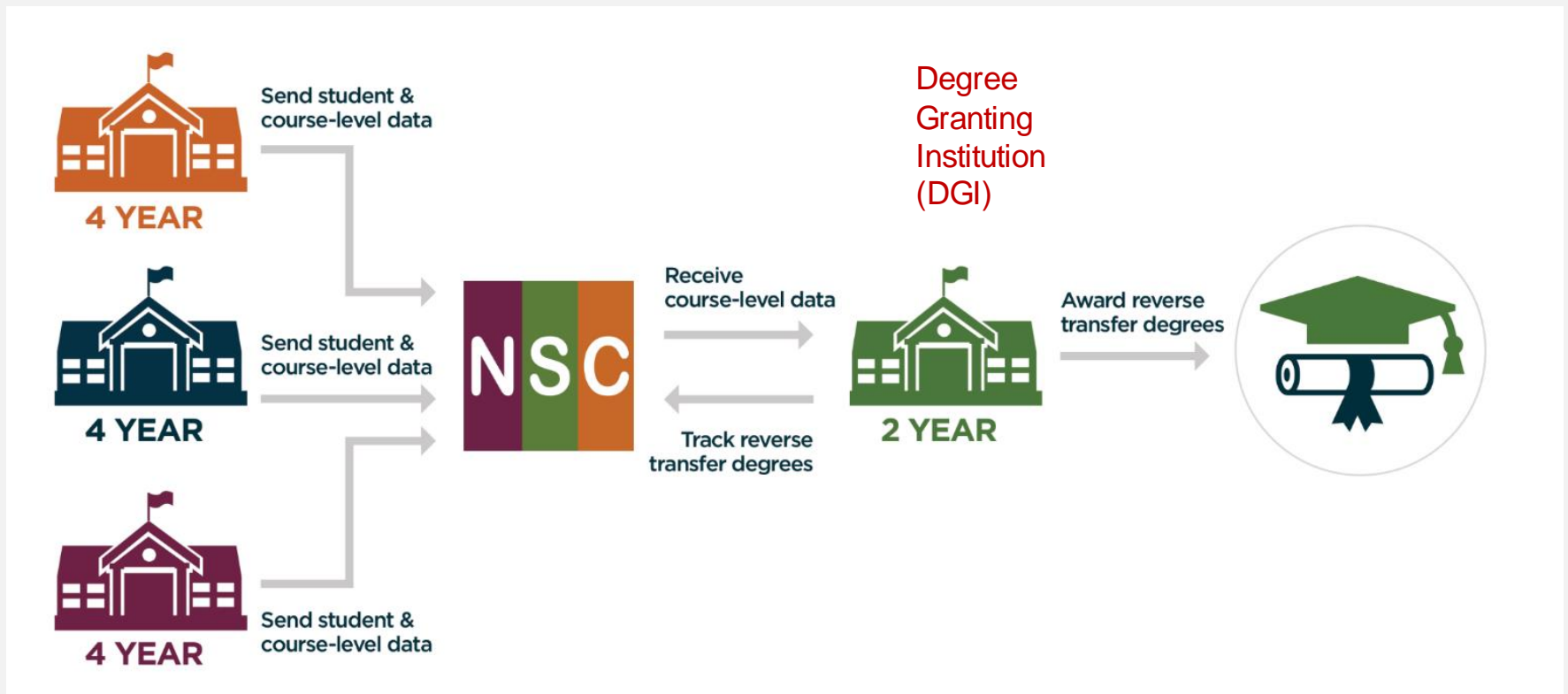


Internal Staff

- What is Reverse Transfer
- Why it is important
- What is the eligibility
- FAQs
- Training Manuals
 - Florida
 - North Carolina
- Training Sessions

How does Reverse Transfer work?

HOST



← REVERSE TRANSFER →

Includes . . .

- Trusted **central location** for storing and receiving data
- Crosses **public, private and state lines**
- **Free and unlimited course and grade data exchanges** with multiple partners.
This is course/grade data exchange, not transcript exchange

← REVERSE TRANSFER →

Includes . . .

- The ability for hosts to send all reverse transfer data, for all degree granting institutions, in **one file submission**
- The ability for Degree Granting Institutions to **download their data** from all hosts in **one location**

← REVERSE TRANSFER →

Includes . . .

- **Increased data quality** from for everyone because of automatic data validation.
- **Current student contact information** to ensure diplomas are sent to the right address.

← REVERSE TRANSFER →

Includes . . .

- Ability to identify files meant for the reverse transfer process versus receiving transcripts that are not identified as reverse transfer.
- **Searchable by student** for the degree granting institutions

← REVERSE TRANSFER →

Includes . . .

- Reports for both sides to **track the number of degrees awarded**, the data sent and received
- **Identification** of courses as “**core**” courses that are part of **general education** requirements

← REVERSE TRANSFER →

Includes . . .

- **Filter for associate degrees** before sending to 2 year institutions.
- **Download** cumulative student data **when the 2 year is ready** to evaluate for the semester and receive student data when based on a **threshold of total earned hours.**

← REVERSE TRANSFER →

Includes . . .

- Ability to send and receive at the **state/system** level.
- **Implementation guide** to walk you through the process

DATA
FIELDS

Host OPEID	R	Student Email Address	R	Course End	R
Host Student ID	R	DGI OPEID	R	Date Grade	R
ITIN – IRS identifier	R	Host Student ID	O	Grade Scale	R
SSN	O	Core Competency Complete Flag	O	Grade Effective Date	O
First, Middle, Last Name	R	Course Name	R	Number of Credits	R
Suffix	R	Course Number	R	Credit Description	O
DOB	R	Course Description	R	Core Course Flag	O
Street Address	O	Course Semester Session	R	Core Course Type	O
Student Phone #	O	Course Begin Date			

R=
required
O=
Optiona
l

Pipe Delimited File

Example of a body record:

```
RTD1|7100003|123456789||John|S|Smith|Sr|19850814|12345 Somewhere  
Dr.||Someplace|VA|77396|US|703 999 9999|Someone@hometown.edu|Y|||||CHEM|1405|Intro  
Chemistry|Fall 2014|20140825|20141214|B|20141214|3|Regular  
Enrollment|y|Math|025|||888888|12131415|||||
```

1.

Sign a participation agreement

2.

Work with your partner institutions to participate

3.

Establish a Reverse Transfer account

**Best of All,
Reverse
Transfer
Is Free!**

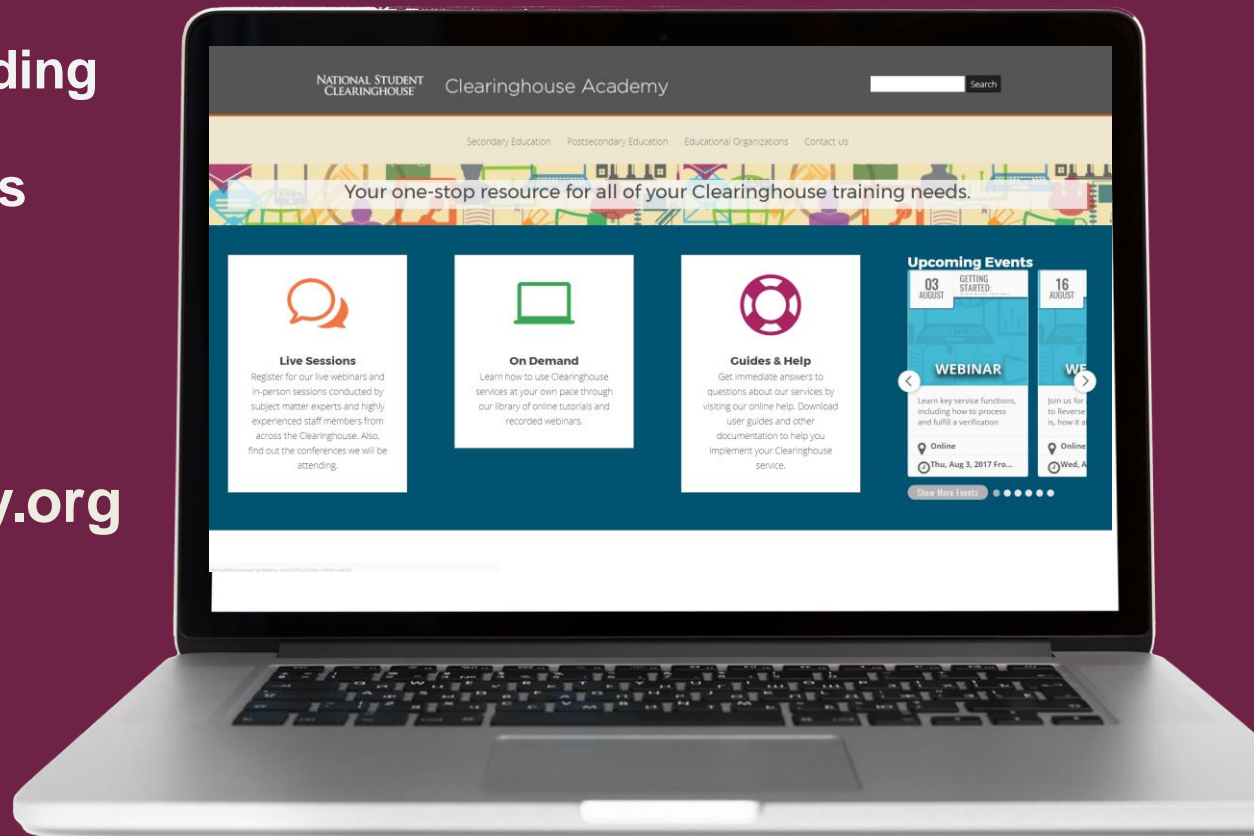
**Increase the degrees at your institution by
Signing Up Today
it is as Easy as 1,2,3**

Must participate in Degree Verify and Enrollment Verify

Clearinghouse Academy

- Live events and webinars
- Tutorials and recorded webinars
- Conferences attending
- User help and FAQs

Visit us at
clearinghouseacademy.org





For More Information:

Contact your Regional Director

or

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mblackwell@studentclearinghouse.org

**NATIONAL STUDENT
CLEARINGHOUSE®**