The Higher Learning Commission Action Project Directory

University of Minnesota, Crookston

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**Project Details**

<table>
<thead>
<tr>
<th>Title</th>
<th>On-campus Transfer Student Persistence and Satisfaction</th>
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<tr>
<td>Category</td>
<td>3-Understanding Students’ and Other Stakeholders’ Needs</td>
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<tr>
<td>Timeline</td>
<td>Planned Project Kickoff 05-01-2012</td>
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<td>Target Completion 05-01-2013</td>
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**Status** ACTIVE

**Updated**

**Created** 05-02-2012

**Version** 1

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1: **Project Goal**

A: The first goal is to analyze available information including the transfer student survey along with information in the data warehouse to determine:

1. Groups or characteristics of transfer students who are at a high risk of not being retained
2. Processes with which students have been least satisfied.

The second goal is to:

1. Develop a registration process specific to transfer students
2. Develop a transfer student website with registration and orientation information
3. Develop a transfer student orientation

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2: **Reasons For Project**

A: The one year retention rate for transfer students has been about 68% for the past few years. Since transfer students have successful previous college experience along with more maturity than traditional freshmen, we would expect this rate to be higher than it is. A higher retention rate would result in more students. Enrollment is a continuing challenge for our institution.

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3: **Organizational Areas Affected**

A: Student Affairs, Admissions & Enrollment Management, Academic Assistance Center, and Academic Affairs, as well as the entire campus will be affected by this project.

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4: **Key Organizational Process(es)**

A: 1. Transfer student registration
2. Transfer student orientation

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5: **Project Time Frame Rationale**

A: Beginning the project in May will allow time to develop and implement the new program in time for the new fall cohort of transfer students. Completing the project in April will allow time to analyze the potential impact of the changes on both the fall to spring retention rate as well as student satisfaction as measured on the transfer student survey which is conducted in late February.

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6: **Project Success Monitoring**

A: The UMC Retention Committee will monitor the project and report to the AQIP Steering Committee on a regular basis.

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7: **Project Outcome Measures**

A: Two measures will be done as part of the project:

1. Student retention from fall to spring semester

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2. Student satisfaction based on the transfer student survey
   After the project is complete, there will be follow-up analysis of the fall to fall retention and graduation rates.