

# Tracking Transfer: How States Measure Transfer Student Behavior and Success

2024 SHEEO Higher Education Policy Conference

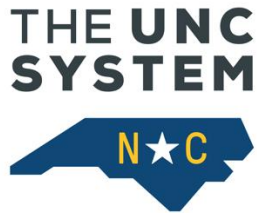
August 6, 2024

# Meet Your Presenters



Paige Elliott, Senior Director of Research and Strategy,  
Tennessee Higher Education Commission

[paige.elliott@tn.gov](mailto:paige.elliott@tn.gov)



Dr. Diane Marian, Vice President for Enterprise Data and  
Chief Data Officer, The University of North Carolina System

[demarian@northcarolina.edu](mailto:demarian@northcarolina.edu)



Elizabeth Stoddard, Director of Analytics and Reporting,  
North Carolina Community College System

[stoddarde@nccommunitycolleges.edu](mailto:stoddarde@nccommunitycolleges.edu)

# Agenda

- North Carolina Community College System
- University of North Carolina System
- Tennessee Higher Education Commission
- Discussion

# Schools are bracing for the looming "enrollment cliff"

REPORT | MAY 23, 2024

## Is College Worth It?

*As economic outcomes for young adults with and without degrees have improved, Americans hold mixed views on the value of college*

● July 18, 2024

## Facilitating Transfer Student Success Through Better Measurement

Transfer data offers opportunities to identify progress and find areas for improvements.

## How the Supreme Court affirmative action decision is affecting college applicants. 'The barriers are already so high,' one legal expert says

PUBLISHED MON, FEB 5 2024 10:36 AM EST | UPDATED MON, FEB 5 2024 11:07 AM EST

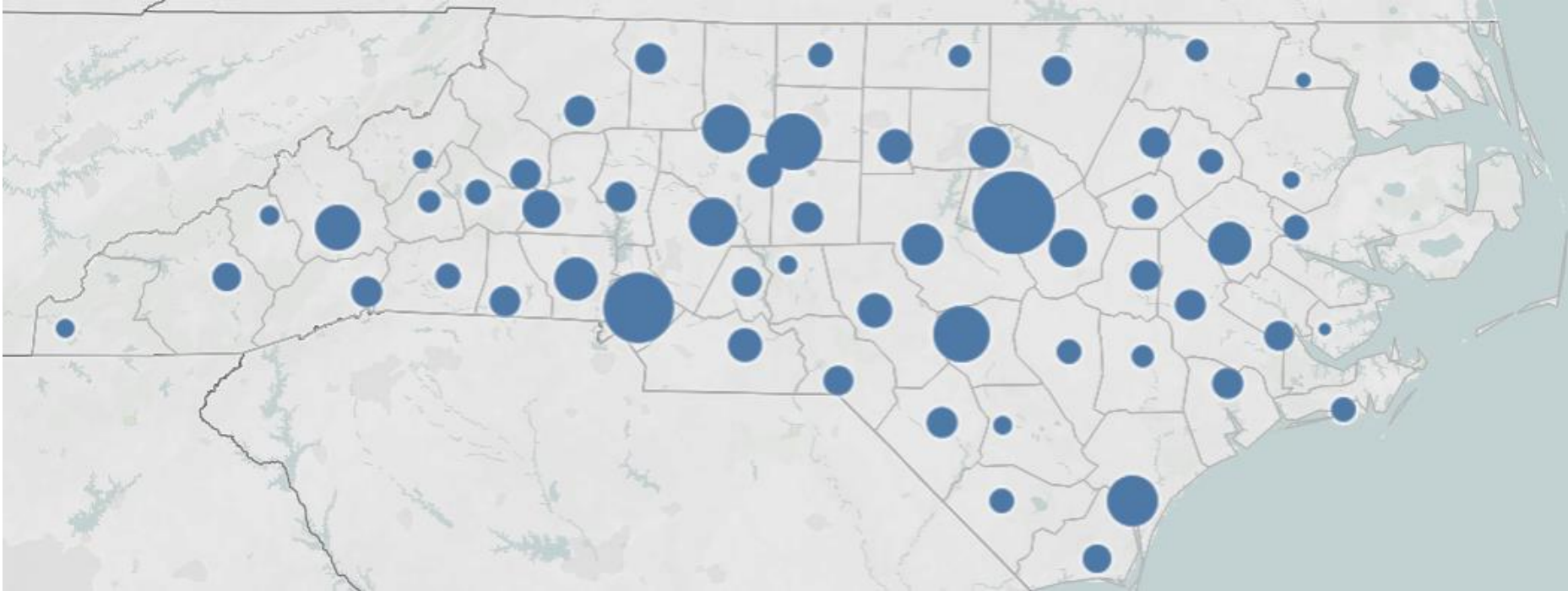
FORBES > LEADERSHIP > EDUCATION

## College Transfers Are On The Increase Again, NSCRC Report Finds

## Total Enrollment State-Wide

**In Fall 2023, there were 392,919 students enrolled in the North Carolina Community College System.**

Each of the circles below represents an NC community college. The size of the circle corresponds to the number of students enrolled during the selected time period (larger = higher enrollment). The gray outlines correspond to college service areas. Hover over a circle for more information.



NCCCS

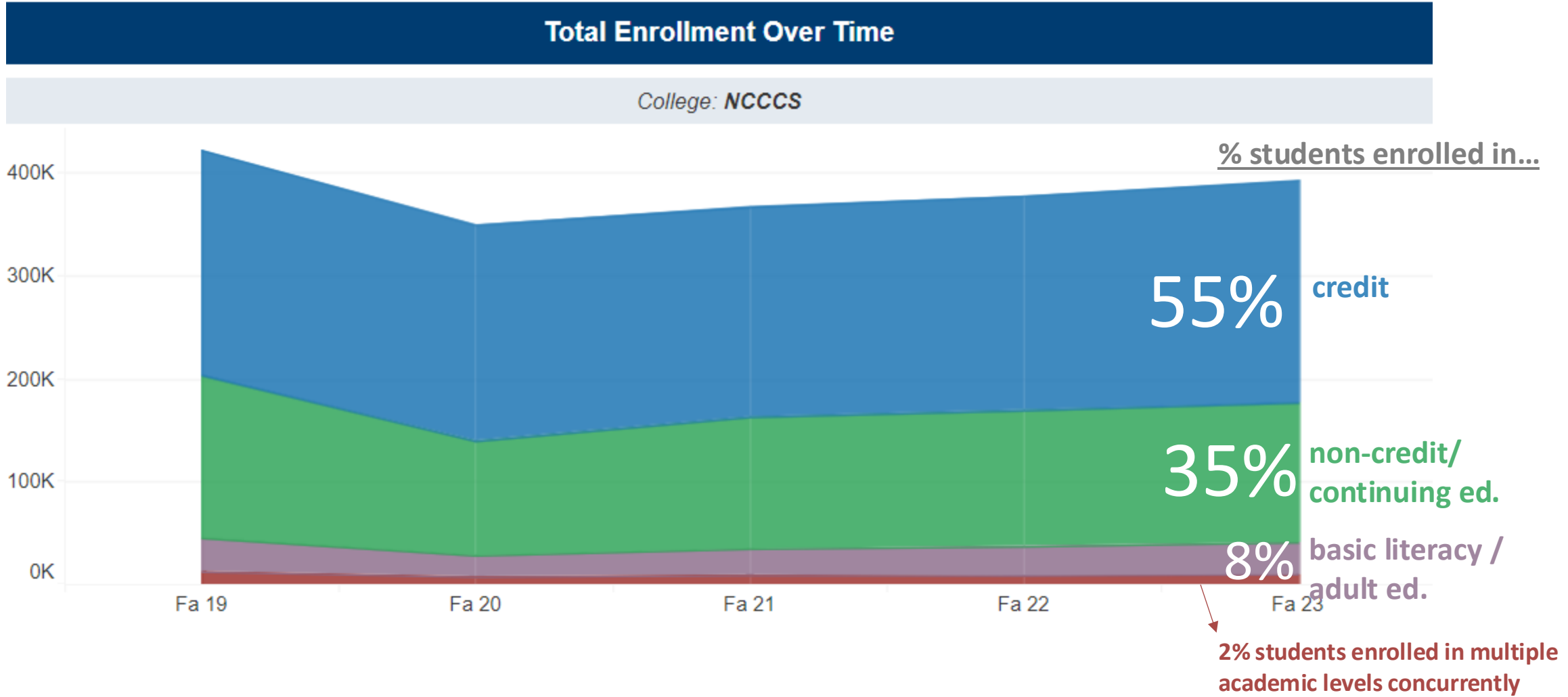
Dashboards



Transfer Students: Students enrolled in a program that prepares them for transferring to a 4-year institution

- includes high school students enrolled in transfer pathway programs

# NCCCS Enrollment by Academic Level



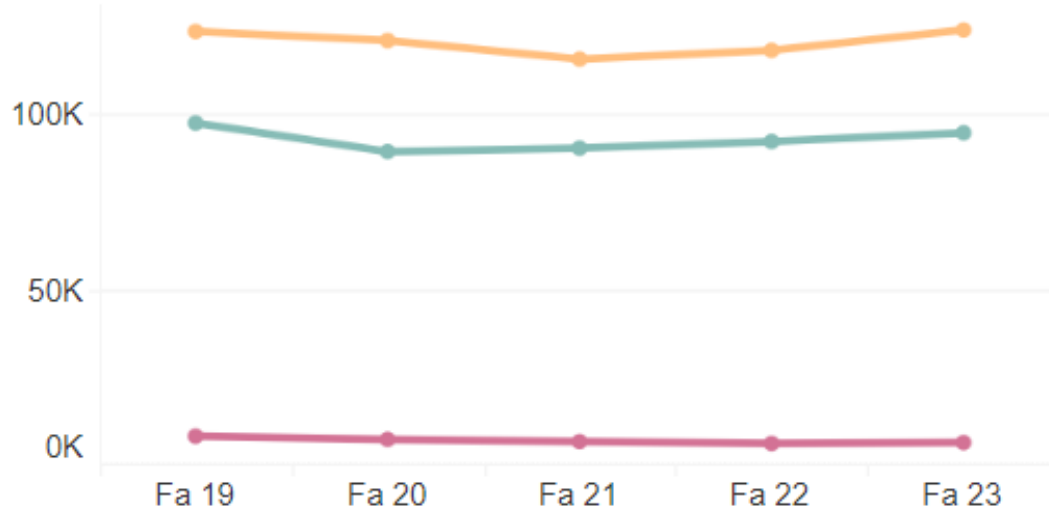
# NC CC NCCCS Enrollment by Program Type (Credit Students)

## Curriculum (CU) Enrollment by Program Type - All Students

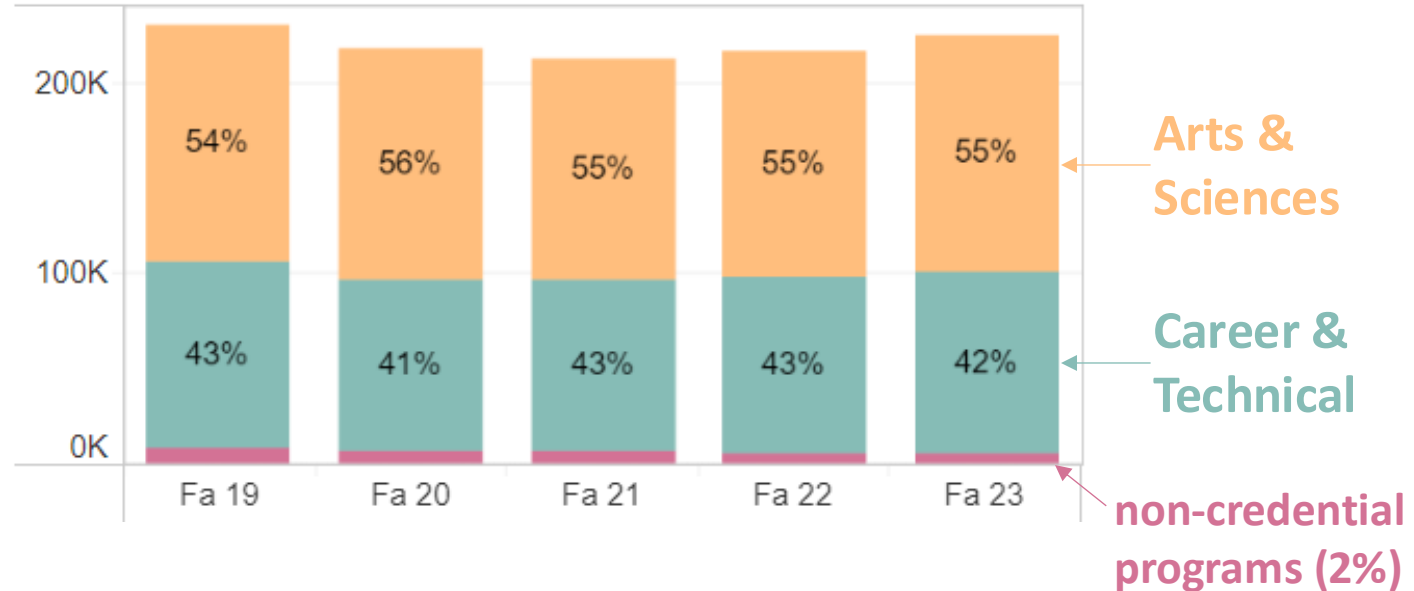
To change whether the dashboard displays data for all students, dually enrolled HS students, or not dually enrolled students, go to the "Overview" tab and change the filter selection.

College: **NCCCS**, New/Returning Status: **All (New and Returning)**, Program Type: **All Programs**

CU enrollment over time by program type



CU enrollment distribution by program type





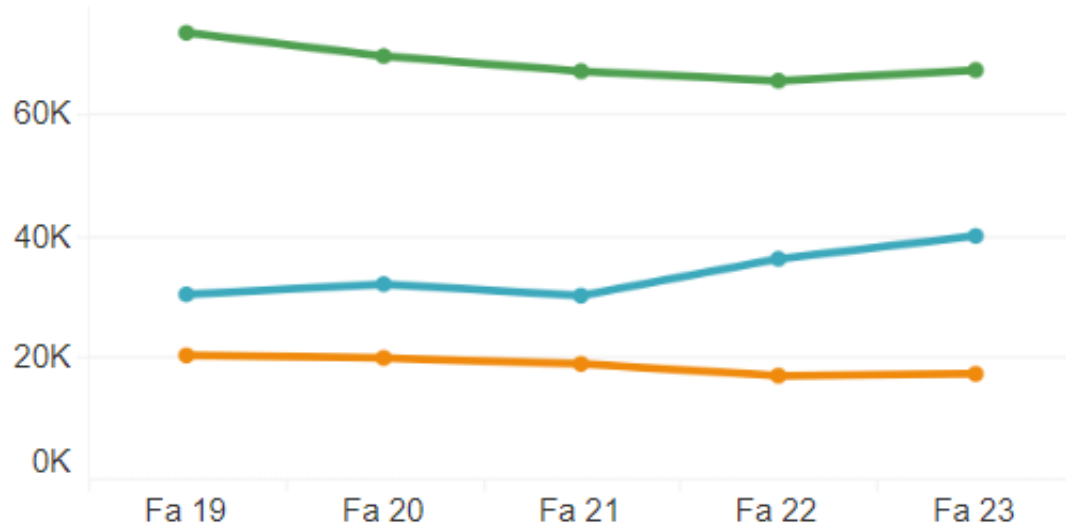
# NC NCCCS Enrollment by Arts & Sciences Program Areas CC (Credit Students)

## Arts & Sciences Curriculum (CU) Enrollment by Program Area - All Students

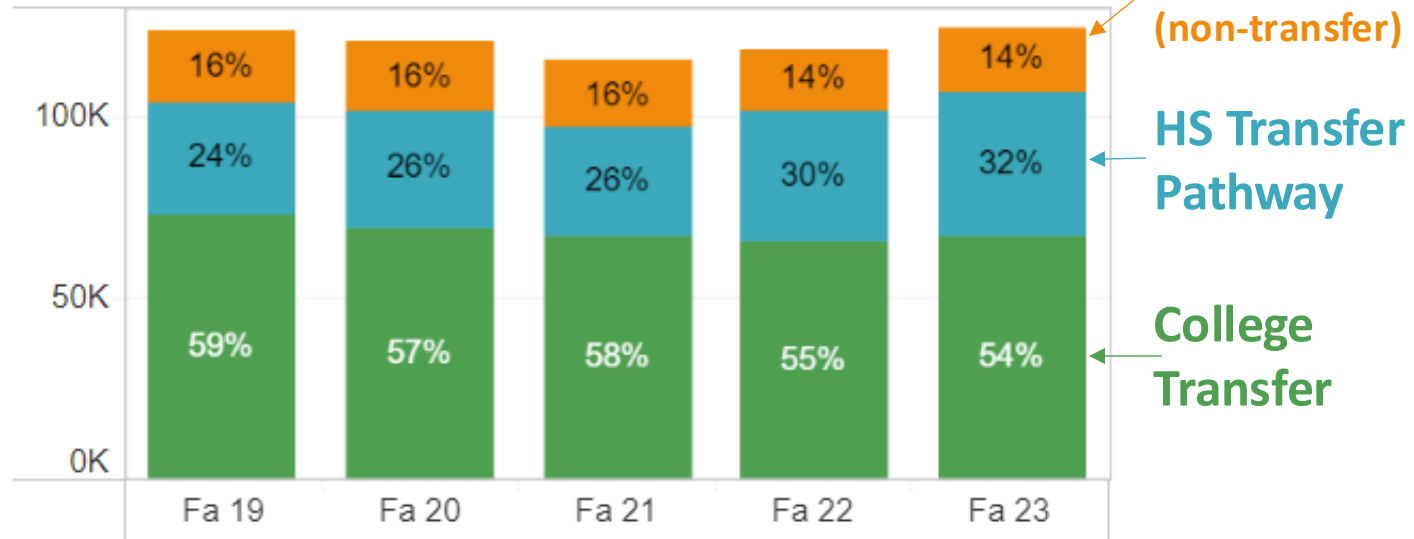
To change whether the dashboard displays data for all students, dually enrolled HS students, or not dually enrolled students, go to the "Overview" tab and change the filter selection.

College: **NCCCS**, New/Returning Status: **All (New and Returning)**, Program Type: **Arts & Sciences**

Arts & Sciences CU enrollment over time by program area



Arts & Sciences CU enrollment distribution by program area



Assoc. in Gen.Ed. (non-transfer)

HS Transfer Pathway

College Transfer



# Transfer Metrics

Transfer out: Transferring out of CC into a 4-year institution is considered a measure of success on the NCCCS State Performance Measures

# NC CC NCCCS State Performance Measures

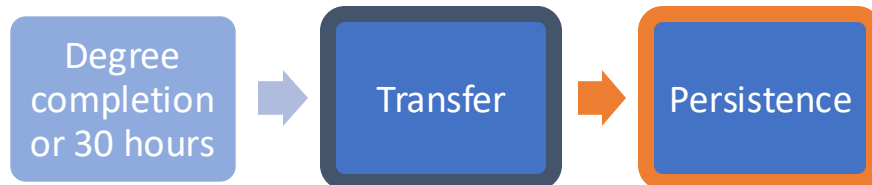
- Legislatively mandated
- Used to monitor college performance on specific measures to ensure public accountability for programs and services and to ensure programs offered by NC community colleges are of sufficient quality
- Results reported on an annual basis
- Seven distinct measures
  - One focused solely on transfer students
  - Two using transfer-out behavior as a measure of success

2024 PERFORMANCE MEASURES for STUDENT SUCCESS	CONTENTS	
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Emily Smail, Ph.D., <i>Director of Research and Evaluation</i>	TABLE 4. FIRST YEAR PROGRESSION, FALL 2022 COHORT	11
Elizabeth Stoddard, <i>Director of Analytics and Reporting</i>	<b>5. Curriculum Student Completion</b> Index score based on the percentage of first-time fall credential-seeking curriculum students who graduate, transfer, or are enrolled during the fourth academic year with 42 successfully completed non-developmental hours.	12
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Aneika Bullock, <i>Research Specialist</i>	<b>6. Licensure and Certification Passing Rate</b> Index score based on the percentage of first-time test-takers passing licensure and certification exams. Exams included in this measure are state mandated exams which candidates must pass before becoming active practitioners.	14
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Kristopher Roark, <i>Data Engineer</i>	TABLE 7. COLLEGE TRANSFER PERFORMANCE, 2021-2022 COMMUNITY COLLEGE STUDENTS	17
Hellen Taylor, <i>Business Intelligence Analyst</i>	<b>Appendix: First-Time Fall Cohort Definition</b>	19
6/21/24	<b>More detailed analysis for each of these measures can be accessed at:</b> <a href="https://www.nccommunitycolleges.edu/about-us/data-reporting/data-dashboards-page/performance-measure-pm-summary/">https://www.nccommunitycolleges.edu/about-us/data-reporting/data-dashboards-page/performance-measure-pm-summary/</a>	

# NCCCS State Performance Measures: College Transfer Performance – Changes Under Consideration

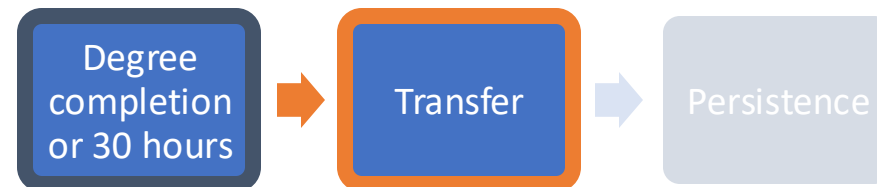
## Current

Index score based on the percentage of community college students (Associate Degree completers and those who have completed 30 or more articulated transfer credits) transferring at a four-year university or college during the fall semester who remain enrolled at any four-year university or college the subsequent fall semester or graduate prior to.

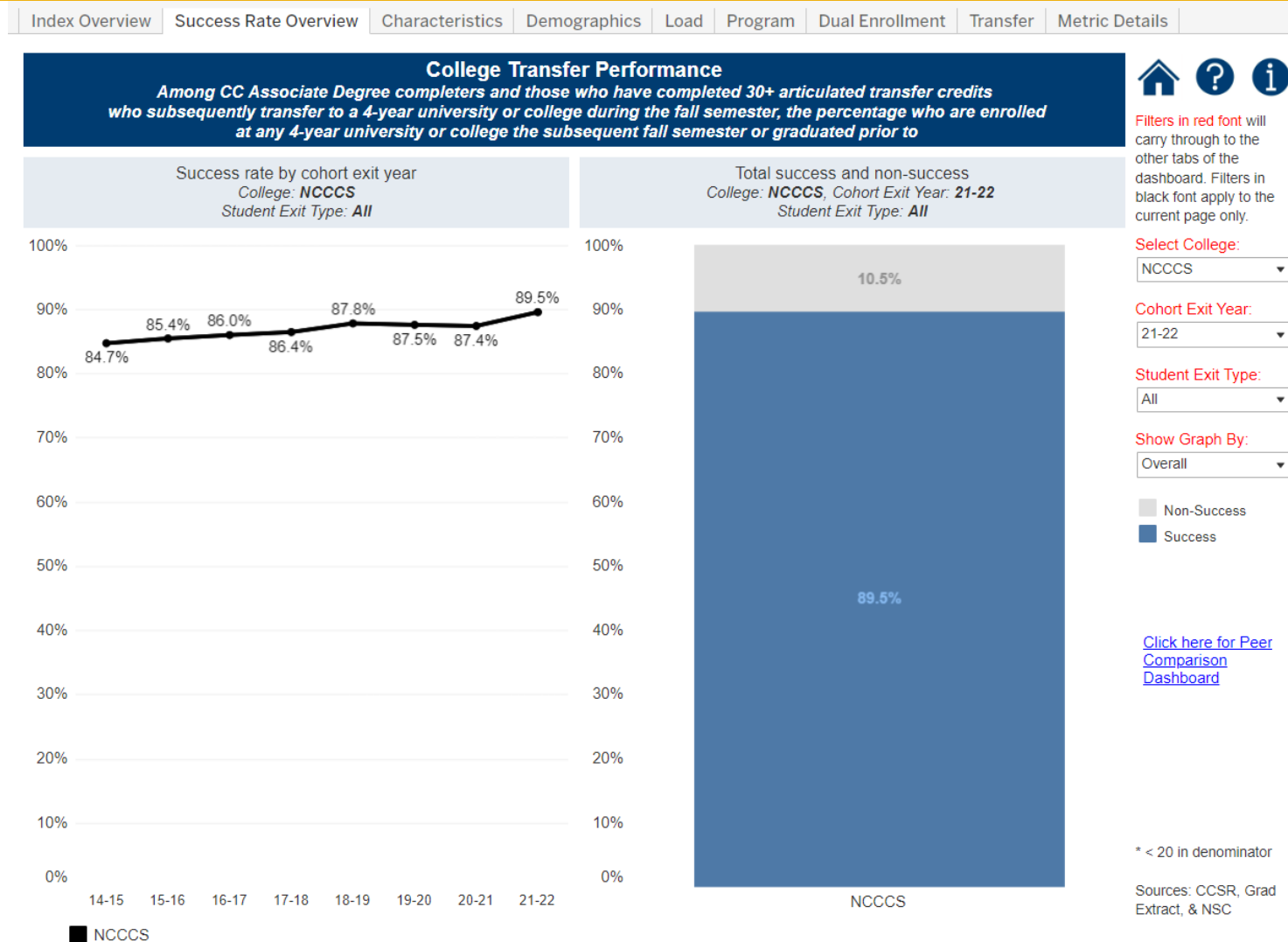


## Recommended

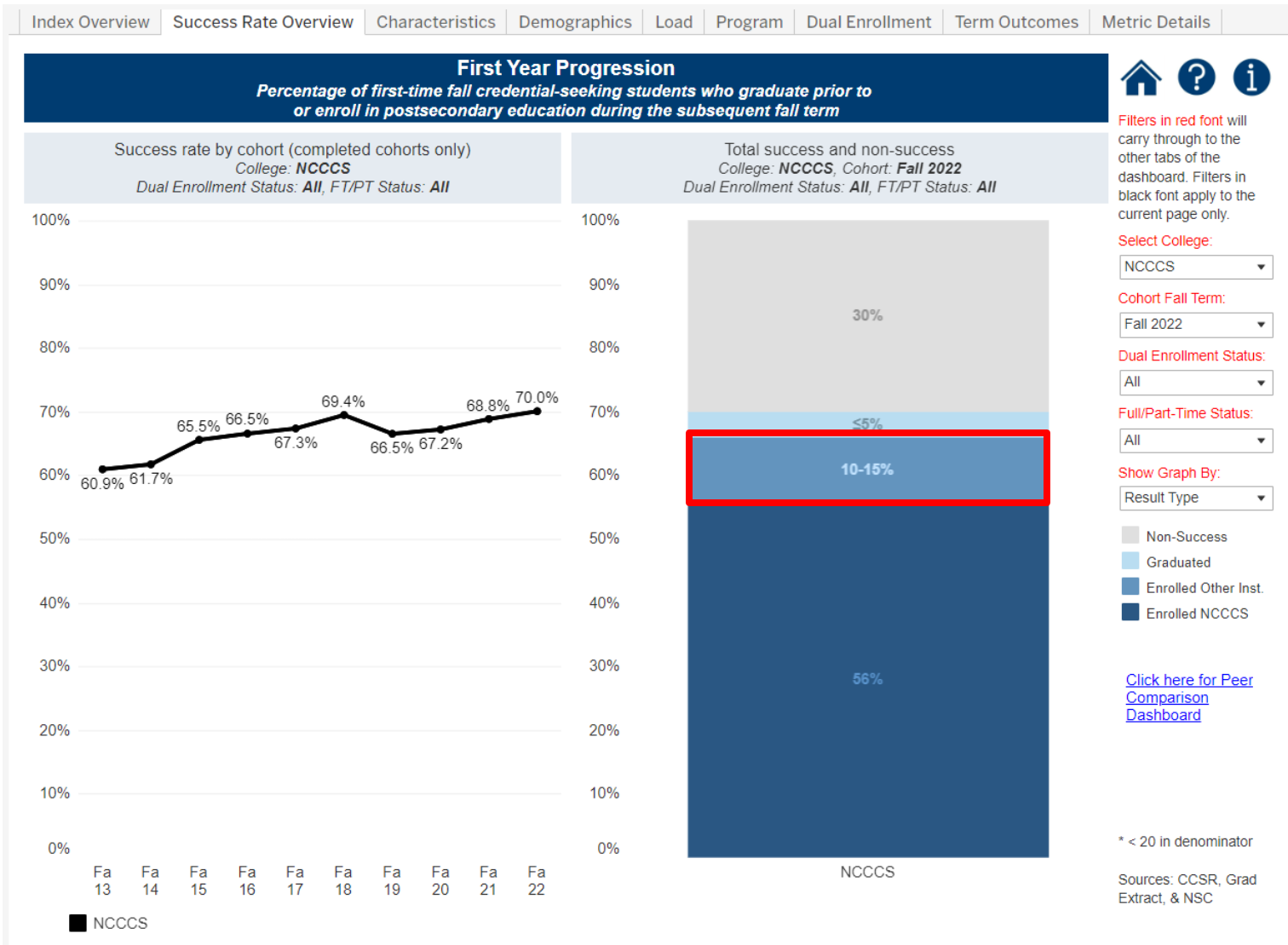
Index score based on the percentage of community college graduating exiters with an AA/AS/AFA/AE degree and non-graduating transfer program exiters completing 30 or more articulated transfer credits who enroll at a four-year university or college within two academic years following community college graduation.



# NC CC NCCCS State Performance Measures: College Transfer Performance (Current Definition)



# NC NCCCS State Performance Measures: First-Year Progression/Persistence



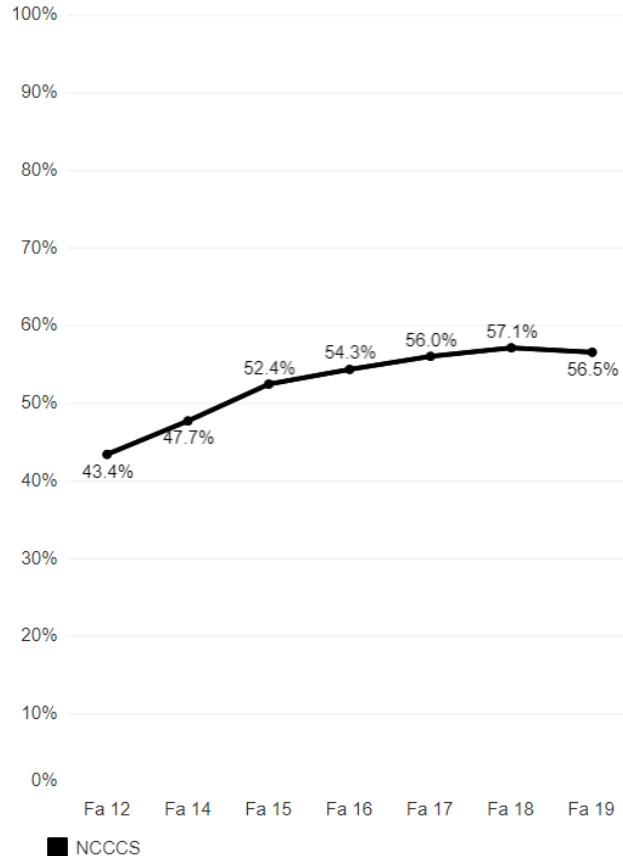
# NC CC NCCCS State Performance Measures: Curriculum Student Completion

Index Overview | Success Rate Overview | Characteristics | Demographics | Load | Program | Dual Enrollment | Term Outcomes | Metric Details

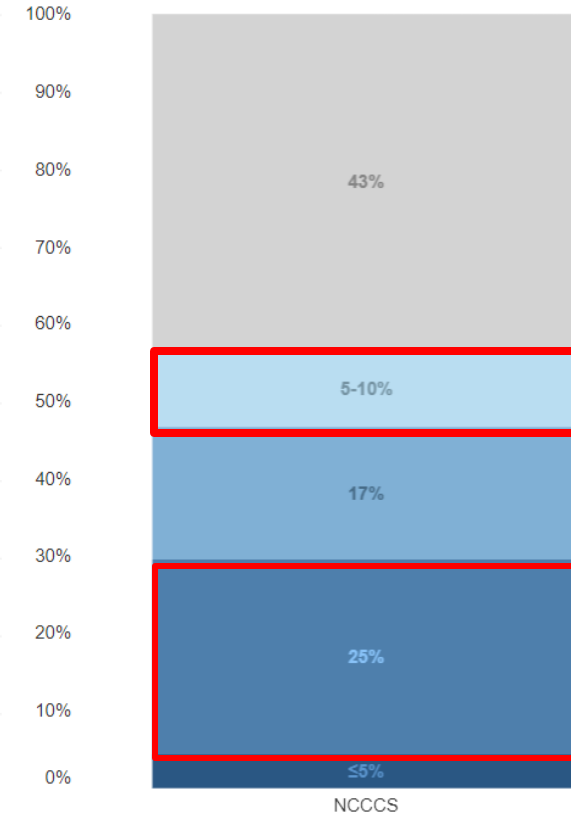
## Curriculum Completion

Percentage of first-time fall credential-seeking students who graduate, transfer, or are enrolled during the fourth academic year with 42 successfully completed non-developmental hours

Success rate by cohort (completed cohorts only)  
College: NCCCS  
Dual Enrollment Status: All, FT/PT Status: All



Total success and non-success  
College: NCCCS, Cohort: Fall 2019  
Dual Enrollment Status: All, FT/PT Status: All



Filters in red font will carry through to the other tabs of the dashboard. Filters in black font apply to the current page only.

Select College:  
NCCCS

Cohort Fall Term:  
Fall 2019

Dual Enrollment Status  
All

Full/Part-Time Status  
All

Show Graph By:  
Result Type

- Non-Success
- Grad & Transfer
- Grad Only
- Transfer Only
- Retain Only

[Click here for Peer Comparison Dashboard](#)

\* < 20 in denominator

Sources: CCSR, Grad Extract, & NSC

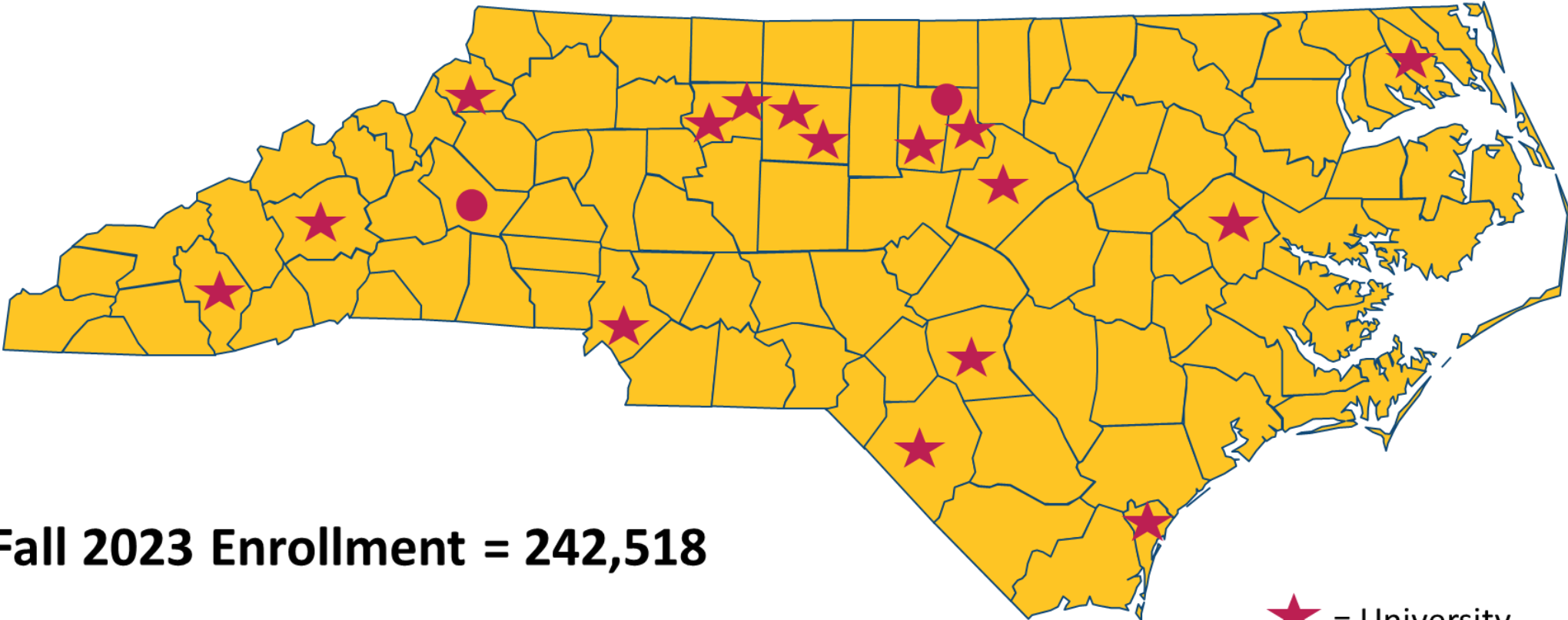
- Transfer data primarily collected through National Student Clearinghouse Student Tracker
- NCCCS and UNC System have recently expanded data sharing partnership, allowing both systems more insight into student movement between the community college and university systems



- Integration of UNC student-level data with NCCCS data
- Tracking students who transfer into a community college from a 4-year institution
- Evaluating success of transfer students by their transfer institution

# The University of North Carolina System (UNC)

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**Fall 2023 Enrollment = 242,518**

- ★ = University
- = Residential High School

# UNC – Transfer Student Definition

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“An undergraduate transfer student is one who has attended another postsecondary institution after graduating from high school.”

UNC Policy Manual, Regulation on Transfer Student Admission 700.1.1.2[R]

- Focus on students transferring IN to a UNC university
- Differentiation from first-time students
- Categorized at entry and that categorization persists
- Limited to undergraduates
- Often limited to degree-seeking students

# UNC – Transfer Student Demographics

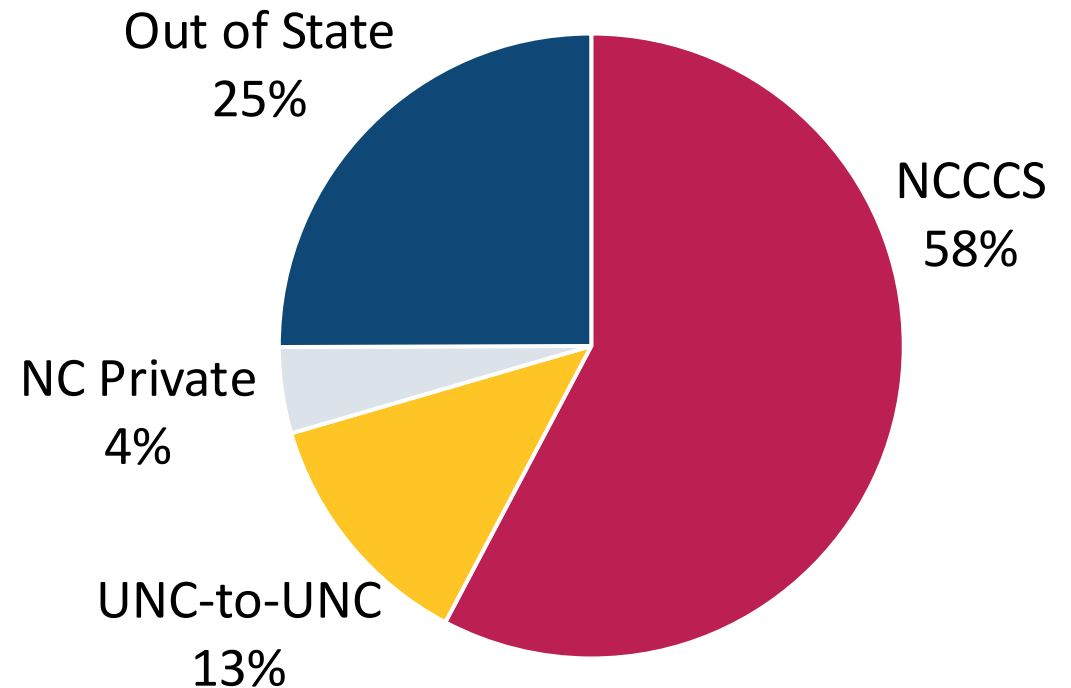
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20,000+ new transfer students each year  
35% of the entering undergraduates

## Demographics

86% are NC Residents  
58% are Female  
38% are Underrepresented Minorities  
40% are Pell Recipients  
30% are Age 25 or Older at Entry  
39% enter as Juniors & 34% enter as Soph.

## Where Students Transfer From



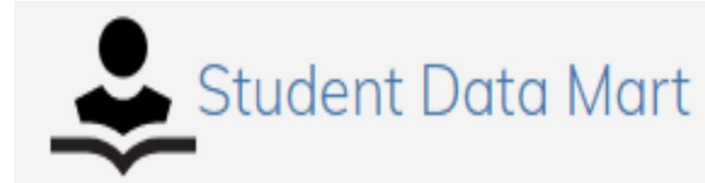
# UNC – Transfer Data Sources

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- Internal Data Collection

- UNC Student Data Mart

- Data pulled directly from institutions
    - >1,400 data elements
    - Applications, enrollments, grades, financial aid, completions, credit awarded



- External Data Collection

- North Carolina Community College System
  - National Student Clearinghouse



# UNC – Transfer Data Reporting

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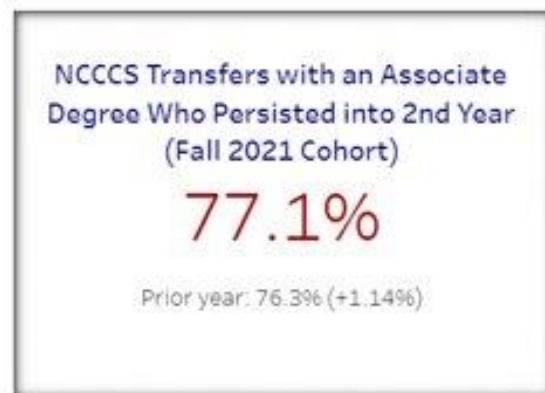
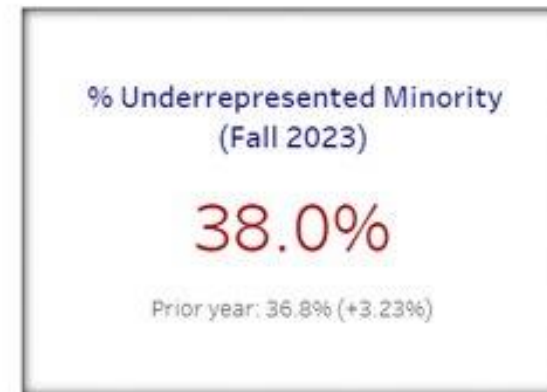
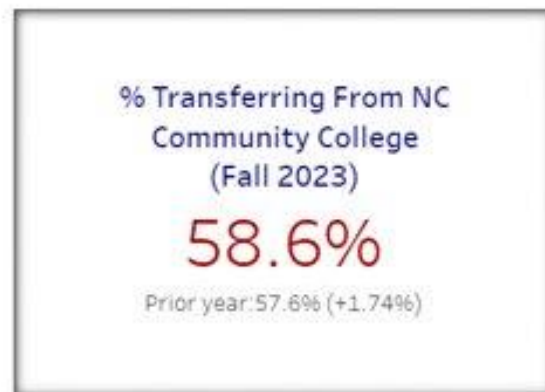
- Student Success
  - GPA, Graduation Rates, Persistence Rates
- Strategic Plan Metrics
  - Debt at Graduation, Adult Learner Enrollment
- Transfer Characteristics
  - Applications, Prior Institution and Degree Attainment, Transfer Hours, Majors/Programs
- Comparisons to First-Time Students
- Interest in NCCCS to UNC Pathway

# UNC – Transfer Dashboard



Transfer Fast Facts | Applied, Admitted, Enrolled | Transfer Trends | NCCCS to UNC Trends | NCCCS Degree Attainment | Demographics | First-Year GPA | Graduation/Persistence Rates | About the Dashboard

Institution: (All)   
 Institution(s): All   
 Current Term: Fall 2023   
 Prior Term: Fall 2022



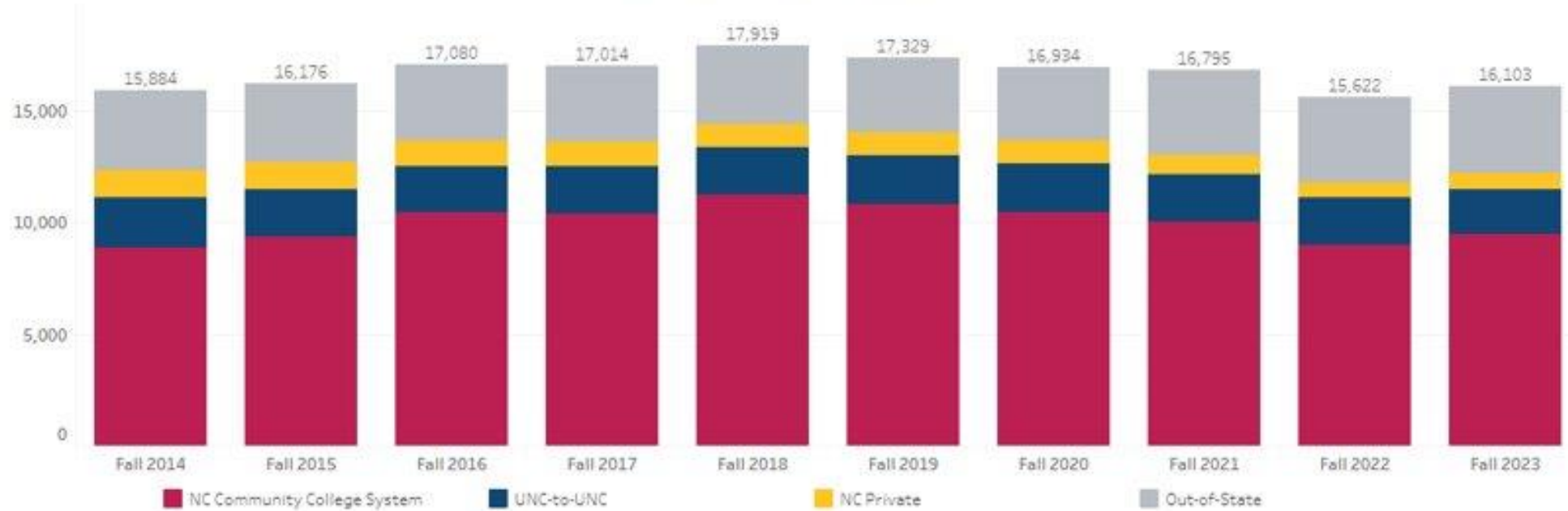
# UNC – Transfer Dashboard

Transfer Fast Facts Applied, Admitted, Enrolled Transfer Trends NCCCS to UNC Trends NCCCS Degree Attainment Demographics First-Year GPA Graduation/Persistence Rates About the Dash

Institution  
 (All)

Term Type  
 Fall  
 Spring

Institution(s): All  
 Where UNC Students Transfer From



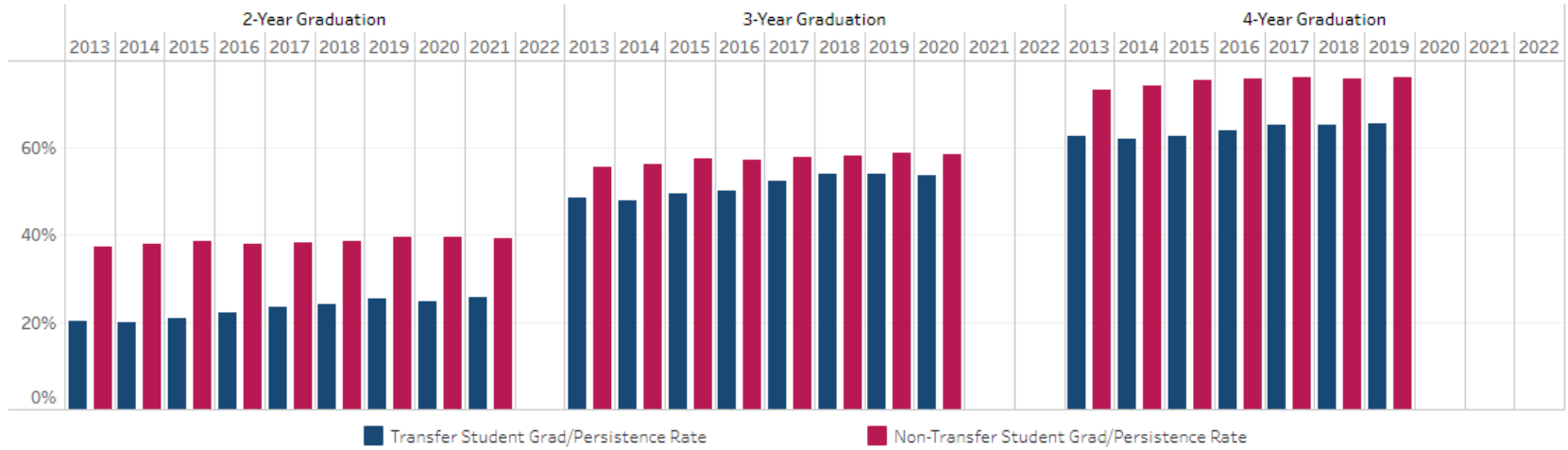
Transferred From	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023
NC Community College System	8,864	9,354	10,459	10,386	11,202	10,798	10,445	9,986	9,004	9,443
UNC-to-UNC	2,228	2,127	2,036	2,121	2,122	2,196	2,175	2,157	2,079	2,033
NC Private	1,228	1,199	1,142	1,105	1,074	1,007	1,012	855	708	731
Out-of-State	3,564	3,496	3,443	3,402	3,521	3,328	3,302	3,797	3,831	3,896
<b>Total</b>	<b>15,884</b>	<b>16,176</b>	<b>17,080</b>	<b>17,014</b>	<b>17,919</b>	<b>17,329</b>	<b>16,934</b>	<b>16,795</b>	<b>15,622</b>	<b>16,103</b>



# UNC – Transfer Dashboard

Institution: (All)  
 Term Type: Fall  
 Graduation or Persistence: Graduation Rates  
 2, 3, or 4 Year Rates: (All)  
 Show Comparison to Non-Transfer Undergraduates at Same Class Level: Yes  
 Demographic Category: None  
 Demographic Filter: Overall Total  
 Transferred As: (All)  
 Transferred From: NC Community College System  
 Degree Attained at NCCCS Before Transferring: (All)  
 NCCCS or UNC Institution Transferred From: (All)  
 Full-Time or Part-Time: (All)

Institution(s): All  
 Transferred From: NC Community College System  
 All Overall Rates



Entering Term	Time to Graduation or Persistence	Demographic	Transfer Student Count	Transfer Student Grad/Persistence Rate	Non-Transfer Student Count	Non-Transfer Student Grad/Persistence Rate
Fall 2013	2-Year Graduation	Overall Total	8,383	20.1%	121,222	37.3%
	3-Year Graduation	Overall Total	8,383	48.6%	121,222	55.5%
	4-Year Graduation	Overall Total	8,383	62.6%	121,222	73.2%
Fall 2014	2-Year Graduation	Overall Total	8,864	20.0%	121,807	37.8%
	3-Year Graduation	Overall Total	8,864	47.7%	121,807	56.2%
	4-Year Graduation	Overall Total	8,864	61.8%	121,807	74.0%
Fall 2015	2-Year Graduation	Overall Total	9,354	20.9%	123,796	38.4%
	3-Year Graduation	Overall Total	9,354	49.5%	123,796	57.2%
	4-Year Graduation	Overall Total	9,354	62.5%	123,796	75.2%
Fall 2016	2-Year Graduation	Overall Total	10,459	22.1%	121,691	37.9%
	3-Year Graduation	Overall Total	10,459	50.1%	121,691	57.1%

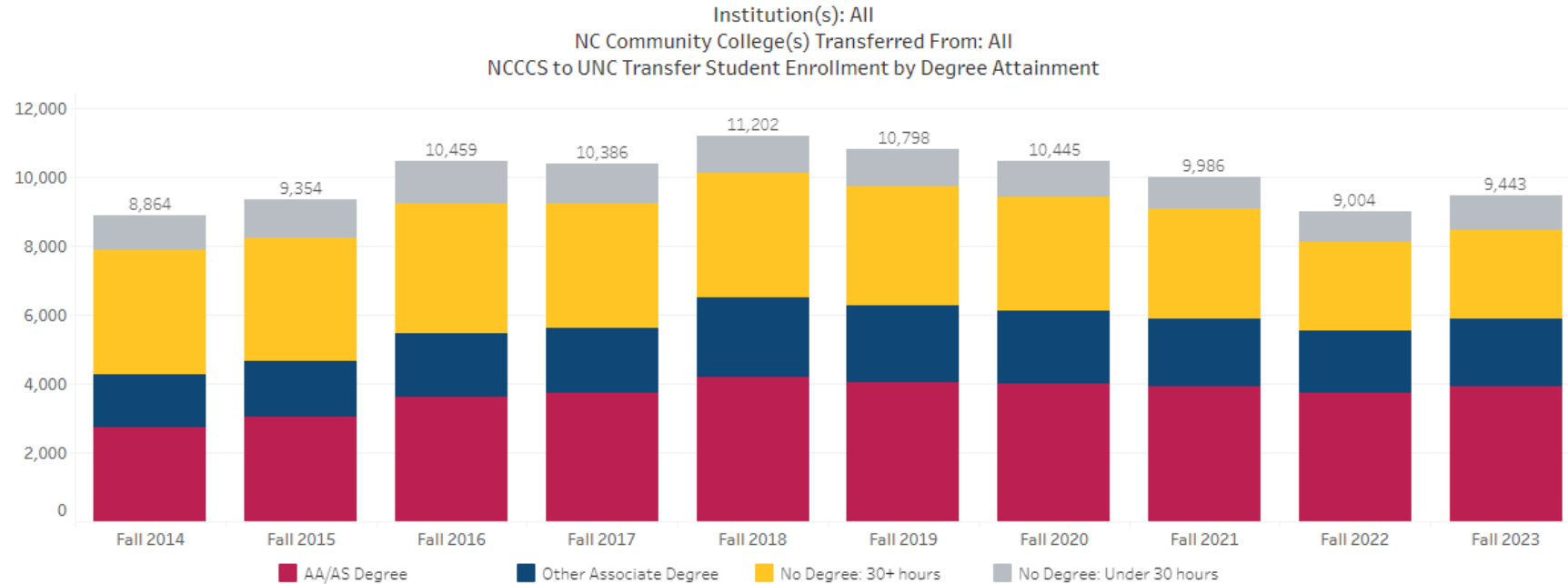
Outcomes in groups where five or fewer students graduated are masked.

# UNC – Transfer Dashboard

Institution  
(All)

Term Type  
 Fall  
 Spring

NC Community College  
(All)



Degree Category	Degree Attained at NCCCS	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023
AA/AS Degree	Associate in Arts (AA)	2,217	2,334	2,733	2,756	3,038	2,896	2,860	2,766	2,669	2,790
	Associate in Science (AS)	530	698	864	965	1,166	1,139	1,135	1,139	1,056	1,115
	Subtotal	2,747	3,032	3,597	3,721	4,204	4,035	3,995	3,905	3,725	3,905
Other Associate Degree	Associate in Applied Science (AAS)	1,374	1,454	1,666	1,720	2,049	1,915	1,818	1,690	1,516	1,690
	Associate in Engineering (AE)						80	77	62	80	72
	Associate in Fine Arts (AFA)	38	41	50	54	76	83	83	95	82	88
	Associate in General Education (AGE)	113	107	135	121	156	135	125	131	127	115
	Subtotal	1,525	1,602	1,851	1,895	2,281	2,213	2,103	1,978	1,805	1,965
No Degree	No Degree: 30+ hours	3,589	3,586	3,767	3,602	3,636	3,462	3,309	3,175	2,573	2,595
	No Degree: Under 30 hours	1,003	1,134	1,244	1,168	1,081	1,088	1,038	928	901	978
	Subtotal	4,592	4,720	5,011	4,770	4,717	4,550	4,347	4,103	3,474	3,573
Total		8,864	9,354	10,459	10,386	11,202	10,798	10,445	9,986	9,004	9,443

# UNC – Transfer Dashboard

Transfer Fast Facts Applied, Admitted, Enrolled Transfer Trends NCCCS to UNC Trends NCCCS Degree Attainment Demographics First-Year GPA Graduation/Persistence Rates About the Dash >

Entering Term  
 (Multiple values)

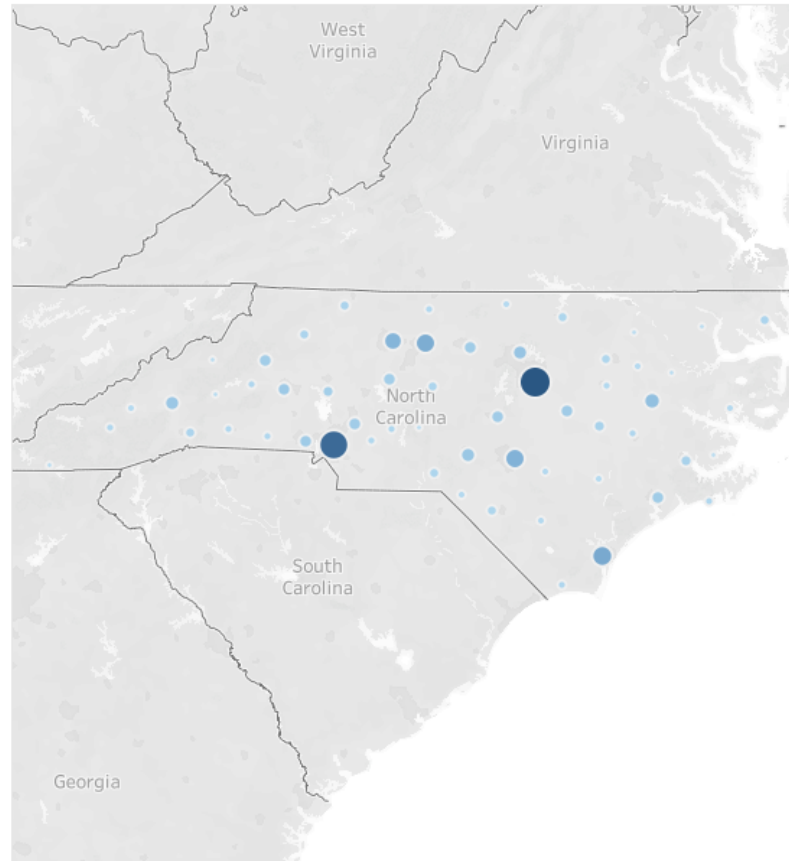
Transferred To vs. From  
 UNC Institution(s) Transferred To  
 NC Community College(s) Transferred From

UNC Institution  
 (All)

NC Community College  
 (All)

### Top 10 NC Community College(s) Transferred From

Wake Technical Community College	3,977
Central Piedmont Community College	3,414
Cape Fear Community College	1,519
Guilford Technical Community College	1,407
Fayetteville Technical Community College	1,245
Forsyth Technical Community College	1,164
Pitt Community College	871
Durham Technical Community College	769
Sandhills Community College	694
Asheville - Buncombe Technical Community College	675



Number of NCCCS Transfer Students by NC Community College(s) Transferred From  
 UNC Institution(s): All  
 NC Community College(s): All  
 Entering Term(s): Fall 2021, Fall 2022, Fall 2023

	Fall 2021	Fall 2022	Fall 2023
<b>Grand Total</b>	<b>9,986</b>	<b>9,004</b>	<b>9,443</b>
Wake Technical Community College	1,418	1,220	1,339
Central Piedmont Community College	1,233	1,031	1,150
Cape Fear Community College	492	507	520
Guilford Technical Community College	498	444	465
Forsyth Technical Community College	377	343	444
Fayetteville Technical Community Coll..	400	438	407
Pitt Community College	302	291	278
Sandhills Community College	248	225	221
Durham Technical Community College	284	264	221
Catawba Valley Community College	203	213	215
Gaston College	209	173	198
Asheville - Buncombe Technical Comm..	275	208	192
Alamance Community College	202	167	191
Johnston Community College	193	191	187
Coastal Carolina Community College	186	197	176
Mitchell Community College	157	143	169
Caldwell Community College and Tech..	194	159	158

# UNC – Questions about Future Directions for Transfer Data

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- Is our definition of transfer students too narrow?
  - Many non-transfer students have transfer credit
  - Populations like Early College High School graduates are not considered transfer students
  - Transfer students are categorized based on the institution attended immediately prior to transferring to UNC
- Are there ways to expand the available data?
  - We know the amount of transfer credit awarded but we don't know how that credit is applied
  - We don't have data on the financial aid received at prior institutions
  - If transferring from somewhere other than NCCCS or UNC we don't have course-level data
- How can we improve our reporting?
  - The enrollment patterns or “swirl” of modern students can be difficult to represent
  - We plan to explore credit loss for NCCCS to UNC transfers

# UNC – Policy Impact on Transfer Data

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“The University of North Carolina shall report to each community college... on the academic performance of that community college's transfer students.” [N.C. General Statute §§ 116-11.10, Higher Education Powers and Duties](#)

“(1) Facilitate and enable the exchange of student data among agencies and institutions within the State.  
(2) Generate timely and accurate information about student performance that can be used to improve the State's education system and guide decision makers at all levels.” [N.C. General Statute § 116E-2., Purpose of the North Carolina Longitudinal Data System](#)

“Institutions are encouraged to consider and develop additional instructional terms ... that support and enhance efforts to improve student success metrics and service of transfer students, adult students, returning students, military-affiliated students, and other non-traditional student groups.” [UNC System 400.1.6, Policy on the University of North Carolina Academic Calendar and Credit Requirements](#)

“Constituent institutions shall ... develop a tracking model for the retention and graduation rates of full-time students, transfer students, and part-time students.” [UNC System 400.1.5\[R\], Regulation Related to Fostering Undergraduate Student Success](#)

“UNC General Administration shall work with institutions to develop effective reporting protocols for transfer student persistence and graduation rates in order to promote the development and improvement of campus-based services and resources to support transfer student success.” [UNC System 700.1.1.2\[R\], Regulation on Transfer Student Admission](#)

“The overall goal of the UNC CNS is to improve student progression and timely degree completion, by facilitating the clear and consistent transfer of course credit for students moving from one UNC institution to another, or for students transferring between a UNC institution and a North Carolina community college.” [UNC System 400.1.5.1\[R\] Regulation on the University of North Carolina Common Numbering System](#)

# Transfer in Tennessee



- THEC is the coordinating board for public higher education
  - 13 Community Colleges and 24 Tennessee Colleges of Applied Technology (Tennessee Board of Regents)
  - 5 University of Tennessee colleges & 6 Locally-Governed Institutions
- THEC's transfer role is defined by statute, T.C.A. 49-7-202 (r)
  - Creates the transfer pathways
  - Codifies 41 hours of general education credit and 19 hours of pre-major course credit
  - Prescribes clear communication about transferable courses, common course numbering, and a dual admissions policy
  - Mandates reporting on "the progress made toward full articulation between all public institutions."
- Articulation and Transfer in Tennessee Higher Education 2023 Report

# Transfer Data

- Examines a cohort of first-time freshmen who enrolled at a Tennessee public university or community college in a given fall term
  - Excludes Tennessee Colleges of Applied Technology
- In-state and out-of-state, public and private enrollment for 6 years (ex: Fall 2016 cohort through Summer 2022)
- Sources:
  - *THEC/TSAC Student Information System*
  - *National Student Clearinghouse Student Tracker*
  - *Tennessee Board of Regents (TBR)*

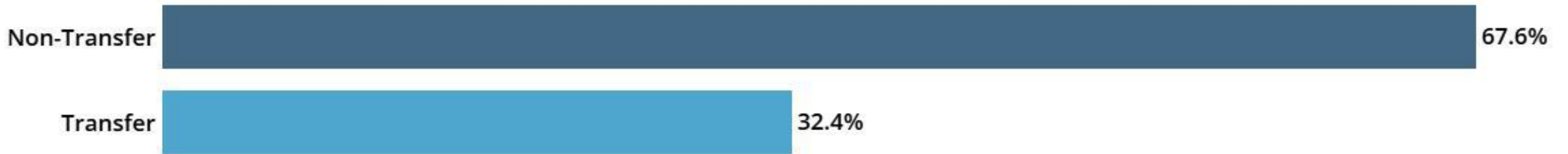
# Transfer Data

CollegeName	CollegeState	EnrollmentBegin	TermYearName	EnrollmentEnd	EnrollmentMajor	EnrollmentCIP	EnrollmentStatus	ClassLevel	CollegeSeq	EnrLengthDays
VOLUNTEER STATE COMMUNITY COLLEGE	TN	8/22/2016	Fall 2016	12/8/2016	TENNESSEE TRANSFER PATH	240101	Full-time	Unspecified Undergraduate	1	108
VOLUNTEER STATE COMMUNITY COLLEGE	TN	1/17/2017	Spring 2017	5/4/2017	TENNESSEE TRANSFER PATH	240101	Full-time	Unspecified Undergraduate	NA	107
VOLUNTEER STATE COMMUNITY COLLEGE	TN	8/28/2017	Fall 2017	12/14/2017	UNIVERSITY PARALLEL	240101	Three-quarter time	Unspecified Undergraduate	NA	108
VOLUNTEER STATE COMMUNITY COLLEGE	TN	1/16/2018	Spring 2018	5/3/2018	UNIVERSITY PARALLEL	240101	Full-time	Unspecified Undergraduate	NA	107
VOLUNTEER STATE COMMUNITY COLLEGE	TN	8/27/2018	Fall 2018	12/13/2018	UNIVERSITY PARALLEL	240101	Three-quarter time	Unspecified Undergraduate	NA	108
VOLUNTEER STATE COMMUNITY COLLEGE	TN	1/14/2019	Spring 2019	5/2/2019	UNIVERSITY PARALLEL	240101	Three-quarter time	Unspecified Undergraduate	NA	108
VOLUNTEER STATE COMMUNITY COLLEGE	TN	8/26/2019	Fall 2019	12/12/2019	UNIVERSITY PARALLEL	240101	Half-time	Unspecified Undergraduate	NA	108
UNIVERSITY OF PHOENIX	AZ	7/28/2020	Summer 2020	8/31/2020	BACHELOR OF SCIENCE IN BUSINESS	520201	Full-time	Unspecified Undergraduate	3	34
UNIVERSITY OF PHOENIX	AZ	9/1/2020	Fall 2020	10/5/2020	BACHELOR OF SCIENCE IN BUSINESS	520201	Full-time	Unspecified Undergraduate	NA	34
UNIVERSITY OF PHOENIX	AZ	10/6/2020	Fall 2020	11/9/2020	BACHELOR OF SCIENCE IN BUSINESS	520201	Full-time	Unspecified Undergraduate	NA	34
UNIVERSITY OF PHOENIX	AZ	11/10/2020	Fall 2020	12/14/2020	BACHELOR OF SCIENCE IN BUSINESS	520201	Full-time	Unspecified Undergraduate	NA	34
UNIVERSITY OF PHOENIX	AZ	12/15/2020	Fall 2020	2/1/2021	BACHELOR OF SCIENCE IN BUSINESS	520201	Full-time	Unspecified Undergraduate	NA	48
UNIVERSITY OF PHOENIX	AZ	2/2/2021	Spring 2021	3/8/2021	BACHELOR OF SCIENCE IN BUSINESS	520201	Full-time	Unspecified Undergraduate	NA	34
UNIVERSITY OF PHOENIX	AZ	3/9/2021	Spring 2021	4/12/2021	BACHELOR OF SCIENCE IN BUSINESS	520201	Full-time	Unspecified Undergraduate	NA	34
UNIVERSITY OF TENNESSEE - MARTIN	TN	8/22/2016	Fall 2016	12/9/2016	EXPLORATORY BUS GLOBAL AFFAIRS	520201	Full-time	Unspecified Undergraduate	1	109
UNIVERSITY OF TENNESSEE - MARTIN	TN	1/12/2017	Spring 2017	5/5/2017	MANAGEMENT	520201	Full-time	Unspecified Undergraduate	NA	113
UNIVERSITY OF TENNESSEE - MARTIN	TN	5/15/2017	Spring 2017	8/11/2017	MANAGEMENT	520201	Full-time	Unspecified Undergraduate	NA	88



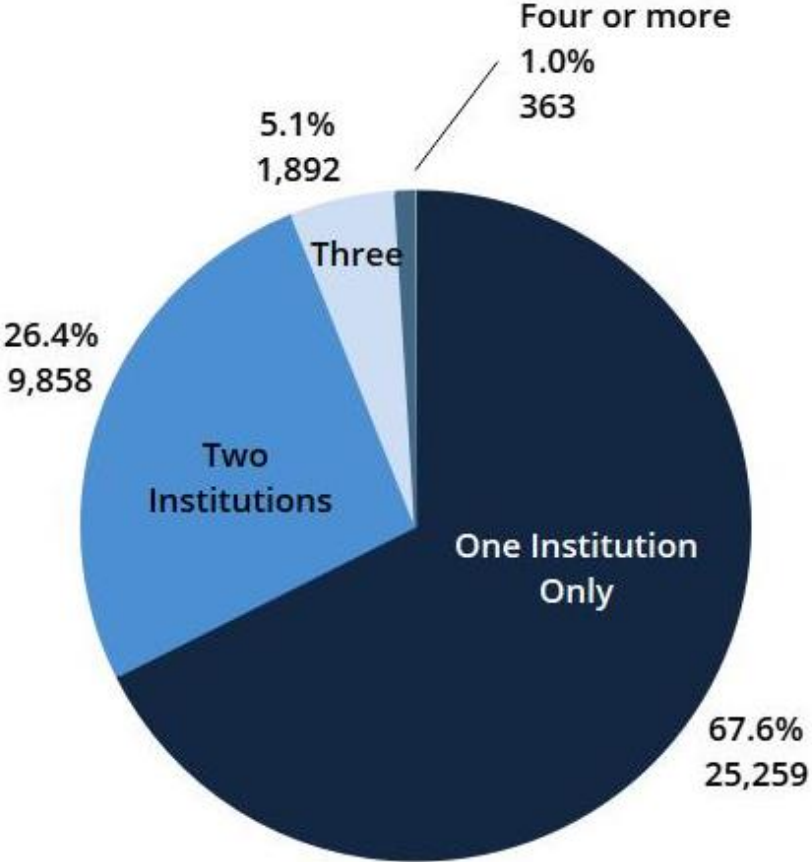
# One-Third of Fall 2016 Cohort Transferred

- 32.4% of Fall 2016 first-time freshman cohort transferred – i.e., attended more than one institution
- Transfer students attended between 2 and 6 unique institutions.



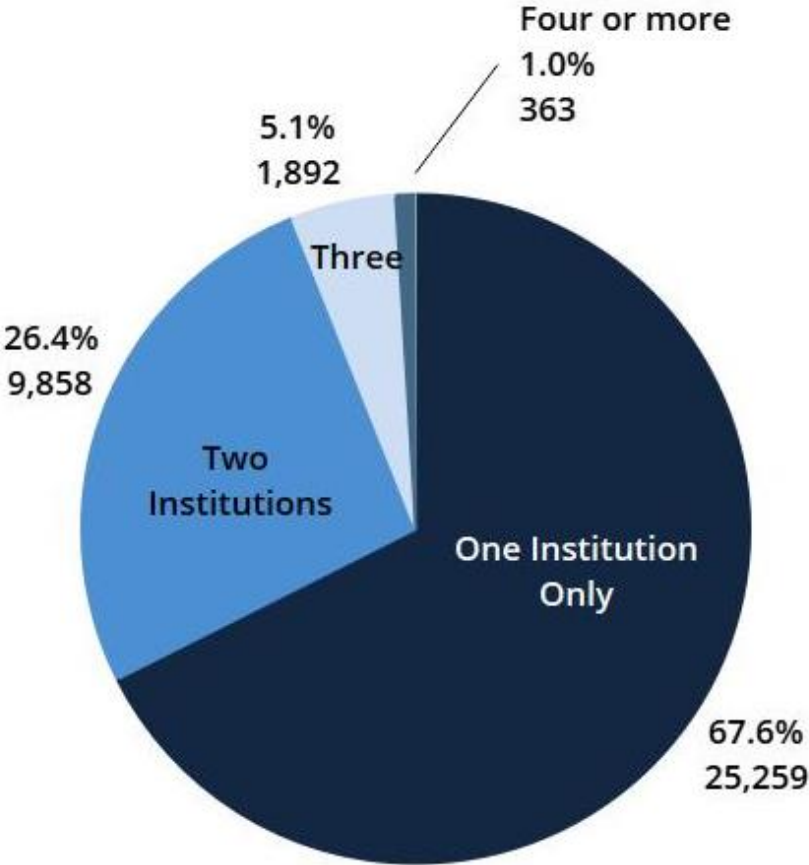
# Fall 2016 Cohort “Swirl”

## Unique Institutions

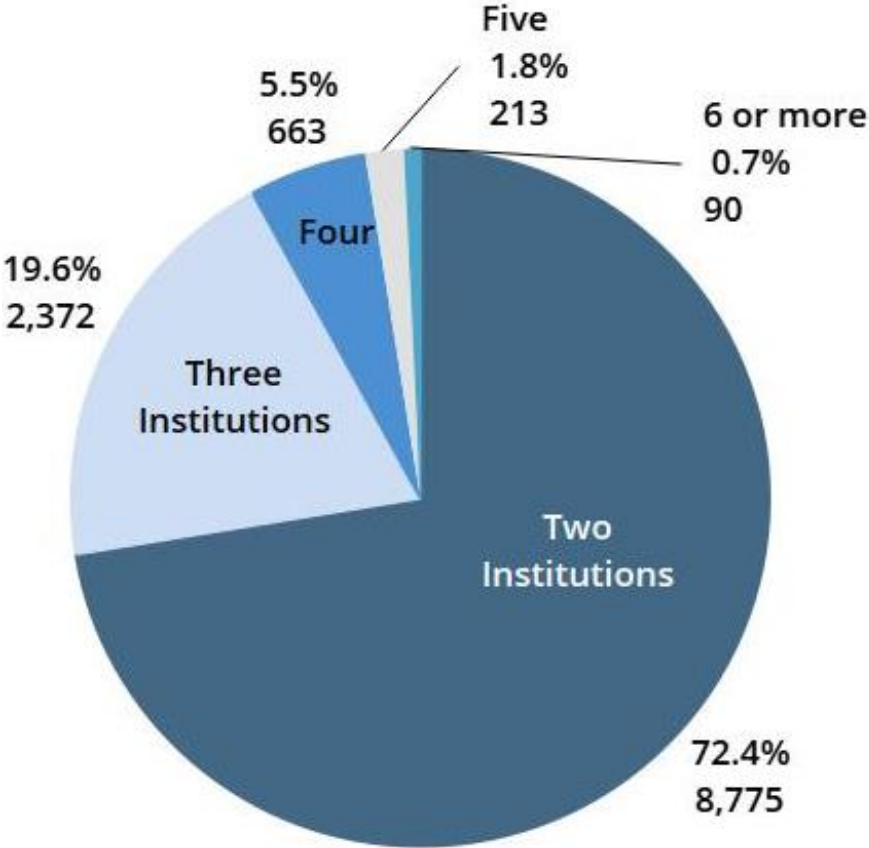


# Fall 2016 Cohort “Swirl”

Unique Institutions

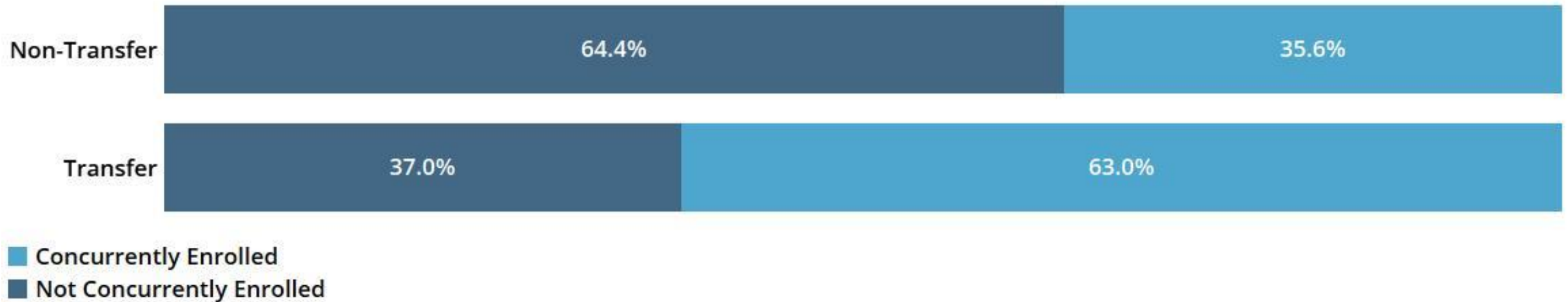


Total Institutions, Transfer Only



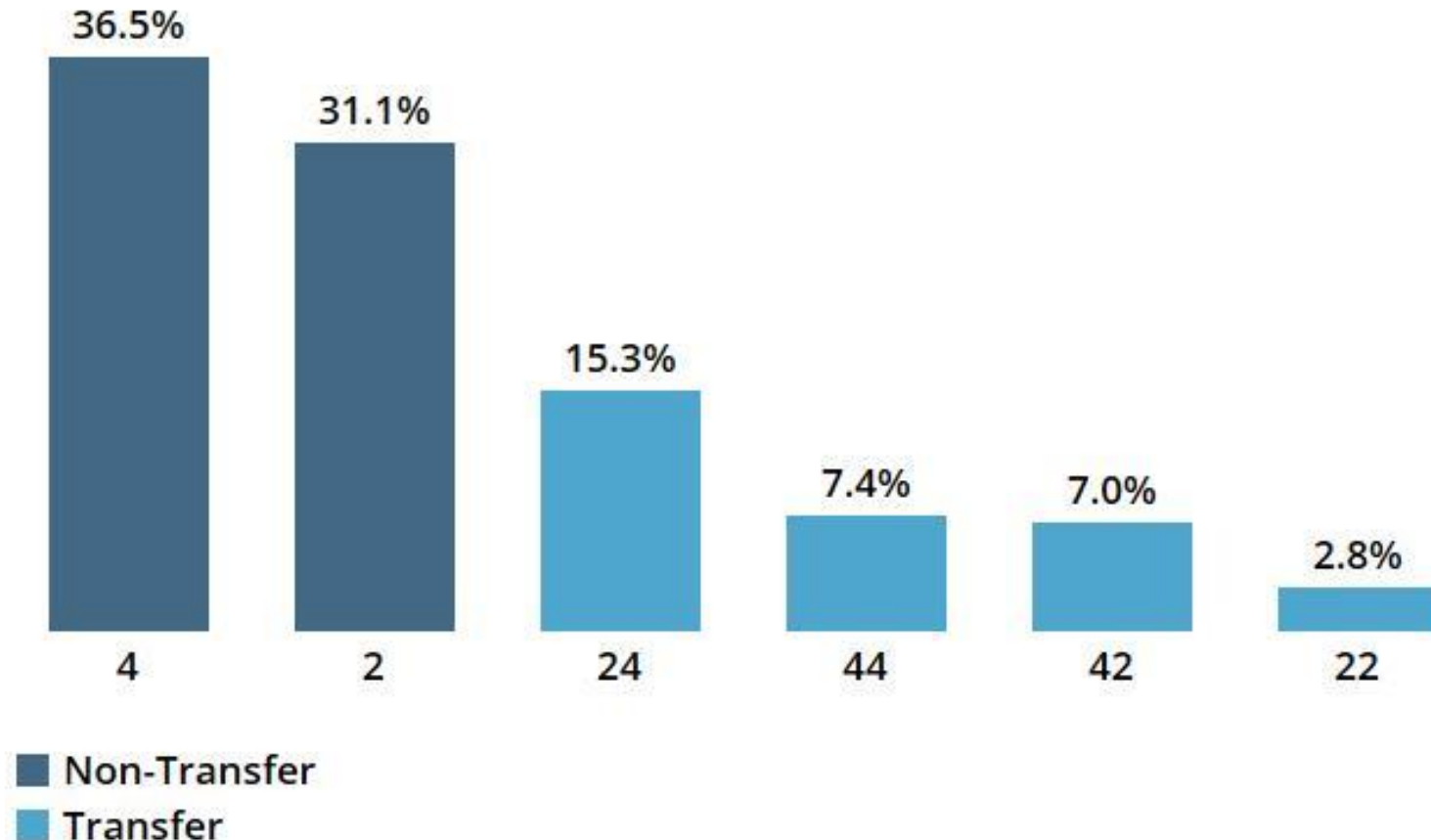
# Fall 2016 Concurrent Enrollment

- *Concurrent enrollment* occurs when a student is enrolled at multiple institutions in the same term and is **not** considered a transfer between institutions in our data.



# Fall 2016 Cohort Transfer Patterns

- The most common type of transfer is transfer between a two-year institution and a four-year institution, a *vertical transfer*.



# Discussion Questions

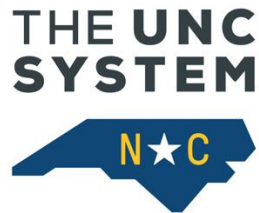
- How does your SHEEO define "transfer"?
- What sources of data do you use to report on transfer?
- What evolutions have occurred in your reporting?
- What policies have worked in your state to support students who want to transfer?
- What questions do you have for us?

# Contact us!



Paige Elliott, Senior Director of Research and Strategy,  
Tennessee Higher Education Commission

[paige.elliott@tn.gov](mailto:paige.elliott@tn.gov)



Dr. Diane Marian, Vice President for Enterprise Data and  
Chief Data Officer, The University of North Carolina System

[demarian@northcarolina.edu](mailto:demarian@northcarolina.edu)



Elizabeth Stoddard, Director of Analytics and Reporting,  
North Carolina Community College System

[stoddarde@nccommunitycolleges.edu](mailto:stoddarde@nccommunitycolleges.edu)