

**PRESIDENTIAL PRIORITY: UNIVERSITY of CHOICE for TRANSFER STUDENTS
In the UNIVERSITY SYSTEM of MARYLAND**

Towson University, already a state leader in the number of transfer students enrolled, will develop and implement additional programs, services, educational pathways, and support services for transfer students increasing retention and graduation rates and shortening the average time to degree.

Why is it important for Towson to be the state leader in transfer student enrollment, retention, and graduation?

Towson's location in the Baltimore metropolitan area, its mix of professional, science and technology, and liberal arts degree programs, its proximity to many thousands of students in area community colleges, and its relatively low cost all make it a very attractive option for qualified transfer students. More than 55% of the new students at Towson this semester are transfer students. While year to year retention rates and overall graduation rates for transfer students are comparable to native students, there is a continuing need for improving graduation rates and reducing time to degree. We can anticipate an increasing percentage and number of transfer students each year for the foreseeable future. As a result of its track record of success in educating and graduating transfer students, a commitment to a steady increase in transfer student enrollment in the foreseeable future, and its desire to make the transfer process as seamless as possible, Towson University can become **the university of choice for transfer students in Maryland.**

How will this be accomplished?

1. **Expand the number of 2 + 2 curriculum agreements between Towson and area community colleges.** While not every community college student is interested in and ready to commit to a 2 + 2 program, many more students are interested and ready than are being served now. These programs have many benefits for the community colleges, Towson, and, most importantly, the students. They provide an efficient, cost-effective, and coherent way for a student to maximize the educational benefits of both institutions.

Milestones:

- Increase the number of 2 + 2 curriculum agreements from 62 to 80 in FY 2018 with an initial focus on agreements in STEM and Health Professions; and
 - Increase the number of 2 + 2 curriculum agreements in FY 19 by 25%.
2. **Expand and improve the means by which the University communicates with prospective transfer students.** While the University is clearly doing a very good job of recruiting students to TU, improving how and when we communicate with students will improve their motivation to and preparation for transfer to TU.

Milestones:

- Create, launch, and continuously maintain a landing page dedicated to providing prospective, applied, and matriculated transfer students with easy access to information relevant to their interests and which addresses their questions.
- Develop and offer both traditional and new transfer student events to expose students to vast array of opportunities for transfer students at TU and to convey the University's commitment to and enthusiasm for transfer students.
- Build a team of 6 to 9 Transfer Student Peer Navigators who will assist with community college outreach, special events, and on-campus support for transfer students.

- 3 Develop and implement a robust pre-transfer advising program comprised of three key components.** Transfer students are eager to have answers to questions about credit transfer, requirement completion, and course planning while at the community college. We propose the development and implementation of three components that will help students choose Towson and be well prepared for their transfer to TU.

Milestones:

- Offer on-site academic advising provided by Towson's Academic Advising Center in three community colleges in Maryland in 2017-18 and expanding to six community colleges in 2018-19. The advisors will work with students as soon as they identify TU as one of their choices for transfer;
- An online transfer credit evaluation program that allows students to get an unofficial transfer credit report at any time will be developed and made available starting in summer 2018; and
- An on-campus Transfer Student Center providing support to transfer students from prospect to TU student with information and support for students at each stage will be operational by January 2019.

What are the funding requirements?

- FY 18: **\$186,800** to fund two new staff positions in the Admissions Office, a Corps of Transfer Student Peer Navigators, web development services, prospective transfer student events, and start up money for a Transfer Student Center on campus.
- FY 19: **\$384,400** to fund implementation of Transfer Student Center, a faculty based transfer student advising program (for students enrolled at TU), an advising staff position in the Academic Advising Center, and full implementation of the Corps of Transfer Student Peer Navigators.