



# 2013

## ARTICULATION AND TRANSFER FOR ARIZONA POSTSECONDARY EDUCATION

Submitted to the Joint Legislative Budget Committee  
by the Arizona Board of Regents  
and the Arizona Community Colleges



## LEADING TRANSFER FOR ARIZONA

The AZTransfer Steering Committee (formerly the Academic Program Articulation Steering Committee or APASC) is the coordinating body of Arizona's statewide articulation and transfer system, providing programs and resources that link the state's public and tribal community colleges and universities. AZTransfer projects, like AZTransfer.com and the Arizona State System for Information on Student Transfer (ASSIST), support statewide goals to increase the number of degree holders in Arizona.

The AZTransfer Steering Committee is comprised of representatives from each state university, the Arizona Board of Regents, and from Arizona's rural, tribal, and urban community colleges. Resources to support these efforts are generously provided by the Arizona Legislature and Arizona's public and tribal community colleges and three universities.

## AZTRANSFER STEERING COMMITTEE

### University Representatives

Gail Burd (Co-Chair), UNIVERSITY OF ARIZONA  
Fred Corey, ARIZONA STATE UNIVERSITY  
Karen Pugliesi, NORTHERN ARIZONA UNIVERSITY

### Arizona Board of Regents Representative

Stephanie Jacobson

### Community College Representatives

Sam Dosumu, MARICOPA COMMUNITY COLLEGES  
Jill Loveless, MOHAVE COMMUNITY COLLEGE  
Jerry Migler, PIMA COMMUNITY COLLEGE  
Jeanne Bryce, EASTERN ARIZONA COLLEGE  
Verlyn Fick, COCHISE COLLEGE  
Russ Rothamer (Co-Chair), COCONINO COMMUNITY COLLEGE  
Mark Vest, NORTHLAND PIONEER COLLEGE  
Linda Elliot Nelson, ARIZONA WESTERN COLLEGE  
Daniel Wright, CENTRAL ARIZONA COLLEGE  
Stuart Blacklaw, YAVAPAI COLLEGE

### Tribal Community College Representatives

Abraham Bitok, DINE COLLEGE  
Juana Jose, TOHONO O'ODHAM COMMUNITY COLLEGE

### AZTransfer Staff

Carol Spencer, EXECUTIVE DIRECTOR  
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Rebecca McKay, DIRECTOR OF TECHNOLOGY  
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## IT'S WORKING

In 1996, the Arizona Legislature charged the state's universities, community colleges, and Board of Regents to collaborate to develop ways for students to seamlessly transfer from community colleges to universities. The Academic Program Articulation Steering Committee (APASC) was formed as the cooperative body to carry out this charge. This year APASC agreed to change its name to AZTransfer Steering Committee as a way to bring more unified visibility and public understanding to the important work of transfer and articulation in Arizona.

Meeting the higher education needs of our state was and is a priority of these bodies. There is an urgency to increase the number of well-educated Arizonans at a much faster rate in order to ensure the economic well-being of our citizenry.

In accordance with ARS 15-1824, AZTransfer Steering Committee, on behalf of the community colleges and Arizona Board of Regents, prepares an annual report to the legislature on the progress toward improving articulation and transfer. This report presents major accomplishments in 2012-2013 and a brief description of activities and tools used in Arizona transfer.

## MORE STUDENTS ARE TRANSFERRING WITH MORE CREDITS

During the 2012-2013 academic year, 10,315 Arizona community college transfer students entered Arizona State University, the University of Arizona, and Northern Arizona University (figure 1). This is an increase of 22% since 2006-2007.

**Students are waiting to transfer.** There is a direct correlation between the numbers of credits completed before transferring and baccalaureate degree completion. The number of students who completed 60 or more credit hours at transfer increased significantly since 2006-2007 (figure 2). Since 2006-2007, transfer students completing an associate's degree prior to transfer have increased by 81% through 2011-2012.

**Students are ethnically diverse.** AZTransfer and Arizona's postsecondary institutions serve an ethnically diverse set of students (figure 3). Transfer students represent a broad cross section of our state's population with ethnic minorities accounting for 38% of new community college transfers in 2012-2013.

FIGURE 1

### NEW TRANSFERS FROM ARIZONA COMMUNITY COLLEGES

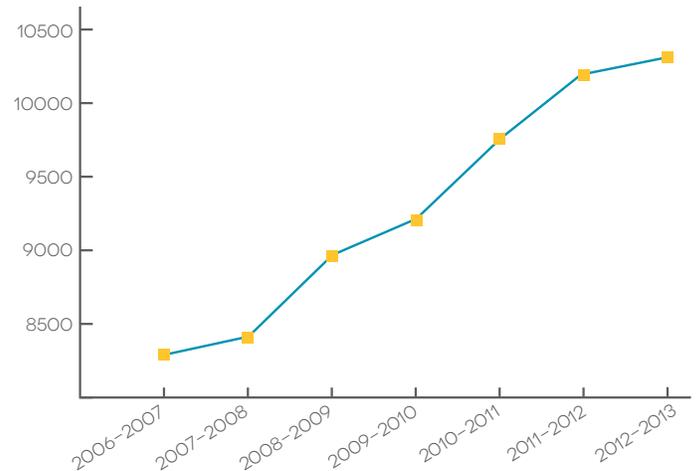


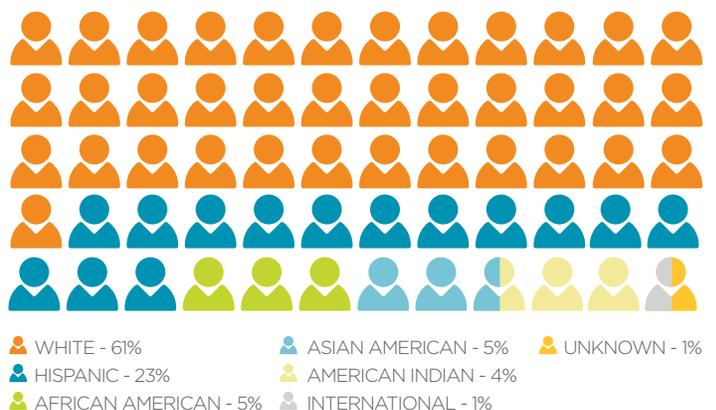
FIGURE 2

### NEW TRANSFERS FROM ARIZONA COMMUNITY COLLEGES CREDITS TRANSFERRED AT ENTRY

	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013
TOTAL NEW AZCC TRANSFERS	8,282	8,455	8,974	9,201	9,777	10,141	10,315
<b>TRANSFER HOURS AT ENTRY</b>							
12 TO 23 HOURS	9.2%	9.2%	9.8%	8.7%	8.1%	6.8%	6.9%
24 TO 34 HOURS	10.7%	10.9%	11%	10.4%	10.1%	8.0%	7.1%
35 TO 59 HOURS	36.8%	37.3%	36.7%	34.8%	31.0%	30.5%	26.8%
60 OR MORE HOURS	43.3%	42.6%	42.5%	46.1%	50.8%	54.7%	58.9%
ASSOCIATE'S DEGREE AT TRANSFER	40.9%	43.5%	43.7%	45.2%	48.6%	53.2%	N/A

FIGURE 3

### NEW TRANSFERS FROM ARIZONA COMMUNITY COLLEGES 2011-2012 ETHNIC DISTRIBUTION



# MAKING EVERY CREDIT COUNT

AZTransfer outreach efforts this year continue to promote the concept of community college to university transfer and that AZTransfer has tools to make every credit count. With funding from grants from both the Governor's Office and the Lumina Foundation's Getting AHEAD project, AZTransfer has been able to reach tens of thousands of students and their parents through targeted e-mail and advertising campaigns that include television, outdoor, and online advertising.

E-mail marketing in particular was very successful and resulted in a significant increase of visits and visitors to the AZTransfer website (figures 4-5). Open rates and click-through rates for these e-mail messages far exceed industry standards—the average open rate for these was 10.43%, while the education industry average is 7-10%. Click through rates averaged at 16.1%, which outperformed the education industry average of 3-7%. Success is also measured by data gathered through Google Analytics, which reveals large bumps in site usage immediately after each mailing.

**Increased outreach.** As a member of the Arizona School Counselors' Association College Relations Council, AZTransfer staff participated in the Fall High School Visitation Tour again this year and directly interacted with thousands of high school students and their families. Many of these students are dual enrolled at their local community college. This year alone staff attended 47 college fairs throughout the state, reaching students at over 124 Arizona high schools.

Outreach efforts also include attendance at Transfer Fairs hosted each spring and fall at community colleges statewide. This year, AZTransfer attended fairs at Yavapai College, Northland Pioneer College, Pima Community College, Cochise College, Phoenix College, Glendale Community College, Chandler-Gilbert Community College, Mesa Community College, Estrella Mountain Community College, and Paradise Valley Community College.

**Expanded media coverage.** AZTransfer's presence on television expanded in 2013. For the second year in a row, AZTransfer sponsored high school football programming on Cox Cable in the Phoenix market with the "AZTransfer Transfer of the Game" campaign. In addition, AZTransfer produced two thirty second television commercials which have aired in the Phoenix metro area, Tucson, Sierra Vista, Douglas, Benson, and Willcox.

FIGURE 4

VISITS TO AZTRANSFER.COM

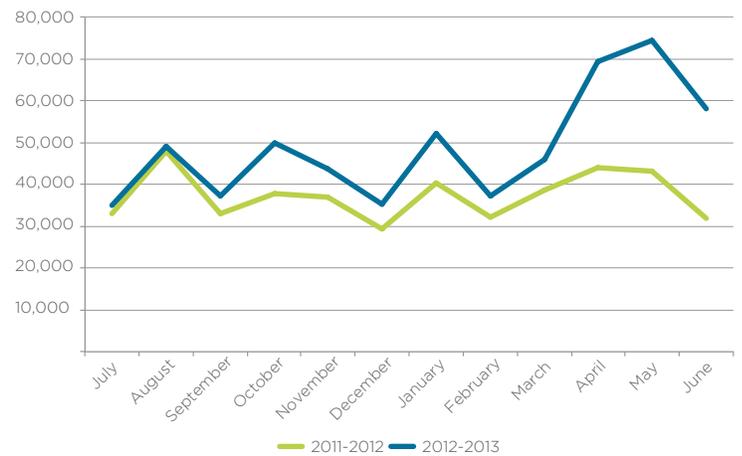
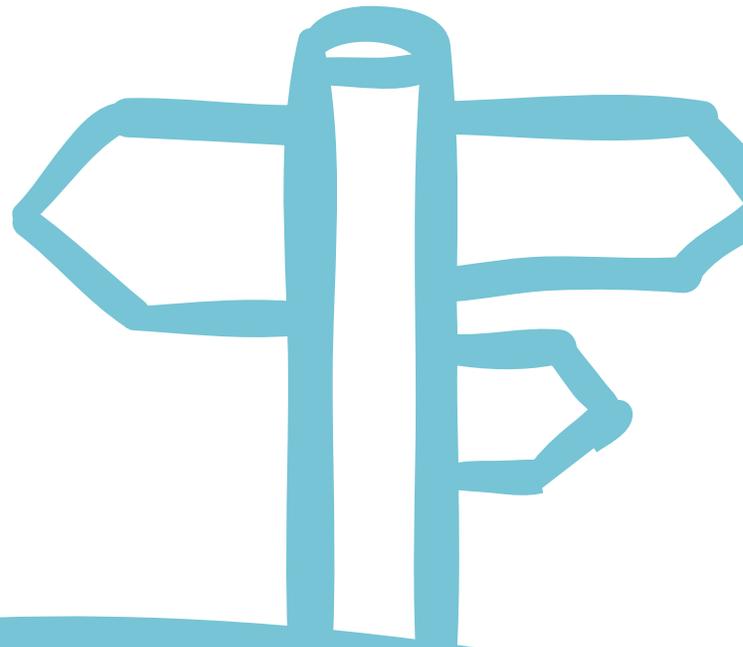
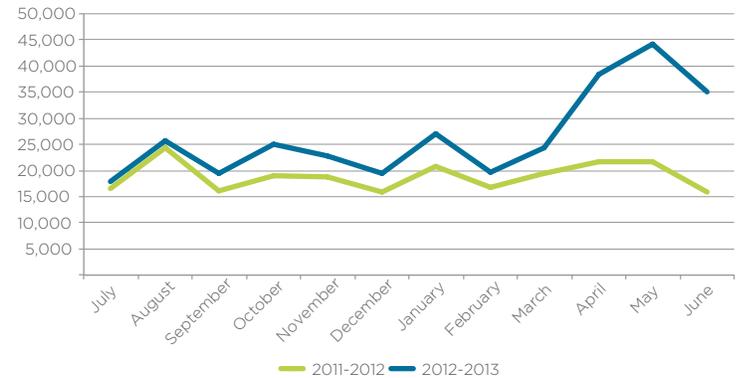


FIGURE 5

UNIQUE VISITORS TO AZTRANSFER.COM



# A FOCUS ON CONTINUOUS IMPROVEMENT

Arizona's transfer system depends upon participation by faculty and advisors from each of Arizona's colleges and universities. This year, 1,722 individuals are actively participating in Articulation Task Forces (ATFs) by working with curriculum and exam equivalencies. ATFs are the heart of AZTransfer. Faculty from over 40 disciplines convene each year to examine articulated courses and make formal recommendations for changes in the published documentation. This year, AZTransfer staff has supported these activities with tools to manage faculty recommendations in real time. This ensures that the hundreds of recommendations made are captured and acted upon in a timely manner.

AZTransfer.com features several interactive tools to help students, families, and advisors with the transfer planning process. AZTransfer staff constantly gather feedback to improve the usability of these tools, including the possible development of a community college to community college course equivalency guide. Due to life situations, adult students will often need to study at more than one community college prior to transfer to a university.

In spring 2013, AZTransfer conducted focus groups with students in rural and urban regions of the state to gather feedback on how well the website works from a student user perspective. The feedback from those groups was used to enhance the site's navigation and presentation of information to deliver a product more suited to the student user's needs (figure 6).

Six years ago, the Steering Committee invited an external evaluation firm, Hezel Associates, to evaluate the goals, objectives, tools and successes of Arizona's Transfer System. This year, in collaboration with Getting AHEAD, AZTransfer again contracted with Hezel Associates to provide evaluative feedback and to conduct a study on progress toward building and supporting an extraordinary statewide transfer system. Final approval and public release of that study will happen early in 2014.

Using data collected and preliminary information from the Hezel study, the AZTransfer Steering Committee embarked on a strategic planning effort. The mission was refined, new goals were identified, and values statements were crafted. When the final Hezel information is presented, conclusions and recommendations from the study will be used to finalize the strategic plan. The AZTransfer Steering Committee will release this plan in early 2014.

FIGURE 6

UPGRADED NAVIGATION TO AZTRANSFER.COM



The Arizona State System for Information on Student Transfer (ASSIST) is a key part of AZTransfer. Through ASSIST and work by each institution, data is collected and used to inform colleges, universities, and public audiences. Such things as persistence, time to degree, GPAs and majors are tracked. This year we have begun sharing elements of those data with the Arizona Department of Education as they build a more robust educational data system for the state.



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