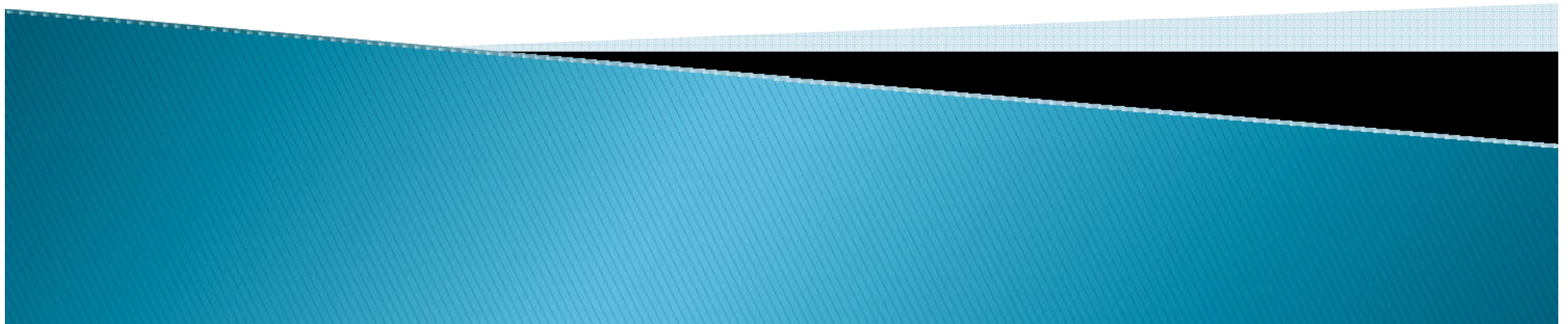




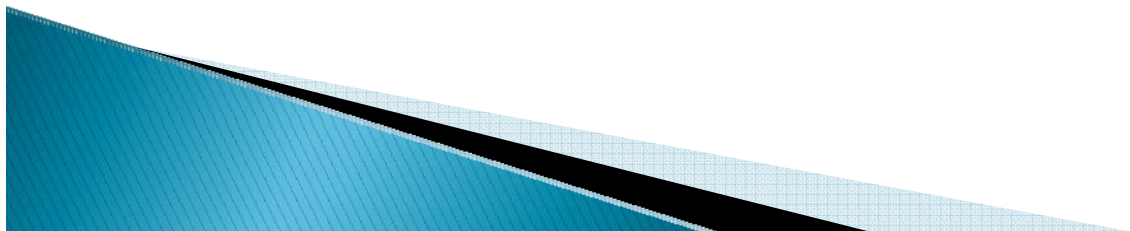
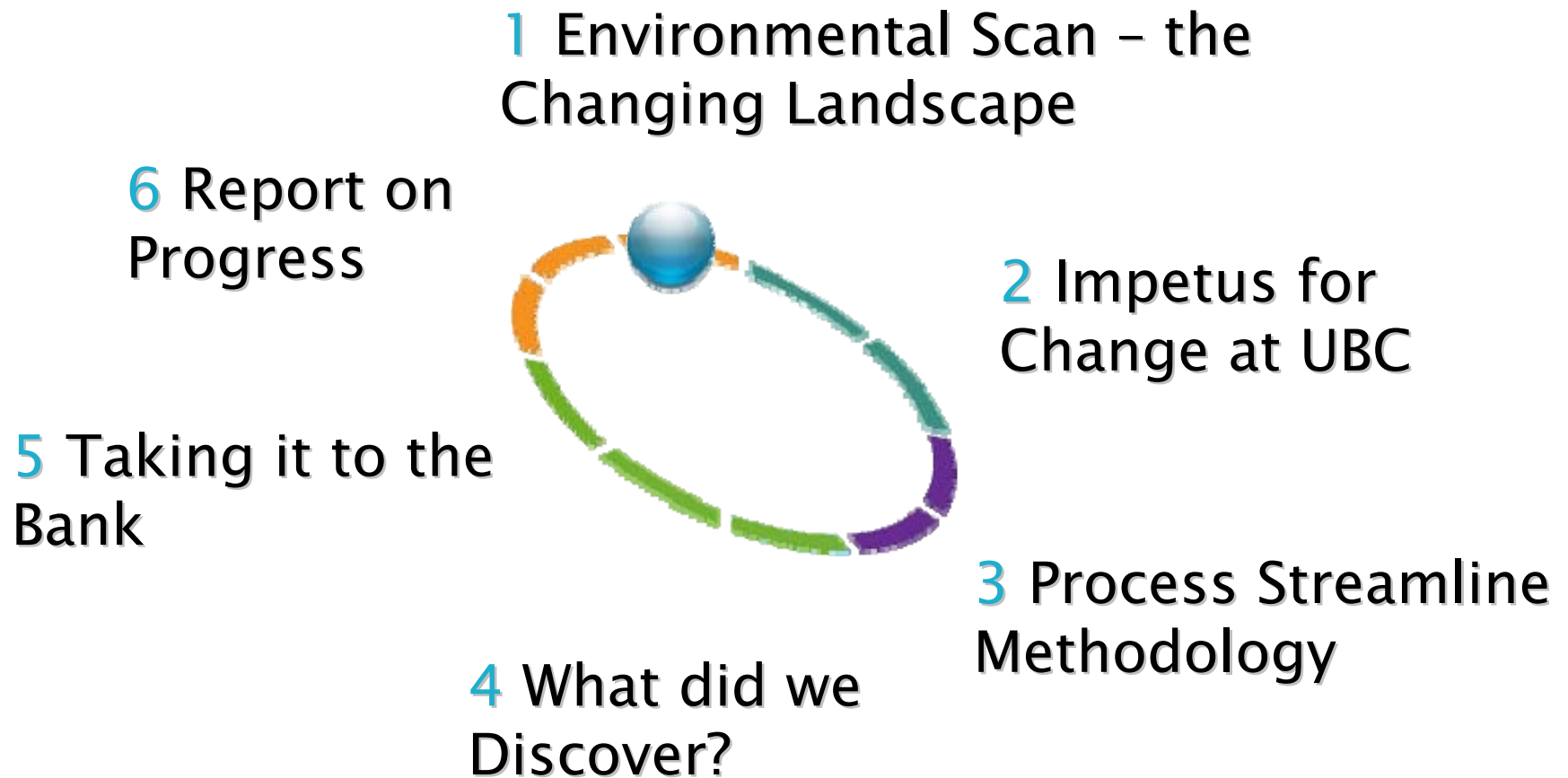
THE UNIVERSITY OF BRITISH COLUMBIA

Optimizing The Student Transfer Experience

Michael Bluhm (Undergraduate Admissions)
Nicole McDonald (Undergraduate Admissions)
Cindy Nahm (Records and Registration)



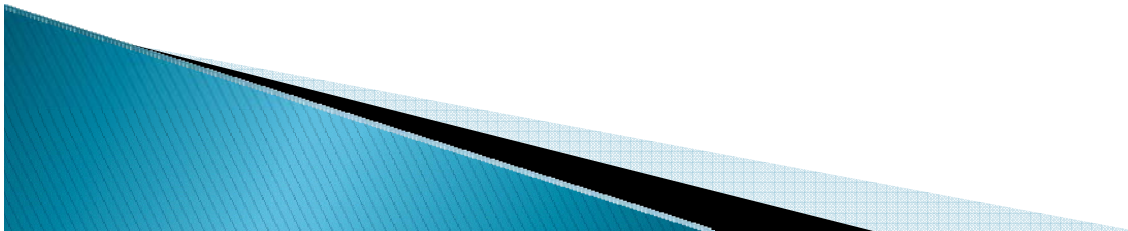
Presentation Overview

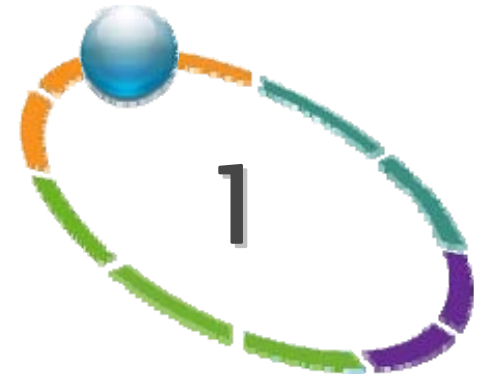


Session Objectives

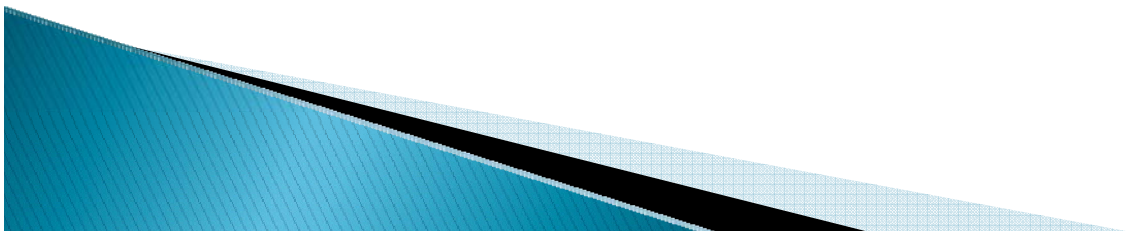
What we hope you'll take away from our presentation is...

- ▶ An intrigue into student mobility and the changing Canadian post-secondary landscape
- ▶ A curiosity of what the transfer student experience is like at your institution
- ▶ A glimpse at a set of tools for making change





Environmental Scan – the Changing Landscape



Enrolment at UBC

Direct Entry, no credit, 36%

College/University Transfer, 29%



Advanced High School Curricula, 16%

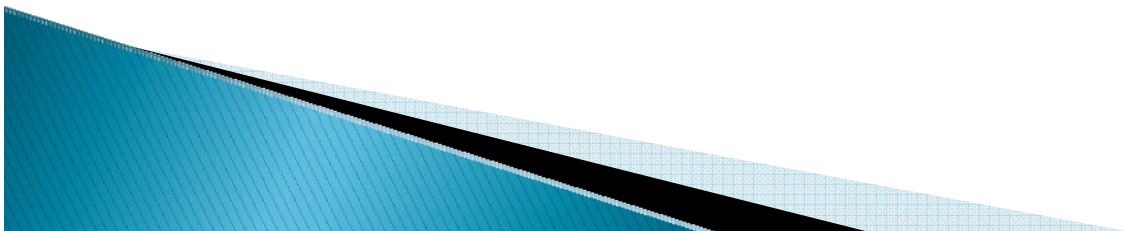
Re-admission / Campus or Program Transfer, 19%

BC Transfer Guide, Then and Now

| | 1989 | 2008 |
|-------------------------------|------------------|---|
| Sending Institutions | 15 institutions | 27 institutions |
| | Public | Public, Private, For-profit |
| | 2-year | 2-, 3-, 4-year |
| | Diploma granting | Diplomas, Applied Degrees, Associate Degrees, Degrees, etc. |
| Receiving Institutions | 4 institutions | 15 institutions |
| | Public | Public, Private, For-profit |
| | 4-year | 2-, 3-, 4-year |
| | Degree granting | Diplomas, Applied Degrees, Associate Degrees, Degrees, etc. |

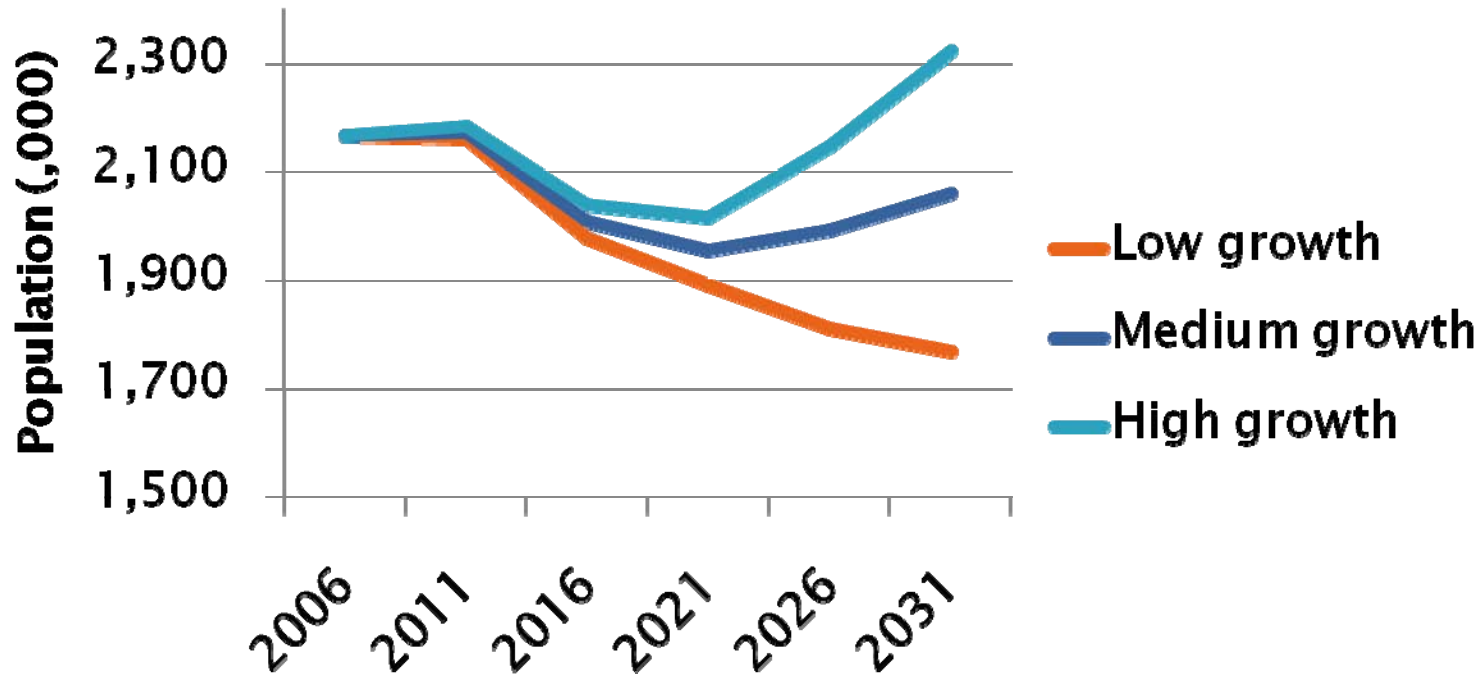
The Changing Landscape

Inter-provincial & National Efforts



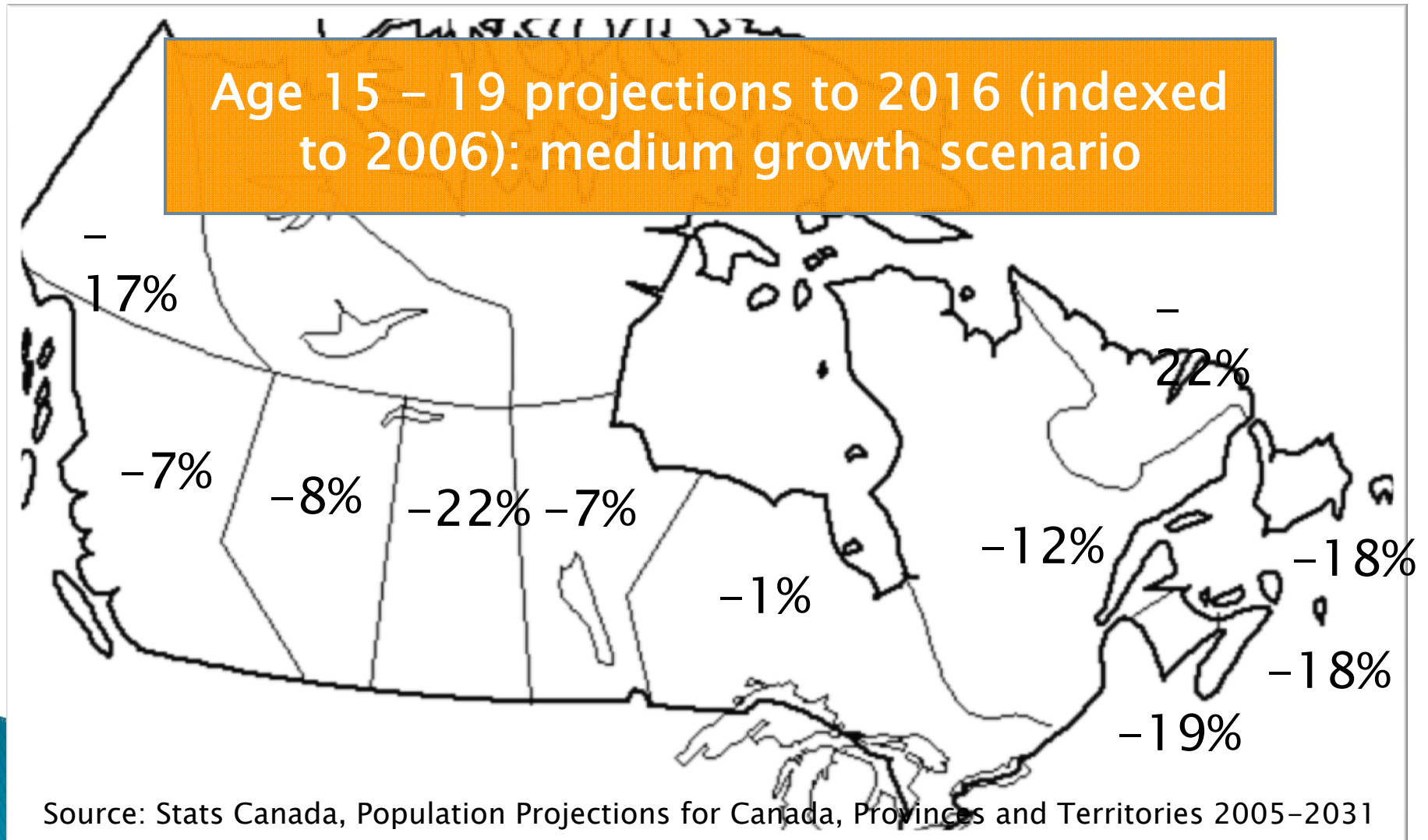
Projected changes in the perspective student population

Population Projections Scenarios, Age 15-19, Canada 2006 – 2031



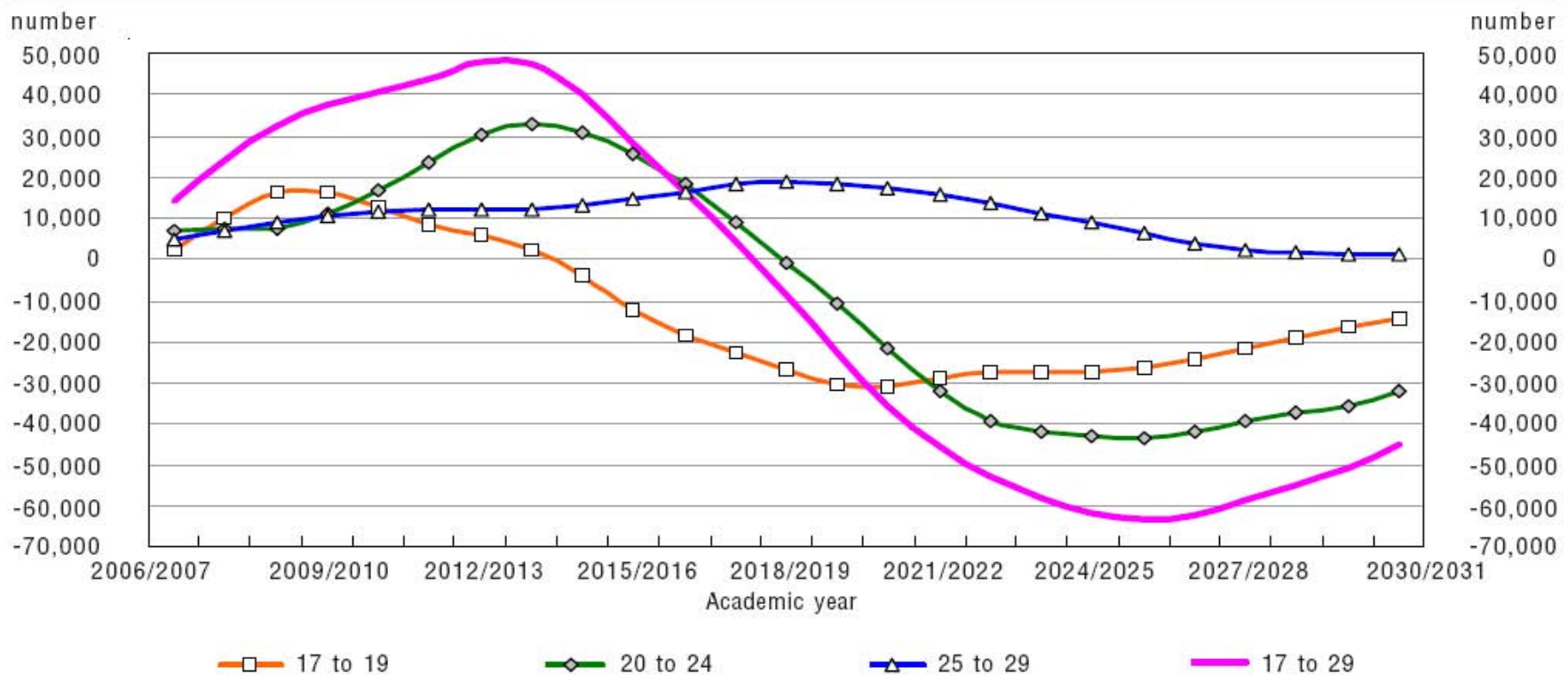
Source: Stats Canada, Projected population by age group according to three projection scenarios for 2006, 2011, 2016, 2021, 2026 and 2031, at July 11

Projected changes in the perspective student population

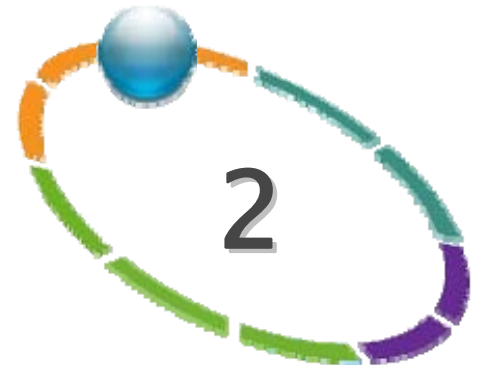


Projected post-secondary enrolment

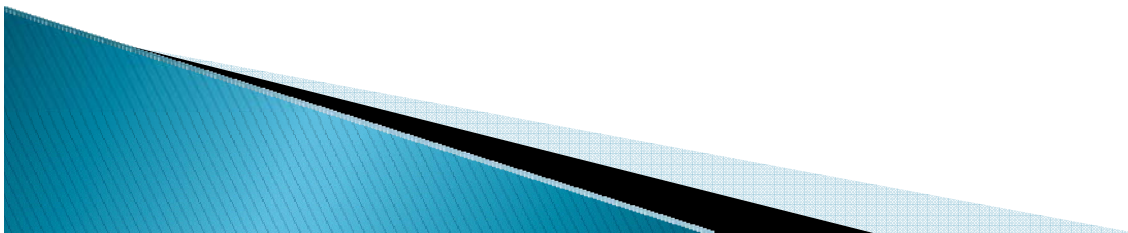
Difference in full-time postsecondary enrolment¹ between the 2003/2004-to-2005/2006 average and the projected enrolment: Canada, 2006/2007 to 2030/2031



1. Enrolment difference is calculated by subtracting the 2003/2004-to-2005/2006 average enrolment from the projected enrolment.
Note: The line at zero indicates no difference between the projected enrolment and the 2003/2004-to-2005/2006 average enrolment.



Impetus for Change at UBC



What were the warning signs?

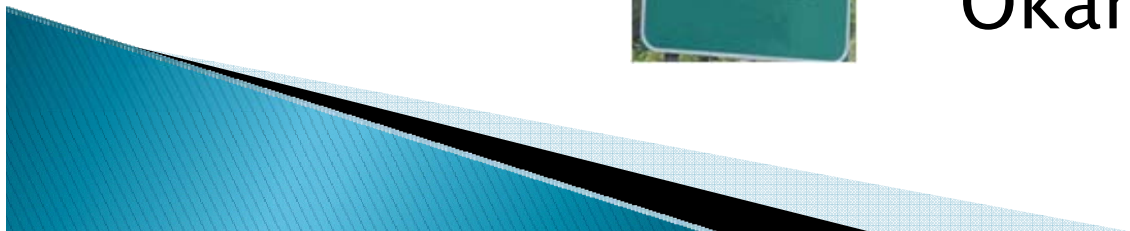


Relationships with BCCAT and Sending Institutions suffering

Unsustainable volume and workflow



Expansion of UBC to Okanagan Campus



What were the warning signs?

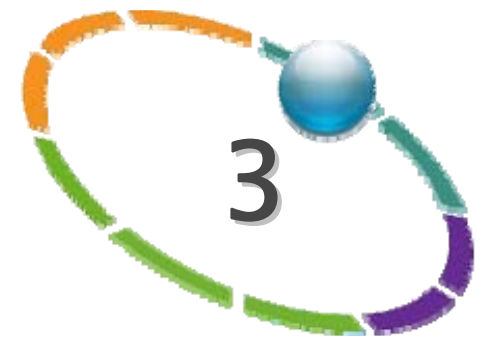
New private institutions
requesting articulation



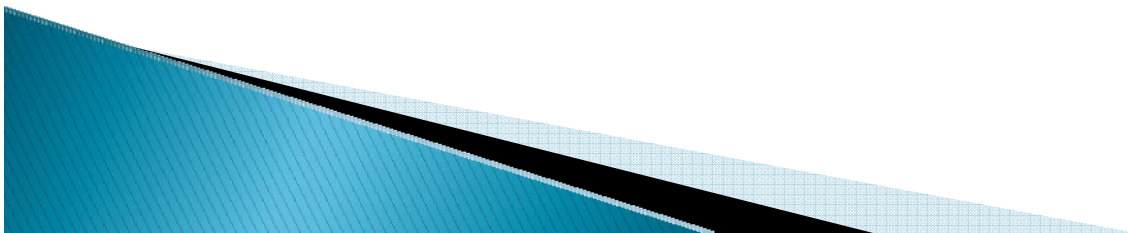
Faculty and Staff turnover
leading to loss of
expertise/consistency

Poor experience for
transfer applicant/student





Process Streamline Methodology



Some Background

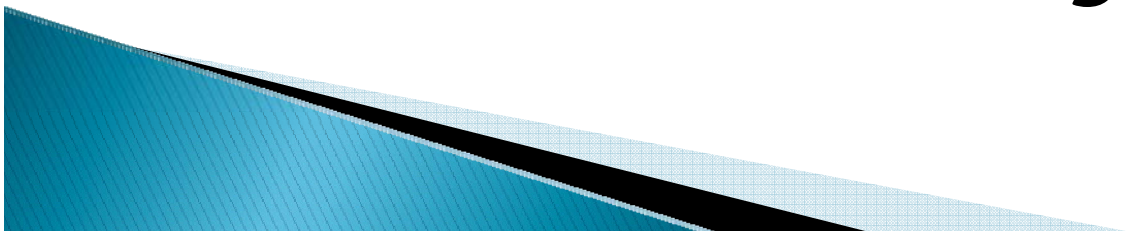
- ▶ In June 2007 a team of UBC faculty and staff embarked on a **process streamlining** initiative
- ▶ Sparked by aging practices, a systemic lack of committed resources, and a rapidly changing post-secondary environment
- ▶ 2 weeks of intensive *review, research, rethinking*
- ▶ 3 months to develop report, on-going advocacy
- ▶ Implementation is now underway



What is Process Streamlining?

Process Streamlining is the improvement of an overall process, and the individual steps of the process, with a goal of meeting or exceeding the clients needs and expectations.

Using the Process Streamlining methodology, team members participate in a *dedicated rethinking* of processes.



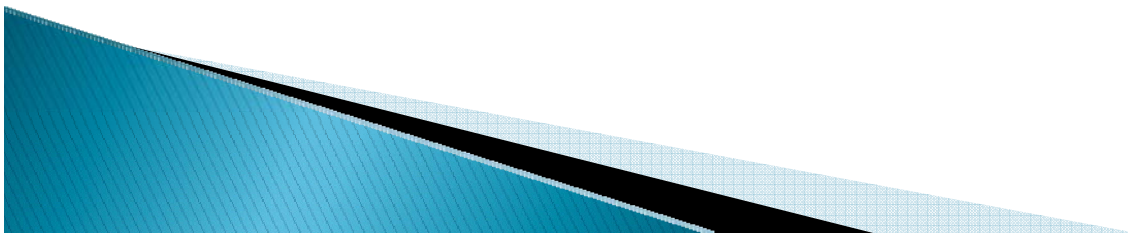
Process Streamlining Methodology

UBC Transfer Credit Review





What did we discover?



What did we discover?

▶ Areas of intersection

- Articulation
- Admission
- Added credit
- Applicability



▶ Many stakeholders involved

- Students, UBC, provincial organisations and beyond

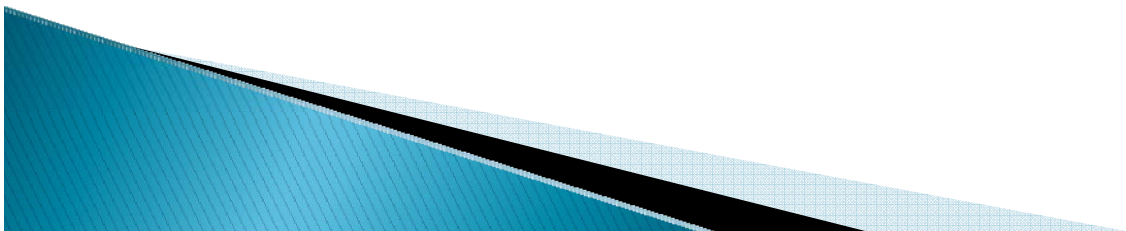
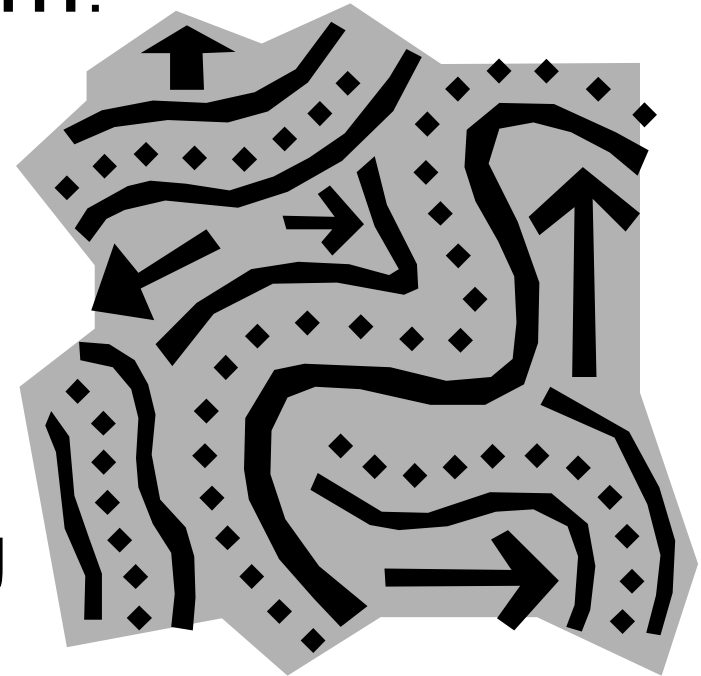


What did we discover?

Key Issues

▶ Key issues stem from:

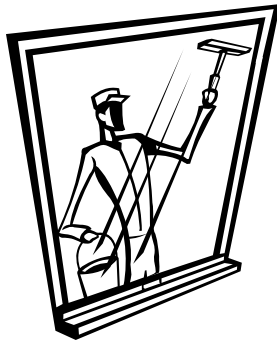
- Low priority
- Limited transparency
- Lack of understanding
- Reliance on old processes



What did we discover?

Best Practices / Principles

Transparency



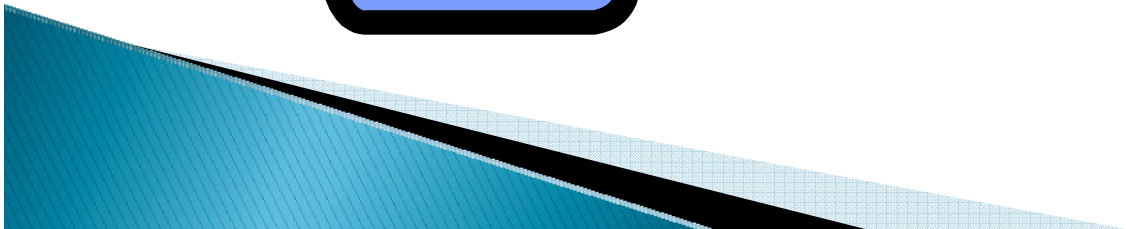
Consistency



Accessibility



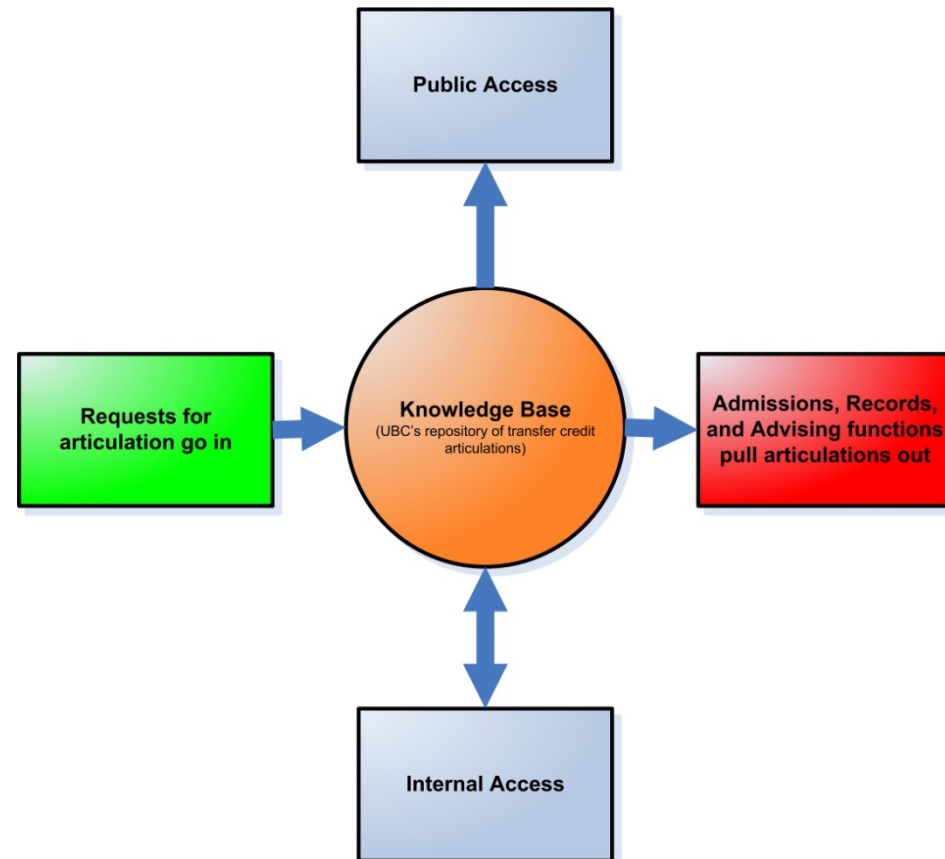
Sustainability



What did we discover?

Recommendations for change at UBC

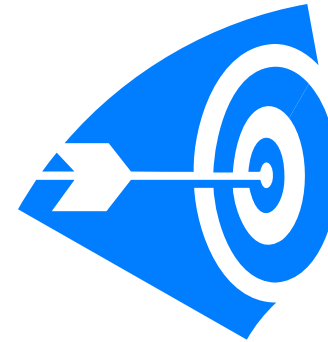
- ▶ Comprehensive central *Knowledge Base*
- ▶ Dedicated *transfer credit coordination*



What did we discover?

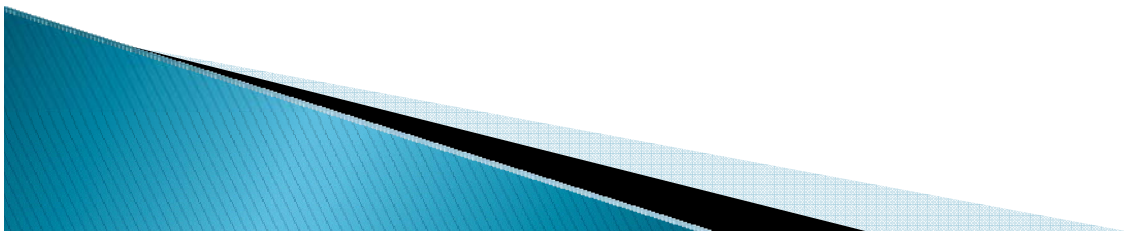
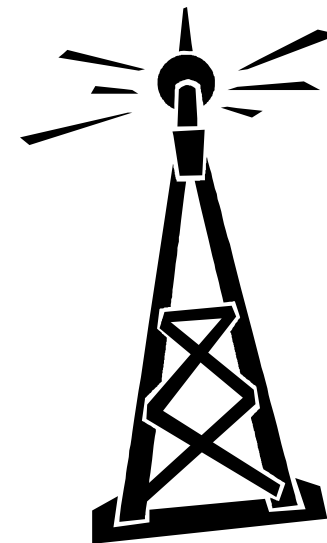
Recommendations for change at UBC

- ▶ *Workflow* improvements



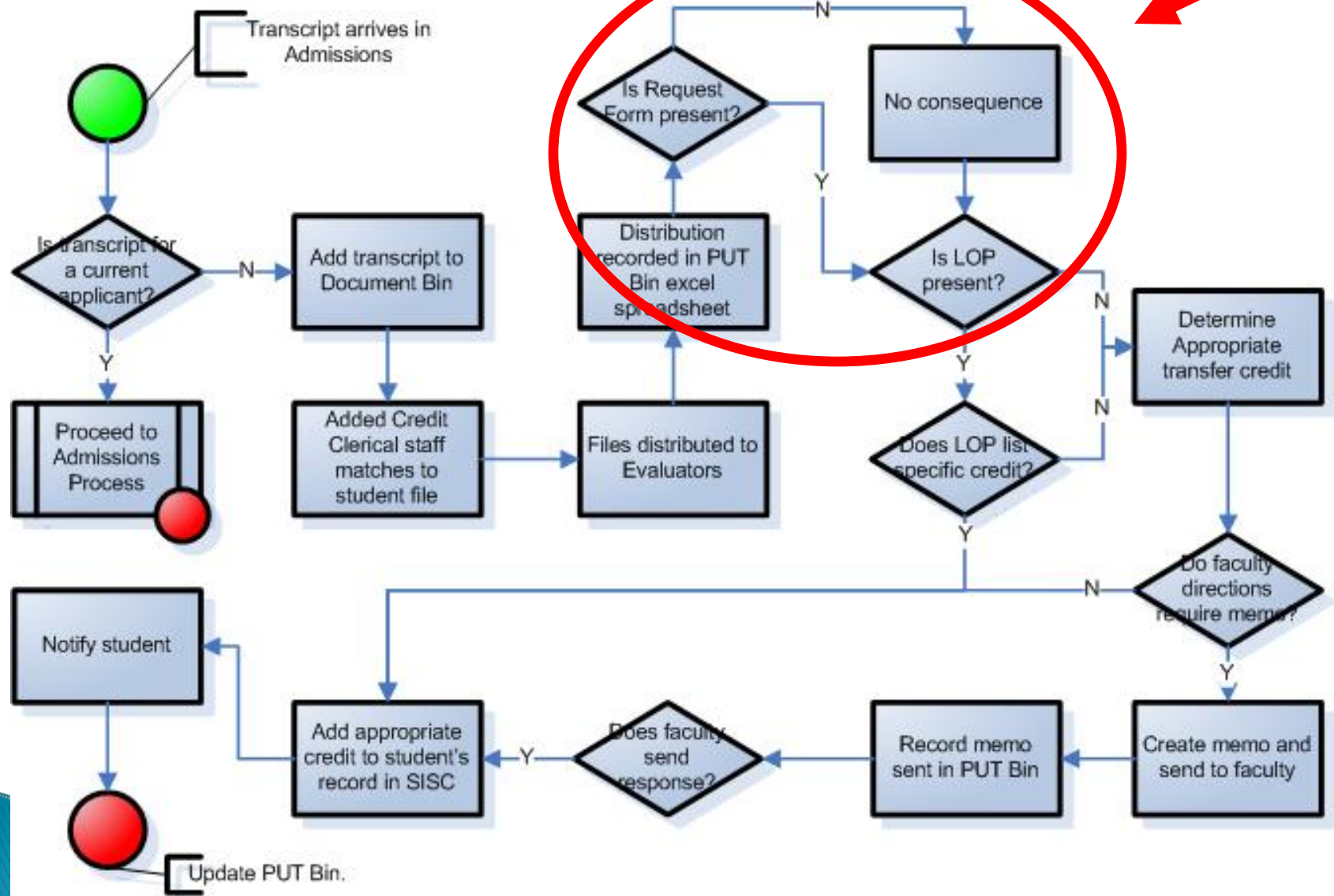
- ▶ *Policy* development/revision

- ▶ *Communication* strategy



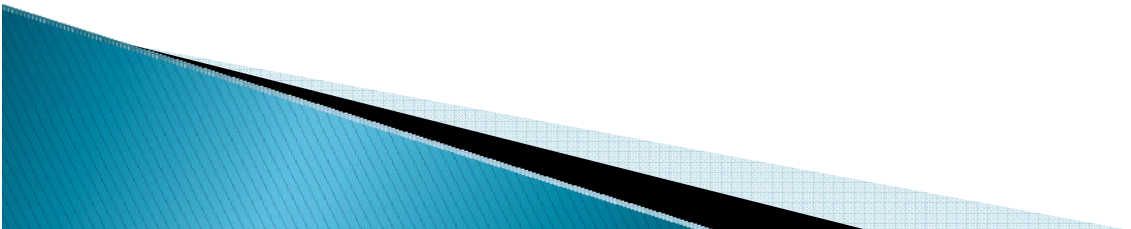
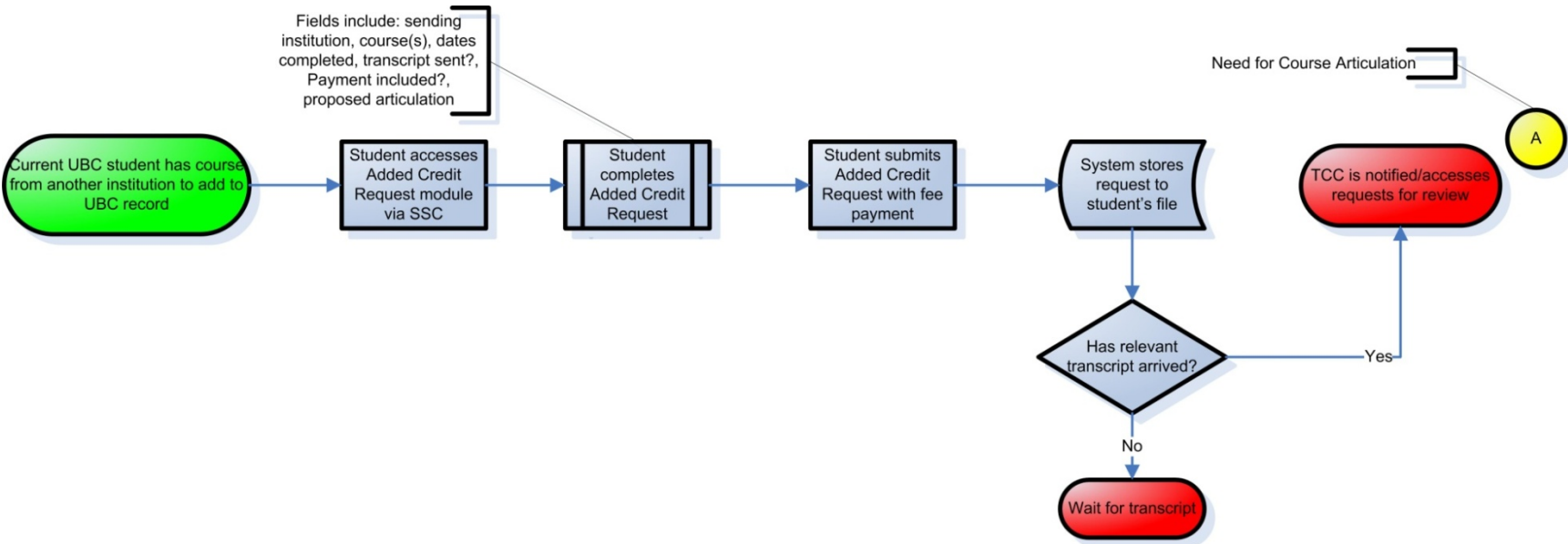
What did we discover?

Process Map (Before)



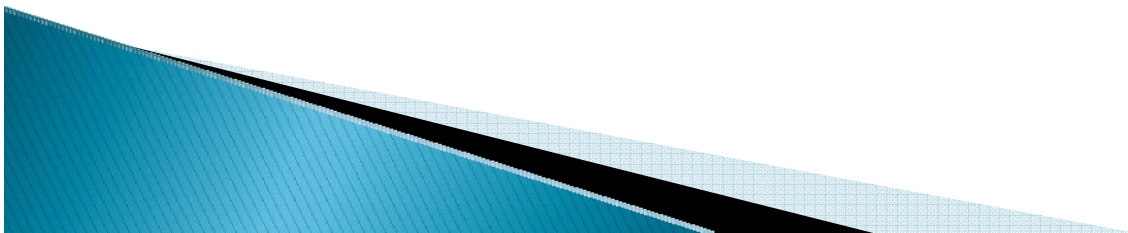
What did we discover?

Process Map (After)





Taking it the bank



Taking it to the bank

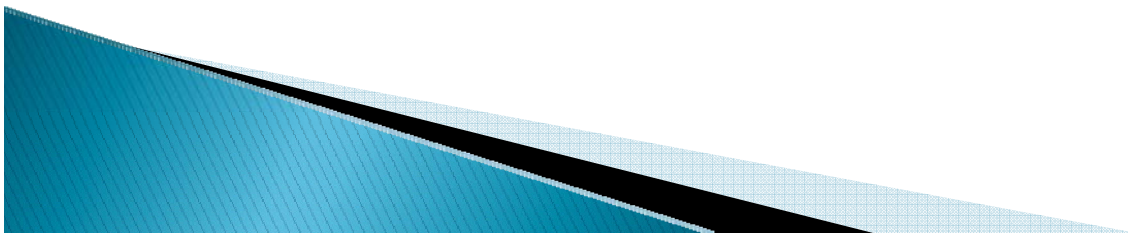
- ▶ Present issue as system-wide
- ▶ Endorsement of principles
- ▶ Build awareness / momentum / expectation
- ▶ Evidence based / data driven



Taking it to the bank

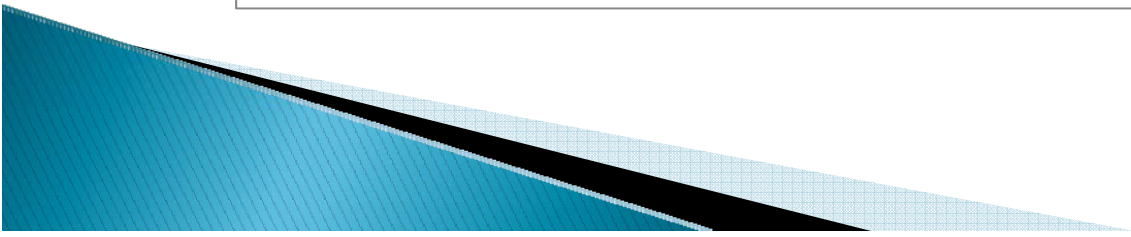
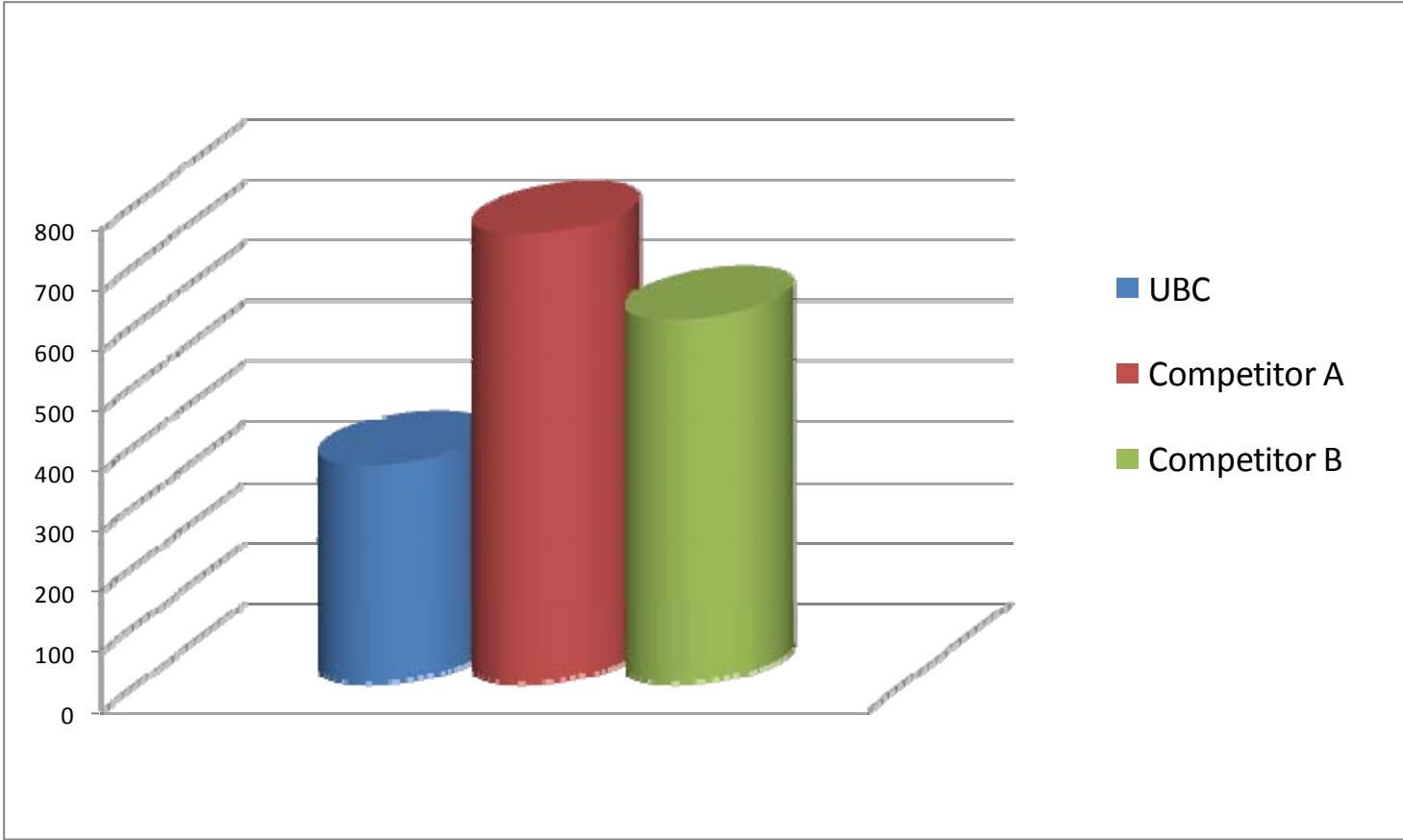
Data to show competitive lag

UBC received 2,165 BCCAT articulation requests between April 2006 and March 07, more than any other receiving institution in the province.

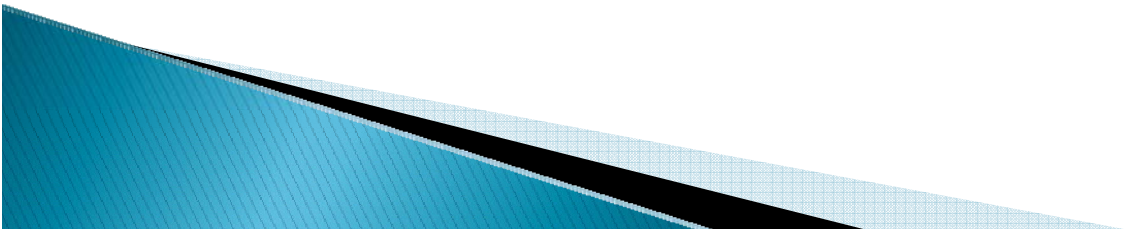
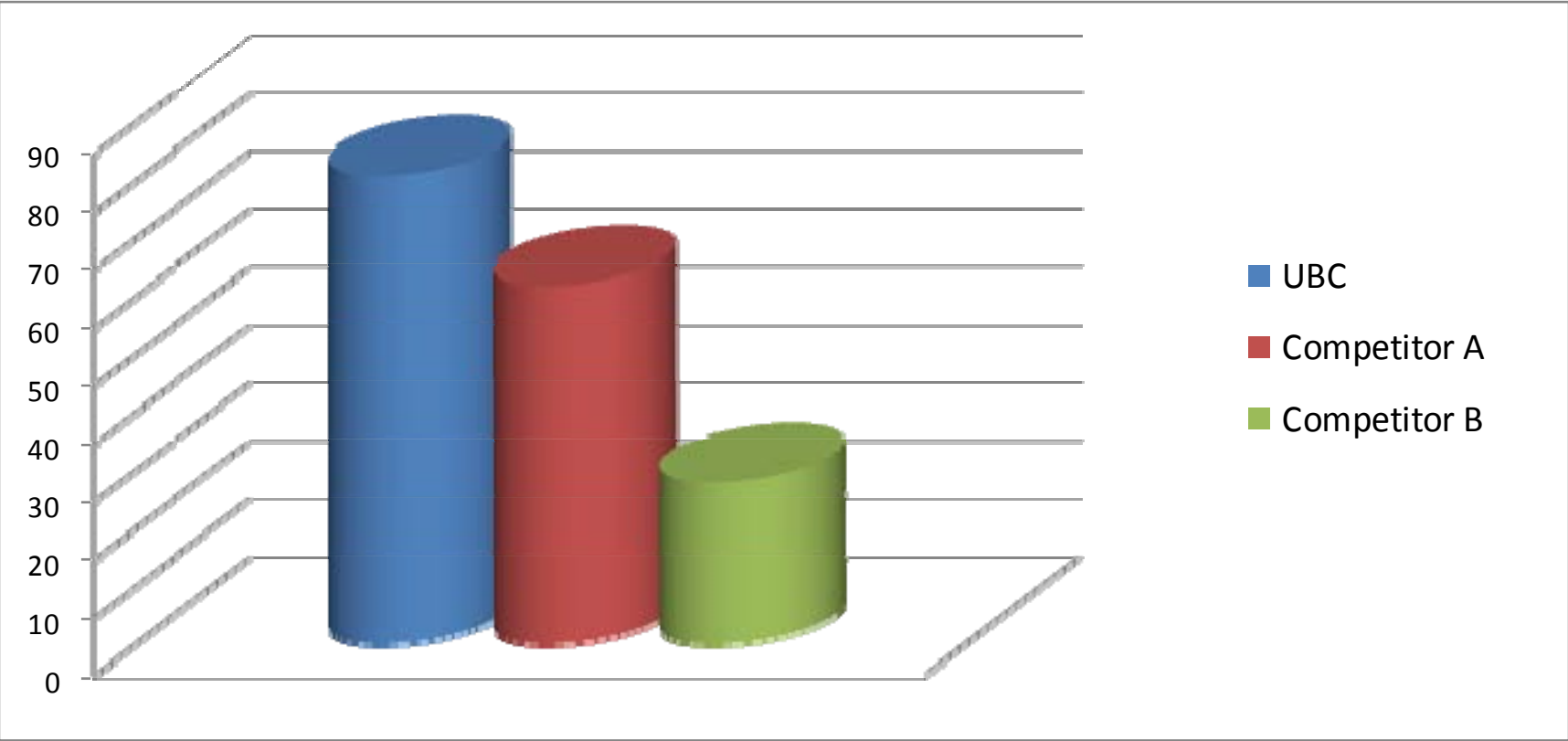


Taking it to the bank

How many articulations did we complete?

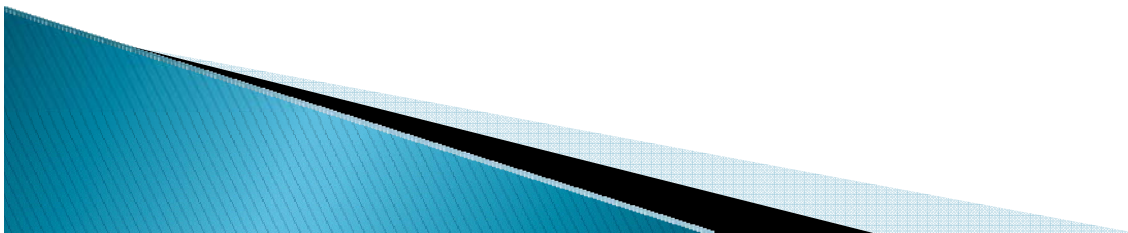


How long did it take us?

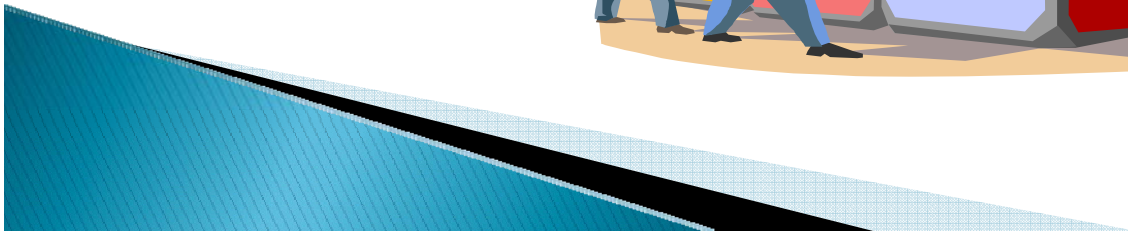




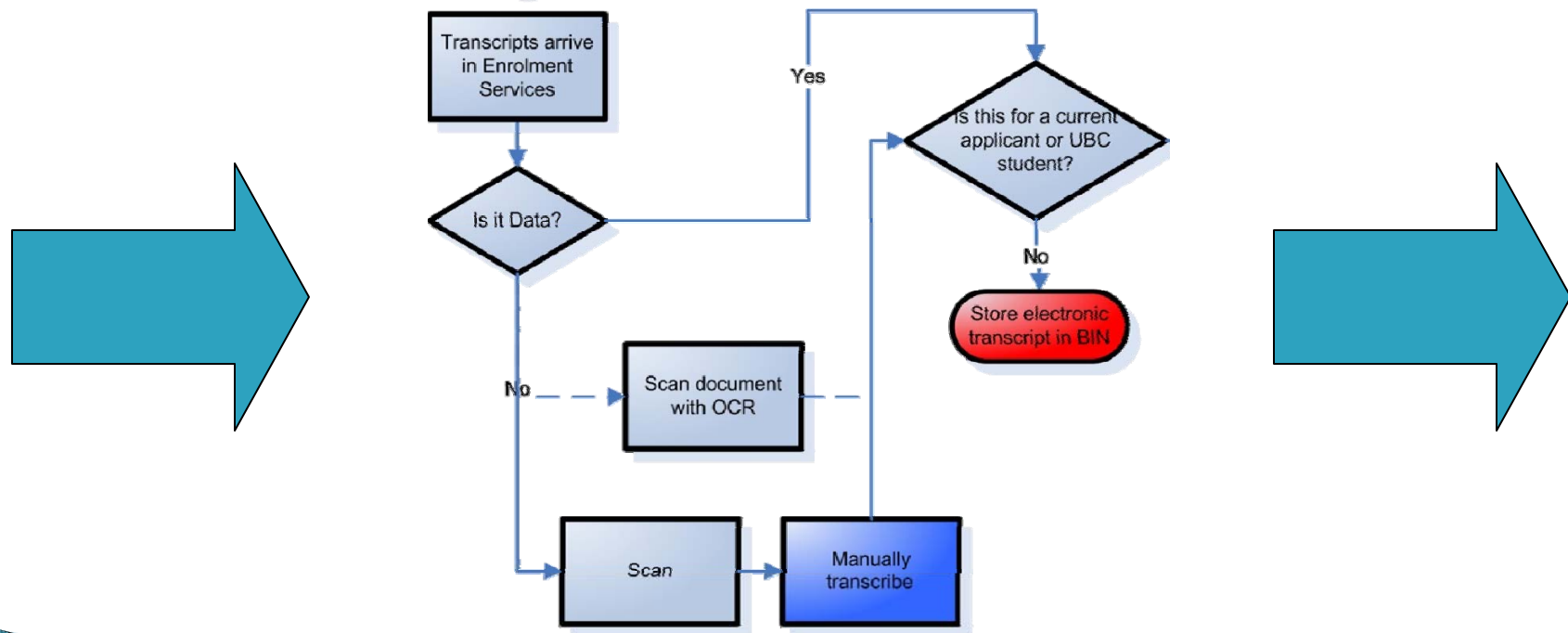
Report on Progress



New team approach with committed staff and resources



Improvements to workflow including Document Imaging



Communication. Communication. Communication.

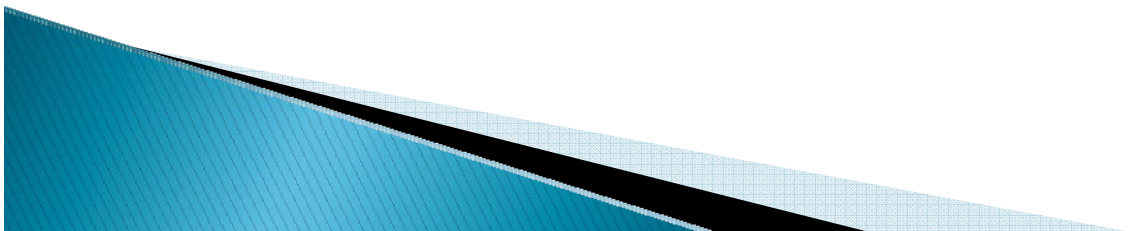


One year has passed since the process streamline team met.






- ▶ 5 new universities in BC
- ▶ Continue to monitor demographic & participation projections
- ▶ UBC SEM Committee

...what's happening in your neighbourhood?



Discussion and Questions

- ▶ Report: http://www.students.ubc.ca/sites/tranfer_credit_report.pdf
- ▶ Contact us at **UBC Enrolment Services**
 - Michael Bluhm  michael.bluhm@ubc.ca
 - Nicole McDonald  nicole.mcdonald@ubc.ca
 - Cindy Nahm  cindy.nahm@ubc.ca

