Transfer Voices:
Fall 2019 Transfer Student Survey
San Francisco State University
Transfer Advisory Committee:

**Academic Affairs:** College of Ethnic Studies; College of Health and Social Sciences; Graduate College of Education; Lam Family College of Business; Institutional Research

**City College of San Francisco**

**Enrollment Management:** Outreach; Registrar; Undergraduate Admissions

**Student Affairs:** Career Services and Leadership Development; Educational Opportunity Program; International Programs, Residential Life

**Undergraduate Education and Academic Planning:** Articulation, ¡Eso Adelante! Peer Mentors (partnership with Canada College), Undergraduate Advising
I. Background

- SSGI Transfer Advisory Committee (TAC) was created in the fall of 2018. Representing multiple areas in Academic Affairs and Student Affairs as well as City College of San Francisco.

- TAC charge: to examine how the campus might improve practices that directly impact transfer students with special focus on the critical period between admission to SF State and the end of the first semester.

- Recognizing that student voices are critical to guiding recommendations, partners with Institutional Research to create the Transfer Student survey.
I. Background: Survey Goals

What is the purpose of our survey collection?

• Develop a deeper understanding of transfer students regarding:
  • their transition
  • how available resources and programs address their unique needs
  • becoming members of the university community

• Prioritize and direct campus resources to ensure that, at SF State, transfers have access to support and experiences designed to help them reach their potential as students, and eventually as graduates contributing to the betterment of their communities.
II. Data Collection

Process

• Instrument designed by TAC Survey Committee team
• Piloted with transfer students in a focus group
• Total of 32 items covering 5 areas
• Survey administration period: October 15th, 2019 – November 3rd, 2019
II. Data Collection

The survey is divided into 5 areas:

- Tell us about yourself
- Transitions
- Campus Experiences
- Life Experiences
- Reflections
II. Data Collection

Advertisement

• 10,622 invitation emails and 3 reminder emails sent to enrolled new and continuing transfer students in Fall 2019.

• Various social media platforms (Facebook, Instagram, Twitter, video monitors across campus)

• Flyers (distributed in September and for National Transfer Student Week)

• Dedicated website

• Local learning management system (iLearn)
II. Data Collection: Response Rate

15%

Response Rate

(1,639/10,622 = 15.4%)
III. Key Findings

• Given their campus experiences, 89% of students would still choose to enroll in SF State.

• Over 65% of continuing students believe they are on track to graduate.

• Of students who viewed SF State as very committed to helping students transfer successfully, 64% rated creating a transfer-focused website as very important.

• Slightly less than 30% of students had an overall positive experience with feeling a sense of belonging (i.e., being an engaged and valued member of the university community.)

• Of students who viewed SF State as very committed to helping students transfer successfully, 80% indicated that improving initial transfer credit evaluation was very important.
III. Key Findings

• Students who rated SF State’s commitment to helping students transfer successfully as very committed also referred to these three areas as needing expanded transfer support:
  - Resources for Transfer Population
  - Community, Belonging, and Social Interaction
  - Advising

• The following three areas of improvement were prioritized by students who indicated they would still opt to attend SF State (89%):
  - Advising
  - Campus Events and Programs
  - Evaluation of Credits Earned

• The following three areas of improvement were prioritized by students who indicated they would not opt to attend SF State (11%):
  - Campus Events and Programs
  - Advising
  - Clarity of Campus Communications
IV. Demographics (n=1,639)

Sex

- Female: 62%
- Male: 37%
- Non-Binary: 0.3%

Status

- Full-time: 86%
- Part-time: 14%

Percentages may not sum to 100% due to rounding.
IV. Demographics (n= 1,639)

**Historical Underrepresented Students (HUS)**

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>HUS</th>
<th>Non HUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latinx</td>
<td>32%</td>
<td>63%</td>
</tr>
<tr>
<td>Asian</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>International</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Black, African American</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Two or More Races</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Unknown</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Native Hawaiian/Pacific...</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>American Indian</td>
<td>0.1%</td>
<td></td>
</tr>
</tbody>
</table>

*Note: HUS are defined as American Indian, Black, African American, and Latinx.

Percentages may not sum to 100% due to rounding.
### IV. Demographics (n= varies)

#### Residence at time of application

- **Bay Area (6 counties):** Alameda, Contra Costa, Marin, San Mateo, San Francisco, and Santa Clara
- **Southern California:** 15%
- **Northern California:** 9%
- **Central California:** 5%
- **International:** 5%
- **San Diego:** 4%
- **U.S. outside of CA:** 1%

#### Top 5 CA Community College Feeders

- **City College of San Francisco:** 17%
- **Skyline College:** 8%
- **Diablo Valley College:** 7%
- **College of San Mateo:** 4%
- **De Anza Community College:** 3%
- **Other:** 61%
Is this your first semester at San Francisco State University? (n= 1,639)

- New students: 41%
- Continuing students: 59%

Note: Continuing students include returning and returning transfers.
### Why did you select San Francisco State University? (n= 1,636)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability of majors</td>
<td>58%</td>
</tr>
<tr>
<td>Location: wanted to be in San Francisco Bay Area</td>
<td>56%</td>
</tr>
<tr>
<td>Affordability (e.g. tuition, fees)</td>
<td>50%</td>
</tr>
<tr>
<td>Commute options</td>
<td>38%</td>
</tr>
<tr>
<td>Campus</td>
<td>37%</td>
</tr>
<tr>
<td>Location: close to my community</td>
<td>36%</td>
</tr>
<tr>
<td>Ability to graduate in a timely fashion</td>
<td>29%</td>
</tr>
<tr>
<td>It was my top choice</td>
<td>24%</td>
</tr>
<tr>
<td>Campus community</td>
<td>20%</td>
</tr>
<tr>
<td>Family/friend attending or attended</td>
<td>19%</td>
</tr>
<tr>
<td>Quality of academic programs</td>
<td>18%</td>
</tr>
<tr>
<td>Availability of student services</td>
<td>14%</td>
</tr>
<tr>
<td>It was my only option</td>
<td>13%</td>
</tr>
<tr>
<td>Reputation</td>
<td>12%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>

Note: Check all that apply response option (i.e., percentages do not sum to 100%).
V. Quantitative Results: Transitions

I was satisfied with my transition. New students n = 669; Continuing students n= 956

- **Strongly disagree**: New (6%), Continuing (8%)
- **Disagree**: New (7%), Continuing (11%)
- **Neutral or Undecided**: New (17%), Continuing (17%)
- **Agree**: New (48%), Continuing (43%)
- **Strongly agree**: New (23%), Continuing (21%)

Percentages may not sum to 100% due to rounding.
### V. Quantitative Results: Campus Experiences

**Describe your overall campus experiences. (n = varies for each question)**

<table>
<thead>
<tr>
<th>Category</th>
<th>No experience/No opinion</th>
<th>Negative</th>
<th>Somewhat negative</th>
<th>Fair</th>
<th>Somewhat positive</th>
<th>Positive</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>In your major</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>5%</td>
<td>8%</td>
<td>20%</td>
<td>25%</td>
<td>40%</td>
</tr>
<tr>
<td><strong>SF State support and resource programs</strong></td>
<td></td>
<td>10%</td>
<td>4%</td>
<td>7%</td>
<td>25%</td>
<td>23%</td>
</tr>
<tr>
<td><strong>Developing a sense of belonging</strong></td>
<td></td>
<td>6%</td>
<td>8%</td>
<td>8%</td>
<td>27%</td>
<td>22%</td>
</tr>
<tr>
<td><strong>SF State-sponsored events/programs</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>28%</td>
<td>1%</td>
<td>2%</td>
<td>21%</td>
<td>19%</td>
<td>29%</td>
</tr>
</tbody>
</table>

Percentages may not sum to 100% due to rounding.
**V. Quantitative Results: Life Experiences**

Describe your overall life experiences. (n = varies for each question)

<table>
<thead>
<tr>
<th>Experience</th>
<th>No experience/No opinion</th>
<th>Negative</th>
<th>Somewhat negative</th>
<th>Fair</th>
<th>Somewhat positive</th>
<th>Positive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessing academic materials</td>
<td>5%</td>
<td>8%</td>
<td>30%</td>
<td>22%</td>
<td>34%</td>
<td></td>
</tr>
<tr>
<td>Meeting basic needs</td>
<td>10%</td>
<td>13%</td>
<td>31%</td>
<td>19%</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>Getting to campus</td>
<td>4%</td>
<td>9%</td>
<td>14%</td>
<td>31%</td>
<td>18%</td>
<td>25%</td>
</tr>
<tr>
<td>Balancing school with other significant commitments</td>
<td>0.3%</td>
<td>8%</td>
<td>17%</td>
<td>43%</td>
<td>20%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Percentages may not sum to 100% due to rounding.
Please rate SF State’s commitment to helping students transfer successfully into the university. (n= 1,576)

Percentages may not sum to 100% due to rounding.
V. Quantitative Results: Reflections

Knowing what I know now, I would still choose to enroll at SF State. (n= 1,573)
We have identified some potential, transfer-supportive actions we could take as a campus. Please rate each action. (n = varies)

<table>
<thead>
<tr>
<th>Action</th>
<th>Not as important</th>
<th>Somewhat important</th>
<th>Important</th>
<th>Fairly important</th>
<th>Very important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve initial transfer credit evaluation</td>
<td>1%</td>
<td>9%</td>
<td>13%</td>
<td>75%</td>
<td></td>
</tr>
<tr>
<td>Create a transfer-focused website</td>
<td>2%</td>
<td>6%</td>
<td>16%</td>
<td>20%</td>
<td>56%</td>
</tr>
<tr>
<td>Improve transfer-specific programming</td>
<td>2%</td>
<td>7%</td>
<td>16%</td>
<td>22%</td>
<td>53%</td>
</tr>
<tr>
<td>Open a transfer support center on campus</td>
<td>4%</td>
<td>10%</td>
<td>16%</td>
<td>20%</td>
<td>51%</td>
</tr>
<tr>
<td>Host a fall event for prospective transfer students</td>
<td>7%</td>
<td>12%</td>
<td>22%</td>
<td>22%</td>
<td>38%</td>
</tr>
</tbody>
</table>

Percentages may not sum to 100% due to rounding.
VI. Qualitative Results: Reflections

Besides the above, please suggest other transfer-supportive actions that the campus could consider.

Resources for Transfer Population 41%

Advising 33%
VI. Qualitative Results: Reflections

“...A dedicated transfer advisory staff member would be nice. I felt like I was doing it on my own and I just happened to see a table and even then I had to find an advisor that understood my frustration to finally help me.”

“I had an easy time transferring because EOP summer bridge. There should be a program like summer bridge or winter, to help students transfer and learn about the different programs and organizations!”

“Provide a dedicated website or service in which current transfer and incoming transfer students can sync to find housing together. Also, provide better housing resources for older transfer students...”

“...Maybe making transfer-specific academic counseling appointments required so somebody is able to sit down one-on-one and help organize and plan our next moves.”

“a mini intro to sf state online required class or video that is a comprehensive overview of what resources are available...”
VI. Qualitative Results: Reflections

Identify one aspect of the transfer experience that you wish we could improve.

Advising 31%  
Campus Events and Programs 22%
VI. Qualitative Results: Reflections

“I felt the orientation was not as helpful as it could have been. When I got to SFSU for orientation I found it difficult to find where I needed to go...”

“One thing that would have been nice is having an event of some sort, a program or place for transfer students to connect, meet people and/or access help...”

“A transfer center sounds perfect. I'd like to see people get advising one on one. Kinda like this Program I was in called Puente.”

“So far I have not met a single advisor who has been able to help me with this question (and I have met with a LOT of them), so that is definitely an area for improvement.”

“SFSU needs to match the level of counseling support students have at community college. We were at supportive community colleges with access to counselors who would help us plan our classes to meet our academic goal...”
## VII. Recommendations

<table>
<thead>
<tr>
<th>Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design and launch a transfer-focused web hub</td>
</tr>
<tr>
<td>Examine transfer awareness during the planning of campus-wide events</td>
</tr>
<tr>
<td>Improve processes related to transfer credit intake and evaluations</td>
</tr>
<tr>
<td>Expand transfer-dedicated Outreach staffing and programming for prospective students</td>
</tr>
<tr>
<td>Establish a physical location on campus for transfer students</td>
</tr>
<tr>
<td>Create a dedicated staff position for transfer support</td>
</tr>
</tbody>
</table>
Questions?
Thoughts?
Discussion