



**Transfer Voices:**  
**Fall 2019 Transfer Student Survey**  
**San Francisco State University**

# A Collaboration Between: SSGI Transfer Advisory Committee and Institutional Research

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## 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, *iEso 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.

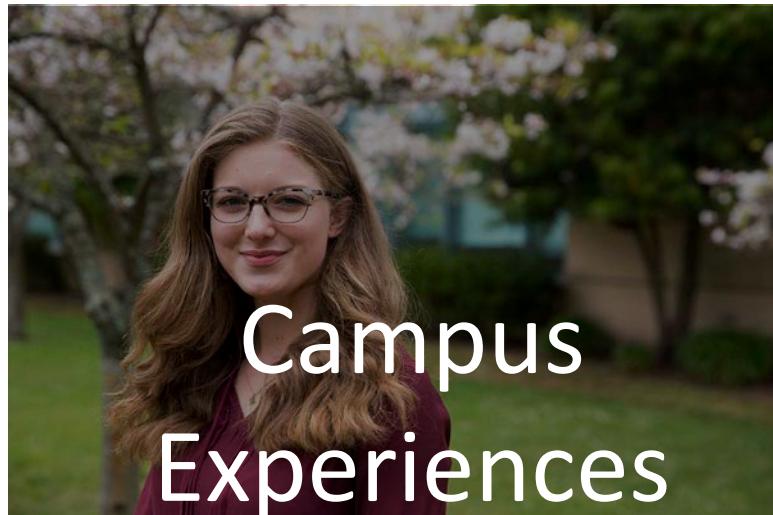
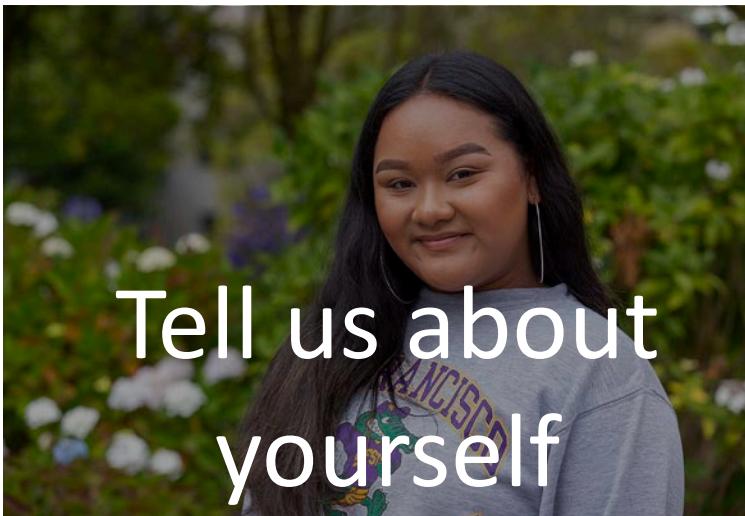
## II. Data Collection

### 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 15<sup>th</sup>, 2019 – November 3<sup>rd</sup>, 2019

## II. Data Collection

The survey is divided into 5 areas:



## 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

( $1,639/10,622 = 15.4\%$ )

**TRANSFERS**



We Hear You!

### III. Key Findings

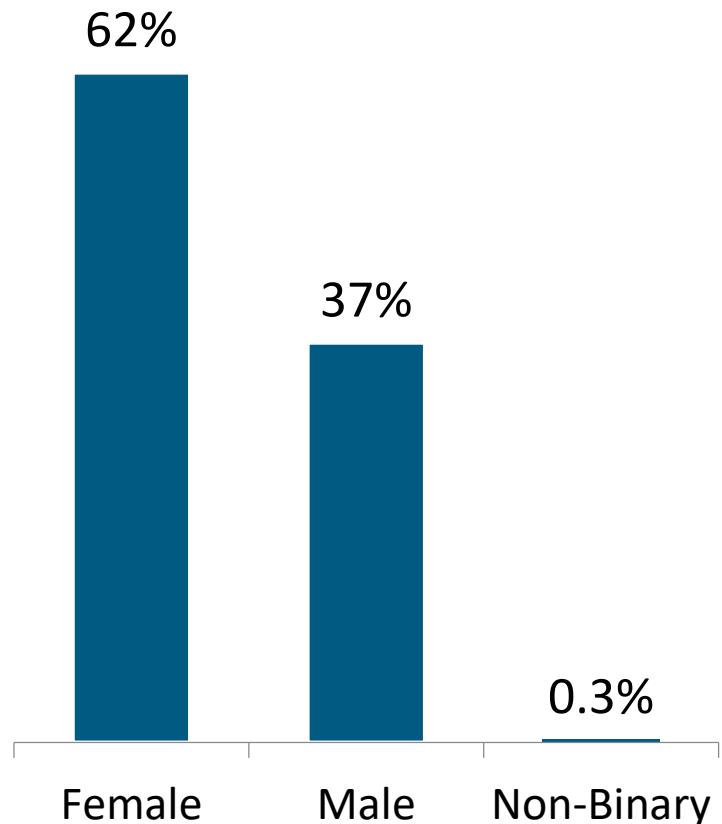
- Given their campus experiences, **89%** of students would **still choose to enroll** in SF State.
- **Over 65%** of continuing students **believe they are on track to graduate**.
- Of students who viewed SF State as **very committed** to helping students transfer successfully, **64%** rated **creating a transfer-focused website** as **very important**.
- **Slightly less than 30%** of students had an overall positive experience with **feeling a sense of belonging** (ie., 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

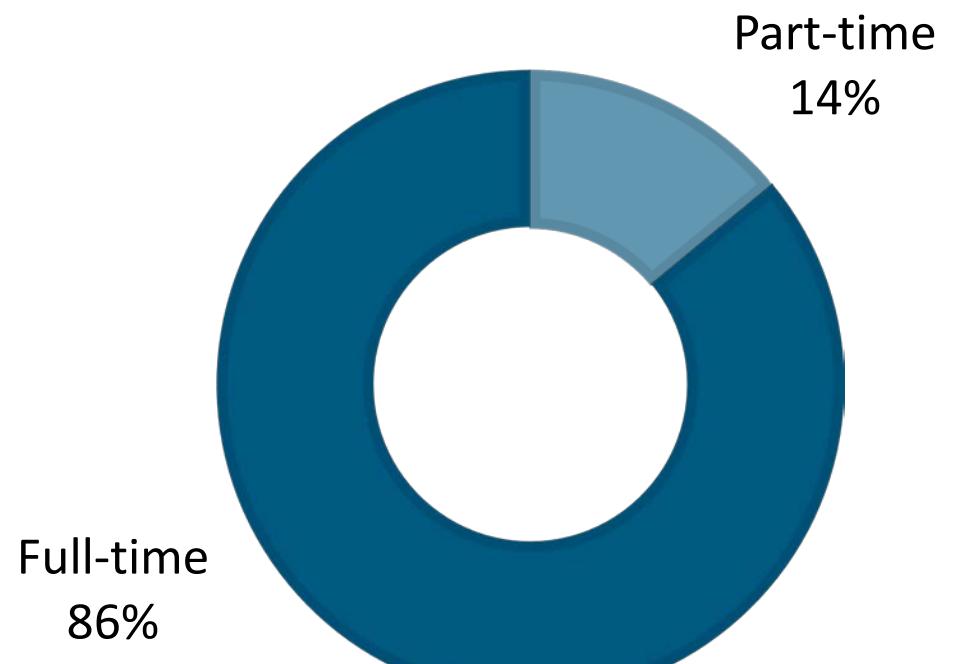
- Students who rated SF State's commitment to helping students transfer successfully as **very committed** also referred to these three areas as needing expanded transfer support:
  - **Resources for Transfer Population**
  - **Community, Belonging, and Social Interaction**
  - **Advising**
- The following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



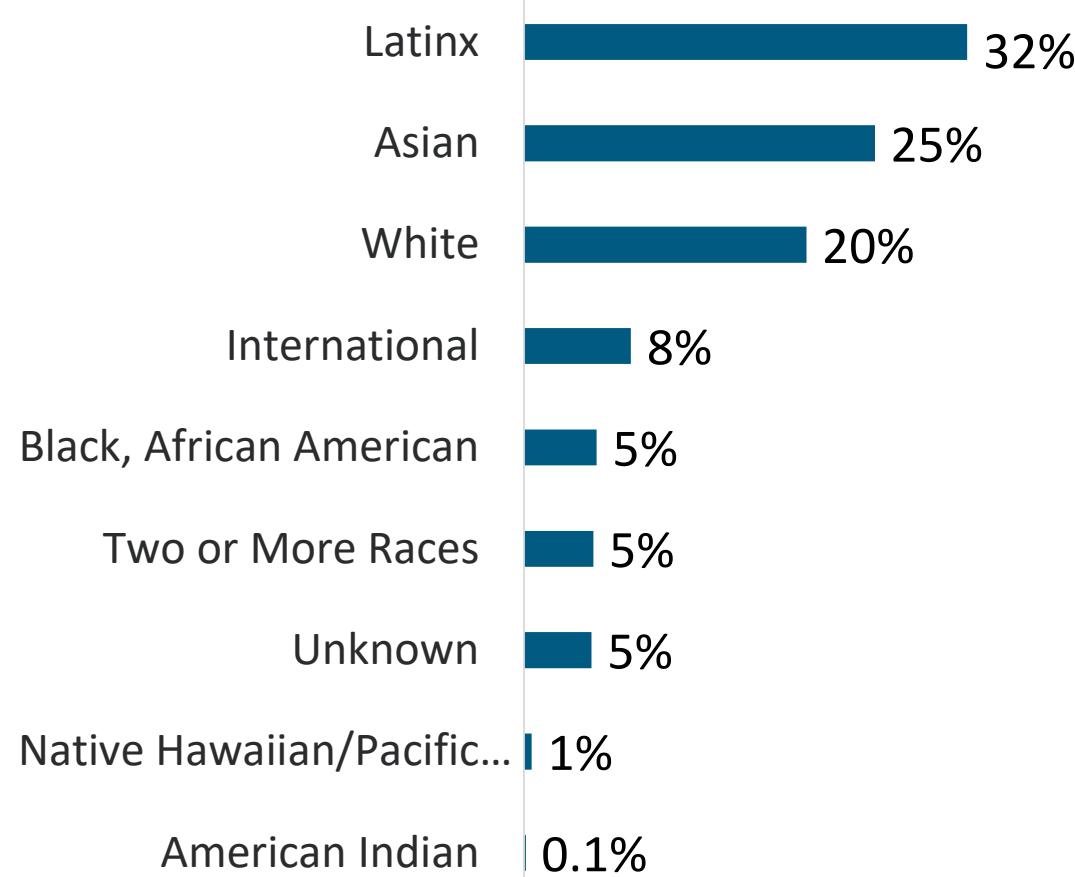
Status



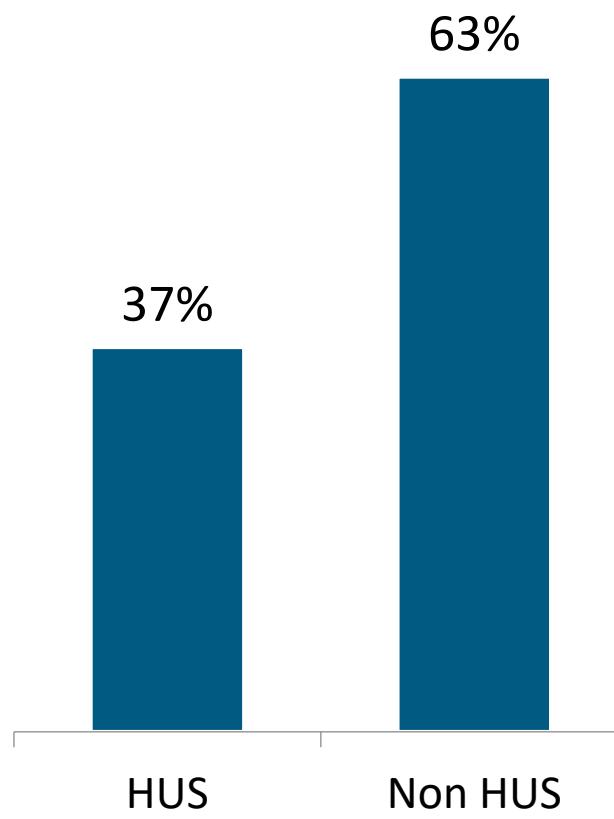
Percentages may not sum to 100% due to rounding.

# IV. Demographics (n= 1,639)

## Ethnicity



## Historical Underrepresented Students (HUS)\*

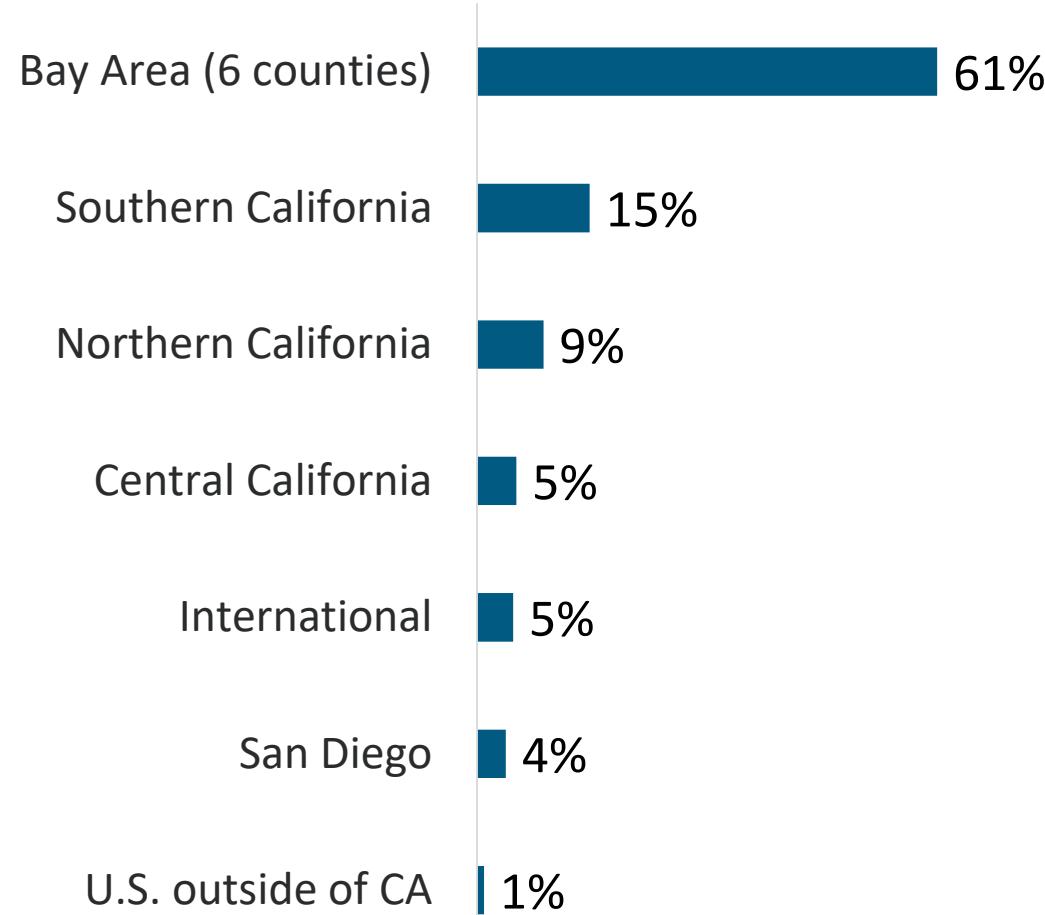


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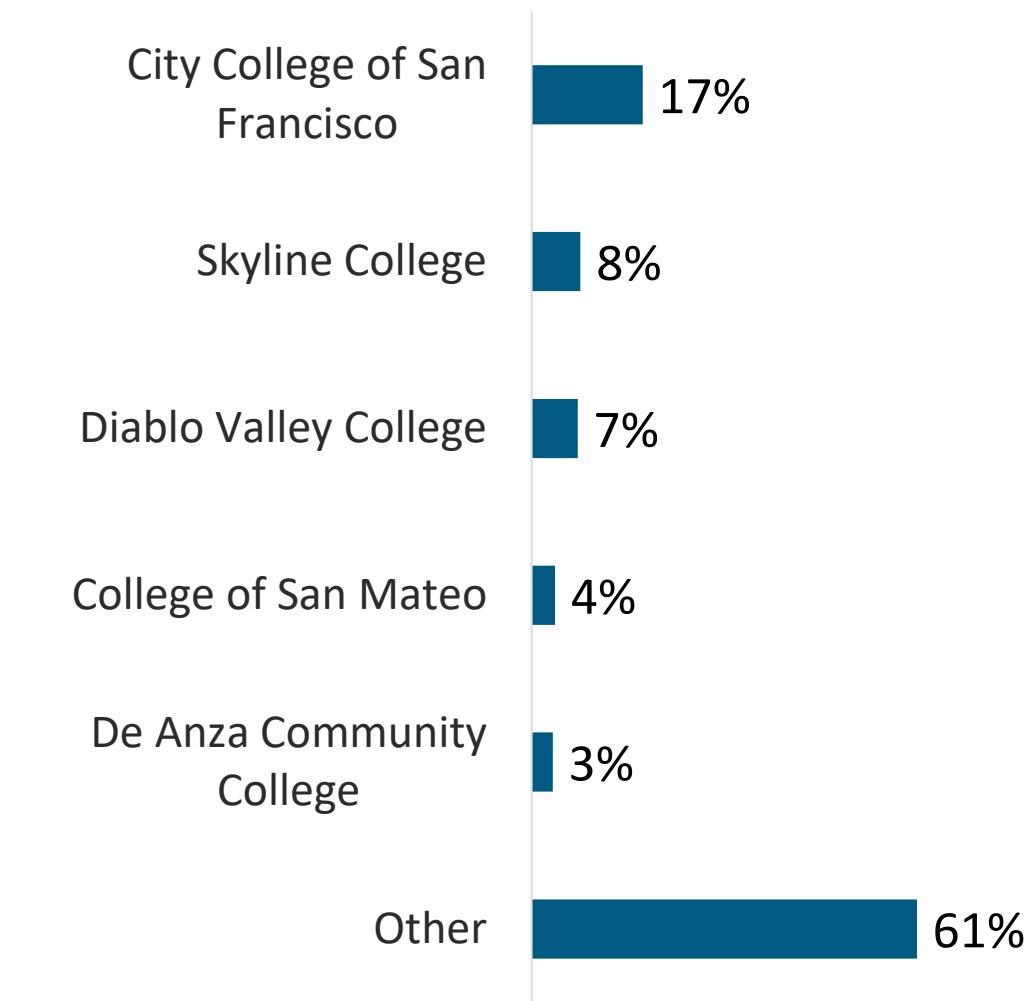
\*Note: HUS are defined as American Indian, Black, African American, and Latinx.

# IV. Demographics (n= varies)

## Residence at time of application



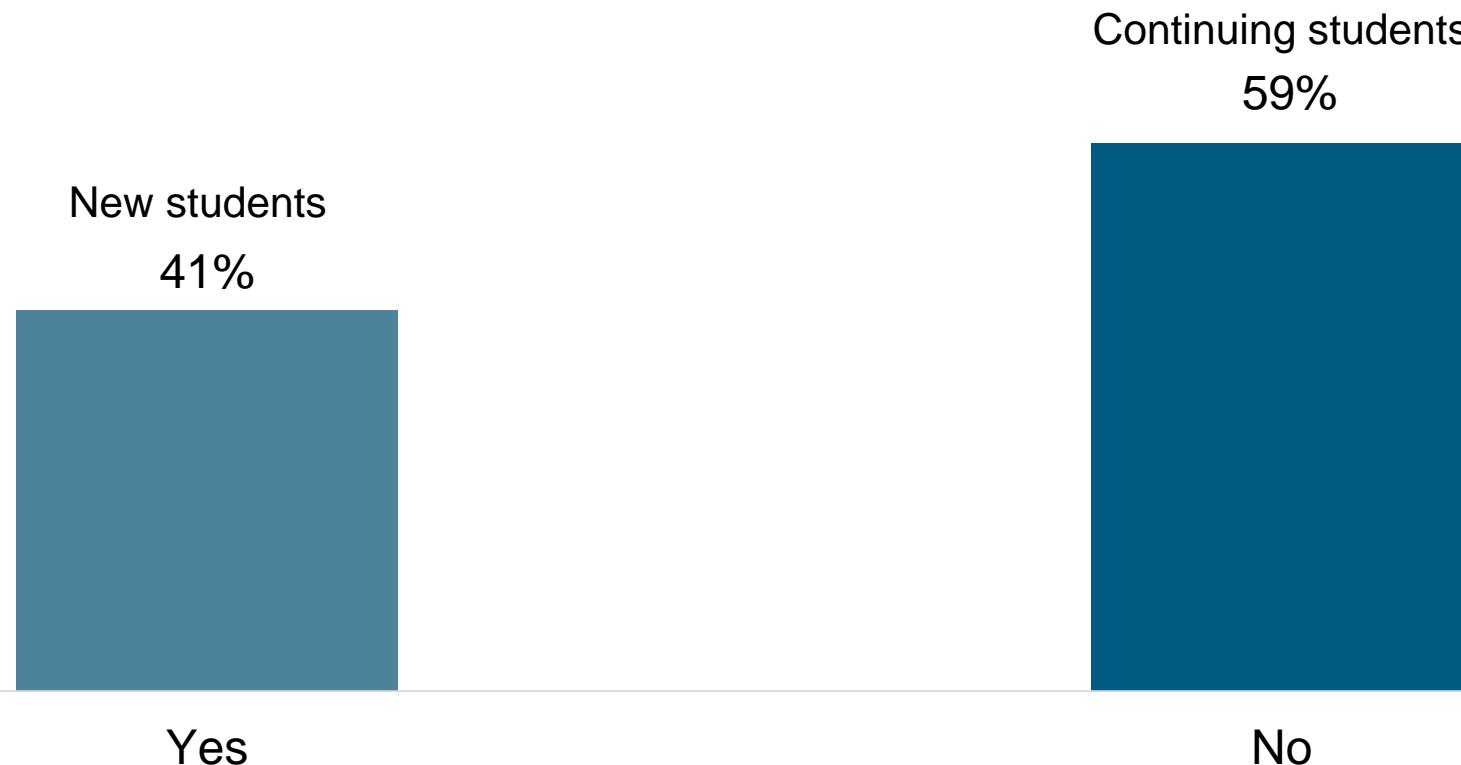
## Top 5 CA Community College Feeders



Bay Area (6 counties): Alameda, Contra Costa, Marin, San Mateo, San Francisco, and Santa Clara

# V. Quantitative Results: Tell us about yourself

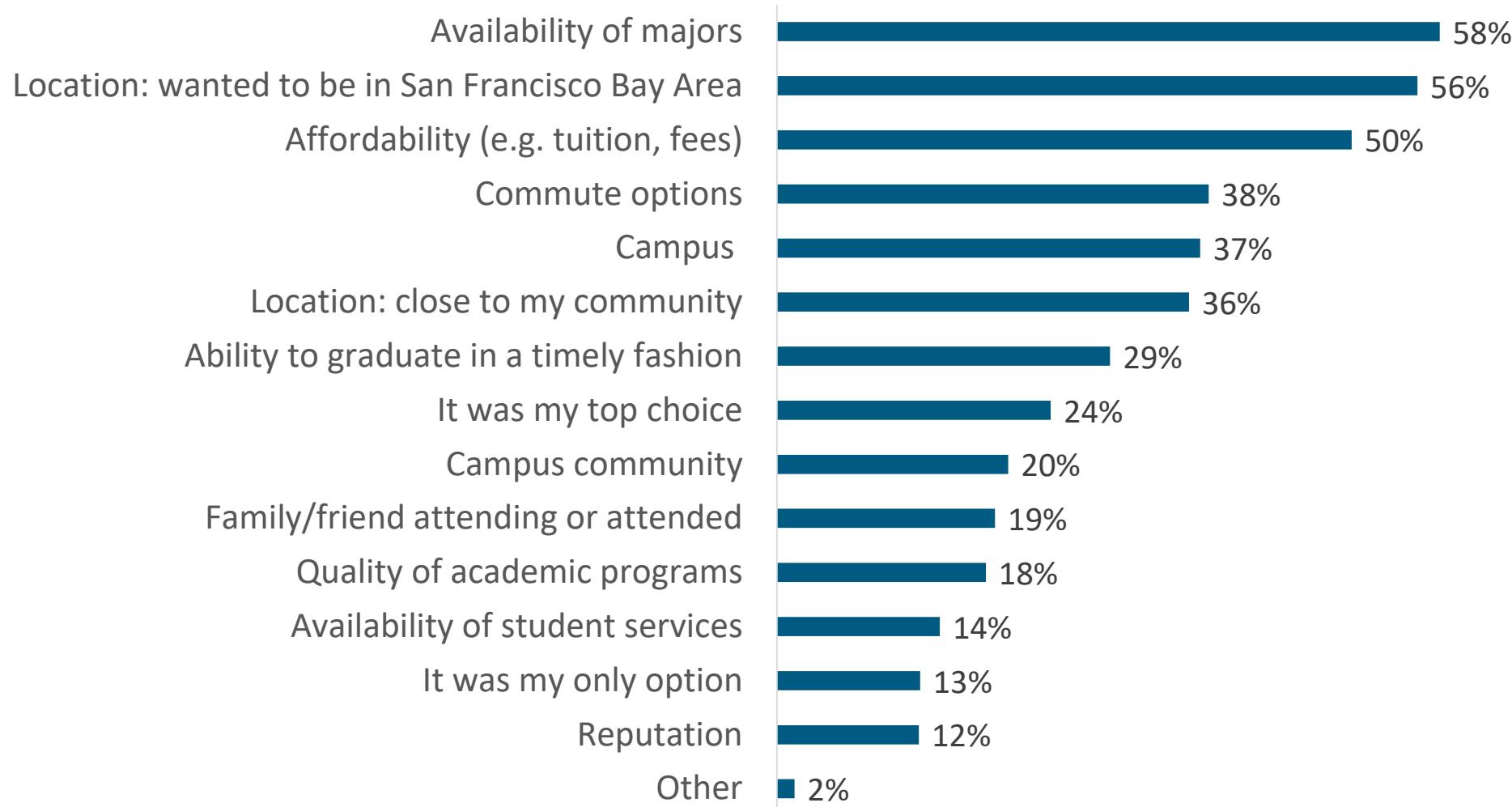
Is this your first semester at San Francisco State University? (n= 1,639)



Note: Continuing students include returning and returning transfers.

# V. Quantitative Results: Tell us about yourself

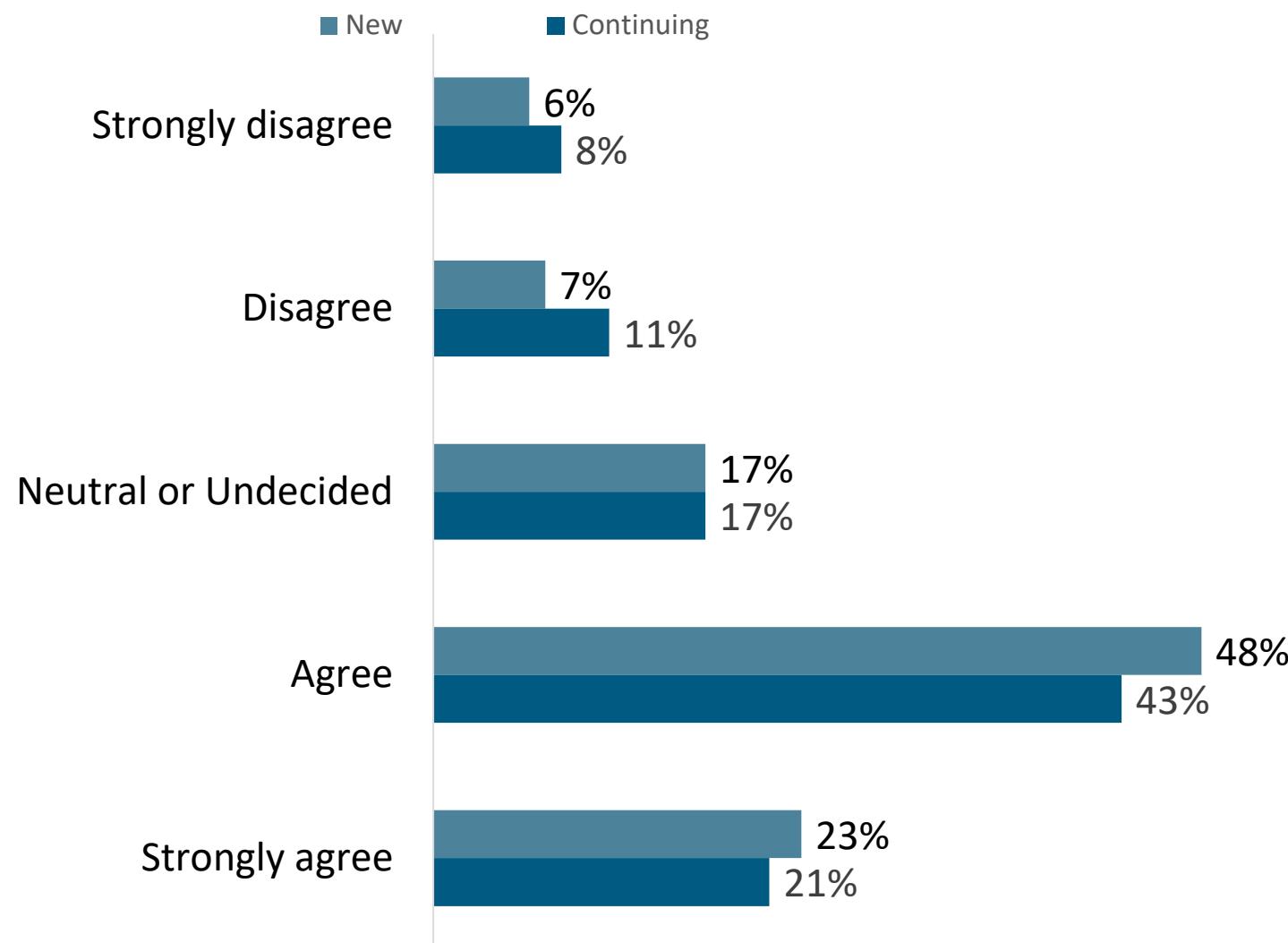
## Why did you select San Francisco State University? (n= 1,636)



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

# V. Quantitative Results: Transitions

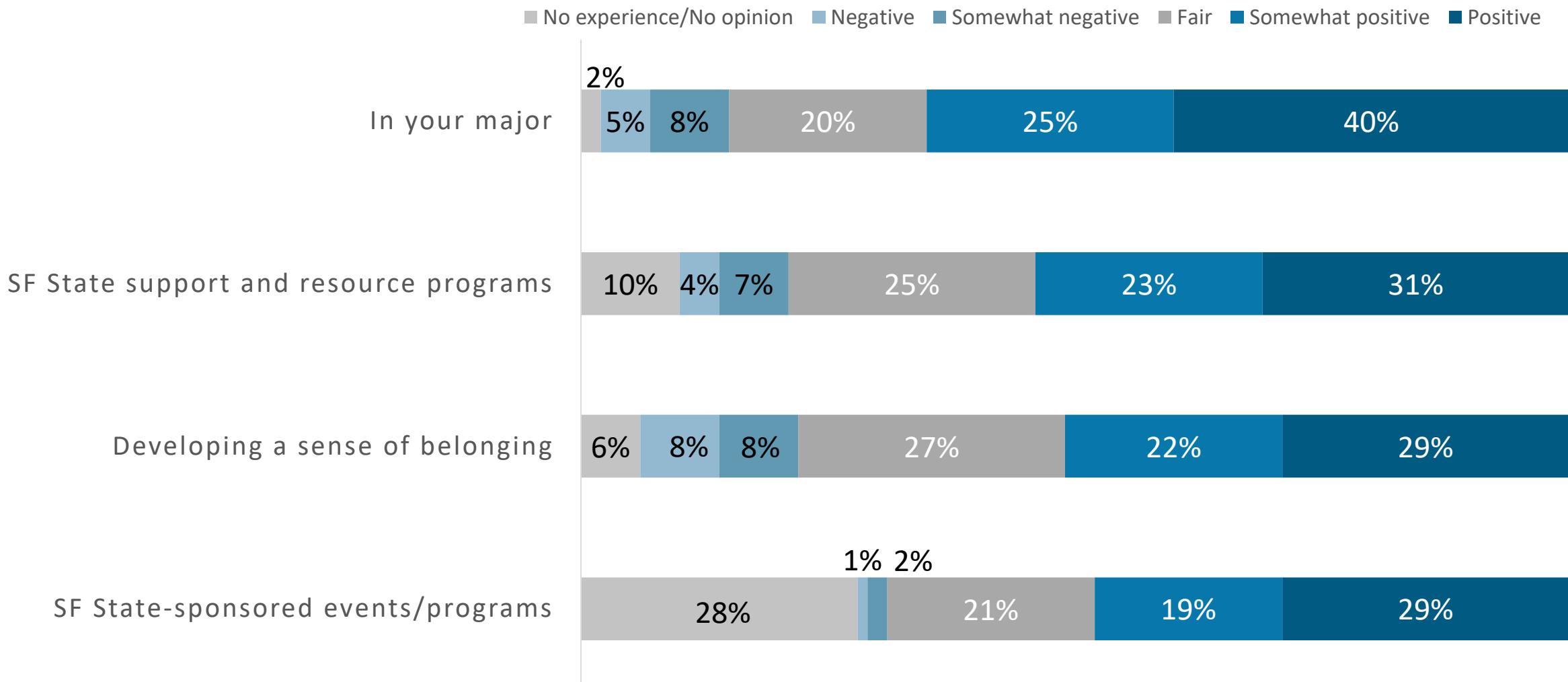
**I was satisfied with my transition.** New students n = 669; Continuing students n= 956



Percentages may not sum to 100% due to rounding.

# V. Quantitative Results: Campus Experiences

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

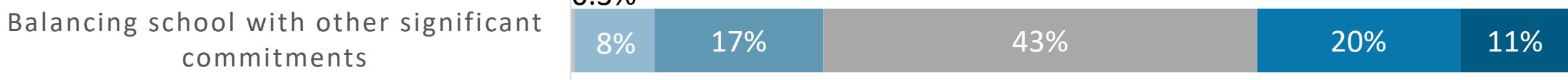
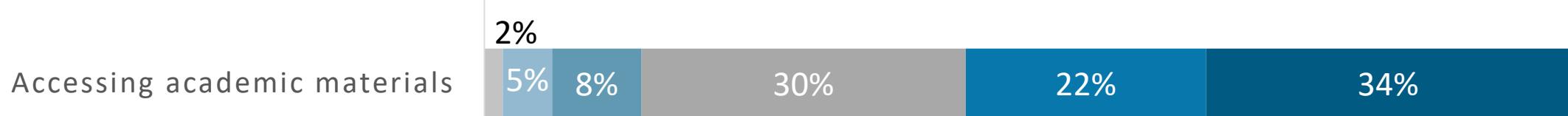


Percentages may not sum to 100% due to rounding.

# V. Quantitative Results: Life Experiences

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

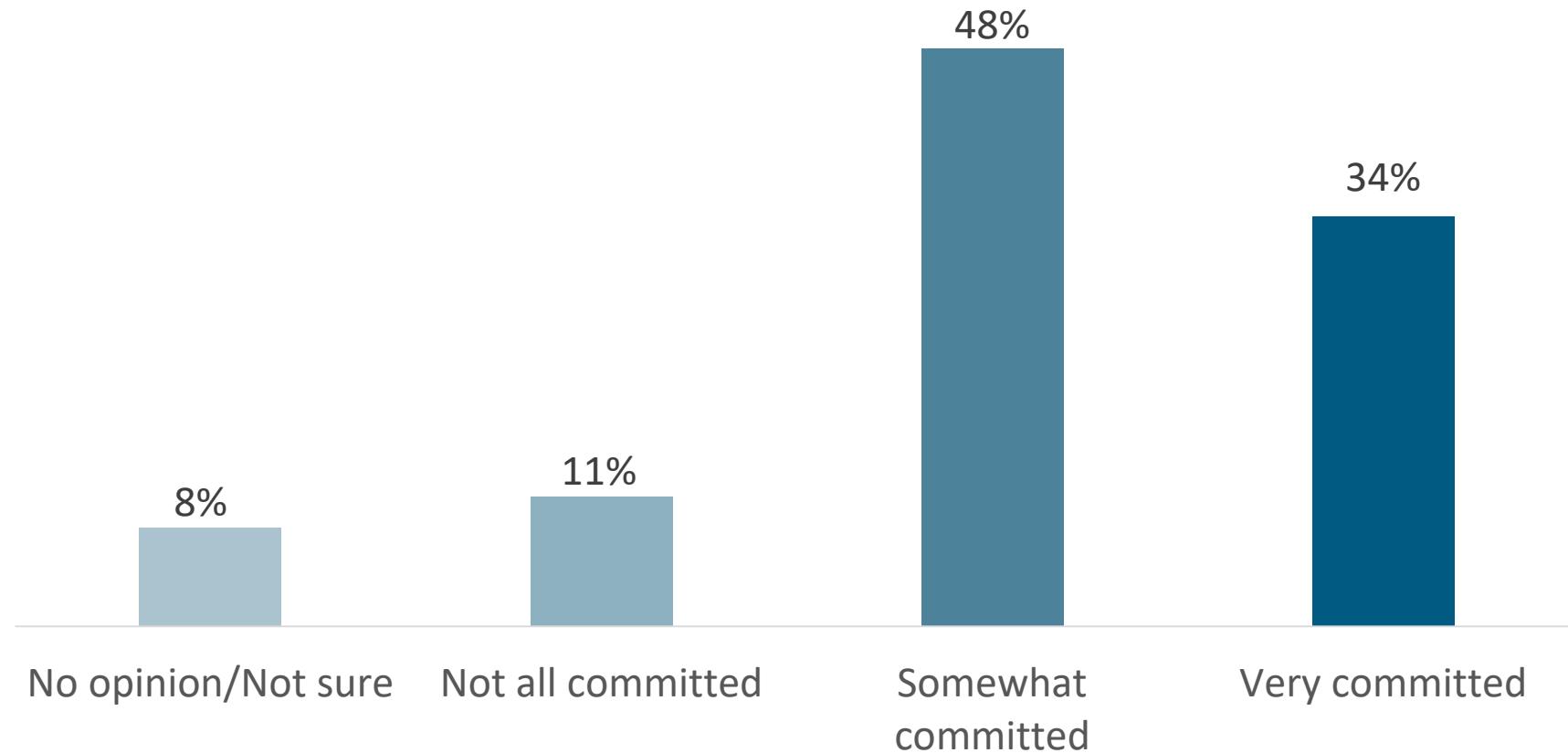
■ No experience/No opinion ■ Negative ■ Somewhat negative ■ Fair ■ Somewhat positive ■ Positive



Percentages may not sum to 100% due to rounding.

# V. Quantitative Results: Reflections

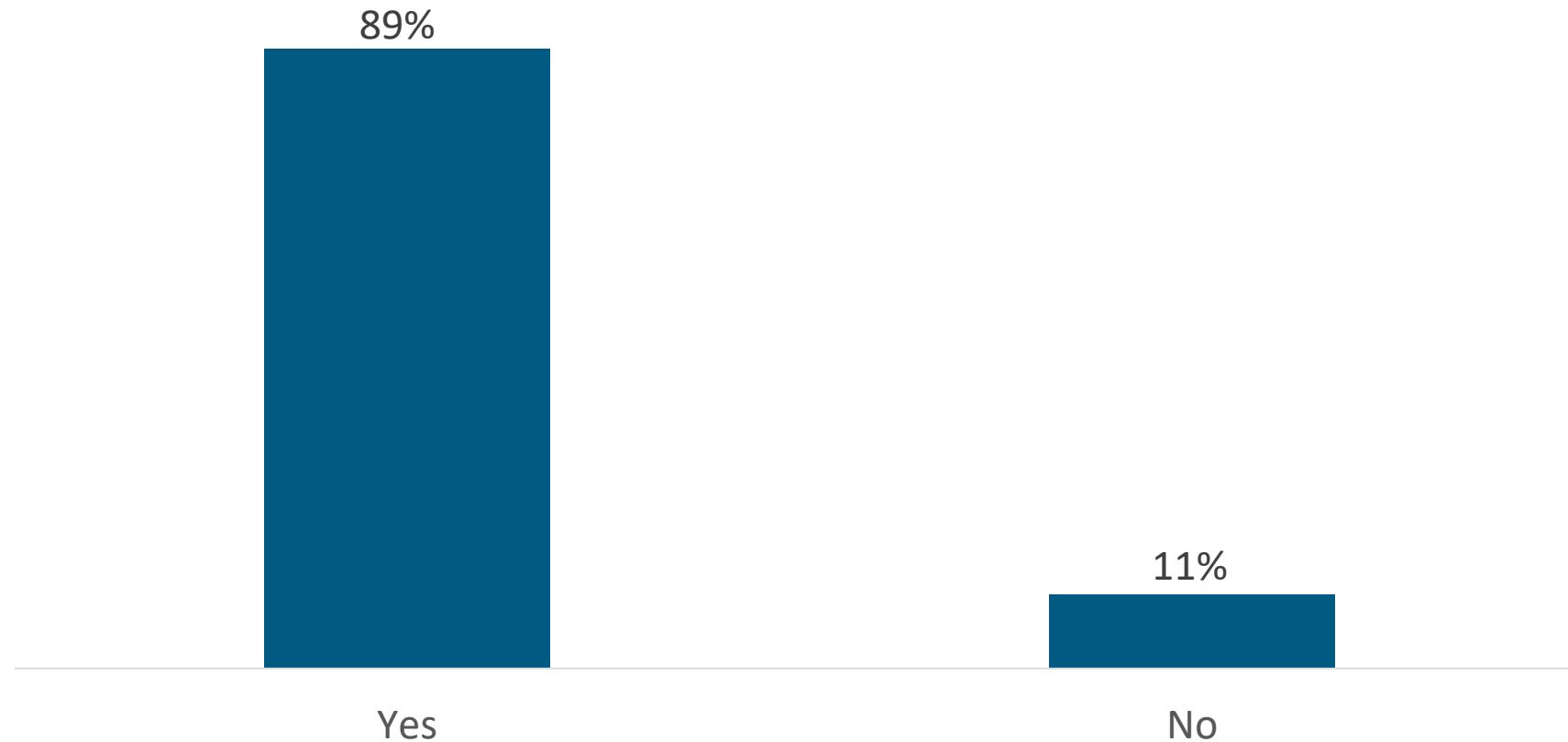
Please rate SF State's commitment to helping students transfer successfully into the university. (n= 1,576)



Percentages may not sum to 100% due to rounding.

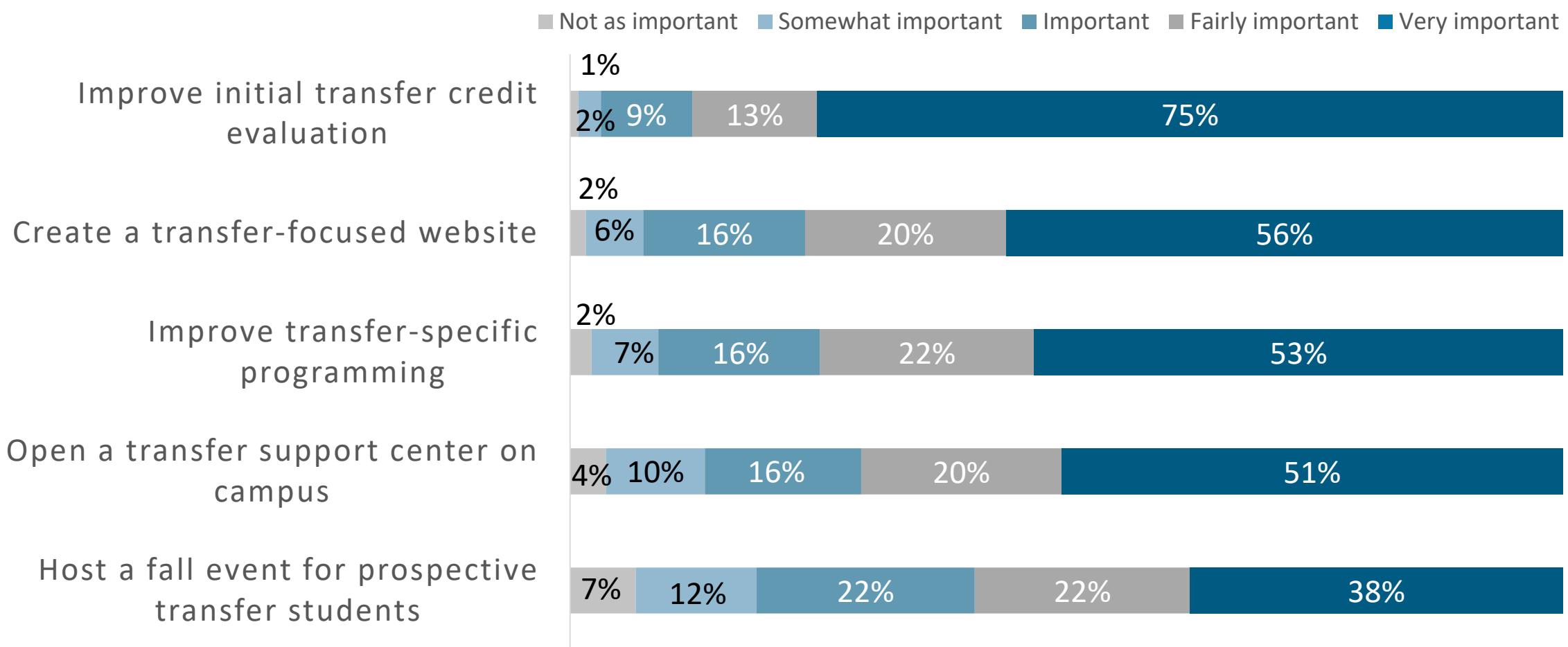
## V. Quantitative Results: Reflections

**Knowing what I know now, I would still choose to enroll at SF State. (n= 1,573)**



# V. Quantitative Results: Reflections

We have identified some potential, transfer-supportive actions we could take as a campus. Please rate each action. (n = varies )



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.”

“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...”

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

“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!”

“...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.”

# 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

“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...”

“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.”

“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 go...”

“...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.”

# VII. Recommendations

**Design and launch a transfer-focused web hub**

**Examine transfer awareness during the planning of campus-wide events**

**Improve processes related to transfer credit intake and evaluations**

**Expand transfer-dedicated Outreach staffing and programming for prospective students**

**Establish a physical location on campus for transfer students**

**Create a dedicated staff position for transfer support**

Questions?  
Thoughts?  
Discussion