Reverse Transfer Partnerships

State of Wisconsin and a National Perspective
Introductions

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About Madison College

- Founded in 1912
- 150 programs - Associate degrees, 1-2 Year Diplomas & Certificates
- 40,000+ Students (~25,000 Degree-seeking)
- 18,000+ Admissions Applications Annually; 50% with transfer credit
- Madison College is the largest source of students transferring into the UW System
About UW-Madison

- Founded in 1848
- Total Research Expenditures: #3
- Total Students: 43,193
  - Undergraduate (29,302)
  - Graduate (9,203)
  - Professional (2,701)
  - Specials (1,987)
- Total Schools and Colleges: 13
- Number of Degrees Awarded Annually: 10,054
Presentation Overview

- **Local Perspective**
  - UW-Madison
  - Where we are and where it’s going
  - Madison College and UW-Madison
  - The Current Partnership
  - The Process
  - Lessons Learned

- **Statewide Perspective**

- **National Perspective – National Student Clearinghouse**
Local Perspective
Reverse Transfer Initiatives

- Individual agreements between institutions

- University of Wisconsin – Madison
  - Madison College (established spring 2013)
  - Nicolet Area Technical College (established fall 2013)
  - University of Wisconsin – Colleges (summer 2014)

- Focused on working with our top transfer institutions
Madison College and UW-Madison Partnership
Our Grass Roots Effort

- Madison College approached UW-Madison in 2012

- High volume of students who transfer between institutions

- Many students earn significant credits from Madison College and transfer before earning associates degree

- Both schools believed this was good for students
Fundamental Principles

1. Agreement Applied to Students Who Transferred from Madison College to UW-Madison

2. Student Consent and FERPA Compliance

3. Challenge to push the status quo

   ** NO TRANSCRIPTS **

4. Streamlined and secure data exchange

5. Collaborative communication approach with students
By selecting “I DO wish to take advantage of the Reverse Transfer Agreement” below, you give permission to the University of Wisconsin–Madison to release your demographic and academic data (full name, birthdate, matriculation term, last four digits of SSN, course information including term, session, subject description, number, title, credits, and grade) to Madison College in support of the Agreement. Your confidential records will be used only for the purposes of this Agreement, and this consent will remain in effect indefinitely unless revoked in writing.

- I DO wish to take advantage of the Reverse Transfer Agreement
- I DO NOT wish to take advantage of the Reverse Transfer Agreement
No Transcripts but Secured Data Exchange

- First Name
- Last Name
- Middle Name
- Birth Date
- Matriculation Term
- SSN (Last 4 Digits)
- Course – Term
- Course – Session
- Course – Subject Descr.
- Course – Course Number
- Course – Title
- Course – Credits
- Course - Grade
- UWMAD OPEID
- MATC OPEID
- GRADE POINTS
- STUDENT CONSENT FLAG
- MATC EMPL_ID
- ADDRESS
- CITY
- STATE
- POSTAL
- COUNTRY
- UW EMAIL ADDRESS
Our Implementation

- Started with a team of process experts
  - Admissions & Records, Curricular Services, Academic Advising, Arts & Sciences, Institutional Reporting

- Connected the Business Processes
  - Data exchange with UW-Madison
  - Transfer credit evaluation
  - Academic advising
  - Posting degrees

- Optimize our current technologies
  - Credentials Solutions (Transcript Ordering), OnBase (ECM), Oracle PeopleSoft (SIS), Oracle RightNow (CRM)
Reverse Transfer – Systems Diagram

Credentials Solutions

Order Madison College Transcript
- Recipient is UW Madison
- Opt-In or Opt-Out for participation and consent to data transfer

Madison College

- CRM
- IRE

PeopleSoft

OnBase

Transfer Credit Equivalency Workflow (TCE)

UW-Madison

Robo-Registrar

PeopleSoft

ImageNow

SFTP UW Madison Transcript Data File
Our Criteria For Awarding Degrees

- A Minimum of 30 credits at Madison College as a Program student
- Satisfactory Completion of 15 credits in residence at UW-Madison
- No previous degree from either institution
Measuring Success

- **Student Participation**
  - In recent months we received data for over 500 students

- **Awareness of the Agreement**
  - Ongoing – Transcript requests

- **Number of Degrees Awarded**
  - Just beginning – success dependent on automated transcript rules
Measuring Success

2013 Wisconsin Act 20 identified nine performance measurement areas, including:

1. Placement rate of students in jobs related to students' programs of study
2. Number of degrees and certificates awarded in high-demand fields
3. Number of programs or courses with industry-validated curriculum
4. Transition of adult students from basic education to skills training
5. Number of adults served by basic education courses, adult high school, or English language learning courses, courses that combine basic skills and occupational training as a means of expediting basic skills remediation, and the success rate of adults completing such courses
6. Participation in dual enrollment programs
7. Workforce training provided to businesses and individuals
8. Participation in statewide or regional collaboration or efficiency initiatives
9. Training or other services provided to special populations or demographic groups that can be considered unique to the district

Performance measurement areas not included:

1. College Transfer
Lessons Learned

- Start discovery process before agreement is signed
- Transfer Credit Evaluation
  - Focus on Upper Level Courses
- Planning...Document, Document, Document
- Automate Fully for Ability to Scale
State of Wisconsin
Perspective
University of Wisconsin System

- 180,000 students
- 13 four-year campuses
  - Flagship is UW-Madison
- 13 two-year campuses
  - Administered from a central campus
- 36,000+ degrees awarded per year
- $6 billion annual budget
- $1.2 billion state aid
Wisconsin Technical College System

- 341,802 students
- 180,000 degree seeking students
- 16 Technical colleges
- 49 campuses
- 27,000 graduates annually
- $84 million in state aid
Across our State

- UW System tasked a committee to investigate a system policy
  - 2 year and 4 year campus participation
  - Developed draft policy being reviewed by campuses
  - Flexible for all to benefit
- UW System and Wisconsin Technical College partnerships
- Interest in agreements with our border schools
National Perspective
A National Approach

- AAU 2013 – Registrars discuss pursuing a national approach

- AACRAO 2013 – Registrars approach NSC
  - Trusted educational partner
  - Trying to leverage existing infrastructure

- Fall 2013 – NSC agrees to new service in 3-phased Approach

- Fall 2013-Spring 2014 – Searching for funding
A National Approach

- Fall 2014 – Development begins on Phase 1
- Fall 2014 – An advisory committee is formed
- Spring 2015 – BETA version of phase 1 is released
- Summer 2015 – Service is scaled to schools across the nation
Phase 1 - Goals

- Increase the number of students who earn an associate degree
- Support students educational goals and career aspirations
- Create a standardized and streamlined process that works for 2yr and 4yr institutions
- Leverage existing infrastructure that would support a national approach
Phase I - Functionality

NSC will build the following nationally-scalable functionality for the Reverse Transfer initiative:

- Course file intake process from the four-year school
- Reverse Transfer Database
- Degree Granting Institution (DGI) Request file intake process
- Matching Processes
- DGI Response file
- DGI degree data submission
- Reporting
- Auditing
Phase 1 - Responsibilities

4 yrs.
- Identify potentially eligible students who agree to RT
- Submit data to NSC

2 yrs.
- Collect permission at time of transfer
- To pull info on former students (no mining data)
- Communicate with students
- Award degrees when appropriate
- Notify NSC and 4 yrs. of degree

Student:
- To agree to participate and
- Opt out if decide to not continue
Phase I – Data Elements

- First Name
- Last Name
- Middle Name
- Birth Date
- Matriculation Term at 4yr
- Social Security Number
- Course – Term
- Course - Session
- Course – Subject Description
- Course Title
- Course - Credits
- Course – Grade
- OPEIDS of 2yr institution
- OPEIDS of 4yr institution
- Course Grade Points
- Course – Course Number
Phase II – Student Portal
Phase 3 – Audit & Mobile
A National Approach

- Should we do this? What about...
- Slippery slope to “nationalizing” the transcript
- How does this benefit the two–year schools?
- How does this benefit the four-year schools?
- What about....?
Questions???

Thank You!

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