Administrative Special Incentive Award 2006
Research and Develop a Transfer Orientation Program

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Advising and Retention    Admissions

Overview
Development of a transfer student on-line orientation program that gives students information about the university and the transfer process as they progress from prospect to admit, to enrolled to returning.

A transfer orientation program will allow students an opportunity to learn more about the greater Winona community, WSU policies and procedures as well as campus resources which should improve their overall satisfaction and success at the institution. Participation in an orientation program would also be a way to integrate the student both academically and socially and thus improve their retention.

Objectives
• 100% of transfer students will be offered transfer orientation starting Spring 2007

Transfer students will receive information from the admissions office as to the location of the transfer student webpage (http://www.winona.edu/advising/TransferStudent.htm)

• 30% of transfer students will participate

After spring 2007, an assessment will be conducted to evaluate if transfer students utilized the on-line orientation program.

• 80% will be satisfied with the transfer orientation experience

The on-line assessment will include satisfaction and suggestions for improvement.

Assessment Plan
1. Track transfer student overall satisfaction
2. Track transfer student retention
3. Survey student satisfaction after they complete transfer orientation

Dissemination of Results
The transfer student on-line orientation will be shared with the admissions and advising offices as well as department chairs and the Fall 2006 Leadership Academy cohort. Assessment results will be shared with the advising and admissions office as well as the leadership academy.

Transfer Student On-line Orientation
The webpage and tutorials can be viewed at http://www.winona.edu/advising/TransferStudent.htm
WSU Transfer Student On-line Orientation

Prospective Students  Admitted Students  Enrolled Students  Returning Transfer Students

"Transferring to WSU was a great experience. I love the academic experience as well as the community here at WSU."

"I found the WSU faculty and staff very helpful and could not be happier with my transfer experience."

Welcome to Winona State University! This web page is designed to assist you with your transfer to WSU.

Please select the link above that currently describes your stage in the transfer process. Each link is filled with content relevant to each step along the transfer journey.

We are excited that you are interested in joining our community of learners!
<table>
<thead>
<tr>
<th>Prospective Page</th>
</tr>
</thead>
</table>

**WSU Transfer Student Online Orientation**

- **Prospective Students**
- **Admitted Students**
- **Enrolled Students**
- **Returning Transfer Students**

### Admissions Information
- **Admissions Requirement**
- **Admissions Web page**
- **Transfer Application**
- **Transfer Guide**
- **Visit WSU**
- **WSU: Prospective Transfer Student Checklist**
- **WSU: Rochester RGTC 2+2 Transfer Student Checklist**
- **WSU: Rochester Transfer Student Checklist**

### Academic Information
- **Laptop Program**
- **On Campus Housing**
- **Off campus Housing**
- **Tuition Information**
- **WSU On-line Catalog**
- **WSU: Rochester Programs**
- **WSU: Winona Programs**

### Tutorials & Web pages
- **MrTransfer.org**
- **MnCas (course equivalency tutorial)**
- **Using the WSU Online Catalog**

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**Microsoft Internet Explorer**

Address: [http://www.wikana.edu/advising/Prospective.html](http://www.wikana.edu/advising/Prospective.html)
<table>
<thead>
<tr>
<th>Academic Information</th>
<th>Student Services</th>
<th>Tutorials &amp; Websites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Calendar</td>
<td>Bookstore</td>
<td>Accessing your Degree Audit Report (DARS)</td>
</tr>
<tr>
<td>Admitted Transfer Student Checklist</td>
<td>Directory</td>
<td>Advising Appointments</td>
</tr>
<tr>
<td>Declaring a Major</td>
<td>Financial Aid</td>
<td>Course Equivalency (transfer equivalent)</td>
</tr>
<tr>
<td>Degree Audit</td>
<td>Housing On Campus</td>
<td>CAS tutorial</td>
</tr>
<tr>
<td>(tutorial available)</td>
<td>Housing Off Campus</td>
<td></td>
</tr>
<tr>
<td>Department Chairs 2006-2007</td>
<td>Laptop</td>
<td>Mintransfer.org</td>
</tr>
<tr>
<td>Dropping and Adding Classes</td>
<td>Map of Campus</td>
<td>On-line Registration Tutorial</td>
</tr>
<tr>
<td>2006-2007 Course Schedule</td>
<td>Meal Plan</td>
<td>Reaching your Degree Audit</td>
</tr>
</tbody>
</table>
If you were a WSU student and have not taken classes elsewhere, you do not need to re-apply as a transfer student. You will need to fill out an intent to return form from the Registrar's Office. You will also want to contact your academic advisor to set up an advising appointment for the upcoming semester.

If you were a WSU student and have taken courses elsewhere and want to return to WSU, you will need to fill out a transfer application. You will not need to pay the transfer application fee a second time. You will need to request official transcripts from all institutions that you have attended to the WSU Admissions Office, P.O. Box 5838, Winona, MN 55987. Your transfer application will be reviewed and you will be contacted regarding your admissions status.
Maggie McDermott and Sarah Curtin
Addendum to SIA Round 1 Grant
Transfer Orientation

1. A report on the feedback they have received regarding their work and how those may be incorporated.

After releasing the transfer orientation page we have received positive comments on the content. The admissions webpage has been re-done since the addition of the transfer page which caused most of the Transfer Orientation page links to not connect.

The original web-authoring software used to create this page was Contribute. The university no longer supports Contribute so this entire site needed to be converted to Reddot. This significantly changed the look and functionality of the page and all of the Transfer OR pages needed to be redesigned. The red dot conversion took approximately 15 days, which significantly prolonged the project. The advantage of Reddot should be that when others make changes to their site, the Transfer OR website will automatically update. This should eliminate the problem of others changes resulting in our links not working.

Contribute Page
Students also gave us feedback that they did not know where to find the transfer orientation page. We have since linked it to both the advising and admissions page and developed marketing materials. We also received positive feedback from students who have reviewed and/or used the website. Some comments included that is was very easy to use, the layout was easy to read and navigate and it was helpful to know something was out there, it’s not too in depth but gives them the tools to find what they need.
We developed a new admissions letter that included the transfer orientation website.

February 19, 2007

«FirstName» «LastName»
«Address1»
«City_»

Dear «FirstName»:

I am pleased to inform you that you have been admitted to Winona State University for the Fall Semester 2007.

Information about advising and registration for 2007 fall semester and laptop registration instructions will be mailed to your permanent address later in March. Your Degree Audit Report (DARS), health form, and campus map are enclosed. A Declaration of Major/Minor form is enclosed only if one was not included with your application (please fill it out and return it to the Admissions Office at the above address).

If you decide not to enroll for the term you have been admitted, please notify Winona State University, in writing, as soon as possible so arrangements can be made for the term you wish to begin and so your records are kept active.

Please see the attached sheet for additional information. Only those items checked will pertain to you. Also check out our transfer website at: http://www.winona.edu/advising/TransferStudent.htm.

The Housing Office mails on-campus housing applications to transfer students who plan to attend the Winona campus. For information on off-campus housing, please contact the Housing Office at 1-800-342-5978, extension 5305 or directly at 507-457-5305.

Congratulations on your admission to Winona State University!

Sincerely,

Carol A. Ziehlsdorf
Associate Director of Admissions

Sarah C. Curtin
Transfer Counselor

Transfer Specialist

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We also developed a marketing piece that was handed out to prospective students at all college fairs and at prospective student visits.

![ATTENTION TRANSFER STUDENTS](image)

**Online Transfer Orientation**

- Helpful Tutorials
- Academic Resources
- Course Equivalence

[www.winona.edu/advising/TransferStudent.htm](http://www.winona.edu/advising/TransferStudent.htm)

To date the site has 875 hits, 195 of them in April alone.

2. **An update to their report based on any reflection or discussions they have had about their project**

Overall we spent a great deal of time changing the format of this webpage. Our hope is that this will be a one time conversion that will allow us to keep accurate information on the page. Our plan is to periodically check the page for content and updates.

We will continue to solicit feedback from students and incorporate their feedback to improve the page.