

## Four Year Public Breakout Session

Tom Fletcher @ ESF: Request to discuss trends & enrollment for transfers

- Old Westbury: apps down, but yield up
- Binghamton – up in apps, admits, and deposits
- Brockport – down in apps, but up in admits and deposits
- Oswego – down in apps and admits compared to 2017, but even compared to 2016 (2017 was a bump)
  - App completion an issue – could this be because of more free application spots?
- Cobleskill – up over 17% in apps, about 30% in deposits
- Buffalo State – down in apps, up in admits
- Albany – transfer a little behind in apps, but increase in accepts and deposits
  - July 1 deadline, but probably will accept after that
- Univ Buffalo – flat in apps, up in admits/deposits/enrolled
- Empire State – applications up 7-8% over last year, even though statewide CC enrollment is down
- Stony Brook – possibly/probably lowering transfer target because there's a lack of room in programs because of large freshman class

Budget Issues

- Stony Brook
  - Hiring freeze, lack of funding for certain resources
  - Enrollment asked to save \$500,000 – cut recruitment visits, publications
    - Not doing physical viewbook anymore – moved to online
- Old Westbury – received grant, had some good enrollment years – positive to SUNY
  - Need for more Student Services support put into strategic plan → key to help with getting funding and getting hires
  - Grant helpful for transfer events this year
- Buffalo State
  - Campus in a soft hiring freeze
  - Need admissions staff – currently a little bit short-staffed
  - Retention – lost 2,000 students – what is being done to close the funnel?
- Binghamton
  - Hiring freeze
- SUNY being required by state to come up with money for raises/contract updates – passing this on to campuses
- Expect financial impacts due to state deficit system-wide

Retention

- Buffalo State
  - Lost 2,000 students – what is being done to close the funnel?
- Cortland
  - Observation that students are choosing the wrong school – students feel pressure to go to college and choose a school – not in the right programs or the right places

Discussion on Motivation

- Motivation? First semester not as easy as they thought

- A lot of students might not be ready – pushed to make a decision before they're ready to commit
- Is there a misunderstanding about what college is?
  - About learning how to think and gaining skills that can be applied
  - Students want to go because they think the sole purpose college is for getting a job
    - Focus on the end point instead of the college
      - Counter point: the students should focus on the end more, because they're not necessarily graduating
- Tech schools seeing rise in applications – students realizing they don't necessarily need a four-year degree, that trades are a good option
  - Deficit in the trade sector (not enough people to fill the jobs!)

#### Parent Issues and The Real World

- Helicoptering – is this immediate support system for some students hindering them?
  - Parents are pulling students out when things get difficult, doing things for the students that they should be doing themselves
  - Students act differently when parents aren't around – Farmingdale started splitting up parents and students on accepted student day, but then moved them back together in sessions again
  - How do you tell a parent they need to give their students more space and independence?
- As a university, our job is to push students to go out in the world and be productive – parents should be supportive and foster an environment where the student can face disappointment
- Common for students from certain states to have worked part time jobs when coming to college, vs. some students who never did
  - Transfers have often had more exposure – can it help the freshmen if the transfer students are immersed with them?
  - Transfers looking for a return on their investment
- How do we tell the parents we need to work with the students themselves, and not the parents? The chain of information is compromised!
- Binghamton's info sessions – tell the parents it's the students application and their first life-impacting decision, set the stage that the parents need to encourage the students to be self-sufficient
- Parents are more involved with transfer students than they used to be
- Should we ask the students if they want their parent to come in with them when they meet with us?
- Enabling behavior vs. empowering behavior

#### Orientations and Transfer Integration

- All seem to separate transfer and freshmen orientations
- Parent orientations – have them parallel with freshmen sessions, some schools have them for parents of transfer students as well
- Stony Brook – sessions for non-traditional students, veteran students
- Issue with other offices assuming students know everything already since they've previously attended college
  - Different schools do things differently
  - Best to give transfer students the same experience as freshmen

- Cortland – identify transfer students, don't lump them in with "Class of 20XX"

#### Decision Turnaround Time

- Many schools read transfer applications as they come in instead of waiting until the freshman apps slow down
- Stony Brook – freshmen are admissions office's priority – students could apply in September and not get a decision until April
  - Issue with some departments requiring they wait until degrees are posted
- ESF – all counselors read freshmen and transfer applications
  - Problem is that first-year review takes longer and receives priority
  - Transfer review starts later
- Albany – recently implemented Slate (tough transition) from Knowledge
  - Slowing down
  - Start giving students decisions as early as possible, but transfers get slowed down during freshman reading season (have had two people reading transfers)
  - Moving to a system where everyone takes on some transfer review (within the past few weeks)