# 30 Key Activities To Build Enduring 2-Year Partnerships

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<tr>
<th>PARTNERS</th>
<th>OWNER</th>
<th>BUDGET</th>
<th>FREQUENCY</th>
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<tr>
<td>Programmatic Alignment</td>
<td>Enrollment Management</td>
<td>Cost neutral/low cost</td>
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<tr>
<td>Mystery Shopping</td>
<td>Academic Leadership</td>
<td>&lt;$500</td>
<td>M = Monthly</td>
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<td>Inventory Relationships</td>
<td>President</td>
<td>$500 - $2500</td>
<td>Q = Quarterly</td>
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<td>Partnership &quot;Must Haves&quot;</td>
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<td>&gt; $2500</td>
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<td>Formalize Partnerships</td>
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## SELECTION

**Programmatic Alignment**
- IR to analyze five-year 4-digit CIP degree conferment trends using IPEDS data to analyze and articulate around high-demand program(s)
- $ | O

**Mystery Shopping**
- Visit 2-yr campus to observe transfer center function and detail competitor transfer partnerships, programs, online/print materials
- -- | O

**Inventory Relationships**
- Survey faculty and staff to identify professional relationships with 2-yr faculty and staff that can
be leveraged to support the partnership
- -- | O

**Partnership “Must Haves”**
- Identify list of “must haves” for partner selection and engage with potential partners to
review affinity to partnership
- -- | O

**Formalize Partnerships**
- Select partners with strong alignment to “must haves” and execute partnership agreement; promote as a media event on the 2-yr campus
- $ | O

## RECRUITMENT

**Enrollment Goals**
- Set enrollment goals by student type and funnel stage targets for each 2-yr partner
- -- | A

**Results Management**
- Measure funnel activity to optimize admissions staff activities and resource allocation on partner campuses toward goal achievement
- -- | A

**Admissions Presence**
- Dedicate admissions staff to 2-yr partners in +3:1 ratio and visit weekly; build process to identify promising students early for outreach
- $ | O

**Recruitment Events**
- Host transfer events on 2-yr campus as “demo days” to highlight portal and transfer program; offer one-stop-shop to streamline registration
- $ | Q

**2-Year Advisor Training**
- Provide training program to ensure portal and transfer program awareness including majors, articulation, financial aid and policies
- -- | O

**Transfer Website Content**
- Prominently display 2-yr partner detail and transfer resources on website; locate portal in key transfer areas of 2-yr partner websites to guide referring traffic
- -- | O

## RELATIONSHIP-BUILDING

**Information Sharing**
- Share enrollment and student success data to increase 2-year advisor understanding, focus, and collaboration
- $ | O

**Faculty/Staff Networking**
- Hold quarterly faculty/staff networking events to promote the transfer success and strengthen collaboration
- -- | A

**Academic Pathways**
- Establish a reliable process for reviewing, updating academic pathways or create new high-demand program articulation agreements; strengthen course equivalencies
- -- | A

**Feedback Roundtables**
- Hold quarterly multilayered roundtable sessions with peer 2-yr functions (e.g.: fin aid, admissions, faculty peers) to review transfer initiatives and opportunities for quality transfer experience
- -- | O

## STRATEGIC ENGAGEMENT

**Shared Leadership Goal Development**
- Engage 2-yr president to build clarity of purpose and framework; develop shared goals to guide partner collaboration and resource allocation
- $ | A

**Performance Summits**
- Convene annual summits with key 2-yr stakeholders to review partnership results and opportunities and to ensure that collaboration remains focused
- -- | A

**Influencer Content**
- Use portal and transfer student data to develop understanding of transfer benefits and build faculty/staff confidence in advocating for transfer
- -- | O

**Communication**
- Use PR, Social Media and campus updates to build constituent portal and partnership awareness and operational impact
- -- | O

## Activities For Sustained Growth

**Club Presentations**
- Cultivate relationship with 2-yr partner student clubs and organizations to promote portal and transfer program
- $ | O

**Merit Awards**
- Provide and broadly communicate merit award scholarships specific to 2-yr partners and yield measure effectiveness
- $ | Q

**Admissions Office**
- Establish dedicated admissions office space on 2-yr campus and staff full-time
- -- | A

**Co-Branded Marketing/Sponsorships**
- Develop marketing and admissions materials to highlight partnership; co-brand with partner logo
- -- | A

**Joint Academic Program Development**
- Share program research and program development plans to create seamless academic pathways
- -- | A

**Student Focus Groups**
- Collaborate to improve transfer by using prospective transfer student focus groups to identify challenges and opportunities
- $ | A

**Grant Writing**
- Collaborate in grant writing to fund transfer initiatives to enhance the student experience
- -- | O

**Community Engagement**
- Bring visibility to the partnership by engaging community leaders to further cooperative education and create internships for students
- -- | O

**Colocation**
- Formalize agreement to offer high-demand academic program(s) on partner location
- -- | O

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**We love best practice sharing!**

Do you know of other high-impact 2-yr partnership activities that effectively support transfer student enrollment? Simply email TransformTransfer@eab.com to share your top transfer-friendly innovations and insights

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