

Revised 10/26/10

APPROVED NOV 17 2010  
*JH*

## MEMORANDUM

RECEIVED OCT 26 2010  
*JH*

DATE: October 26, 2010

TO: Undergraduate Council

FROM: Djuana Young  
Executive Director of Admissions

SUBJECT: Request to require all new transfer and post baccalaureate students attend Advising and Registration for Transfers (ART)

Effective, fall 2011, the Office of Admissions is requesting Advising and Registration for Transfers (ART) becomes a mandatory orientation program. Along with becoming mandatory for new transfer students, ART would also be required for post baccalaureates that are seeking a second bachelor's degree and are new to University of Houston.

All new freshmen are required to attend a New Student Orientation yet transfer students have not been required to participate in a similar program. The end result is that our colleges and academic advisors are inundated throughout the summer with individual advising appointments in order to accommodate the thousands of new transfer students who join our academic community each year.

Over the last year members of the university community have been working with coaches from Achieving the Dream (ACT). In 2009 New Student Orientation was moved to the Office of Admissions – one outcome of the work between Admissions and the ACT committee is the creation of the ART (Advising and Registration for Transfers) program. This one-day event for transfer students is not a traditional orientation program; instead ART provides transfer students with an immediate academic intervention and then supplements the transfer student experience with optional concurrent sessions which students have the option of attending if relevant to their needs. ART was implemented in the summer of 2010 for summer and fall admits with great success.

In 2009 only 417 transfer students attended a formalized orientation program for advisements and registration, leaving approximately ~2700 students seen by advisors outside of an established orientation program. Of the 417 transfer students who did attend, approximately 80% enrolled in courses.

During the summer of 2010, through ART, the campus community welcomed, advised and registered 4,113 transfer students through 10 one-day programs (4,499 registered to attend, 4,113 attended). Not only did transfer students attend in large numbers but our transfer melt, or the number of students who commit to our institution but never enroll, was 8.83%. Of the 4,113 that did attend, 3,745 enrolled in courses (91% of the total attendance).

35.3% of transfer students who attended an ART session responded to a survey sent out after each ART conference. Of those respondents, 85.4% were very to moderately satisfied with their experience with A.R.T. 86.12% strongly to moderately agree they have a better feeling on how to handle issues that may arise at UH than they did before attending ART.

Changes to a student's level occurring after the student is awarded financial aid, create series compliance and auditing issues. Surveys were also sent to academic advisors which sought to capture their experience with the new ART program. By no means is the response rate statistically significant; however 95.7 % of the respondents agree that ART should be required for transfer students.

We realize this is the first year for the ART program and there are improvements that need to be made. That said, the overall experience had by new transfer students and the university community has been positive. The students are choosing to attend ART, an increase of 4,000 students from 2009 to 2010 tells us that. The issue is

# UC 10896 10F

Revised 10/26/10

not how do we get transfer students on campus to register, the issue is how can we create an intentional advising and registration experience which assists in enrollment and the university with retention - we're on the road to creating a program that accomplishes these things.