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Iowa State University
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Iowa School for the Deaf
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Lakeside Lab Regents Resource Center
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Southwest Iowa Regents Resource Center
Tri-State Graduate Center



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TO: ✓ Mr. Michael E. Marshall
Secretary of the Senate
Second Floor, State Capitol
Des Moines, IA 50319

Mr. Mark Brandsgard
Chief Clerk of the House
Second Floor, State Capitol
Des Moines, IA 50319

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State of Iowa

FROM: David W. Miles – President, Board of Regents, State of Iowa
Judy Jeffrey – Director, Iowa Department of Education
Jim Lindenmayer, Ph.D. – President, Indian Hills Community College & Chair,
Iowa Community College Presidents Association

DATE: July 1, 2008

SUBJECT: Articulation Website (SF 601)

We are pleased to report to you the completion of the Articulation Website by the Board of Regents and Iowa community colleges, in cooperation with the Iowa Department of Education, as described in Senate File 601, and to inform you that the Articulation Website can now be accessed at the following address: www.TransferInIowa.org.

The primary focus of the Articulation Website is to allow Iowans to know at the time of enrollment in a community college course: (1) whether the credit will be accepted by the state university of the student's choice; (2) the category in which the university will apply the credit; and (3) to which degree program or programs the university will apply the credit.

It is important to stress that the information provided by the Articulation Website presupposes academic planning by the student, in concert with transfer advisors at the community college and the Regent university, and admission of the student by the Regent university of their choice.

We have received strong support for the Articulation Website from community college students and staff as well as the Department of Education. A number of marketing strategies will be implemented during the summer and fall to ensure that community college students and transfer advisors are knowledgeable about navigating the Articulation Website. Course changes at the community colleges will be communicated through the Common Course Numbering database.

The Board of Regents is committed to assisting transfer students in making a seamless transition between Iowa community colleges and Regent universities. The Articulation Website is one tool that will contribute to that process.

Please feel free to contact Dr. Diana Gonzalez (515-242-6116) should you have any questions.

Attachment Articulation Website Development Report
 TransferInIowa.org promotional poster; TransferInIowa.org promotional postcard
 Press release

BOARD OF REGENTS, STATE OF IOWA
REPORT ON ARTICULATION WEBSITE DEVELOPMENT (SF 601)
JULY 2008

Executive Summary:

As a result of legislation in 2007, SF 601 directed the Board of Regents "in cooperation with the department of education and the community colleges to develop, maintain, and promote a user-friendly credit transfer and articulation internet website that allows Iowans to know at the time of enrollment in a community college course whether the credit will be accepted by the state university of the student's choice, the category in which the university will apply the credit, and to which degree program or programs the university will apply the credit. The website must be operational no later than July 1, 2008."

To accomplish this objective, the Board created the Articulation Website Team in Summer 2007. The Team, led by Dr. Diana Gonzalez, included representatives from the three Regent universities, Iowa community colleges, Iowa Department of Education, and Board Office (Attachment A).

The Team developed guiding principles which described the components necessary to accomplish the objectives required in SF 601 (Attachment B). Each Regent university re-prioritized and re-allocated its resources, especially in the Information Technology area, so as to dedicate the resources necessary to accomplish the development of the Articulation Website within the prescribed timeframe. The Team met regularly between August 2007 and June 2008. In addition to participating at Team meetings, each Regent university team member was responsible for working with appropriate institutional staff members to develop an institutional articulation system.

The Articulation Website, called TransferInIowa.org, went live on July 1, 2008. This Website provides three articulation systems with the same functionality – **I CHART** (SUI); **TRANSIT** (ISU); and **TRANSFER PLAN-IT** (UNI) – which allows students to choose multiple majors at each Regent university to know (1) whether the credit is transferable; (2) to what category the credit will apply; and (3) to what program the credit will apply. The TransferInIowa.org Articulation Website was constructed and is being supported on the Iowa State University server.

Background:

What is articulation? Articulation is a process of coordinating transfer practices among post-secondary sectors to produce a smooth transition for students from one sector to another. Articulation can occur in the following ways: (1) on an individual basis or (2) through articulation agreements which can be course to course or program-to-program. College transfer involves two types of students – those who plan and those who do not plan. The TransferInIowa.org articulation website will be a powerful tool for students who plan, especially if they also consult with a transfer advisor at their community college and Regent university.

Iowa articulation history. Iowa has a long history of *voluntary* articulation between the Regent universities and Iowa community colleges dating back to the late 1960s. The Liaison Advisory Committee on Transfer Students (LACTS), formed in 1972, has been instrumental in the development of eight statewide agreements, including the associate of arts articulation agreement, associate of science articulation agreement, common grading symbols and definitions agreement,

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and career-technical credit agreement.¹ Program-to-program articulation between the Regent universities and Iowa community colleges has been an on-going effort through the creation of 2+2 programs and admissions partnerships.

In 2005, the Board of Regents created the 2+2 Council to enhance discussions between the Regent universities and Iowa community colleges regarding articulation. The work of the Council contributed to the creation of a Bachelor of Applied Studies Program at the University of Iowa. This program is available for community college students who have completed an associate of applied science degree and who desire to complete a bachelor's degree but cannot engage in traditional on-campus study. The Council also created a gateway website to link advising and articulation information among the Regent universities and Iowa community colleges. This website, created and maintained by the University of Iowa, was the precursor to the current TransferInIowa.org website.

Constituent feedback for Website development. Constituents include currently enrolled and prospective Iowa community college students who plan to transfer to a Regent university, Iowa community college transfer advisors, Regent university academic and administrative units, and Iowa community college administrators. Constituent feedback, obtained through surveys, focus groups, and administrative feedback, has significantly guided the development of the articulation website.

- ◆ The Team obtained 1,254 responses from students at 10 Iowa community colleges and 64 responses from transfer advisors at 11 Iowa community colleges.
- ◆ The responses indicated that:
 - Seventy-one percent of the students preferred a web-based system to learn how their credits will transfer to a Regent university.
 - Ninety-three percent of the students envisioned using a web-based system at least once before transferring.
 - Students want a web-based system that is easy to access; simple to use; informative; regularly updated; available to all; and able to display results for all courses.
 - There is a need to market the articulation website at the community colleges – 55% of the advisors indicated that students were not aware of transfer resources; 72% of the students indicated they were not aware of transfer resources.
 - Students want the word “transfer” in the name of the articulation website.
 - Students want the articulation website link available from their community college homepage or personal webpage.
 - Students want the articulation website to offer an optional login to retain individual course information.
 - Students want the articulation website to include information about the associate of arts articulations.

¹ Details about the statewide agreements can be found in *The Public Connection* at <http://www2.state.ia.us/regents/HigherEd/LACTS%20I.06.pdf>.

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- ◆ A presentation about the TransferInIowa.org Articulation Website was made to the Liaison Advisory Committee on Transfer Students (LACTS) at its annual meeting in April 2008. Meeting participants expressed favorable reactions and support for the Website. Feedback from the meeting participants was useful in planning marketing and communication strategies.

Features of the Articulation Website.

- ◆ All courses offered by and included in the current catalog of each Iowa community college are included in each university articulation system.
- ◆ Course changes will be regularly monitored through the Community College Common Course Numbering System; each university articulation system will be regularly updated using this mechanism.
- ◆ After inputting their Iowa community college courses (completed, in-process, or prospective), students will be able to select as many majors at their Regent university of choice as they wish. This will allow students to look at how their courses may apply to different majors. Official articulation is completed after admission to a Regent university.
- ◆ Students will be able to print their course audit. While this information is unofficial, it will be a useful document for the purpose of consulting with community college and Regent university transfer advisors.

Marketing efforts. The Articulation Website Team appointed a Marketing/Communication Team to develop a plan to inform all constituencies of the resources available through the TransferInIowa.org Articulation Website. These efforts include the following:

- ◆ A YouTube video was produced by a graduate student at Iowa State University, as a preview for the Articulation Website. It could be seen at www.transferiniowa.org until July 1, 2008, when the Articulation Website became available electronically.
- ◆ Full-color posters will be sent to all Iowa community colleges (Attachment). A slightly different version will be sent to all Iowa high schools.
- ◆ Full-color postcard-like handouts will be sent to all Iowa community colleges (Attachment).
- ◆ Using community college mechanisms, a "Coming Soon" e-mail was sent on May 30, 2008, and a "Now Available" e-mail was sent on July 1, 2008, to communicate with Iowa community college students about the new Articulation Website.
- ◆ Links to TransferInIowa.org will be created on the following websites - Board of Regents, Regent universities, Iowa community colleges, and the Iowa Department of Education. The TransferInIowa.org Articulation Website will also be accessible through major search engines, such as Google.
- ◆ A Power Point Presentation to explain the TransferInIowa.org Articulation Website will be available to all Iowa community colleges through Telenet in September 2008.
- ◆ A presentation will be made to the State Board of Education in September 2008.

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Costs. Each Regent university re-prioritized and re-allocated its resources, especially in the Information Technology area, so as to dedicate the resources necessary to accomplish the development of the Articulation Website within the prescribed timeframe. There were two types of costs associated with the Articulation Website – developmental cost and on-going, maintenance cost.

- ◇ The developmental cost was approximately \$300,000.
- ◇ On-going, maintenance of the Articulation Website is projected to be approximately \$60,000 per year.

Next steps. In order to meet the legislation requirements and to ensure that the TransferInIowa.org Articulation Website is made known to Iowa community college students and transfer advisors, the following steps will be taken:

- ◇ Marketing efforts, including e-mails, posters, postcards, and links to community college websites will be implemented.
- ◇ An Articulation Website Team will develop a plan to evaluate the Articulation Website.
- ◇ Ongoing maintenance of the Articulation Website will include regular updating of Iowa community college courses. The source of the data will be the community colleges' Common Course Numbering System Database.
- ◇ The Articulation Website will be promoted by the Regent universities at their booths during the Iowa State Fair in August 2008.
- ◇ Presentations will be made to the House Education Committee, State Board of Education, Iowa community college administrators, and other appropriate audiences.

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ATTACHMENT A

ARTICULATION WEBSITE TEAM

- ◇ Dr. Lyvier Aschenbrenner – Department Chair, Housing and Counseling Services, Indian Hills Community College
- ◇ Mr. Michael Barron – Assistant Provost and Director of Admissions, University of Iowa
- ◇ Ms. Laura Doering¹ – Senior Associate Registrar and Director of Transfer Relations, Iowa State University
- ◇ Mr. Michael Gau – Dean, Arts and Sciences, Northeast Iowa Community College
- ◇ Dr. Diana Gonzalez – Policy and Operations Officer, Board Office (Chair)
- ◇ Ms. Kathy Jones – Assistant Vice-President for Enrollment Services and Registrar, Iowa State University
- ◇ Dr. Beverly Kopper – Associate Provost, University of Northern Iowa
- ◇ Ms. Debra Miller¹ – Associate Director of Admissions, University of Iowa
- ◇ Mr. Philip Patton – Registrar and Interim Director of Admissions, University of Northern Iowa
- ◇ Ms. Robin Sandberg¹ – Communication Coordinator, Admissions, University of Northern Iowa
- ◇ Dr. Roger Utman – Chief, Bureau of Community College and Career and Technical Education, Iowa Department of Education
- ◇ Dr. Laurie Wolf¹ – Executive Dean, Student Services, Des Moines Area Community College
- ◇ Dr. Karen Zunkel – Director of Undergraduate Programs, Office of the Provost, Iowa State University

¹ Also served on the Marketing/Communication Team. Other M/C Team members included Mr. Marc Harding, ISU Director of Admissions, and Ms. Sara Langenberg, SUI Admissions Web Editor, who assumed the role of Team leader upon the departure of Ms. Sandberg who accepted a position at another institution in March 2008.

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SF 601 STATE BOARD OF REGENTS == ARTICULATION WEBSITE.

Sec. 55 The general assembly finds that as college costs increase, Iowa's community college students need access to resources that allow the students to make informed, cost-effective decisions regarding their postsecondary education plans. It is the intent of the general assembly to provide for a seamless transition for students transferring from Iowa's community colleges to Iowa's state universities. Therefore, the state board of regents shall, in cooperation with the department of education and the community colleges, develop, maintain, and promote a user-friendly credit transfer and articulation internet website that allows Iowans to know at the time of enrollment in a community college course whether the credit will be accepted by the state university of the student's choice, the category in which the university will apply the credit, and to which degree program or programs the university will apply the credit. The board and the community colleges shall continuously strive to improve upon the coordinating efforts between the state universities and the community colleges to map and articulate community college courses for college credit with the degree programs offered at the state universities. The website shall be operational not later than July 1, 2008.

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ATTACHMENT B

ARTICULATION WEBSITE GUIDING PRINCIPLES

- ☐ Build on what's already available at the www.transferiniowa.org gateway website created by the 2+2 Council in 2005.
- ☐ Allow students the opportunity to choose multiple majors at a Regent university to know (1) which credits are transferable, (2) to which category credit will apply, and (3) to which program credit will apply.
- ☐ Present information about degree programs.
- ☐ Integrate the needs and questions of community college students.
- ☐ Meet the deadline of July 1, 2008.
- ☐ Obtain user input as the Website is being developed. Obtain feedback through personal contact with students, advisors, administrators, and others to make key decisions.
- ☐ Develop an ongoing maintenance plan regarding the Articulation Website. Specify the resources needed to maintain the Articulation Website.
- ☐ Develop a marketing plan that identifies strategies to communicate the Articulation Website to Iowa community college students and transfer advisors.
- ☐ Ensure that information on the Articulation Website is commensurate with the information provided to entering first-year students at the Regent universities.
- ☐ Provide functionality that allows students to "window shop."
- ☐ Use outside resources as appropriate and available.
- ☐ Recognize that students must take responsibility for their educational objectives.
- ☐ Ensure that the final product looks professional – the image is important.
- ☐ Design the articulation website for the "average" situation of the majority of transfer students.
- ☐ Include an educational component about the value of the Articulation Website as a resource tool.
- ☐ Encourage community college students to discuss transfer plans with community college and Regent university advisors early and often.
- ☐ Document efforts of staff time and other resources used to develop the Articulation Website.
- ☐ Ensure that appropriate institutional staff members are involved during the development of the Articulation Website. Expand the team as needed.
- ☐ Limit the focus of the Articulation Website to students who transfer from Iowa community colleges to the Regent universities.
- ☐ Engage all Iowa community colleges in conversation during the development of the Articulation Website.
- ☐ Understand that the information contained in the Articulation Website presupposes that the student will be accepted at the Regent university of their choice.

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- ☐ Stress the importance of acknowledging that the Articulation Website is a joint project between the Regent universities and Iowa community colleges.
- ☐ Understand that there are different issues at the community colleges, e.g., career-technical programs vs. college-parallel programs.
- ☐ Involve existing groups, such as Liaison Advisory Committee on Transfer Students (LACTS), Regents Committee on Educational Relations (RCER), community college presidents, and community college chief academic officers, as appropriate and necessary.
- ☐ Use one umbrella Articulation Website. Each Regent university will develop separate Articulation Website tools, in accordance with functionality requirements.
- ☐ Use qualitative and quantitative assessments to inform decisions.
- ☐ Obtain feedback from president, chief academic officer, and student services professionals from each team member's institution to ensure "one voice."
- ☐ Conduct field tests/focus groups with community college students.
- ☐ Create a planning tool that interfaces and supports, not replaces, academic advising.
- ☐ Make the Articulation Website available to the public – all Iowans.
- ☐ Use common definitions and labels when possible.
- ☐ Identify disclaimers and advisory comments for the Articulation Website.
- ☐ Provide articulation information for all Iowa community college courses, including career-technical and remedial/developmental courses.
- ☐ Display course input/output for the student.
- ☐ Save the information during the student's active session.
- ☐ Include the current catalog of each Regent university and Iowa community college in the system.
- ☐ Allow the student to print and date the final output which will include a disclaimer that the information provided is not official.
- ☐ Provide contact information to the student for follow-up.
- ☐ Provide easy accessibility to the Articulation Website on major search engines.
- ☐ Include transfer planning tools, such as a checklist and deadlines for transfer planning, on the Articulation Website.

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July 1, 2008

FOR IMMEDIATE RELEASE

Contacts: Robert Donley, Executive Director, Board of Regents, (515) 281-3934
Diana Gonzalez, Policy & Operations Officer, Board of Regents, (515) 242-6116

ARTICULATION WEBSITE NOW AVAILABLE

(URBANDALE, Iowa) – In response to 2007 legislation, Iowa's Regent universities and public community colleges created an Articulation Website, called TransferInIowa.org, that addresses the number one question transfer students ask, "How will my credits transfer?"

By following the 'Transferring Your Credit' link, students from Iowa's public community colleges can discover how their courses may transfer to the Regent universities. Additional links include information about the transfer process, distance education, existing statewide transfer agreements, and contact information for each of the three Regent universities.

An Articulation Website Team comprised of representatives from Iowa public community colleges, Regent universities, Board of Regents Office, and Iowa Department of Education managed the development and implementation of the new Articulation Website.

According to Indian Hills Community College President Dr. Jim Lindenmayer, "The Articulation Website is an important step in providing qualified students with a seamless transition to our state's Regent universities. Development of the Website is a tremendous example of the cooperative efforts among our institutions of higher learning and the resultant benefits that can be reaped on behalf of our students."

The development process was led by a set of guiding principles and included considerable input and feedback from various constituencies, including 1,254 currently enrolled and prospective Iowa community college students who plan to transfer to a Regent university, 64 Iowa community college transfer advisors, Regent university academic and administrative units, and Iowa community college administrators.

The surveys, focus groups, and administrative feedback indicated that students want a web-based system that is easy to access, simple to use, informative, regularly updated, available to all, and able to display results for all courses.

Department of Education Director Judy Jeffrey said, "The TransferInIowa Website will be a valuable resource to community college students and community college academic advisors involved in the transfer process. By accessing the website, students, their parents, and advisors will quickly see how a student's courses transfer and what courses may still be needed to complete the major and degree at the Regent universities."

A key feature of the Articulation Website, launched on July 1, 2008, is the introduction of easy-to-use transfer credit applicability systems - Iowa State University's TRANSIT system; the University of Iowa's I-Chart system; and the University of Northern Iowa's Transfer Plan-It system.

Board of Regents President David Miles said, "Many Iowans choose to begin their college experience at a community college with the goal of eventually transferring to a Regent university. The Board of Regents understands the need to provide information and support to prospective transfer students to make their transition between institutions as seamless as possible. We anticipate that this Articulation Website will support that process. The Board appreciates the support of the legislature and the collaboration with the community colleges and the Department of Education in this important endeavor."

Iowa's three Regent universities and 15 public community colleges serve more than 150,000 students annually.