

# TRANSFER AND ARTICULATION COUNCIL COURSE TRANSFER/REVERSE TRANSFER COMMUNICATION PLAN

August 2014

# **OVERVIEW**

In April 2014, the Kansas Board of Regents' Transfer and Articulation Council (TAAC) discussed how to create a "Communication Plan" that could coordinate the marketing of Course Transfer and the newly created system-wide Reverse Transfer policies and procedures among the 32 public postsecondary institutions across Kansas.

The end-result is this document: Agreed upon language (short, medium, and long for Course Transfer; short and medium for Reverse Transfer) to be used online and in digital and print communication resources, as well as a shared visual identity to support the clear and consistent messaging around these system-wide guarantees. Additionally, to support clarity in regards to what courses have been selected for system-wide course transfer (specifically), there is also the inclusion of a "micro-logo" to be added to both digital and print course catalogs across the system, as institutions are able.

# **EXPLAINING COURSE TRANSFER**

There are pages on most institutional websites, including the Board of Regents' website, that aim to explain system-wide Course Transfer in Kansas. Many are dynamic and provide the user with the ability to search for courses and find their equivalent course. Additionally, print pieces that communicate the opportunities of a specific institution may reference system-wide course transfer as a strong reason to consider a public postsecondary institution for one's course of study. However, there is a need to provide a clear, straight-forward explanation of what system-wide course transfer looks like in Kansas.

TAAC has approved the following marketing language to assist with the communication of system-wide course transfer. Depending on audience and purpose, select one of the following descriptions for inclusion; use font style, size, color, layout and alignment to be consistent with your Graphic Standards.

### Short – One Sentence with Link

There is a growing list of courses approved by the Kansas Board of Regents for guaranteed transfer among all Kansas public postsecondary institutions.

Visit <a href="http://www.kansasregents.org/transfer">http://www.kansasregents.org/transfer</a> articulation [OR institution website] for more information.

## Medium - One Paragraph with Link

There is a growing list of courses approved by the Kansas Board of Regents for guaranteed transfer among all Kansas public postsecondary institutions. From College Algebra and English Composition I & II, to Public Speaking and Art History I & II, a student who completes a course listed as a guaranteed transfer course at any Kansas public community college, technical college, or university can be certain that he or she can transfer that course to any other Kansas public institution in pursuit of a degree or credential.

Visit http://www.kansasregents.org/transfer articulation [OR institution website] for more information.

# Long - Full Details (AY2014-2015)

The Kansas Board of Regents has now approved 46 courses for guaranteed transfer among all Kansas public postsecondary institutions. A student who completes these courses at any Kansas public community college, technical college, or university can be certain that he or she can transfer that course to any other public institution in Kansas in pursuit of a degree or credential.

Beginning with the 2014 summer term, the following courses qualify for guaranteed transfer:

Acting I Acting II

American Government Anatomy & Physiology Art Appreciation

Art History I-Prehistoric to Medieval
Art History II-Renaissance to Contemporary

Calculus I

Chemistry I & Lab for Majors

Chemistry II/Lab

Childhood Growth & Development

College Algebra Elementary Statistics English Composition I English Composition II

Ethics French I

General Biology & Lab for Non-majors

History of World Civ. to 1500 Human Lifespan/Devel. Psychology Introduction to Computers & Applications Introduction to Cultural Anthropology Introduction to Linguistic Anthropology Introduction to Literature Introduction to Philosophy Introduction to Political Science Introduction to Psychology

Introduction to Psychology Introduction to Sociology Logic and Critical Thinking

Microeconomics Macroeconomics Music Appreciation Music Theory

Physical Science I & Lab

Physics I & Lab Physics II & Lab Public Speaking Social Problems

Spanish I Spanish II Stage Crafts

Theatre Appreciation
Theatre Practicum
US History to 1877
US History since 1877
World Regional Geography

Visit <a href="http://www.kansasregents.org/transfer">http://www.kansasregents.org/transfer</a> articulation [OR institution website] for more information.

# EXPLAINING REVERSE TRANSFER

The newest policy adopted by the Kansas Board of Regents to assist students navigate a seamless public postsecondary system addresses **Reverse Transfer**. Among the agreement between system presidents is the commitment "to acknowledge and recognize the reverse transfer program on each institution's website and via other marketing and publicity methods."

Effective Fall of Academic Year 2014, institution websites will include the following language to explain reverse transfer here in Kansas wherever it makes the most sense. Additionally, print pieces may reference reverse transfer as a strong reason why to consider a public postsecondary institution for one's course of study. However, like with system-wide course transfer there is a need to provide a clear, straight-forward explanation of what reverse transfer is and how it works in Kansas.

The System Council of Chief Academic Officers (SCOCAO) and Transfer and Articulation Council (TAAC) have reviewed the following marketing language to assist with the communication of reverse transfer. Depending on audience and purpose, select one of the following descriptions for inclusion; use font style, size, color, layout and alignment to be consistent with your Graphic Standards.

### Short – One Sentence with Link

Students who transfer to a Kansas public university from a Kansas public community college or technical college (or vice versa) are eligible for Reverse Transfer, which allows for the attainment of any associate degree for which one is eligible along the way to additional certificates and degrees.

Visit http://www.kansasregents.org/transfer articulation [OR institution website] for more information.

### **Medium – One Paragraph with Link**

Students who transfer to a Kansas public university from a Kansas public community college or technical college (or vice versa) are eligible for Reverse Transfer, which allows for the attainment of any associate degree for which one is eligible along the way to additional certificates and degrees. Within a student's first semester, those who transfer coursework from a public university, community college or technical college will be notified if they are eligible to be considered for reverse transfer degree status, and which courses are needed to finish the related degree. Students who then complete the coursework for a given associate degree will be eligible to receive that degree, administered automatically by correspondence between the new institution and the university, community college or technical college the student last attended.

Visit http://www.kansasregents.org/transfer articulation [OR institution website] for more information.

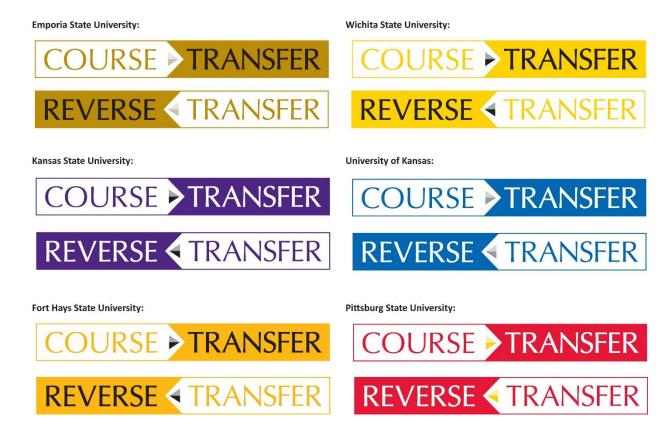
# **VISUAL IDENTITY**

To assist our students in understanding system-wide course transfer and reverse transfer information, each community college, technical college, and university will have correlated visual "logos" branding the communication of information related to course transfer in a shared way, which will serve to underscore the unified approach of our public postsecondary system.

Logos have been developed for both Course Transfer and Reverse Transfer and are presented below.

# Logo - Created for each Institution

For use on websites communicating system-wide course transfer (required), and any other digital or print spaces that discuss system-wide course transfer (optional).



Contact Breeze Richardson, Director of Communications at the Kansas Board of Regents, for necessary graphic files: <a href="mailto:brichardson@ksbor.org">brichardson@ksbor.org</a> or 785-291-3969.

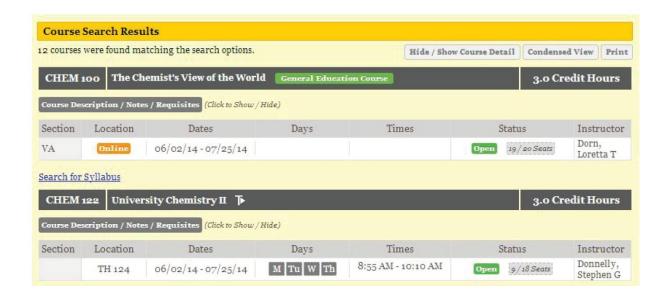
# Micro-Logo - Uniform across the System

In addition to online, digital, and print space that communicate what system-wide course transfer is and how it works, <u>course catalogs</u> are a key space for students to see that a course is guaranteed for transfer and take that into consideration when making their selection.

Therefore, a "micro-logo" has been developed for course catalogs\* to communicate course transfer:

Statewide Course Transfer micro-logo: T

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<sup>\*</sup>Please note: it is important to include a definition of this symbol, either by linking it to an institution's website or the Kansas Board of Regents' website for more information (when in an electronic format), or by noting it somewhere in the catalog text. Here is a recommended definition:

This course is approved by the Kansas Board of Regents for guaranteed transfer among all Kansas public postsecondary institutions. Additional courses may also be eligible for transfer. Please visit the [institution name] Registrar to learn more.

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