



SENECA

Degree and Credit Transfer Office:

*Engaging Internal and External Stakeholders
and the Importance of Consistent Messaging*

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What We Do

Seneca's centralized office acts as a hub for pathways and transfer credit information and advocates for not only the student, but the academic area and our partners at large when it comes to the dissemination of transfer information.



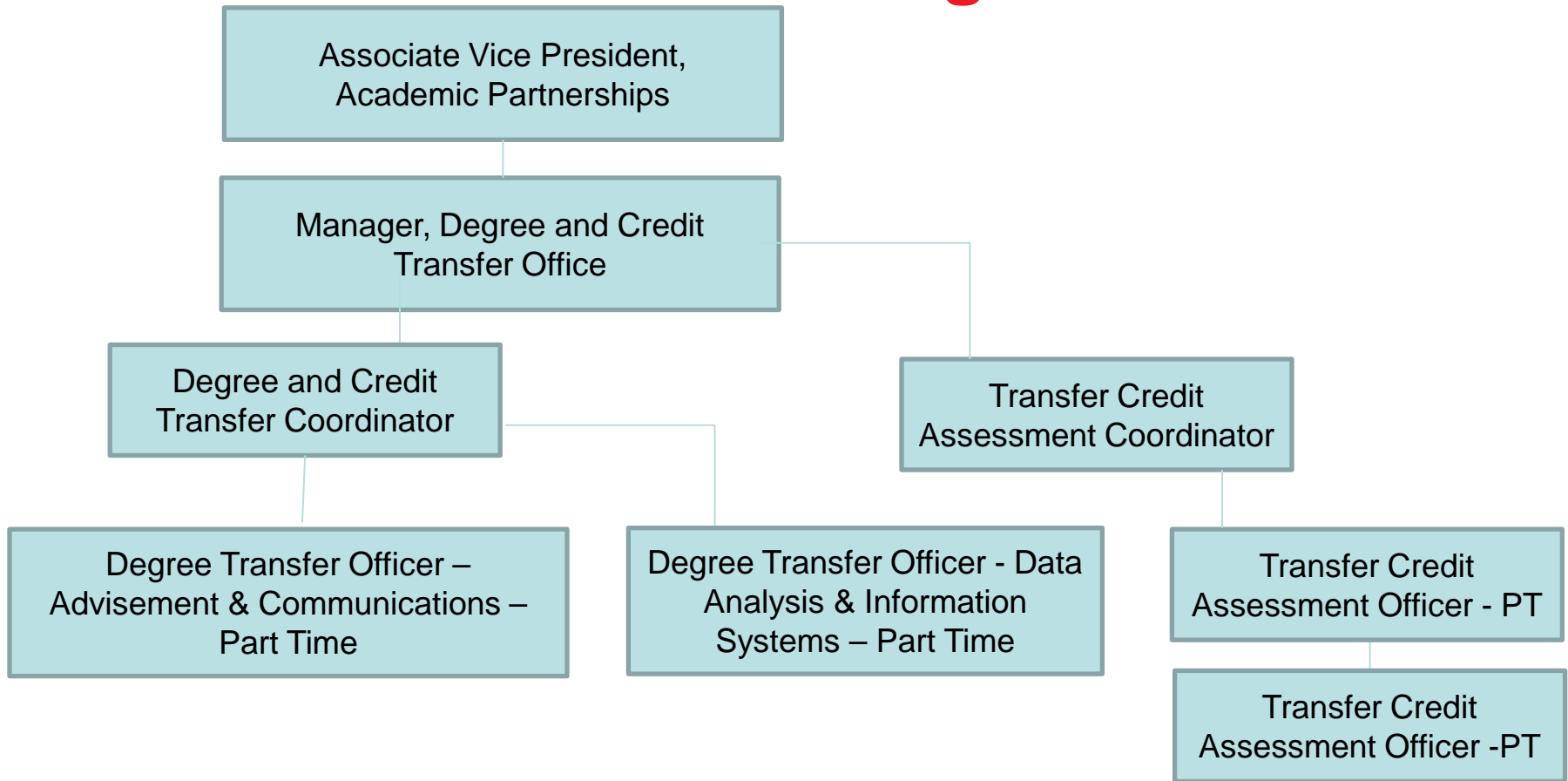


Seneca's Degree & Credit Transfer Office

In 2013/2014 39.17% of admitted students indicated interest in pursuing a degree after Seneca, compared with 41.6% headed for employment.

In 2001/2002 only 19% of admitted students indicated that the last school they attended was postsecondary, while in 2013/2014 that number was 36.1%.

How Seneca's Degree and Credit Transfer Office is Organized



Academic plan - Principles and goals: Offering high-quality, relevant programs and pathways

Goals related to this principle

At the end of five years:

- We will have implemented a renewed process of program evaluation based on continuous monitoring of student and societal needs.
- We will have mapped and evaluated the Seneca Core Literacies as well as the cross-disciplinary and experiential elements in every Seneca program.
- **Every Seneca program will provide opportunities for students to transfer credits within or outside the institution through mechanisms such as ladder credentials and block credit exit points and transfer agreements.**
- All Seneca programs will support flexible delivery strategies to meet the varied needs of learners.



Collaboration with Internal Stakeholders

Program Reviews and new Program Development

- Share data with academic areas during formative and summative reviews
- Establish pathways into degree programs as part of PEQAB application

Transfer Agreements

- Assistance and expertise throughout the agreement development process
- Highlighting the student perspective

Central Repository

- Online database of agreements in addition to official copies of all signed agreements
- Tracking of Advisement Appointments

Outreach

- In Class Info Sessions
- Academic Orientations for 1st year students
- Advisors Lunch
- Admissions Info Session
- Diploma to Degree Pathways
- Liaison and Recruitment – Secondary students, teachers and Guidance Counsellors



Supporting Students

Transfer Guide /ONTransfer

- Update resources such as Seneca Transfer Guide and ONTransfer which students can access to obtain up to date pathways information

University and Degree Information Fairs & Events

- 3 large scale events per year across 3 campuses
- Over 40 institutions from Canada and abroad participate
- OUAC Application Workshops
- DCTO Blitz Week

Advisement

- Provide in depth level of advisement - goes beyond Transfer Guide details
- Includes Prospective, Current students and Alumni
- Walk-ins, 1:1 appts, phone and email

Masters Pathways

- Assistance with research, application and pathways
- Provide Masters Prep Workshops
- Work closely with academic areas
- Host annual Graduate Studies Expo



Fostering Strategic Relationships and Partnerships

Touch point

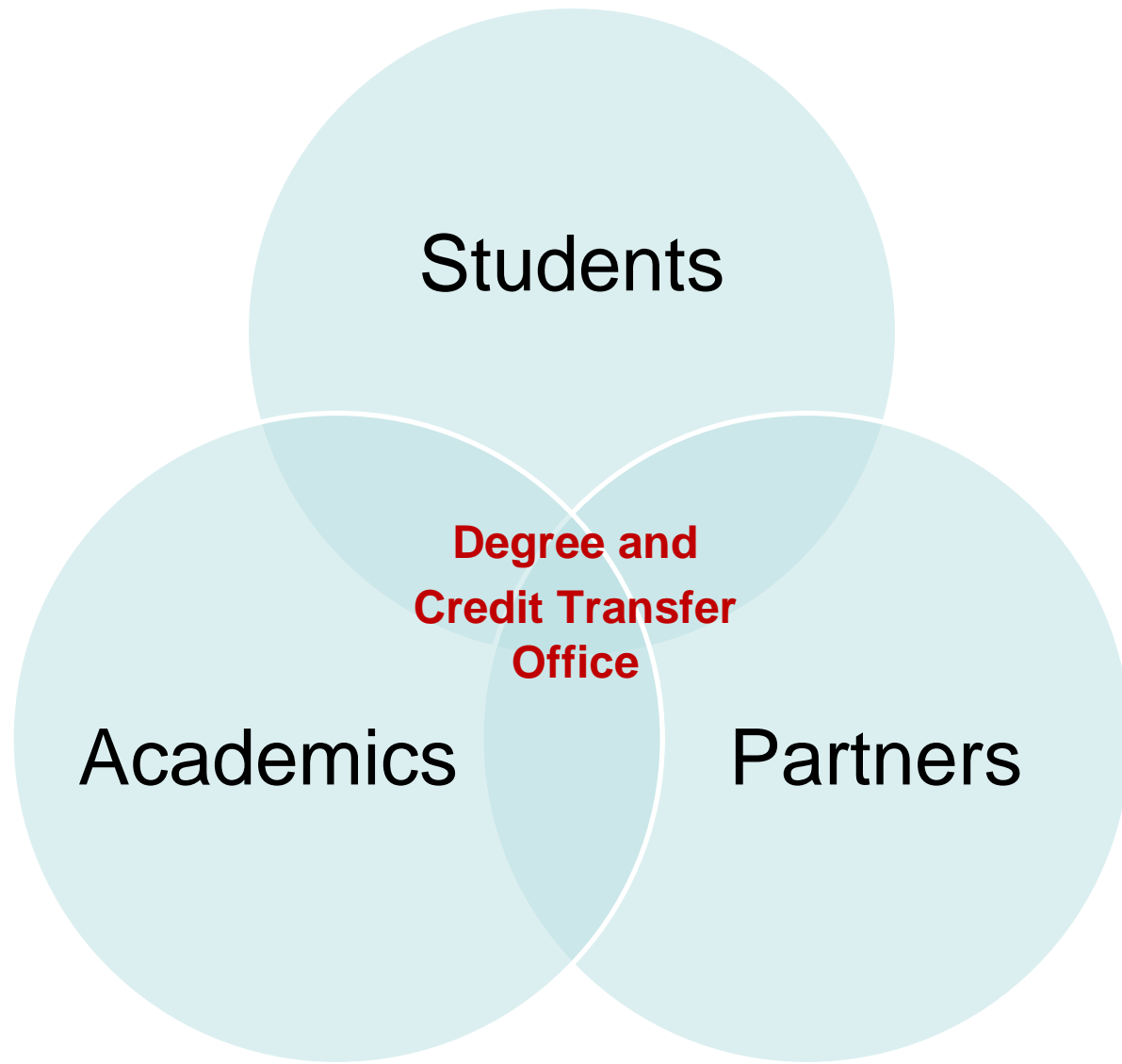
- Often are a main point contact for partners before, during and after partnerships have been established
- Resource for Information on ways and how to partner
- Indicate effective pathways which may be more mutually beneficial

Communicating their Message to/from students

- Online and Social Media
- Seneca Transfer Guide and ONTransfer
- Student Feedback
- Data

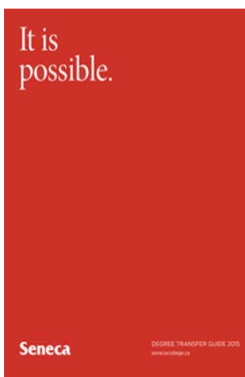
Platform to Disseminate Information

- Fairs
- Information Sessions
- On Campus Booth
- Alumni Magazine





Social Media and Online Presence



Website



Facebook/Twitter



Challenges and Opportunities

Capacity

- Both exciting and challenging to take on more
- Finding and utilizing ways to more efficiently use resources we already have

Policy

- Lack of policies to support the Transfer Credit Portal
- Revisit and amend policy to ensure messaging to students is consistent and clear

Managing Expectations

- Consistent Messaging of who we can support and how

Current/New Initiatives

Integrating Transfer Credit

Cultivating College to College Pathways

Revisiting existing agreements

Quality Assurance; Student Survey

Enhance Online Information

QUESTIONS



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