



4 Year Transfers Focus Group

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OverView

- 1) *Introduction***
- 2) *Methods***
- 3) *Results***
- 4) *Recommandations***



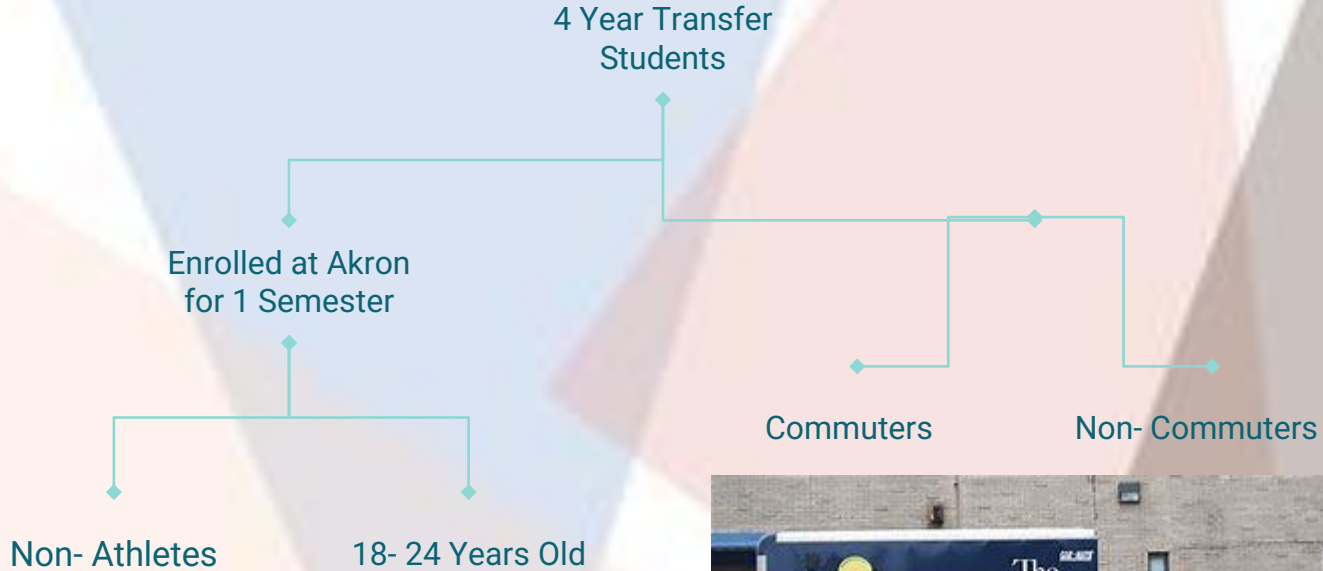
Clients BackGround

- This Focus Group was Conduct for the University of Akron
 - Was Founded in 1870
 - In State Tuition
 - \$23,100
 - Out of State Tuition
 - \$26,720
 - Student Body
 - 12,268
 - Transfer Students
 - 1,084



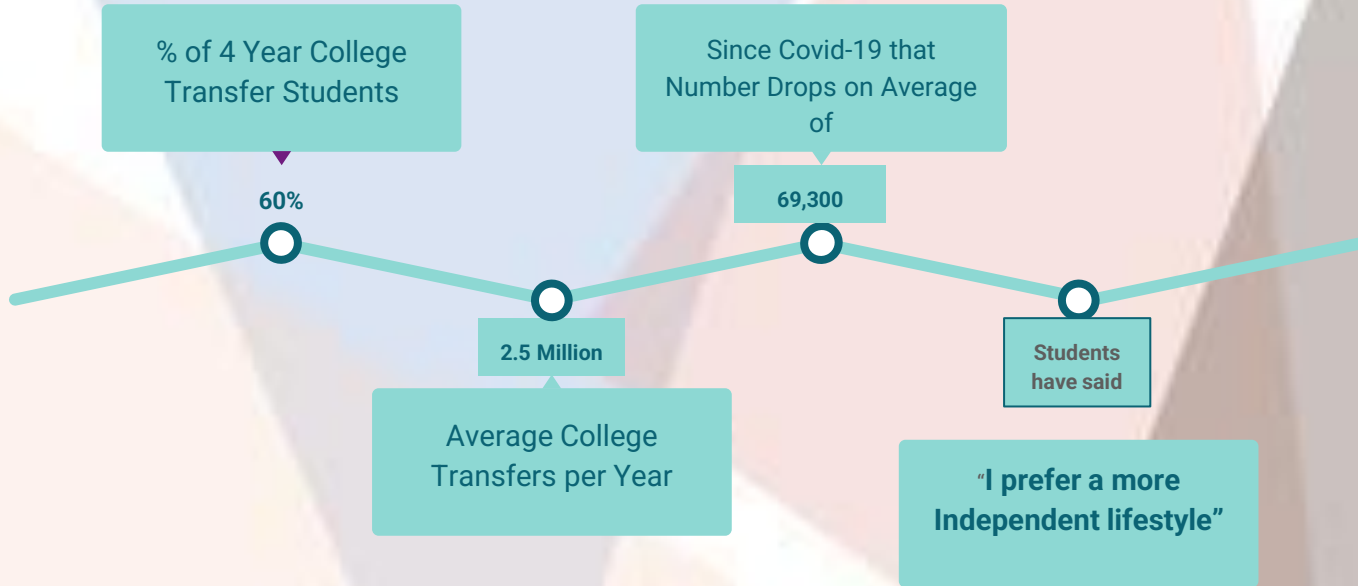


Target Markets





Secondary Data





Why This was Conducted and Why it Was Conducted

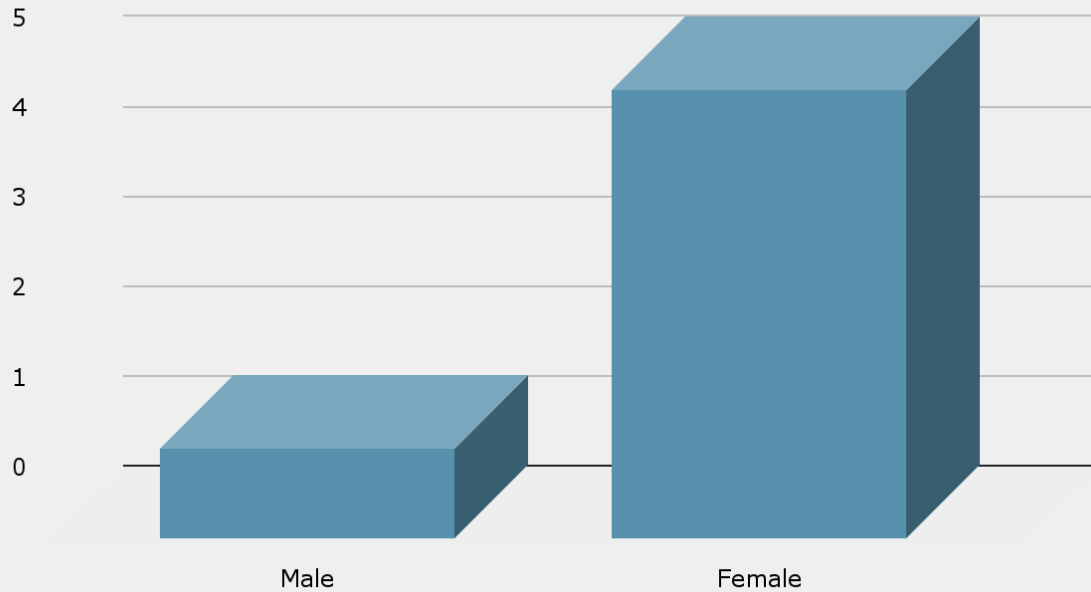
- This was conducted to see
 - Why Students Transferred to Akron
 - How to make the Process go more smoothly
 - How to keep Transfer Students enrolled

WhY



Distribution of participants

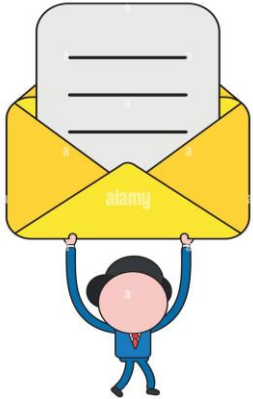
Subject demographic distribution





Recruiting process

- Emails
- Phone calls
- Text messages





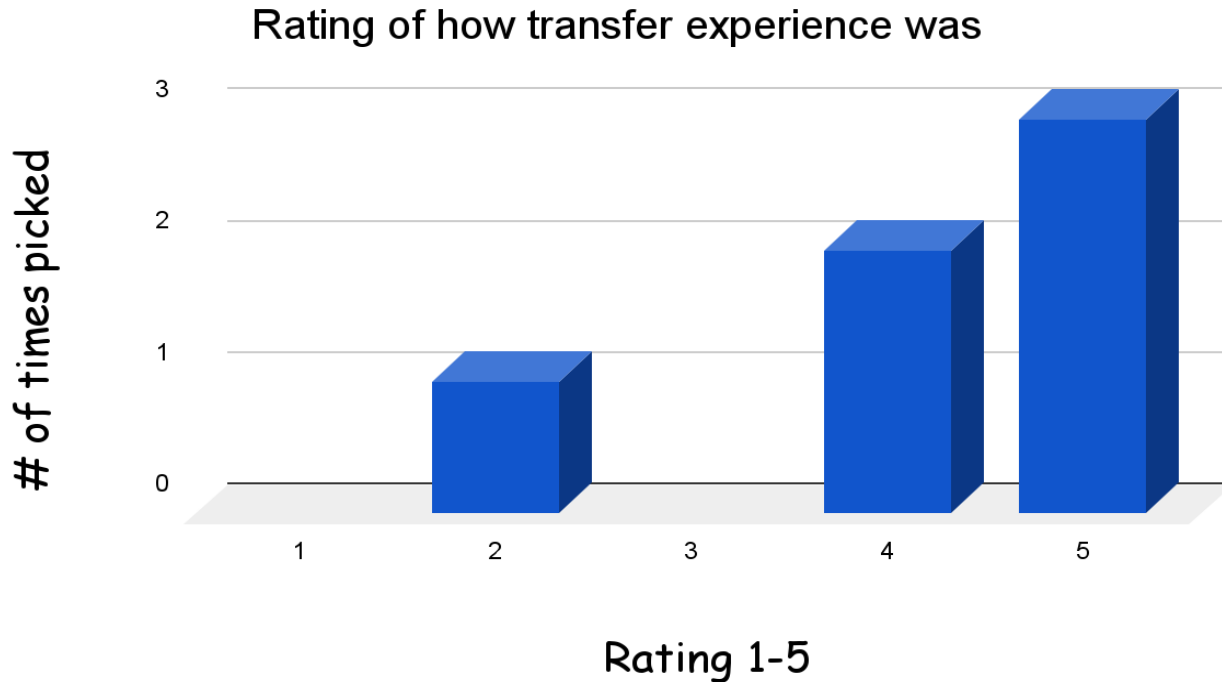
**Conducted Online/Recorded for
transcription**



**Microsoft
Teams**



On 1-5 scale can show us how your transfer experience?





Experience Results (SECOND FOCUS GROUP)

- Easy transferring transition on a number scale of 1-5
 - 3 people gave a 5
 - Never had a better advisor much better than previous institution
Director called and talked to the student about the program and met in person
 - Anytime had a question always got a response back and director reached out
 - 2 people gave a 4
 - Easy- someone reached out over email
 - Advisor was really helpful, everything was in a different spot as well,
 - 1 person gave a 2
 - So much he needed to do, would have liked a progress bar of everything he needed to do or check list more. Was so lost, where to start. Does not have an advisor or does not know who it is



What is your least favorite thing about transfer to Akron?

- ❖ For the main fact that I did not have an advisor,

I was really lost and than I didn't even know where to go get my zip card until two weeks after school started.



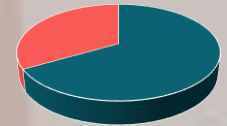


What drove you away from your previous school?

“I didn't really like the small school feeling as much as I thought I was going to. There wasn't as much going on as there is here on campus. I wanted to get involved in more things”



Distribution of previous School



■ Small School ■ Large School ■



Why They Chose Akron (Second focus group)

- Specific Majors
- Location
 - Wanted to be closer to home
 - Work was in between school and home
- Involvement/Activities
 - Sporting events
 - Events on campus
 - Heard from friends that already went here what it was like and wanted to join





What has been your favorite part about coming to the University of Akron

“It is kind of just like one big family. I like being in a group that has pushed me also, I like going to sporting events along with other campus activities”





Post Transfer, What Impressed Them The Most? (second focus group)



The advisors that helped figure out classes compared to their old university and how experienced/ knowledgeable they were regarding classes and advice.



Faculty and staff being educated most professors have PHD's and experience compared to their old university.



What They Would Change About The University of Akron Results:

(second focus group)

Miscommunications
with email.

Unorganized on the
student end, was
hard to find what
they needed to do.

Recommendations



Promote club sports and campus activities

Based on responses to “Main draw that brought you to Akron (University)”

Create and provide a checklist of things needed to be completed by transfer students

Based on responses to “Rate your experience”

Have advisor reach out to transfer students (or if not available, some else that can assist them on their transition)

Based on responses to “Rate your experience”

Heavy on showcasing student/s experiences (possibly targeting transfers)

Based on responses to “Main draw that brought you to Akron (University)”