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Opportunities for Departmental Strategic Planning: Enhancing the Experience for Incoming Transfer Students in the Department of Communication

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Opportunities for Departmental Strategic Planning

Enhancing the Experience for Incoming Transfer
Students in the Department of Communication

Project Overview

✓ Project Objectives:

- ✓ Identify opportunities to enhance the DOC
- ✓ Analyze internal and external stakeholder groups regarding perceived knowledge; awareness; and desired resources
- ✓ Conduct the formative, primary, and applied research needed for creating a 5-year DOC plan
- ✓ Create an implementation in strategy of identifying goals and objectives
- ✓ Create multi-use promotional website to support the department
- ✓ Develop evaluative criteria for assessing the quality and measurable impact of future programs and services

Method

✓ **Sampling Strategies:**

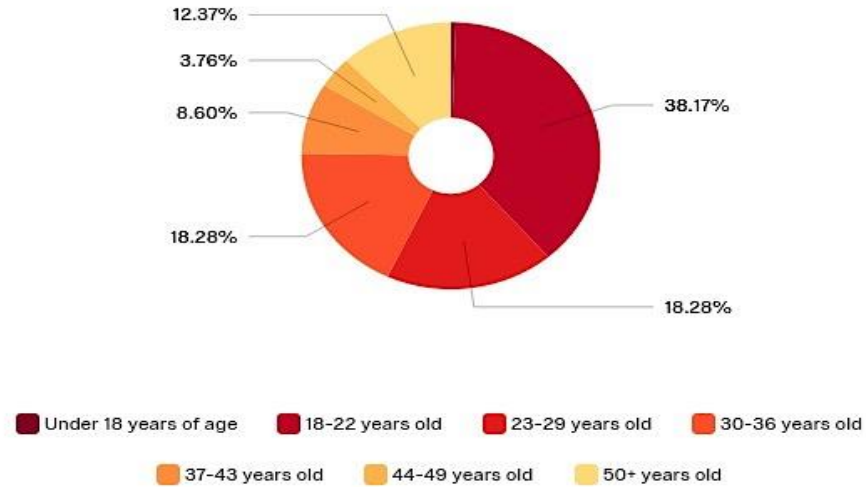
- Announcements from course professors
- Bulk-E to all students
 - Undergraduate and Graduate
- Various social media accounts
- E-mail went out to all departmental alumni

✓ **Use of:**

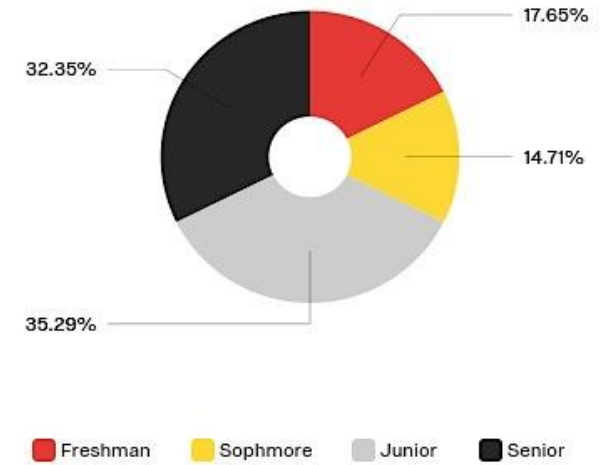
- ✓ Communications Lab
 - ✓ Qualtrics
 - ✓ SPSS
-
- ✓ All participants were 18+
 - ✓ Project was approved by IRB
 - ✓ All students completed NIH training for working with subjects

Sample Description

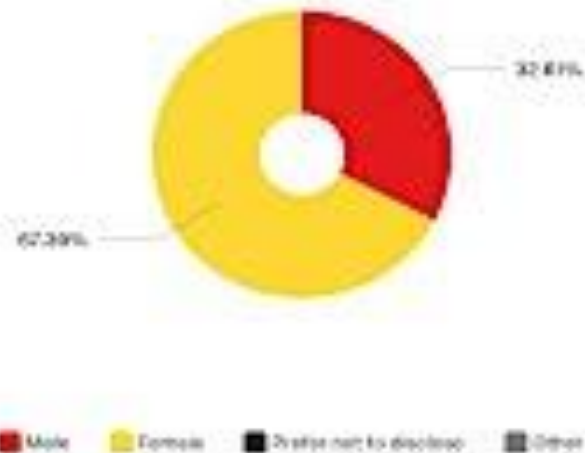
Age



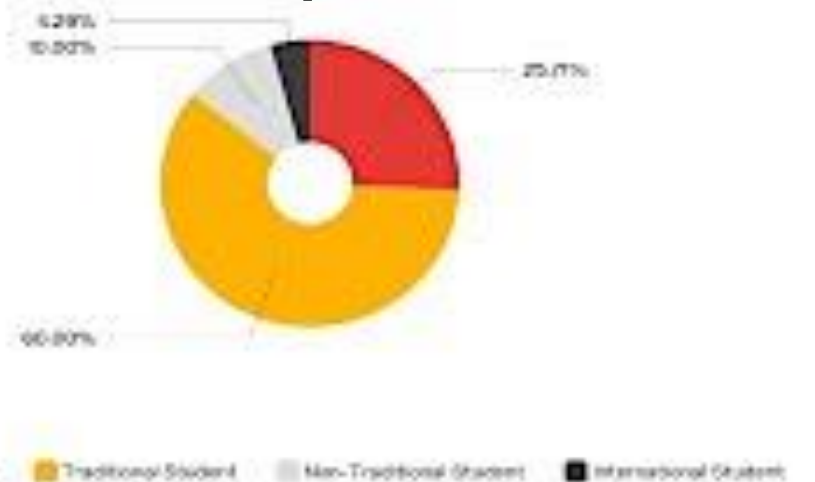
Class rank



Sex





Student Identity



Where do they come from:



 Did you transfer into the Department of Communication from a community college or a different 4- year institution of higher education?

 Did you transfer into the Department of Communication from another undergraduate degree program at PSU?

Research Question 1:

n=17

RQ1: What are the current attitudes of departmental transfer students?

Field	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Transferring into the PSU Department of Communication was an easy process.	0.00% 0	0.00% 0	5.88% 1	52.94% 9	41.18% 7
I received assistance transferring into the PSU Dept. of Communication.	5.88% 1	5.88% 1	17.65% 3	11.76% 2	58.82% 10
I felt knowledgeable and prepared when I transferred into the Dept. of Communication degree program.	5.88% 1	17.65% 3	29.41% 5	47.06% 8	0.00% 0
I am satisfied with my choice to transfer to the PSU Dept. of Communication.	0.00% 0	0.00% 0	11.76% 2	5.88% 1	82.35% 14
After transferring into the PSU Dept. of Communication I felt/feel prepared for my academic coursework.	5.88% 1	0.00% 0	5.88% 1	52.94% 9	35.29% 6

Research Question 2: Solutions

Field	Strongly favor	Somewhat favor	Neutral	Somewhat oppose	Strongly oppose
An introductory departmental orientation video	29.41% 5	23.53% 4	23.53% 4	17.65% 3	5.88% 1
A short introductory course available through Canvas	11.76% 2	29.41% 5	5.88% 1	41.18% 7	11.76% 2
A 2-hr transfer student orientation session during the week before classes start	23.53% 4	29.41% 5	17.65% 3	17.65% 3	11.76% 2
A first-year peer mentoring program	29.41% 5	23.53% 4	35.29% 6	5.88% 1	5.88% 1



Discussion

- ✓ **Increase in transfer students over the past 5 years, rate of transfer students isn't expected to decrease in volume**
 - ✓ 5 (local) community colleges that offer cheaper programs
- ✓ **Wider application is possible for PSU International Students, and Communication MINORS within the department.**



Thank you for your time