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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:**

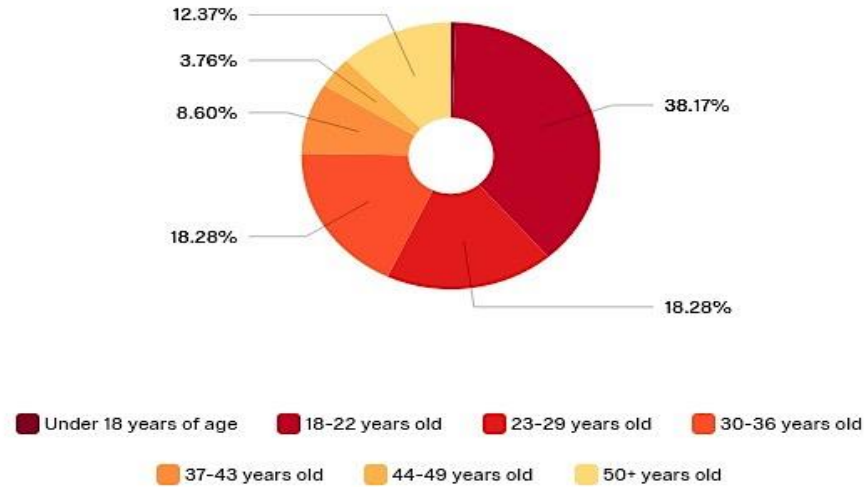
- Announcements from course professors
- Bulk-E to all students
  - Undergraduate and Graduate
- Various social media accounts
- E-mail went out to all departmental alumni

## ✓ **Use of:**

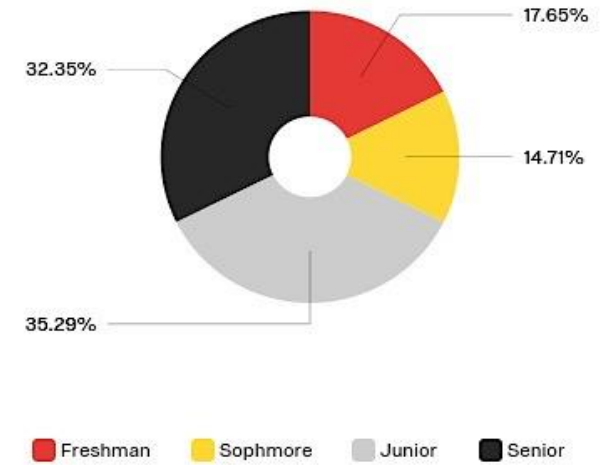
- ✓ Communications Lab
  - ✓ Qualtrics
  - ✓ SPSS
- 
- ✓ All participants were 18+
  - ✓ Project was approved by IRB
  - ✓ All students completed NIH training for working with subjects

# Sample Description

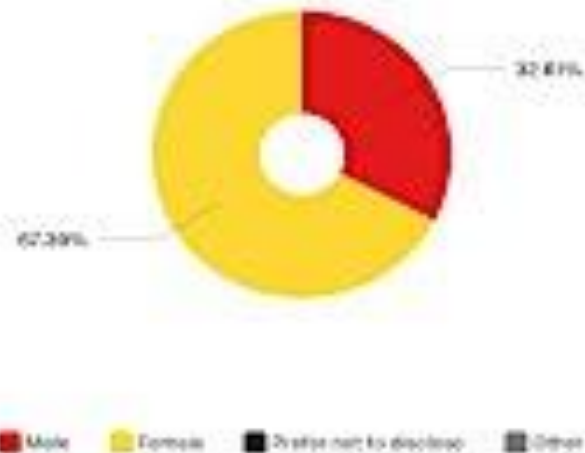
## Age



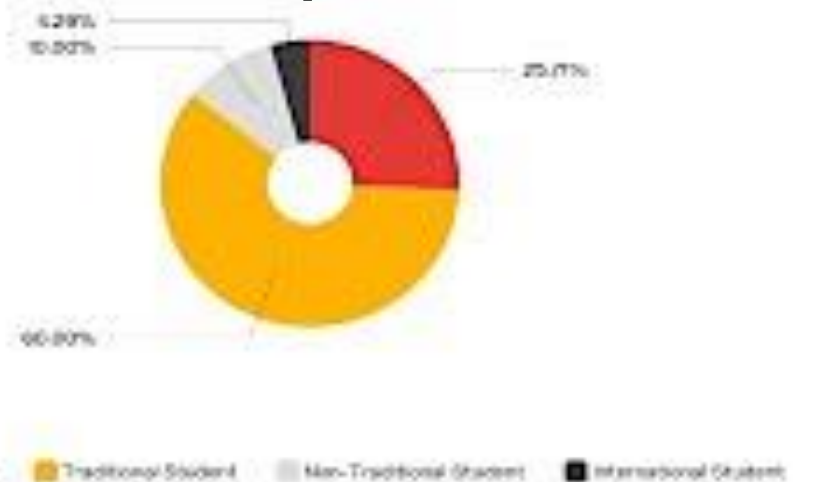
## Class rank



## 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**