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

Gabriela Gumucio  
*Pittsburg State University*

Katlin Dunsing  
*Pittsburg State University*

Bethanne Elliott  
*Pittsburg State University*

Rebecca Henderson  
*Pittsburg State University*

Kaylin Lake  
*Pittsburg State University*

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Authors
Gabriela Gumucio, Katlin Dunsing, Bethanne Elliott, Rebecca Henderson, Kaylin Lake, Karlie Lower, and Alicia Mason
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
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:

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

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

<table>
<thead>
<tr>
<th>Field</th>
<th>Strongly favor</th>
<th>Somewhat favor</th>
<th>Neutral</th>
<th>Somewhat oppose</th>
<th>Strongly oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>An introductory departmental orientation video</td>
<td>29.41%</td>
<td>23.53%</td>
<td>23.53%</td>
<td>17.65%</td>
<td>5.88%</td>
</tr>
<tr>
<td>A short introductory course available through Canvas</td>
<td>11.76%</td>
<td>29.41%</td>
<td>5.68%</td>
<td>41.18%</td>
<td>11.76%</td>
</tr>
<tr>
<td>A 2-hr transfer student orientation session during the week before classes start</td>
<td>23.53%</td>
<td>29.41%</td>
<td>17.65%</td>
<td>17.65%</td>
<td>11.76%</td>
</tr>
<tr>
<td>A first-year peer mentoring program</td>
<td>29.41%</td>
<td>23.53%</td>
<td>35.29%</td>
<td>5.88%</td>
<td>5.88%</td>
</tr>
</tbody>
</table>
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