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

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**Recommended Citation**

Gumucio, Gabriela; Dunsing, Katlin; Elliott, Bethanne; Henderson, Rebecca; Lake, Kaylin; Lower, Karlie; and Mason, Alicia, "Opportunities for Departmental Strategic Planning: Enhancing the Experience for Incoming Transfer Students in the Department of Communication" (2018). *Paper Presentations*. 8.  
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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**
- Under 18 years of age: 36.17%
- 18-22 years old: 38.28%
- 23-26 years old: 12.37%
- 27-30 years old: 8.60%
- 31-34 years old: 3.70%
- Over 34 years old: 16.29%

**Class rank**
- Freshman: 35.30%
- Sophomore: 14.79%
- Junior: 17.65%
- Senior: 32.06%

**Sex**
- Male: 62.61%
- Female: 37.39%
- Prefer not to disclose: 0.01%
- Other: 0.00%

**Student Identity**
- Transfer Student: 25.77%
- Traditional Student: 55.50%
- Non-Traditional Student: 10.00%
- International Student: 9.73%
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?

- Yes: 14.29%
- No: 85.71%

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

- Yes: 11.11%
- No: 88.89%
Research Question 1: 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% 5</td>
<td>23.53% 4</td>
<td>23.53% 4</td>
<td>17.65% 3</td>
<td>5.88% 1</td>
</tr>
<tr>
<td>A short introductory course available through Canvas</td>
<td>11.76% 2</td>
<td>29.41% 5</td>
<td>5.88% 1</td>
<td>41.18% 7</td>
<td>11.76% 2</td>
</tr>
<tr>
<td>A 2-hr transfer student orientation session during the week before</td>
<td>23.53% 4</td>
<td>29.41% 5</td>
<td>17.65% 3</td>
<td>17.65% 3</td>
<td>11.76% 2</td>
</tr>
<tr>
<td>classes start</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A first-year peer mentoring program</td>
<td>29.41% 5</td>
<td>23.53% 4</td>
<td>35.29% 6</td>
<td>5.88% 1</td>
<td>5.88% 1</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