

Alabama Transfers

Powered by the AGSC

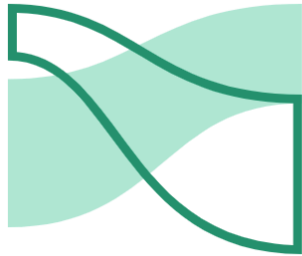


2022-2023

Annual Report

Alabama Articulation & General Studies Committee

Saving Time, Money, & Credits



Alabama Transfers

Powered by the AGSC

State of Alabama
Articulation & General Studies Committee
Alabama Transfers

Prepared by Keith Sessions, Executive Director

2022-2023 ANNUAL REPORT



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Questions and/or comments regarding this report should be directed to:

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The AGSC

Alabama Articulation & General Studies Committee



Saving Time, Money, & Credits

Message from the AGSC Chair

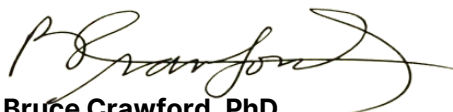
The Alabama General Studies Committee (AGSC) has been busy over the last year working to insure success for students who are matriculating in our colleges and universities in the state of Alabama. The work of this committee has saved time, credits, and money for thousands of students who have used the STARS system (or new Alabama Transfers system) to obtain transfer guides in their chosen major.

The time commitment from the Alabama Transfers staff and the AGSC members has been invaluable in successfully re-branding from STARS to Alabama Transfers. In addition, a new website with many new features that are extremely helpful to students, parents, counselors and administrators was launched in November of 2022. One of the best features of the new site is the creation of a new equivalency database/table for the state. Also, in early March of 2023, the AGSC held and sponsored the 5th annual ACHIEVE - Transfer Student Success Conference on the campus of Athens State University. Finally, another on-going task of the Alabama Transfers Staff has been focused on updating and re-engaging our seventeen faculty-led area academic and professional academic committees. This task is never ending. Our staff must continue to work with our faculty-led committees in order to effectively maintain the most accurate information possible on the Alabama Transfers website.

Over the last few years, the AGSC Committee has created different sub-committees which work to improve and enhance the overall services of the AGSC and Alabama Transfers. Today, we have various sub-committees that are actively working on the following issues and projects: 1) re-thinking general education core and how it might be improved, 2) evaluating and awarding credit for prior learning and military experience, and 3) searching for new courses that will better serve the needs of all students. For example, over the last few years, the AGSC and the mathematic sub-committee determined that a new mathematical concept course might be useful as an option in AREA III in the general studies for those students that are pursuing non-stem majors. Many institutions are now working on developing these new mathematical concept courses and will be submitting these courses for AGSC approval in the upcoming year.

In conclusion, it has been my honor to represent the Alabama Community College System and to serve as the Chairperson for AGSC this year. I have enjoyed having the opportunity to work with so many amazing academicians who always strive to make student success a reality. Thank you to our small, but hard-working staff members who have work tirelessly with the Executive Committee, the Curriculum and Ad Hoc Committees, and the ACHIEVE conference coordinators to provide unparalleled service to transfer students in Alabama.

Sincerely,



Bruce Crawford, PhD
AGSC Chairperson 2022-2023
Vice President for Instructional Services
Lawson State Community College



AGSC Membership (2022-2023)

NOTE: The members listed below served as AGSC Members/Alternates for the majority of the past year.

☑ ALABAMA A&M UNIVERSITY

- Dr. Pamela Arrington - Associate Vice President for Academic Affairs
- Dr. Wubishet Tadessee - Professor & Chair, Department of Biological & Environmental Sciences

☑ ALABAMA STATE UNIVERSITY

- Dr. Tanjula Petty - Assistant Provost for Student Success & Special Initiatives
- Dr. Kathaleen Amende - Dean of Liberal Arts & Social Sciences

☑ AUBURN UNIVERSITY

- Dr. Norman Godwin - Associate Provost for Academic Affairs
- Dr. Charles Israel - Associate Dean for Academic Affairs

☑ UNIVERSITY OF SOUTH ALABAMA

- Dr. Angela Coleman - Associate Vice President, Institutional Effectiveness
- Dr. Eric Loomis - Associate Dean, College of Arts & Sciences

☑ UNIVERSITY OF ALABAMA SYSTEM - Representing UA, UAB, & UAH

- Dr. Eva Lewis; UAB (AGSC VICE CHAIR) - Vice Provost for Institutional Effectiveness & Academic Planning
- Dr. Tonjanita Johnson; UA SYSTEM OFFICE - Sr. Vice Chancellor for Academic & Student Affairs

☑☑ REGIONAL UNIVERSITIES - Representing ATHENS, JSU, TROY, MONTEVALLO, UNA, & UWA, JSU, TROY, MONTEVALLO, UNA, & UWA

- Dr. Hal Fulmer; TROY - Associate Provost and Dean of Undergraduate and First Year Studies
- Dr. Catherine Wehlburg; ATHENS - Interim President (serving for Dr. Phillip Way, Former President)
- Dr. Tim Edwards; UWA - Provost (retired this year - new member to be determined)
- Dr. Lisa Williams; JSU - Associate Provost (retired this year - new member to be determined)



ALABAMA COMMUNITY COLLEGE SYSTEM - Representing all ACCS Institutions

- Dr. Bruce Crawford (AGSC CHAIR); Lawson State CC- Vice President for Instructional Services
 - Mary Beth Lancaster; Coastal Alabama CC - Dean of Academic Affairs
 - Dr. David Campbell; Northeast Alabama CC - President
 - Dr. Chantae Calhoun; Alabama Community College System - Director of Academic Affairs
 - Leslie Reeder; Wallace CC Dothan - Dean of Instruction
 - Jackie Screws; Chattahoochee Valley CC - President
-



NON-VOTING MEMBERS

- Dr. James Purcell; ACHE - Executive Director
- Dr. Robin McGill; ACHE - Deputy Director for Academic Affairs
- Jacinta Whitehurst; ACHE (AGSC Secretary) - Administrative Assistant to the Executive Director
- Dr. Keith Sessions; AGSC/STARS - Executive Director
- General Paul Hankins; AAICU - President

Status Report

The Year in Review

Review of 2022-2023
Priorities & Goals



2022-2023 Priority 1

Continue the work of the General Studies Core Subcommittee and make recommendations as needed.

The Alabama General Studies Committee's (AGSC) Subcommittee on General Education was charged to continue with the development of a proposal to the AGSC for restructuring the current STARS system of Areas I-V, informed by the meta-majors, guided pathways, and learning outcomes models.

In the fall of 2022, with the help of ACHE, a survey was sent to all Alabama provosts, and the community college system representatives, to gage the degree to which institutions were engaged in redesigning their general education curricula. The survey consisted of 16 questions and a total of 18 responses were received. The summary of responses was presented to the AGSC Committee on March 23rd.

1. One half of the respondents revised their general education curricula in the past 10 years, and six institutions were in the revision process during this academic year.
2. Ten institutions indicated they would revise their curricula within the next five years.
3. The majority responded that they either use learning outcomes in association with the core requirements, or plan to add them. One institution was not considering this approach.
4. Almost half of respondents indicated an openness to considering awarding general education credit in a block form based on learning outcomes, whereas one quarter preferred to stay with the course distribution model, and another quarter were not familiar with the block concept.
5. Regarding a question about the ideal number of core credit hours, most respondents' answers ranged between 36-45 credit hours. One responded with fewer and another with significantly more credit hours.

To obtain more specific feedback, this presentation contained three options to move forward with the potential restructuring of the state's guidelines, including one to leave the current structure in-place, and another to make some revisions, such as adding learning outcomes, aligning area V with meta-major categories, and creating expert panels at each institution for review and feedback. Finally, the third option was to develop statewide transfer pathways for degree majors with full articulation of the AA and AS degrees to Alabama universities. The second and third options would require revision of the current guides, but option three would also require the organization of discipline-based committees to agree to one pathway for all public institutions in the state. A request for feedback on the options returned three responses, two of which favored option #3 and one favored a combination of options #1 and #2.



continued...

Finally, a collaborative meeting was held with UA representatives to better understand their emerging general education redesign that appeared to require fewer than the current 41 credit hours. Their model is still in development; however, a combination of core hours and those planned for students to earn a minor, would potentially meet or exceed the 41 credit hours. Still, UA has committed to meet with AGSC representatives after their summer planning period to review the feedback received from their internal subcommittees.

Update provided by Dr. Eva Lewis— UAB



CURRENT STATUS:



Work begins

Work-in-progress

Goal Accomplished

2022-2023 Priority 2

Host the fifth annual Achieve Transfer Student Success Conference

The 5th Annual Achieve Transfer Student Success Conference occurred on March 1-2, 2023, at Athens State University. Athens State and Calhoun Community College were co-hosts, with the majority of the conference sessions taking place at Athens State and the opening night reception being held at the Alabama Center for the Arts in Decatur, AL.

QUICK CONFERENCE FACTS

Of the 241 people who registered for the conference, 218 checked in, including speakers, exhibitors, sponsors, and attendees. Final financial statements are forthcoming, but estimated ticket revenue is expected to be more than \$20,000. This year's conference had four plenary sessions and three concurrent sessions. We had one sponsor, EduNav, and five exhibitors. We have collected conference feedback, including feedback for the overall conference in addition to feedback from each session. The feedback we have received so far has been positive.

NEXT YEAR AND BEYOND

The University of South Alabama and Coastal Alabama Community College will host the 2024 Achieve Conference in late February. Jacksonville State University and Troy University have also expressed interest in hosting future conferences.

ACHIEVE CONFERENCE PLANNING COMMITTEE

The 2024 Achieve Conference Planning Committee will begin to meet monthly beginning in late summer of 2023. If you would like to serve on the committee for next year, please let Keith Sessions know by the end of July.

For more information about the annual Achieve Conference, please visit: www.alabamatransfers.com/achieve-conference

Update provided by Brandi Stacey - 2023 Achieve Conference Chair



For additional information about the ACHIEVE CONFERENCE scan the QR code.



CURRENT STATUS:



Work begins

Work-in-progress

Goal Accomplished

2022-2023 Priority 3

Begin to re-engage with the Area Academic Committees and the Professional Academic Committees

One of our goals this year was to begin to re-engage the Area Academic Committees (AACs) and the Professional Academic Committees (PACs). While this is an on-going process, we have made some strides.

AREA ACADEMIC COMMITTEES

First the AACs are all active and engaged since they serve as the primary screening group for all courses that are approved in AREAs I-IV. We have met with these groups and worked with them a number of times this year. We have introduced them to the new website and are working to add some back-end features to the new website that we think will automate and enhance the course approval process and the template ratification process. Due to faculty teaching responsibilities, the majority of the work done with these committees is conducted through email and zoom-type meetings rather than face-to-face meetings.

PROFESSIONAL ACADEMIC COMMITTEES

Some of the Professional Academic Committees (PACs) are very active and meet regularly as an academic discipline. A few of them have statewide discipline groups or organizations and we try to meet with these groups when possible. The most active of the PACs are the following: Business, Nursing, Education, Engineering, Computer Science, Technology, and Exercise Science (Kinesiology). We are currently in the process of working with our AGSC Points of Contact and with the ACCS to review and update the membership on each of these committees. Once this review is complete and the new members are named, we will continue to meet and discuss discipline area issues (with a primary focus on template review and updating). Like the AACs, we will still rely on online training/meetings to re-engage these faculty committees.

Update provided by Dr. Keith Sessions - Alabama Transfers



For additional information about AACs and PACs scan qr code.



CURRENT STATUS:



2022-2023 Priority 4

Work with the ACCS to submit and gain approval for possible mathematical sciences courses that meet the new Math Pathways guidelines and then update the transfer guides as needed

An ACCS Non-STEM math pathway sub-committee was formed in response to the AGSC Math Pathways Sub-Committee recommendation to broaden the scope and content of math courses for Area III. The committee's charge was to develop a non-STEM pathway math course for consideration and approval for Area III by AGSC. The committee has conducted research, administered surveys, and shared with other ACCS math faculty learning outcomes and content for the course. A course description and content topics have been drafted. The course will focus on providing a foundation for quantitative thinking. The proposed topics include mathematical reasoning, data interpretation, problem-solving strategies, equation solving, basic set theory, number sense, finance, probability, and counting principles. Additionally, the committee recommends the math course be an option for students in career technical education programs to fulfill general education math requirements.

The committee's next steps are to 1) further vet the course to reduce course outcomes to focus on real-world application, 2) reduce overlap of finite math content and 3) convene a group of four-year institution math faculty to review the course description, course learning outcomes, and topics to ensure the course meets the expectations and requirements for a non-STEM major.

Update provided by Dr. Chantae Calhoun — ACCS

CURRENT STATUS:



2022-2023 Priority 5

Work with the ACCS and community colleges to increase usage of transfer guide system

As always, we are trying to find ways to increase usage of the transfer guide system. Ultimately, we would love to see each first-year community college student obtain at least one transfer guide/agreement in discipline area of interest. While this is a lofty goal, we do think that it is attainable.

This year, we worked closely with leadership at the ACCS office to facilitate and provide on-going training and continuing education. During the year we participated in a two-day seminar for the community college advisors, counselors, and administrators where we introduced these individuals to the new Alabama Transfers website. Over 100 ACCS staff from across the state participated in this two-day event. One of the important goals of this training was to emphasize the need for the two-year advisors to not just depend students using a plan of study pulled from their degree-works system, but to make sure that each student also obtains a transfer guide/agreement in their major that will protect them when they transfer to the four-year institutions in our state. Thank you to the ACCS for hosting this webinar.

In addition, we have also hosted a number of online and face-to-face meetings for ACCS institutions and their advising/counseling staffs. See APPENDIX B for more information pertaining to all of the Alabama Transfers training sessions that have been held this year.

Finally, we have "on-boarded" (trained and provided usage dashboard accounts) to over 23 two-year staff members and 60 four-year staff members. If you would like access to this user information dashboard please visit this link: <https://alabamatransfers.com/dashboard/submissions>

We will continue to monitor official/unofficial guide usage through the new website analytics software. It is our belief that usage will increase with the recent launch of the new website. It also appears that there is a renewed interest in the on-going work of the AGSC and Alabama Transfers. Stay tuned for more usage updates in the up-coming months.

Update provided by Dr. Keith Sessions - Alabama Transfers

CURRENT STATUS:



2022-2023 Priority 6

Complete/launch new Alabama Transfers website, provide training, and increase rebranding/marketing efforts among all constituents

STARS IS NOW ALABAMA TRANSFERS

After three-plus years of planning, design, and implementation, the STARS program was re-named and re-branded. Students, counselors, and administrators across the state were finally introduced to the new Alabama Transfers brand and could begin to access the new website on official launch day - November 17, 2022.

NEW LOGO - NEW LOOK - NEW FEEL

With the re-design and new naming came a new logo for Alabama Transfers. Our new logo represents the transfer process, as two cohorts with separate starting points intersect and arrive at a shared destination. Our new primary brand colors are green, white, and black. To emphasize different academic pathways, we incorporated playful, pop art patterns in our website and on our printed materials. New post-cards, posters, pens, and highlighters all tie into the new theme and marketing plan for Alabama Transfers.

NEW FEATURES

The new website offers a number of new features that were not previously available on the old STARS system. Listed are some of these new features:

1. Transfer Equivalency Matrix (database) - University equivalencies for over 230 transferable courses
2. View Demo Guides (unofficial guide access)
3. Updated FAQs for all end-user types
4. Transfer Agreement Dashboard (end-user access to usage information)
5. Transfer Guide Perma-Link created and emailed to students and schools

For more information about the new website and the recent marketing efforts that have occurred, please refer to Appendix B.

Update provided by Dr. Keith Sessions - Alabama Transfers

CURRENT STATUS:



2022-2023 Priority 7

Work with the Alabama Association of Independent Colleges and Universities (AAICU) to discuss ways we can link students to their articulation agreements and course equivalency information from the current Alabama Transfers website

MORE DISCUSSION, EVALUATION, AND PLANNING NEEDED

Unfortunately, during the past year, we were unable to allocate any financial resources, staff, or man-hours towards addressing this as a priority. An initial meeting was scheduled with the leadership of the Alabama Association of Independent Colleges and Universities (AAICU) for late June, 2023. However, due to unforeseen circumstances, the meeting had to be rescheduled and is now set for August 3rd in Montgomery. A future update on this priority will be provided to the AGSC following this August meeting. Many questions will need to be answered and addressed at this meeting and in the months to come before the AGSC or Alabama Transfers can properly address this as an on-going priority.

Update provided by Keith Sessions - Alabama Transfers



CURRENT STATUS:



Work begins

Work-in-progress

Goal Accomplished

2022-2023 Priority 8

Determine what AGSC’s role should be in ensuring transferability of credit awarded for prior learning - e.g., credit awarded for performance on AP, IB, CLEP exams

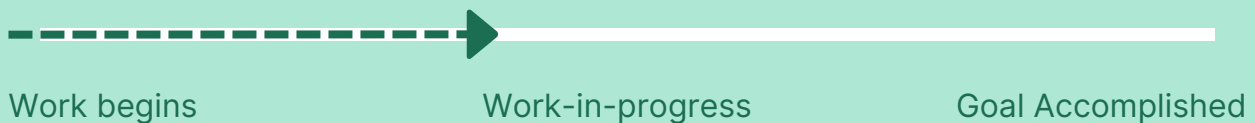
Students often come to higher education with substantial postsecondary-level knowledge, as demonstrated by scores on national examinations, industry-recognized credentials, or individual portfolios, and they are eager to save time and money by gaining credit for prior learning. Systems for evaluating credit for prior learning (often referred to as Prior Learning Assessment or PLA) vary widely across institutions and can result in students being awarded different amounts of PLA credit at different institutions. What is more, if the student decides to transfer to another institution, PLA credits generally do not transfer and must be reassessed at the new institution. Last year, AGSC decided to consider whether standardizing certain types of credit for prior learning falls within its remit.

The legislative mandate establishing the Articulation and General Studies Committee included establishing a statewide articulation agreement for the transfer of credit, under which “all applicable credit transferred from a two-year institution to a four-year institution shall fulfill degree requirements at the four-year institution as if they were earned at the four-year institution” (Code of Alabama 1975, Section 16-5-8[e]). This articulation agreement forms the basis of the STARS Transfer Guides and the course-to-course equivalency table for General Studies courses.

The questions before the AGSC are whether credit for prior learning that is applied toward General Studies area requirements by a two-year institution must be honored by a four-year institution and if so, whether the credits will articulate to particular courses at the receiving institution (course-to-course equivalency) or whether the credit will be counted toward area core only. These questions are especially important for types of prior learning that are relatively common, such as Advanced Placement (AP) exams and College-Level Examination Program (CLEP) exams. As a next step, AGSC staff should engage two- and four-year institutional representatives to complete course-to-course equivalency tables that include the most common PLA credits and identify differences in how these credits are assessed across institutions. Such information will enable the AGSC to make an informed decision about how to proceed. *Update provided by Dr. Robin McGill - ACHE*



CURRENT STATUS:



STARS & Alabama Transfers

Usage Reports for 2022-2023

STARS: Final Usage
Alabama Transfers: Initial Usage



A Year in Transition

STARS: Final Usage Summary

September 1, 1998 - November 17, 2022 (8,843 days)

The new Alabama Transfers website launched on November 17, 2022. Prior to that date, the STARS website has played a major role in saving students time, money, and credits since its initial launch in the September 1998. Below are some final stats for this out-going system.



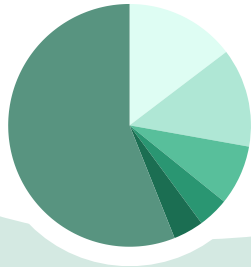
1.6M

OVER 1.6 MILLION GUIDES OBTAINED



900K

OVER 900 THOUSAND STUDENTS OBTAINED GUIDES



TOP MAJORS

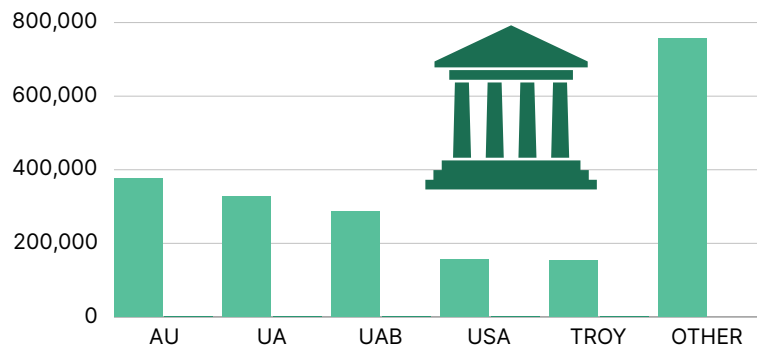
BUSINESS (168,063)
NURSING (150,783)
ELEMENTARY ED (91,580)
COMPUTER SCIENCE (47,050)
BIOLOGY (46,349)
ALL OTHER MAJORS (642,572)



TOP 2-YR USAGE

CALHOUN CC (124,991)
SHELTON STATE CC (92,644)
GADSDEN STATE CC (87,259)
SOUTHERN UNION STATE CC (76,303)
JEFFERSON STATE CC (72,887)
ALL OTHER CC (493,415)

WHERE WERE 2-YR STUDENTS MOST INTERESTED IN TRANSFERRING TO FOR BACHELOR'S DEGREE COMPLETION?



ESTIMATED SAVINGS FOR STUDENTS AND THEIR FAMILIES

GENERAL ASSUMPTION: If each guide obtained saved a transfer student from having to re-take at least one 3 semester hour course because it did not transfer, then we can conservatively say that the STARS Website System has saved state taxpayers over **2 billion dollars** and over **5 million credit hours**. We can't even begin to put a number on **time saved** for students and their families!



2B

OVER 2 BILLION DOLLARS IN SAVINGS



5M

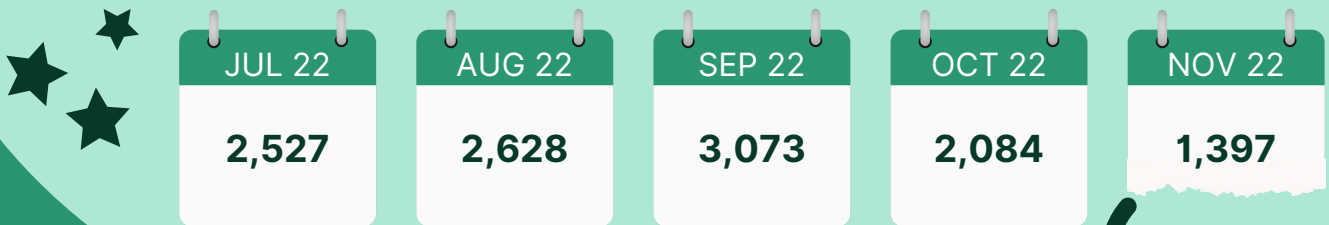
OVER 5 MILLION CREDIT HOURS SAVED

Alabama Transfers: Initial System Usage

November 17, 2022 - June 30, 2023

NOTE: This year, we used the old STARS system from July 1, 2022 through November 17, 2022. The second half of the year we used the new Alabama Transfers system to provide official guides to prospective transfer students. Below is a month by month breakdown of the number of official guides obtained through the entire year when combining data from usage data from both systems. Next year we will only provide usage information from the Alabama Transfers system.

OFFICIAL GUIDES OBTAINED THROUGH STARS

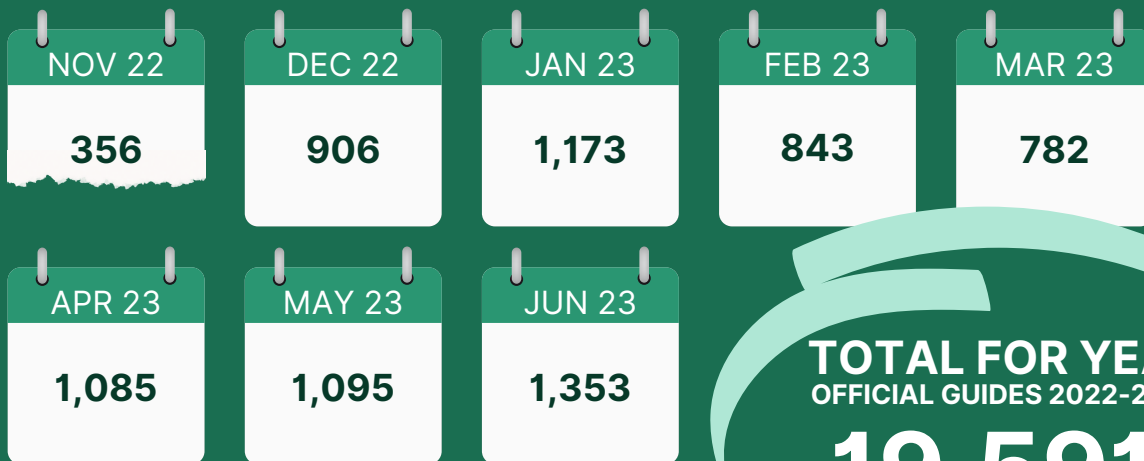


NOTE: JULY, AUGUST, SEPTEMBER, AND OCTOBER ARE HISTORICALLY HIGH TRAFFIC MONTHS

NOVEMBER 17, 2022
 TRANSITIONED FROM STARS
 TO ALABAMA TRANSFERS



OFFICIAL GUIDES OBTAINED THROUGH ALABAMA TRANSFERS



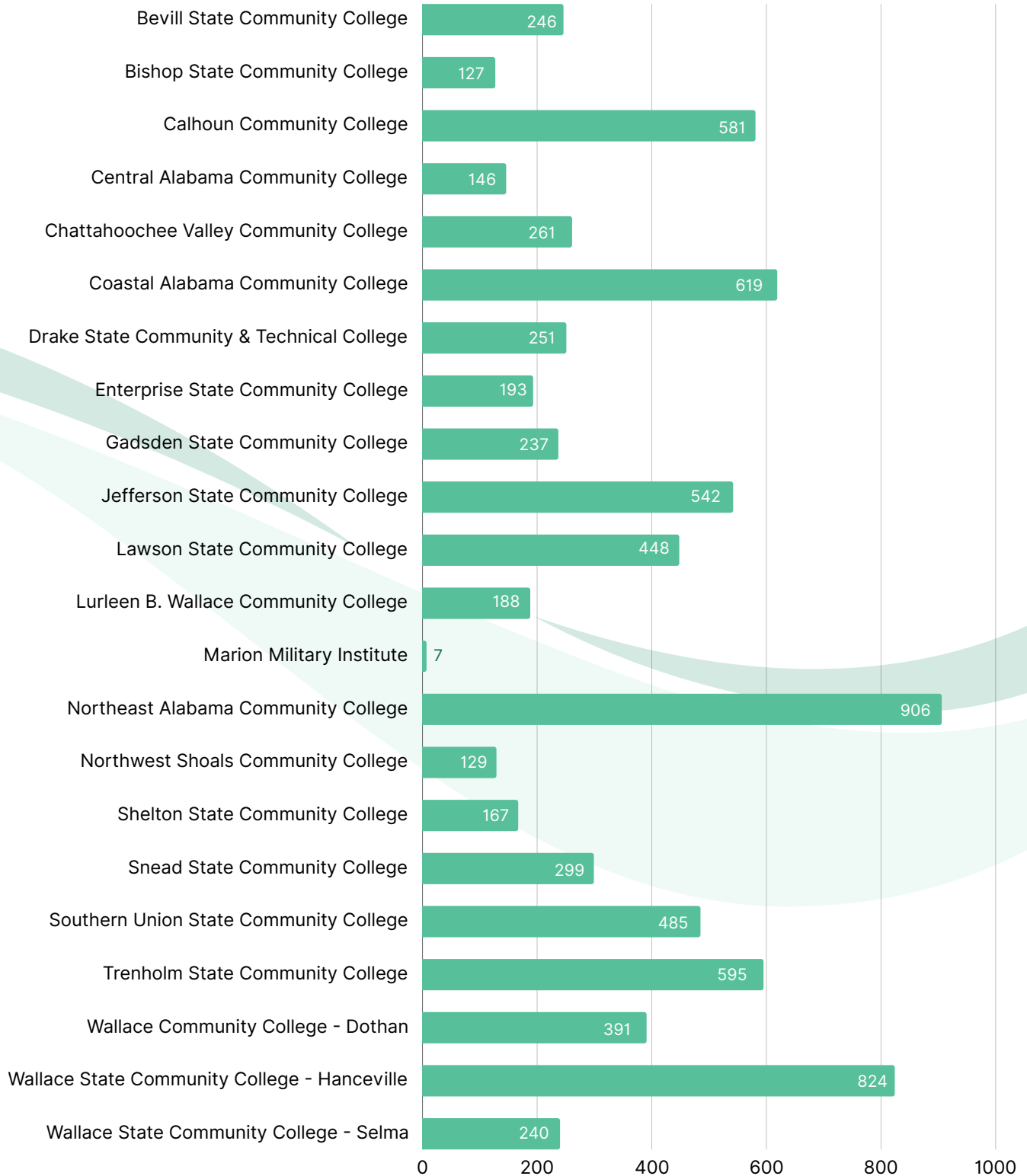
TOTAL FOR YEAR
 OFFICIAL GUIDES 2022-2023
19,591

Alabama Transfers System Usage by Community College

How many community college students have obtained official transfer guides since the launch of Alabama Transfers?



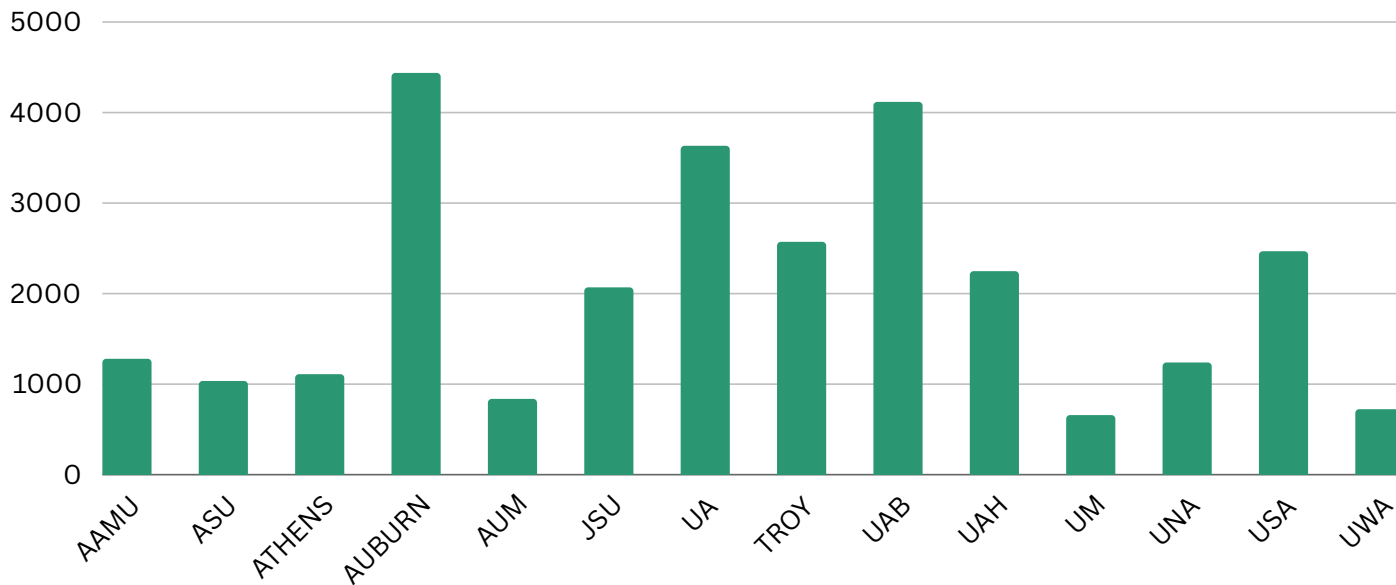
November 17, 2022 - June 30, 2023



Transfer Destination Choices

To which four-year institutions are students most interested in transferring?

November 17, 2022 - June 30, 2023



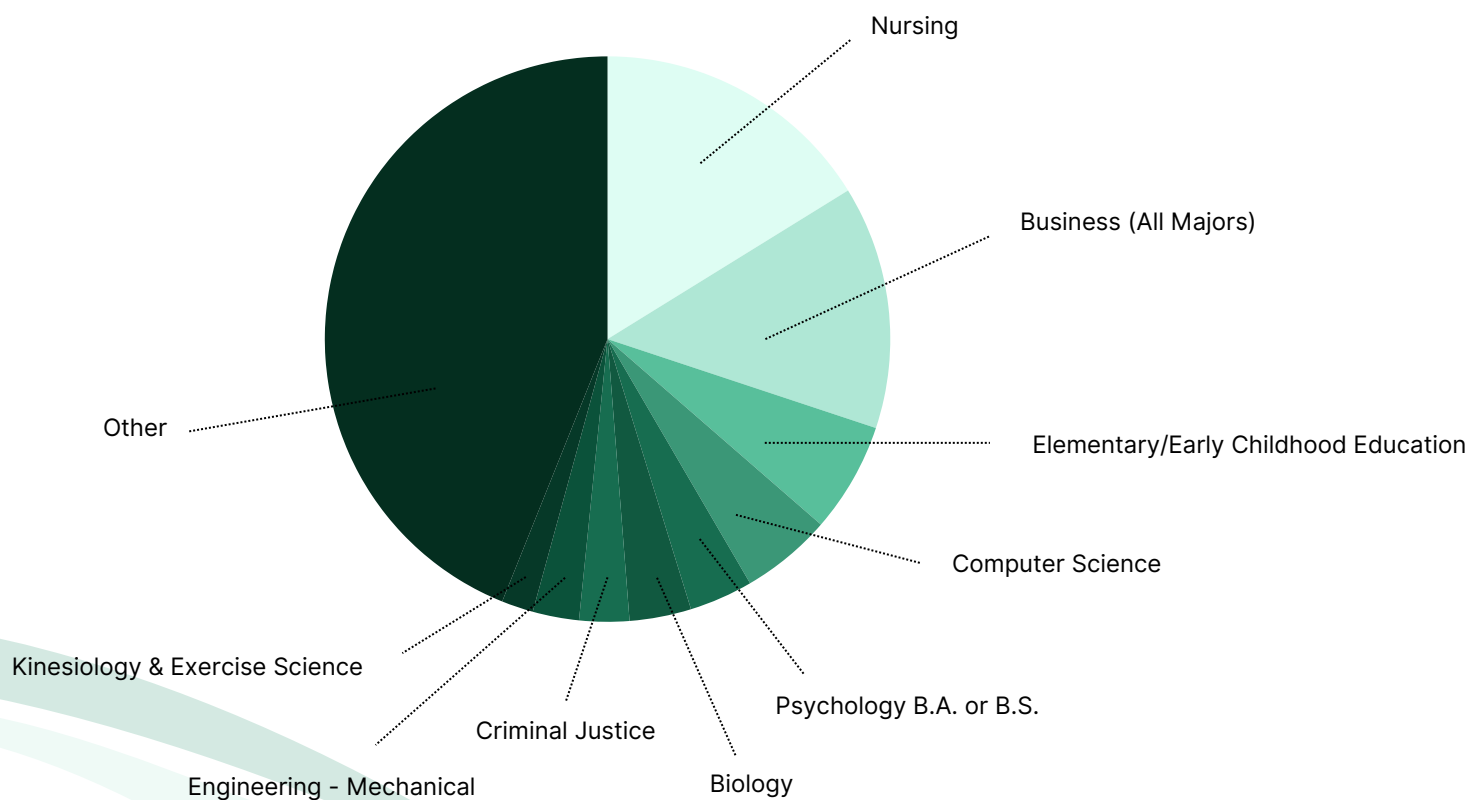
4-Year Institution Transfer destination choice?	Alabama Transfers Total 11/17/22 - 6/30/23
Alabama A&M University	601
Alabama State University	471
Athens State University	618
Auburn University	1,943
Auburn University at Montgomery	499
Jacksonville State University	1,024
The University of Alabama	1,500
Troy University	1,218
University of Alabama at Birmingham	1,928
University of Alabama in Huntsville	1,097
University of Montevallo	259
University of North Alabama	585
University of South Alabama	929
University of West Alabama	312

NOTE: On the old STARS system, students were limited to a first and second choice. On the new system, they can express interest in or choose as many of the schools that they might be interested in who offer their major. This student usage information is sent automatically to the four-year recruitment email provided by the university and contact between the selected university and the prospective transfer student is usually made within 24 hours. On the old STARS system receiving institutions would not be informed until the first week of each month for the prior month's usage.

Top Major Choices

Which majors are transfer students most interested in?

November 17, 2022 - June 30, 2023



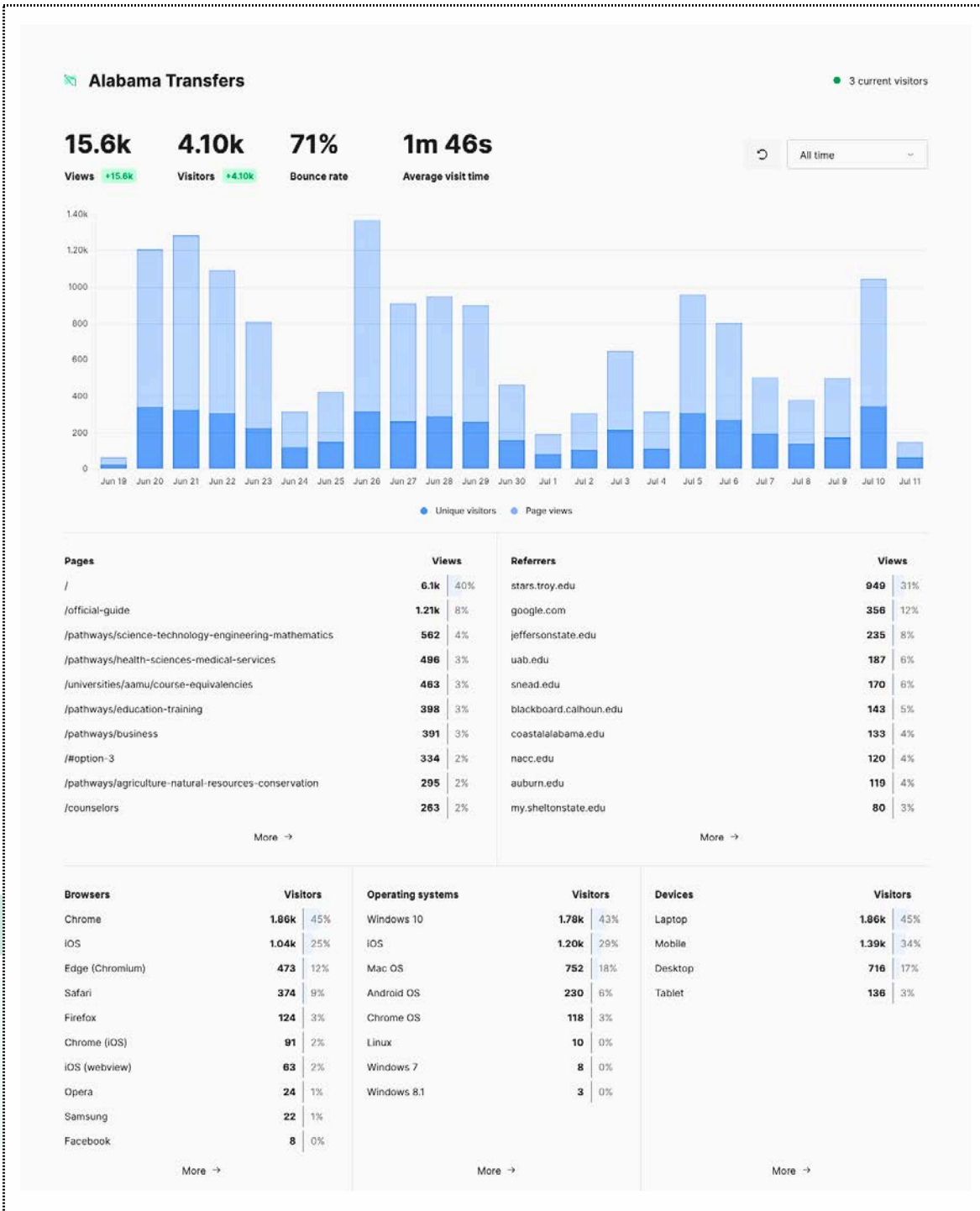
Majors	Alabama Transfers Total 11/17/22 - 6/30/23	Percentage of Official Guides Obtained
Nursing	1276	16.2%
Business (All Business Majors)	1096	13.9%
Elementary or Early Childhood Education	496	6.3%
Computer Science	410	5.2%
Psychology B.A. or B.S.	287	3.6%
Biology	278	3.5%
Criminal Justice	225	2.9%
Engineering - Mechanical	209	2.7%
Kinesiology & Exercise Science	143	1.8%
All other majors (over 150 majors included)	3462	43.9%

New Website Analytics Platform Launched

How are other parts of the new website being accessed and used?



Website analytics were integrated on June 19, 2023. They provide valuable insights into various aspects of the Alabama Transfers website, including visitor demographics, traffic sources, user engagement, and overall site performance. This realtime data helps us understand how the website is performing, identify areas for improvement, and make data-driven decisions to optimize its effectiveness. Right now we are continuing to improve these features and by next Summer we will be able to provide a full year worth of analytics insight.



Setting Priorities & Goals for Next Year



Continuing Our Work

Establishing 2023-2024 Priorities & Goals

The Articulation & General Studies Committee (AGSC) and the Alabama Transfers Staff will commit to addressing on the following priorities/goals in 2023-2024:

The Alabama Transfers Staff will:

1. Continue to work to improve and add new features to the new website/database.
2. Continue to train, educate, and re-engage transfer students, advisors, counselors, academic committee members, and administrators in relation to the new website and on-going AGSC activities.
3. Continue to market and promote the Alabama Transfers program in order to improve/increase system usage.

The AGSC will:

1. Host the 6th Annual Achieve Conference
2. Evaluate and analyze CLEP and AP in an effort to create a useful crosswalk matrix to bring attention to and address possible issues or problems.
3. Continue work of General Studies Core Sub-Committee with a goal of addressing the following:
 - Identify what general studies should look like in five years
 - Identify the mission of general studies in Alabama
 - Identify and address the challenges and/or barriers that prevent action on revising the general studies core
4. Address sequencing issues in Areas II and IV (Literature and History).
5. Work with Alabama Transfers staff to develop and recommend a succession plan.



APPENDIX A

The Legislative Act 94-202





AGSC/STARS Legislation

Act 94-202: Section E

The computerized advisement system for students operated by Troy State University which includes a comprehensive undergraduate program and course information for all public two-year and four-year institutions of higher education, existing on the effective date of this amendatory act, shall ensure students at each two-year institution accredited by the Southern Association's Commissions on Colleges, the opportunity to enter into a contract with a four-year institution guaranteeing the transfer of credit earned for courses taken at the two-year institution pursuant to the terms of the contract provided the student is admitted to the four-year institution. Under this contract, all agreed upon credits transferred from a two-year institution to a four-year institution shall fulfill degree requirements at the four-year institution as if they were earned at the four-year institution. Information regarding this advisement and contracting program shall be included in the official catalog of each institution of higher education. All public two-year and four-year institutions in the state accredited by the Commission on Colleges shall participate in this system.

"In addition, there is created an articulation and general studies committee which shall consist of ten members composed as follows: two representing the state's regional universities, three representing the state's two-year colleges (one of whom shall be black), one representing each of the following: Auburn University, the University of Alabama System, the University of South Alabama, Alabama State University, and Alabama A&M University. The Executive Director of the Alabama Commission on Higher Education and the Director of the computerized advising system operated by Troy State University shall serve as nonvoting members.

"Unless provided by the governing board of the respective institution, the representatives to the articulation and general studies committee shall be selected in the following manner: The presidents of the state's regional universities shall select the two representatives of these institutions on the committee. The State Board of Education* shall select the representatives of the state's two-year colleges on the committee. The Chancellor of the University of Alabama System and the Presidents of Auburn University, the University of South Alabama, Alabama State University, and Alabama A&M University shall each select the representative of their institutions on the committee. It is the intent of the Legislature that women be represented on the committee. This committee, utilizing whatever resources and task forces it deems appropriate, shall develop no later than September 1, 1998, a statewide freshman and sophomore level general studies curriculum to be taken at all colleges and universities. Nothing herein shall be interpreted as restricting any institution from requiring additional general studies courses beyond the statewide general studies curriculum.

"This committee shall also develop and adopt no later than September 1, 1999, for the freshman and sophomore years, a statewide articulation agreement for the transfer of credit among all public institutions of higher education. Under this articulation agreement, all applicable credits transferred from a two-year institution to a four-year institution shall fulfill degree requirements at the four-year institution as if they were earned at the four-year institution. The committee shall further examine the need for a uniform course numbering system, course titles, and descriptions.

"A four-fifths vote of the entire voting membership of the committee shall be required for the adoption of the articulation agreement and general studies curriculum. Upon adoption of the articulation agreement and general studies curriculum, this committee shall continue its duty and authority prescribed herein. The committee shall meet at least annually, or at other times as convened by the chair. The committee shall elect annually a chair from its membership. The chair of the committee shall rotate annually between a representative of the four-year institutions and a representative of the two-year institutions.

"In case of problems in the administration or interpretation of the articulation agreement or the general studies curriculum, institutions shall present the problem to the articulation and general studies committee for resolution. A majority decision of the committee shall be final and binding.

Passed SENATE - March 10, 1994 | Passed HOUSE - March 10, 1994 | Signed by GOVERNOR Jim Folsom - March 17, 1995

APPENDIX B

NEW Alabama Transfers
Website, Re-Branding,
and Training Efforts



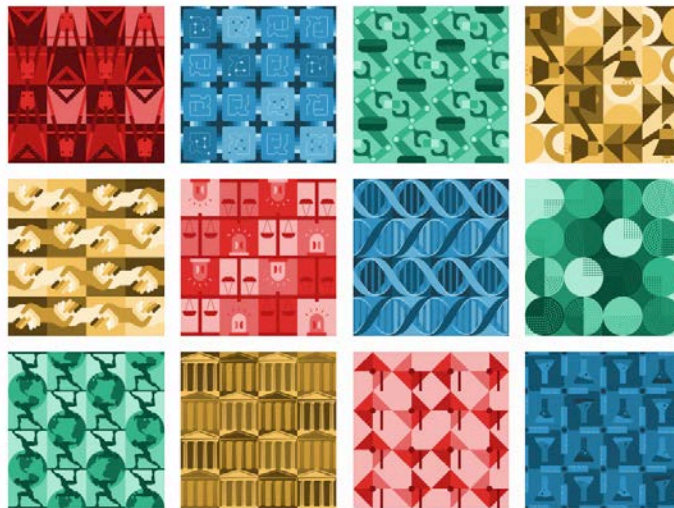
New Website Launch & Re-Branding Effort

STARS is now Alabama Transfers

After three-plus years of planning and design, the STARS program was re-named and re-branded. Students, counselors, and administrators across the state were finally introduced to the new Alabama Transfers brand and could begin to access the new website on November 17, 2022.

New Logo - New Look - New Feel

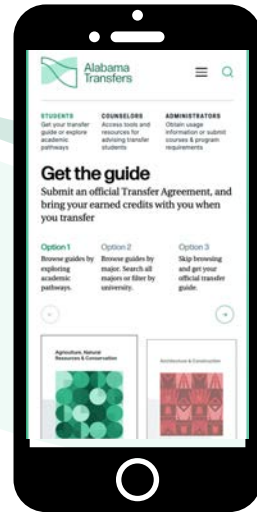
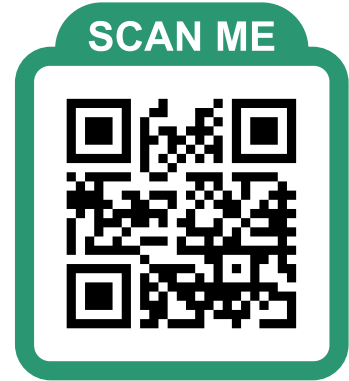
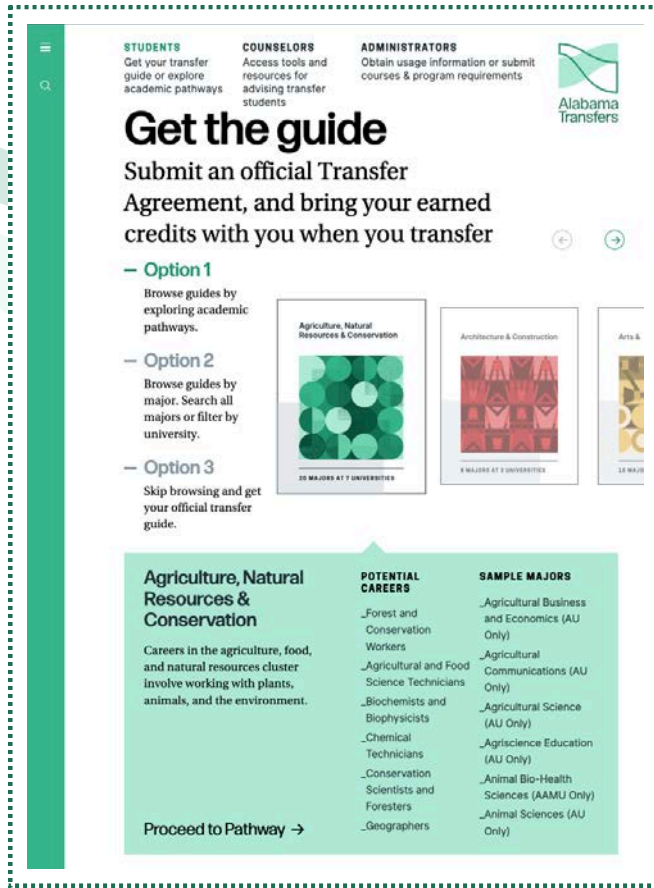
With the re-design and new naming came a new logo for Alabama Transfers. Our new logo represents the transfer process, as two cohorts with separate starting points intersect and arrive at a shared destination. Our new primary brand colors are green, white, and black. To emphasize different academic pathways, we incorporated interesting, pop art patterns in our website and on our printed materials (post-cards, posters, etc.).



For more information about our new logo and branding, please see our OFFICIAL PRESS KIT (.pdf)

New Website Design - Updated and Responsive

The new Alabama Transfers website can be found at www.alabamatransfers.com.



New responsive design. Looks great and easy to navigate on all devices - desktops, smart pads and smart phones.



Easier to find what you are looking for...

Site search

Site navigation menu pop-out



Site map available at bottom of every page

Website Feature Comparison

The new Alabama Transfer website offers users multiple new features not previously available through the old STARS website.

STUDENTS

Feature	STARS	Alabama Transfers
Explore without commitment	✓	✓
Major guides	✓	✓
College-to-career pathways	x	✓
Institution profiles	x	✓
University transfer requirements	✓	✓
Course equivalency tables (interactive matrix coming soon)	x	✓
Advanced Placement (AP) equivalencies	x	Coming soon
Advanced search (majors, pathways, universities)	x	✓
Scholarship index	x	✓
College connection (request information)	x	✓
Guide versioning & redundancy (permalink)	x	✓
Responsive web design	x	✓

COUNSELORS

Feature	STARS	Alabama Transfers
College-to-career pathways	x	✓
Intuitive dashboard	x	✓
Automated submission reporting	Monthly	Real-time & periodically
Unofficial transfer guide snapshots	✓	✓
Anatomy of a transfer guide (demo transfer agreement)	x	✓

ADMINISTRATORS

Feature	STARS	Alabama Transfers
Transfer agreement submission dashboard	x	✓
Real-time, granular usage reports	x	Coming soon
Course & major template ratification (online submissions)	Form only	Coming soon
Quick links to internal and external references	x	✓

Increased Education, Training, and Marketing Efforts

With the re-branding efforts along with the launch of new website, the need for new and on-going training efforts has increased greatly over the last seven months. Since November 17, 2023 the staff of Alabama Transfers has provided the following training events:

Education/Training Events	Type	Audience	Date
Alabama Council of College and University Presidents (ACCUP) Annual Meeting	Invited Talk	25-35	October 5, 2022
Alabama Community College Association (ACCA) Conference	Conference Presentation	50-60	November 21, 2022
Ozark City Schools	Invited Talk	5-10	January 19, 2023
National Institute For The Study Of Transfer Students (NISTS) Conference	Conference Presentation	40-50	February 3, 2023
University of South Alabama	Training Session	35-45	February 6, 2023
ACHIEVE Conference	Conference Presentations (3)	35-45	March 1, 2023
Alabama Banner User Group (ALBUG) Workshop	Invited Talk	30-40	March 3, 2023
Alabama Community College System (ACCS)	Webinar - Day 1	65	March 13, 2023
Alabama Community College System (ACCS) Part I	Webinar - Day 1	74	March 14, 2023
Enterprise State Community College	Training Session	25-30	March 20, 2023
Alabama Association of Higher Education in Business (AAHEB) - Business PAC	Training Session	30	March 24, 2023
The University of Alabama	Training Session	50-60	March 28, 2023
Community College Onboarding	Training Session	50-60	April 12, 2023
University of West Alabama	Training Session	35-45	April 18, 2023
The University of Alabama General Education Curriculum Discussion	Invited Talk	20-25	April 17, 2023
Shelton State Community College	Training Session	30-40	April 19, 2023
Bevill State Community College	Training Session	20-30	May 10, 2023
Leeds High School	Invited Talk	5-10	June 6, 2023
ALACRAO Conference Presentation	Conference Presentation	40	June 21, 2023
Oregon Higher Education Coordinating Commission	Invited Talk	5-10	June 22, 2023

MARKETING AND PROMOTIONAL MATERIALS SENT TO ALL COMMUNITY COLLEGES

In May of 2023, the staff at Alabama Transfers mailed or hand-delivered thousands of new postcards, pens, highlighters, and posters to each of the community college campuses for use in summer orientation sessions and to enhance advising and counseling efforts for all prospective transfer students. Institutions can request FREE marketing and promotional materials by visiting the following webpage:

<https://alabamatransfers.com/resources/request-promotional-items>



APPENDIX C

The University of Alabama and Alabama Transfers: A Brief Review



The University of Alabama and Alabama Transfers: A Brief Review

In 2015-16, the Education Policy Center (EPC) at The University of Alabama was hired by the Alabama General Studies Committee to conduct the second external review in the history of the AGSC and STARS (Statewide Transfer and Articulation Reporting System). Surveys and focus groups with transfer advisers, transfer-intending community college students, and university students who had transferred, were conducted. Key findings were: (1) transfer had evolved from a vertical single 2-year to 4-year process to a dynamic one with multiple levels and institutions (just 30% of all UA & Auburn graduating seniors in 2015-16 earned all of their credits from UA and AU); and (2) the existing STARS system was failing to adapt its pencil-paper system to a rapidly changing environment where students and administrators could cross-reference searches and college advising software using smartphones and mobile devices. The report noted “Addressing Area V concerns (Business, Engineering, Nursing), the top recommendation from the 2002 external evaluation, are of even greater concern in 2016, and must be addressed by the AGSC.” http://edpolicy.ua.edu/wp-content/uploads/2017/09/1609_epc_agsc-stars-eval.pdf

Recognizing EPC's expertise and the imperative to improve the system, UA Provost Kevin Whitaker, the Office of Academic Affairs, and the College of Education partnered with AGSC to start Alabama Transfers, with EPC Director Steve Katsinas (Principal Investigator) and EPC Associate Director Nathaniel Bray (Co-PI). UA/OAA funded the EPC's proposal to create a dynamic new system using 21st century technologies to produce an anonymized, secure statewide database tracking students between K-12 schools, community colleges, and universities. The result is a more cohesive advising process to save students time, credits, and money, producing more transfers statewide to help Gov. Kay Ivey meet the state goal of 500,000 more Alabamians with high-quality degrees and certificates by 2025. Provost Whitaker envisioned UA's transfer numbers could rise even as its percentage of total transfers declined. AT's value propositions are (a) improved transfer can spur statewide degree completions, (b) a better student-level database can improve university-community college relations, (c) transfer can expand diversity, and (d) UA leadership can foster the saving of time, credits, and money for students and families.

The approach was bottom-up, not top-down. Focus groups were convened at four pilot colleges - Beville, Jefferson, Lawson, and Shelton State Community Colleges (including two federally-designated HBCUs) - along with statewide meetings of community college chief academic and student affairs officers to explore the potential design of a new, 21st-century transfer system. UA/OAA & COE supported the involvement of Director Katsinas and Associate Director Bray, and the hiring of Program Coordinator Brandi Stacey and Program Manager Michael Malley in May and August of 2019, as well as consultive assistance. Provost Whitaker supported salaries and consultive support from 2018-19 to 2020-21, and his successor, Provost Jim Dalton, approved the continuation of this important work for the 2021-22 and 2022-23 academic years.

After developing a successful prototype, focus shifted to creating a full-blown system to revolutionize transfer in the State of Alabama. The AGSC adopted the branding of “Alabama Transfers powered by AGSC&STARS” and the new website was launched on November 18, 2022. The project moved into the roll-out phase, with the AT team publicizing the new platform and demonstrating to stakeholders how best to utilize the new tools and features through 25 training sessions to institutional and professional stakeholders between November and July 2023.



Alabama Transfers

Powered by the AGSC

Saving Time, Money, & Credits

Questions and/or comments regarding this report should be directed to:

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