

RECAP & UPDATE

Empower, Engage, Excel: Developing Strategies for Transfer Student Success

ACHIEVE

Transfer Student Success Conference

MARCH 5-6, 2025



May 1, 2025

Basic Information

The 2025 ACHIEVE Transfer Student Success Conference took place in Montgomery, AL, from March 5th to 6th, 2025. We were thrilled to welcome a total of 266 attendees, all eager to enhance their understanding and strategies regarding transfer student success. It was inspiring to see so many engaged individuals come together to share knowledge and best practices.

Stellar Speaker Lineup

Our event featured a remarkable lineup of 58 exceptional speakers. Among the highlights were:

- Manny Smith, Founder & CEO of EdVisorly, who delivered insights into innovative strategies for transfer student success.
- Catherine Wehlburg, President of Athens State University, whose expertise resonated with many as she discussed institutional approaches.
- Dr. Omega W. Wilson, Founder & CEO of Innovative Strategies Consulting, LLC, who captivated the audience with engaging methodologies for enhancing student experiences.

Their presentations played a crucial role in making the conference both informative and impactful.

Engaging Sessions

The conference offered a diverse array of 40 sessions spanning 11 tracks, covering crucial content such as "Sponsor/Exhibitor Set-up," "Advanced Transfer Student Strategies," and "Plenary Session II - Transfer Student Panel." Some of the most popular sessions included:

- Plenary Session I - Keynote Address by Manny Smith
- Plenary Session II - Transfer Student Panel

These sessions were not only well-attended but also evoked rich discussions among participants.

Diverse Exhibitors

The conference showcased 10 exhibitors from four tiers, aimed at generating leads and expanding business opportunities. Leading companies like EdVisorly, Alabama Transfers, Alabama State University - Division of Continuing Education, and Athens State University displayed their offerings impressively. Collectively, these exhibitors generated a notable total of 32 leads, further demonstrating the event's successful networking capacity.

Prominent Sponsors

We were proud to have 10 distinguished sponsors who significantly enhanced the event's visibility. Notable sponsors included Alabama Transfers, EdVisorly, Athens State University, and PTK Connect powered by Phi Theta Kappa. Thanks to their support, we achieved an impressive 49,542 impressions. This kind of engagement helped increase the event's reach and impact even further.

Amount of money raised through sponsorships = **\$5,750**

Ticket Sales/Registration Numbers

265 PEOPLE REGISTERED FOR CONFERENCE / 220 SIGNED IN TO THE EVENT (ACTUALLY ATTENDED)

CREDIT CARD SALES THROUGH WHOVA APP - A total of 142 tickets were sold for the conference by credit card through the app, with 78 early bird tickets enjoying strong demand. Overall, these ticket sales translated into a total of 143 registrants, showcasing the community's enthusiasm for this critical issue of transfer student success. Credit card sales generated over \$14,700.

PO/INVOICE SALES THROUGH ASU FINANCIAL OFFICE - We are still working to finalize these numbers, but here are some figures on ticket sales outside of Whova: 92 attendees registered and paid through a PO/Invoice process (60 of them paid the early bird rate of \$125 and 32 of them paid the regular rate of \$175) for an estimated total of \$13,100. We still have about 5-6 people who attended the conference but have not paid. We are working to collect their late payments.

ATTENDED FOR FREE (USED 100% DISCOUNT FEE)

31 people were given 100% discount rate (ASU staff, ACHIEVE Planning Committee Members, Alabama Transfers Staff, Keynote Speakers, and Sponsors got two free registrations each, etc.).

REGISTRATION FEES generated approximately **\$27,800** — We should have a final amount in the next few months after ASU pays all their expenses.

Attendee Satisfaction

Feedback from attendees highlighted the event's success on various fronts. One of the survey questions posed was, "How would you rate your overall experience at the conference?" Attendees had options ranging from "Excellent to Fair." An impressive 86.0% indicated that they loved using Whova for event management. Attendees expressed their gratitude through kind messages such as, "Thanks for the valuable insights!" and "This conference was well planned & informative."

Networking Opportunities

The event provided superior networking opportunities, attracting attendees from 72 regions, including areas such as St. Louis, MO, and Los Angeles, CA. With representatives from 48 organizations, such as Tuskegee University and Northeast Alabama Community College, the diversity in attendance fostered an enriching environment. Attendees engaging with the Whova event app utilized the community board featuring 44 topics like "Double Majors" and "Transfer Student Retention." Additionally, attendees organized 6 popular meet-ups such as "Post Achieve Conference Meeting" and "Ways to increase transfer student engagement."

Generation of Scholarship Money for Transfer Students

EdVisorly's CEO - Manny Smith - graciously donated his speaker fee back to the conference to give to the 8 students who served on our transfer student panel on day one. Each of these students received a check for \$1000 to help offset some of their upcoming educational expenses. Please make sure you thank Manny for this generous gift to transfer students! manny@edvisorly.com

As the host site, ASU collected all money from ticket sales and sponsorships and after they have paid off all of their conference costs and expenses, the remaining funds will go to transfer student scholarships at ASU. We hope to have a final report on this at a future AGSC meeting.

Alabama Transfers does not make any profit off of this conference. All money made goes directly to the host site for transfer student scholarships.

Conclusion

The 2025 ACHIEVE Transfer Student Success Conference was undoubtedly a resounding success. With engaging speakers, a diverse range of sessions, and strong participation from both exhibitors and sponsors, the event not only highlighted critical issues in the realm of transfer student success but also provided a platform for fruitful discussions and networking. We are incredibly proud of the outcomes and the positive feedback received from this year's conference.