The Walla Walla Washington Statewide Summer Transfer Conference

Thursday, June 28, 2012
Walla Walla Community College

Powered by PHI THETA KAPPA HONOR SOCIETY COLLEGEFISH.org
“As community colleges’ enrollments surge to record levels, these colleges must provide more for more students, but with less money. Community colleges are experiencing severe funding cutbacks due to the current economic downturn. The decrease in funding and increase in number of students they serve are preventing community colleges from providing adequate advisement resources to help students complete credentials/degrees and plan for transfer to senior colleges. Findings from the Community College Survey on Student Engagement (CCSSE) reflect that prior to the economic downturn and enrollment surge, less than one third of community college students actually spoke to an advisement counselor. The percentage of students receiving essential advisement and support for college completion is even less today, thus CollegeFish.org is meeting a critical need in regard to degree completion at a time when credentials are often essential for jobs.”

Dr. Rod Risley
Executive Director
Phi Theta Kappa

“The lack of plans that help students successfully transfer means that institutions, by-in-large, are not serving potential transfers in an excellent manner. As a byproduct, the institutions are failing the students, the communities, and the nation of which they are a part. National studies show that large numbers of community college students intend to transfer and earn a baccalaureate degree, but the rate at which they actually do so is comparatively and unacceptably low. Much of this underperformance has to do with the lack of attention that the sending and receiving institutions give to their transfer students.”

Dr. John Gardner
Gardner Institute
Our Presenters

**Dr. Dean Kohrs** is an author, speaker, blogger, and faculty member at St. Petersburg College, where he serves on countless committees and supports a variety of on and off campus initiatives. His book, Hacking College, is considered one of the “must-reads” for all college freshmen. He gives his presentations year-round and nationally. When he's not teaching or "on tour", he runs a website called www.hackingcollege.com, and makes himself available to students on Twitter at @hackingcollege and on Facebook.

**Kristi Wellington-Baker** is the Director of Retention & Career & Employment Services at Walla Walla Community College. Kristi holds a Master’s in Social Work from Walla Walla University.

**Bill Storms** is the Director of Technology Services at Walla Walla Community College. He holds degrees from Centralia College and Eastern Washington University.

**Dawna Wilson** is a Higher Education PhD student and graduate research assistant at the University of North Texas. She has a master’s degree in Cross-Cultural Studies and taught English as a Second Language in South Africa for Harvard University’s Center for International Development. Her research interests include African American college student success, transfer student degree attainment, and the community college as a pathway to the baccalaureate. Dawna has conducted research examining state transfer policy and is currently on a research team investigating Native American student transfer issues.
Our Agenda
CONFERENCE ROOM 185
8:30 am to 9:00 am:
**Official Welcome & Call to Action**
Dr. Rod Risley
Executive Director, Phi Theta Kappa
Steven Van Ausdle
President, Walla Walla Community College

9:00 am to 10:00 am:
**Advisor Pro: Technology & Advising**
Kristi Wellington-Baker, Director of Retention Services
Bill Storms, Director, Technology Services
Walla Walla Community College

10:00 am to 11:00 am:
**Concurrent Sessions**
**Two-Year Community College Track**
**CollegeFish’s Tackle Box of Tech Tips**
CONFERENCE ROOM 185
Joshua Hancock & Carolyn Margoni
CollegeFish.org Two-Year Training & Development Specialists

**Senior College Track**
**Catching the Wave to Successful Transfer Student Recruitment**
LIBRARY RESOURCE ROOM 285
Sarah Reynolds, Manager
Christin Grissom, Manager
CollegeFish.org Senior College Relations

11:00 am to 12:00 pm:
CONFERENCE ROOM 185
**Hacking College**
Dr. Dean Kohrs
St. Petersburg College

12:00 pm to 12:15 pm:
HALL BY ROOM 185 OR DINING ROOM
**Restroom Break, University Showcase & Professional Networking**
-Agenda Continued-

12:15 pm to 1:30 pm
CONFERENCE ROOM 185

**Featured Door Prize Drawing**

**Lunch**

**Dessert & Keynote**

**Bridging the Transfer Advising Gap: Student Perceptions and Experiences with Academic Advising**

Dawna Wilson, Graduate Research Assistant
University of North Texas

1:30 pm to 2:30 pm
CONFERENCE ROOM 185

**Best Practices Showcase #2: The Big Catch of CollegeFish.org: Sailing Away with Transfer & Special Populations Scholarships**

Joshua Scott Hancock

2:30 pm to 3:30 pm
CONFERENCE ROOM 185

**Transfer Focused Priorities & Pathways**

Jennifer Blalock

3:30 pm to 4:30 pm

**CollegeFish.org Next Steps & Action Plan**

Jennifer Blalock
Consider some of our CollegeFish.org Transfer Partners to enhance your institution’s retention, completion, & transfer programming.

Is your retention strategy just re-recruiting?

There’s a better way.
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best and brightest
Consider some of our CollegeFish.org Transfer Partners to enhance your institution’s retention, completion, & transfer programming.
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CollegeFish.org Timeline & Training Calendar

Join us for training sessions every Thursday, beginning in September, to learn about the new CollegeFish.org features. Sessions will be held at 10:00 am and repeated again at 2:00 pm, CST. Email support@collegefish.edu for more information.

September 2012

Welcome the new look and feel of the CollegeFish.org website!
New additions and features of the site will include:
- Message Board for Online Transfer Support Communities
- College Comparison
- Course Planner
- Net Tuition Calculator

January 2013

CollegeFish.org unveils the new, enhanced student profile as well as the Transfer Success Coaching Connection program. New additions and features of the site will include:
- Transfer Success Coaching Connections

June 2013

CollegeFish.org introduces the Transfer Success Plan & the Transfer Support Center. Each provides access to critical planning and resources to support seamless transfer.
- New Student Profile
- Transfer Success Plan
- Transfer Support Center
Notes