



TRANSFER AND ARTICULATION COUNCIL

COURSE TRANSFER/REVERSE TRANSFER COMMUNICATION PLAN

Created for Institution staff (PIOs, designers, webmasters) responsible for messaging to promote systemwide course transfer and reverse transfer on institution websites and other marketing materials.

August 2015

OVERVIEW

In April 2014, the Kansas Board of Regents' Transfer and Articulation Council (TAAC) discussed how to create a "Communication Plan" that could coordinate the marketing of **Course Transfer** and the newly created systemwide **Reverse Transfer** policies and procedures among the 32 public postsecondary institutions across Kansas.

The end-result is this document: Agreed upon language (short, medium, and long for Course Transfer; short and medium for Reverse Transfer) to be used online and in digital and print communication resources, as well as a shared visual identity to support the clear and consistent messaging around these systemwide guarantees. Additionally, to support clarity in regards to what courses have been selected for systemwide course transfer (specifically), there is also the inclusion of a "micro-logo" to be added to both digital and print course catalogs across the system, as institutions are able.

EXPLAINING COURSE TRANSFER

All 32 institution websites, along with the Board of Regents website, now message around **System Wide Transfer** in Kansas. Additionally, print pieces may reference course transfer as a strong reason to consider a Kansas public postsecondary institution for one's course of study. **However, there is a need to provide a clear, consistent, straight-forward explanation of what System Wide Transfer looks like in Kansas.**

TAAC has approved the following marketing language to assist. **Depending on audience and format, select one of the following descriptions; use font style, size, color, layout and alignment to be consistent with your Graphic Standards.**

Short – One Sentence with Link

Suggested text:

There is a growing list of courses approved by the Kansas Board of Regents for guaranteed transfer among all Kansas public postsecondary institutions.

Visit http://www.kansasregents.org/transfer_articulation [OR institution website] for more information.

Medium – One Paragraph with Link

Suggested text:

The Kansas Board of Regents approves new courses each year, guaranteed to transfer among all Kansas public postsecondary institutions. From College Algebra and English Composition I & II, to Public Speaking and Art History I & II, a student who completes a course listed as a guaranteed transfer course at any Kansas public community college, technical college, or university can be certain that he or she can transfer that course to any other Kansas public institution in pursuit of a degree or credential.

Visit http://www.kansasregents.org/transfer_articulation [OR institution website] for more information.

Long – Full Details (AY2015-2016)

Suggested text:

The Kansas Board of Regents approves courses for guaranteed transfer among all Kansas public postsecondary institutions. A student who completes these courses at any Kansas public community college, technical college, or university can be certain that he or she can transfer that course to any other public institution in Kansas in pursuit of a degree or credential.

Beginning with the 2015 summer term, the following courses qualify for guaranteed transfer:

Acting I	Introduction to Literature
Acting II	Introduction to Philosophy
American Government	Introduction to Political Science
Anatomy & Physiology	Introduction to Psychology
Art Appreciation	Introduction to Sociology
Art History I Prehistoric to Medieval	Logic and Critical Thinking
Art History II Renaissance to Contemporary	Microeconomics
Calculus I	Macroeconomics
Chemistry I & Lab for Majors	Music Appreciation
Chemistry II & Lab for Majors	Music Theory I
Childhood Growth & Development	Nutrition
College Algebra	Physical Science I & Lab
Descriptive Astronomy & Lab	Physics I & Lab
Descriptive Astronomy	Physics II & Lab
Descriptive Astronomy Lab	Public Speaking
Elementary Statistics	Social Problems
English Composition I	Spanish I
English Composition II	Spanish II
Ethics	Spanish III
French I	Stagecraft
French II	Theatre Appreciation
General Biology & Lab for Non-majors	Theatre Practicum
Human Lifespan/Developmental Psychology	Trigonometry
International Relations	US History to 1877
Interpersonal Communication	US History since 1877
Introduction to Computers & Applications	World History 1500 to Present
Introduction to Cultural Anthropology	World Regional Geography
Introduction to Drawing	World Religions
Introduction to Linguistic Anthropology	

Visit http://www.kansasregents.org/transfer_articulation [OR institution website] for more information.

EXPLAINING REVERSE TRANSFER

The newest policy adopted by the Kansas Board of Regents to assist student navigation in a seamless public postsecondary system addresses **Reverse Transfer**.

All 32 institution websites, along with the Board of Regents website, now include information to explain reverse transfer in Kansas. Moving forward, print pieces may consider promoting reverse transfer as a strong reason why to consider a Kansas public postsecondary institution for one's course of study. **However, like with System Wide Transfer, there is a need to provide a clear, consistent, straight-forward explanation of what reverse transfer is and how it works in Kansas.**

TAAC has approved the following marketing language to assist with communication. **Depending on audience and format, select one of the following descriptions; use font style, size, color, layout and alignment to be consistent with your Graphic Standards.**

Short – One Sentence with Link

Suggested text:

Students who transfer to a Kansas public university from a Kansas public community college or technical college are eligible for automatic Reverse Transfer, which allows for the attainment of any associate degree for which one is eligible along the way to additional certificates and degrees.

Visit http://www.kansasregents.org/transfer_articulation [OR institution website] for more information.

Medium – One Paragraph with Link

Suggested text:

Students who transfer to a Kansas public university from a Kansas public community college or technical college are eligible for automatic Reverse Transfer, which allows for the attainment of any associate degree for which one is eligible along the way to additional certificates and degrees.

Within a student's first semester, those who transfer coursework from a community college or technical college to a public university will be notified if they are eligible to be considered for reverse transfer degree status, and which courses are needed to finish the related degree. Students who then complete the coursework for a given associate degree will be eligible to receive that degree, administered automatically by correspondence between the new institution and the community college or technical college the student last attended.

Contact the Registrar's Office for more information.

VISUAL IDENTITY

To assist our students in understanding **System Wide Transfer** and **Reverse Transfer** information, each community college, technical college, and university will have correlated visual "logos" branding the communication of information related to course transfer in a shared way, which will serve to underscore the unified approach of our public postsecondary system.

Logos have been developed for both and are presented below.

Logo – Created for each Institution

For use on websites communicating system-wide course transfer (required), and any other digital or print spaces that discuss system-wide course transfer (optional).

Emporia State University:



Wichita State University:



Kansas State University:



University of Kansas:



Fort Hays State University:



Pittsburg State University:



Contact Breeze Richardson, Director of Communications at the Kansas Board of Regents, for necessary graphic files: brichardson@ksbor.org or 785-291-3969.

Micro-Logo – Uniform across the System


In addition to online, digital, and print space that communicate what system-wide course transfer is and how it works, [course catalogs](#) are a key space for students to see that a course is guaranteed for transfer and take that into consideration when making their selection.

Therefore, a "micro-logo" has been developed for course catalogs* to communicate course transfer:

Statewide Course Transfer micro-logo: 

Degree Requirements for the Bachelor of Arts in Sociology

Core Sociology Courses (21 hours required)

SOC 140 Introduction to Sociology 	3 credit hours
SOC 145 Principles of Culture	3 credit hours
SOC 361 Sociological Theory and Literature	3 credit hours
SOC 362 Methods of Social Research	3 credit hours
SOC 472 Social Inequality	3 credit hours
SOC 621 Advanced Sociological Research.....	3 credit hours
SOC 670 Grant Proposal Development	3 credit hours

Course Search Results


12 courses were found matching the search options. [Hide / Show Course Detail](#) [Condensed View](#) [Print](#)

CHEM 100 **The Chemist's View of the World** **General Education Course** **3.0 Credit Hours**

[Course Description / Notes / Requisites](#) (Click to Show / Hide)

Section	Location	Dates	Days	Times	Status	Instructor
VA	Online	06/02/14 - 07/25/14			Open 19 / 20 Seats	Dorn, Loretta T


[Search for Syllabus](#)

CHEM 122 **University Chemistry II**  **3.0 Credit Hours**

[Course Description / Notes / Requisites](#) (Click to Show / Hide)

Section	Location	Dates	Days	Times	Status	Instructor
	TH 124	06/02/14 - 07/25/14	M Tu W Th	8:55 AM - 10:10 AM	Open 9 / 18 Seats	Donnelly, Stephen G

*Please note: it is important to include a definition of this symbol, either by linking it to an institution's website or the Kansas Board of Regents' website for more information (when in an electronic format), or by noting it somewhere in the catalog text. Here is a recommended definition:

 **This course is approved by the Kansas Board of Regents for guaranteed transfer among all Kansas public postsecondary institutions. Additional courses may also be eligible for transfer. Please visit the [institution name] Registrar to learn more.**

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