

Quantifying Transfer Credits from a Revenue Perspective

One Institutions Approach to Achieving Zen

Presented by

Michael Cogan & Sushant Khullar

Office of Institutional Effectiveness

October 27, 2011

Agenda

- Introduction to UST
- Definitions
- Freshman Student Outcomes
- Transfer Credit
 - Pre-Matriculation
 - Post-Matriculation
 - Impact on Departments
- Implications

University of St. Thomas

- Catholic.....Diocesan.....Doctoral/Research
- Teaching University
- Enrollment – 10,534
 - Undergraduate – 6,176
 - Incoming Freshman – 1,324
- Campuses in St. Paul, Minneapolis, Rome, and Owatonna
- Gender - ~50/50
- Minnesota Residence – 80%

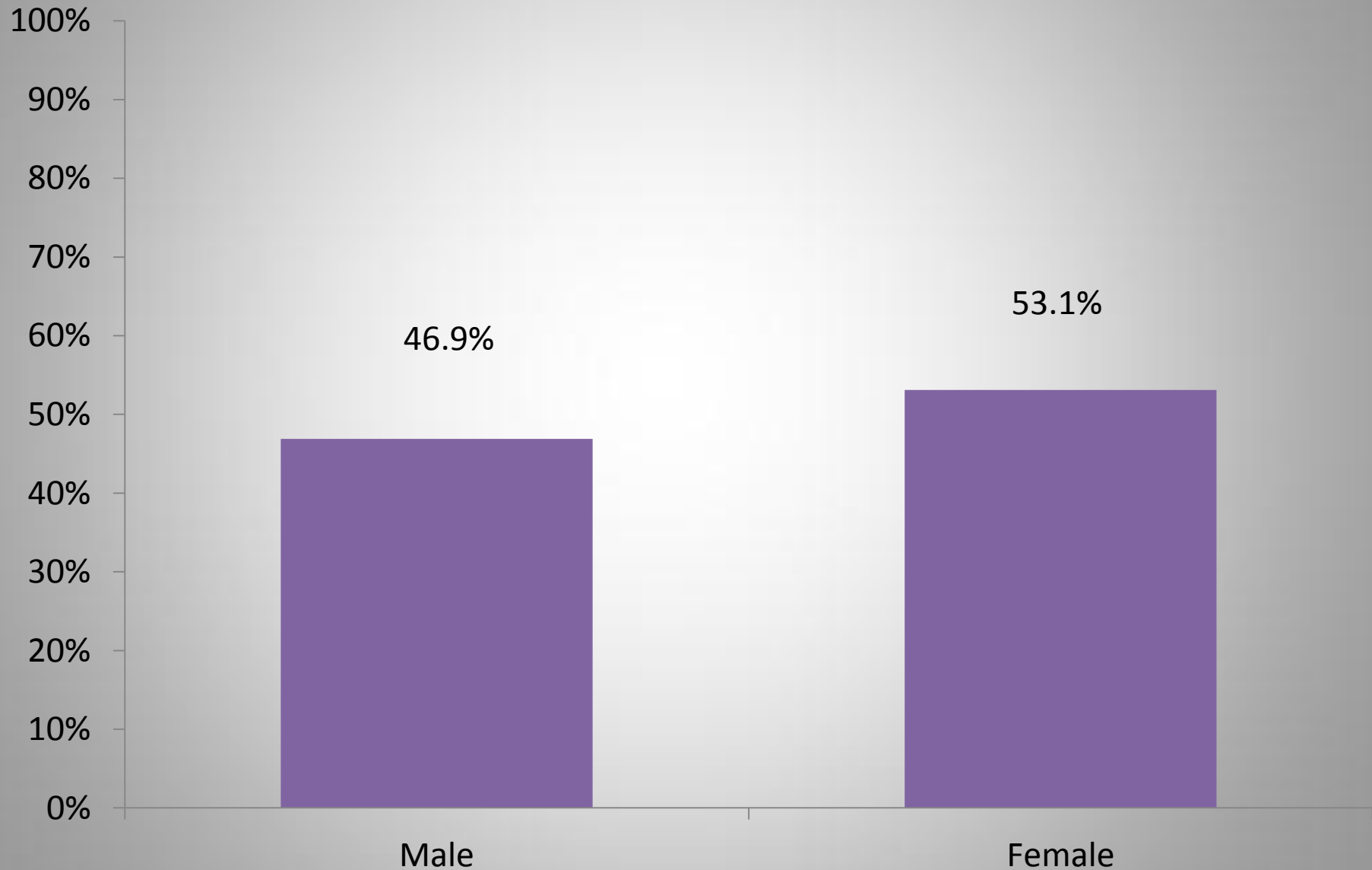
Definitions

- **Freshman** – First-time, First-Year students entering UST in fall of 2004-2007
- **Pre-Matriculation Transfer Credit** – All transfer credit earned by the student prior to matriculation and transferred to UST (e.g., PSEO, AP, and CLEP)
- **Post-Matriculation Transfer Credit** – All credits earned by a student outside of UST after initial enrollment at the institution (e.g., Two and Four-Year Colleges)
- **Academic Departments** – Institutional entities separated into fields of study using Classification of Instructional Program codes

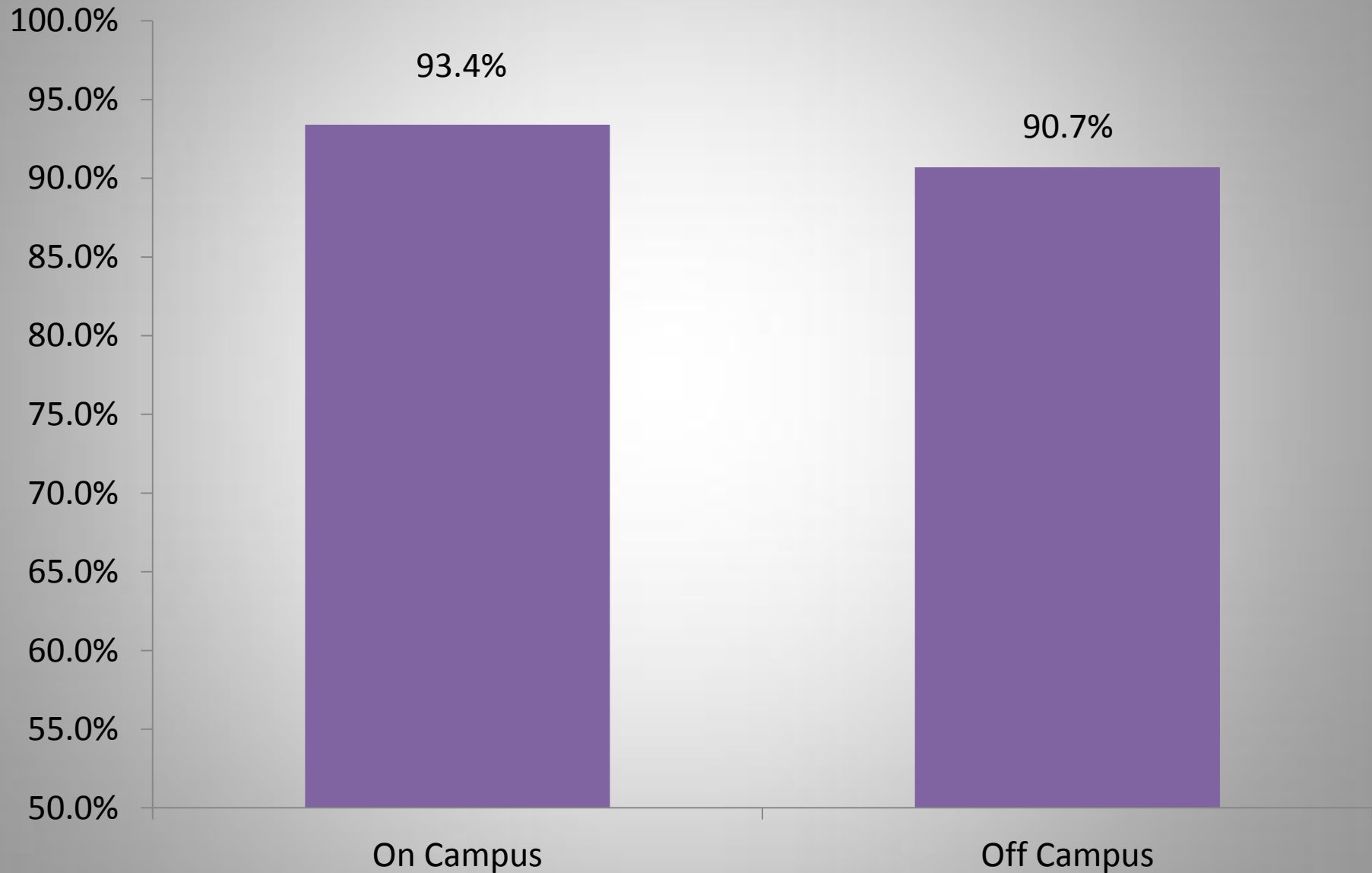
Data Development

- Transfer Credit
- Cohort assignment
- Descriptive analysis (chi-square & t-test)
- Isolate pre- and post matriculation credits
- Core and non-core curriculum
- Class recognition

Students Transferring Credit by Gender



Students Transferring Credit by Live on Campus

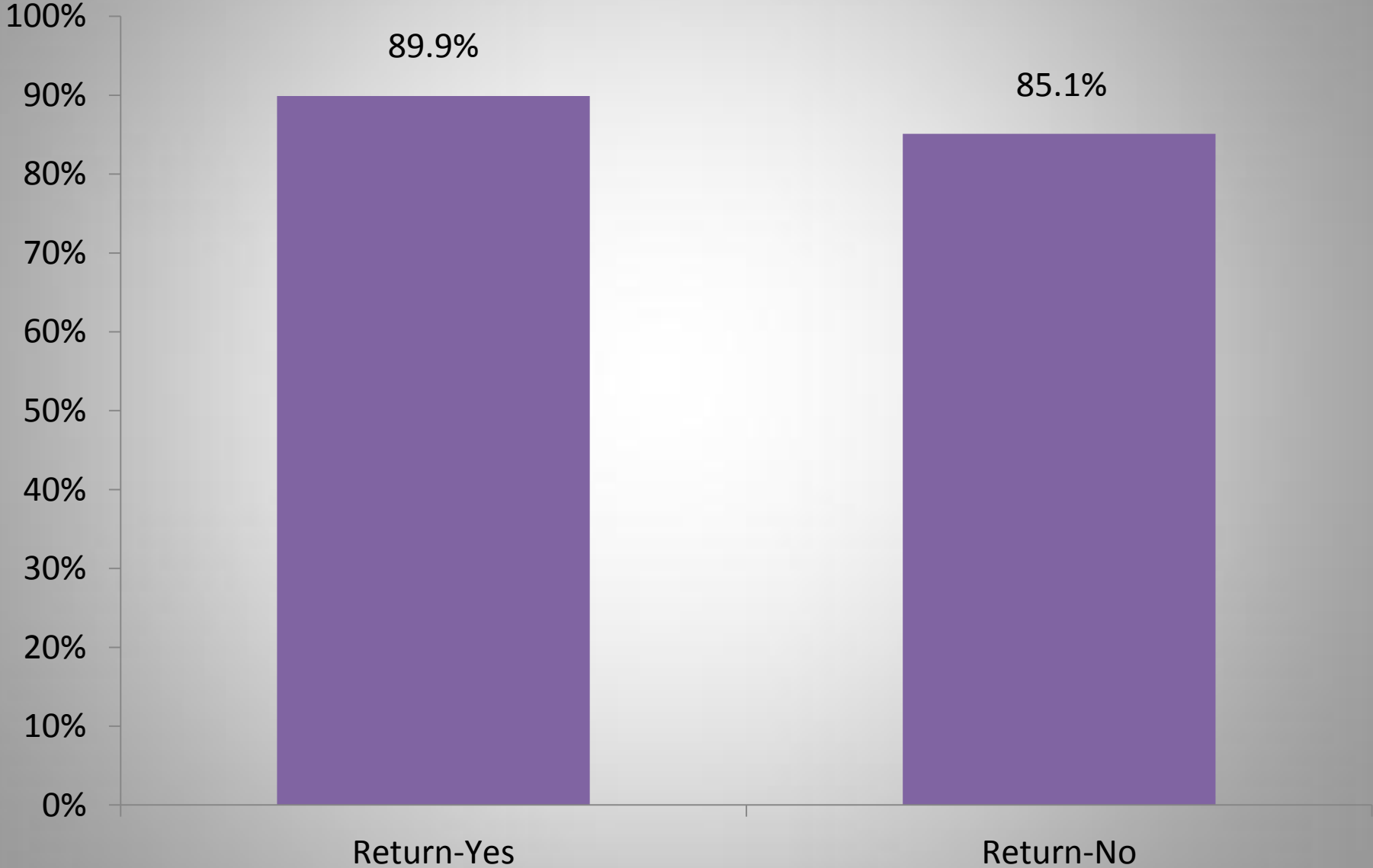


Students Transferring Credit

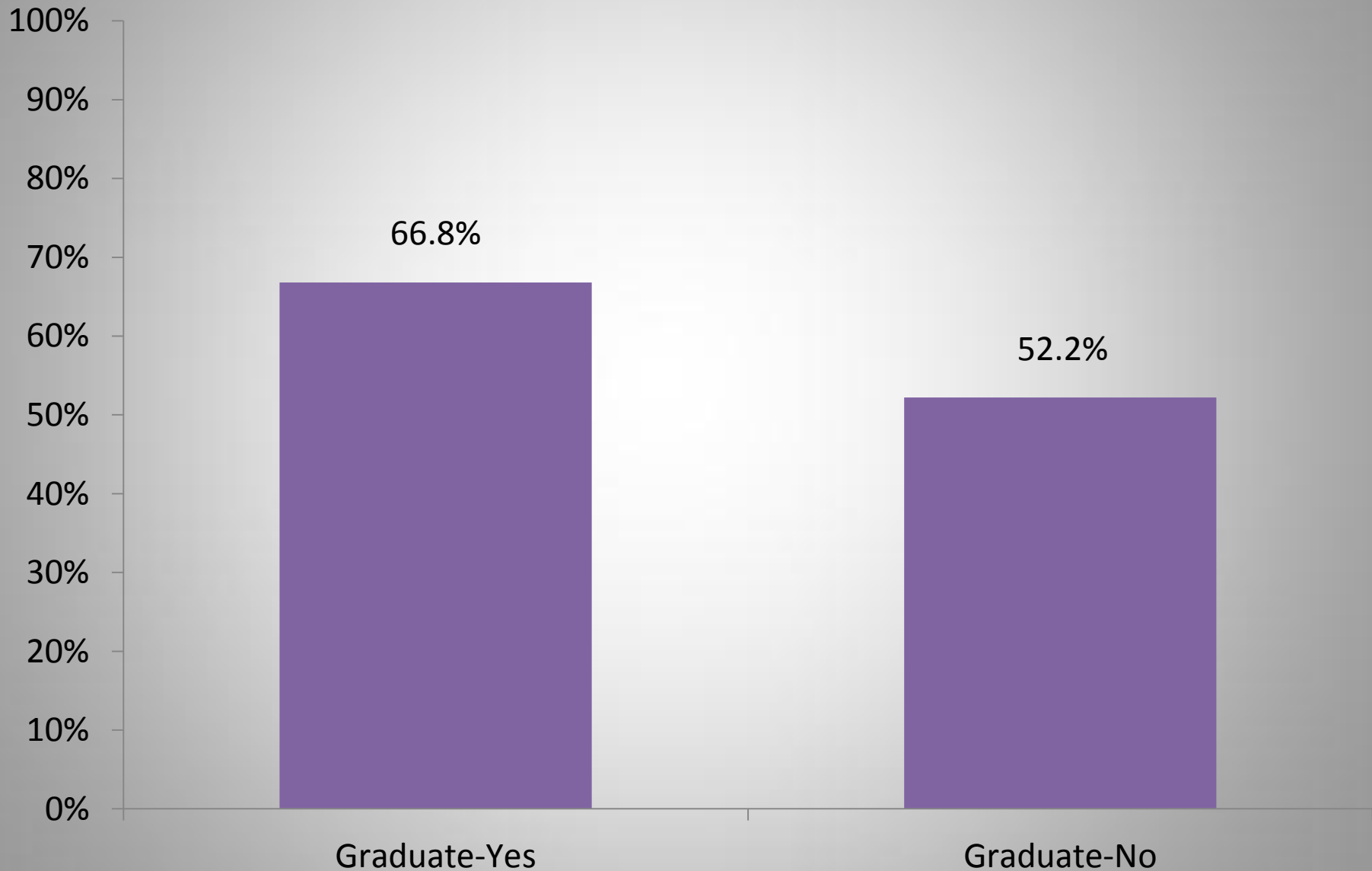
Measure	Transfer-Yes	Transfer-No	Difference*
HS GPA	3.67	3.39	.28
ACT Composite	26.4	23.9	2.5
ACT Math	26.2	23.7	2.5
ACT English	26.3	23.5	2.8
ACT Reading	27.0	24.3	2.7
ACT Science	25.5	23.6	1.9
Fall GPA	3.25	2.89	.36
Fall Credits Complete	15.5	14.9	.6

* $p < .001$

Students Transferring Credit by F-to-F Retention



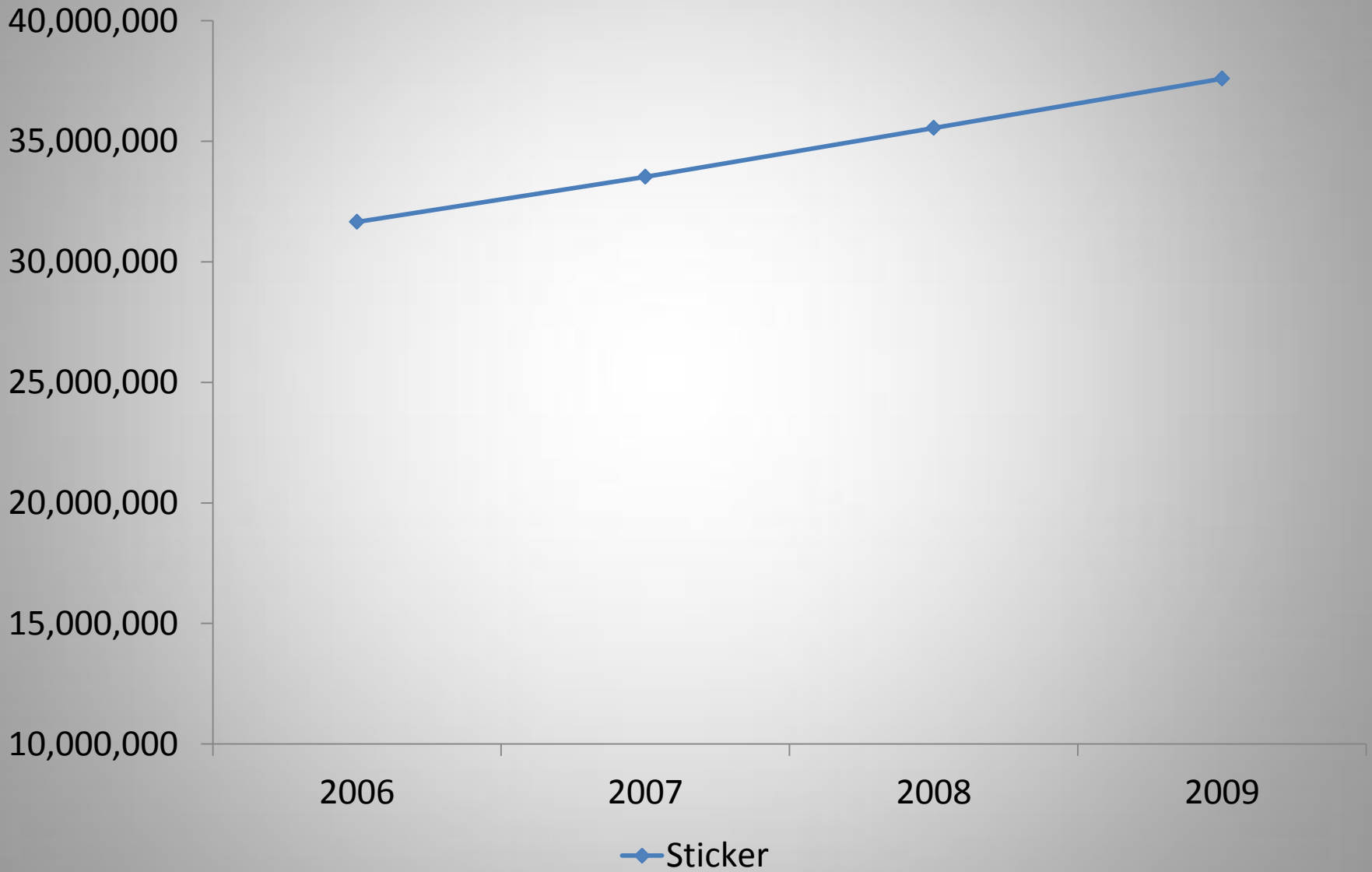
Students Transferring Credit by Graduate in 4-Years



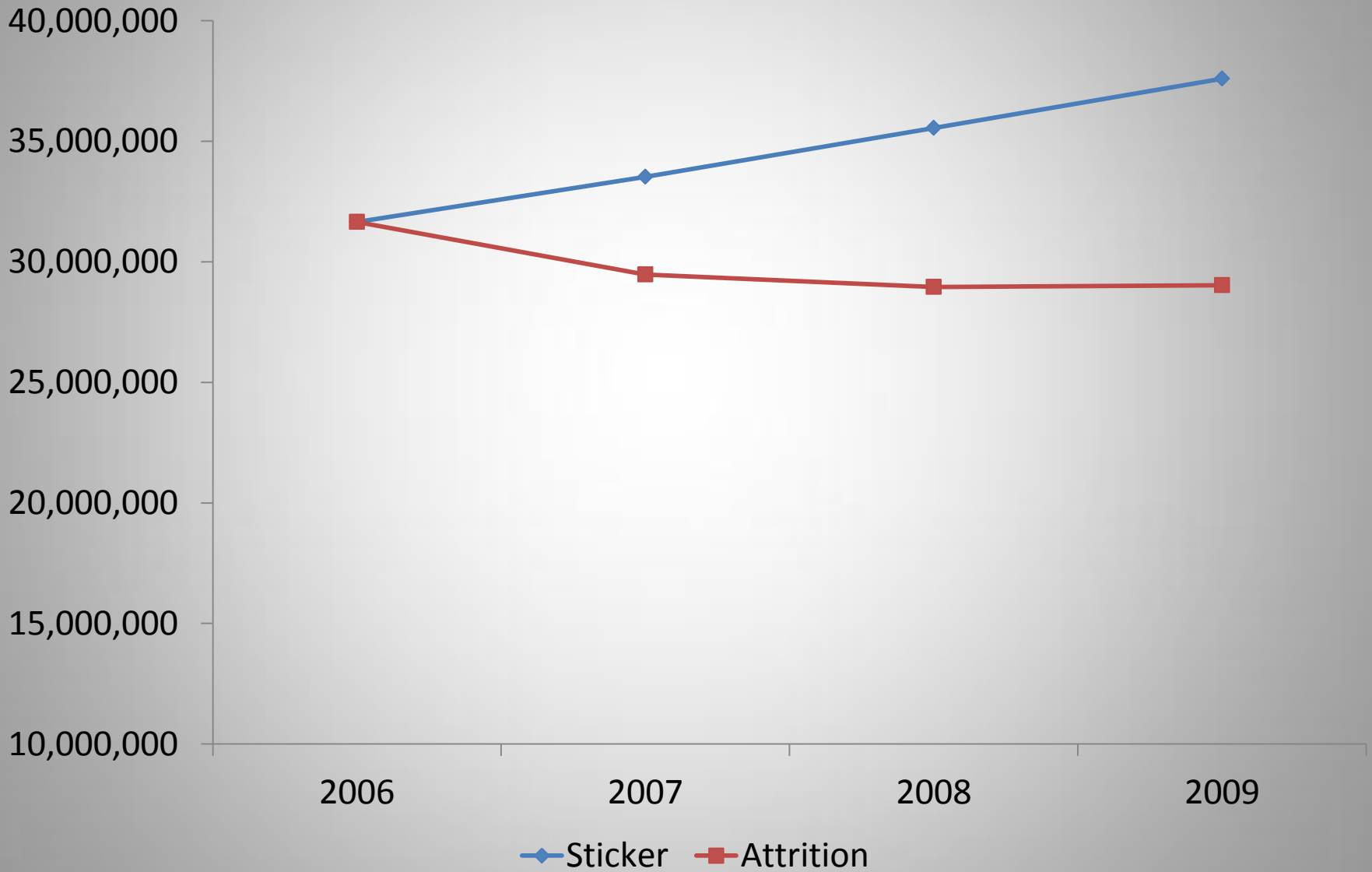
Questions

- What impact does transfer credit prior to freshman matriculation have on institutional revenue?
- What impact does transfer credit earned after matriculation have on institutional revenue
- Are there academic departments disproportionately affected by the acceptance of transfer credits?

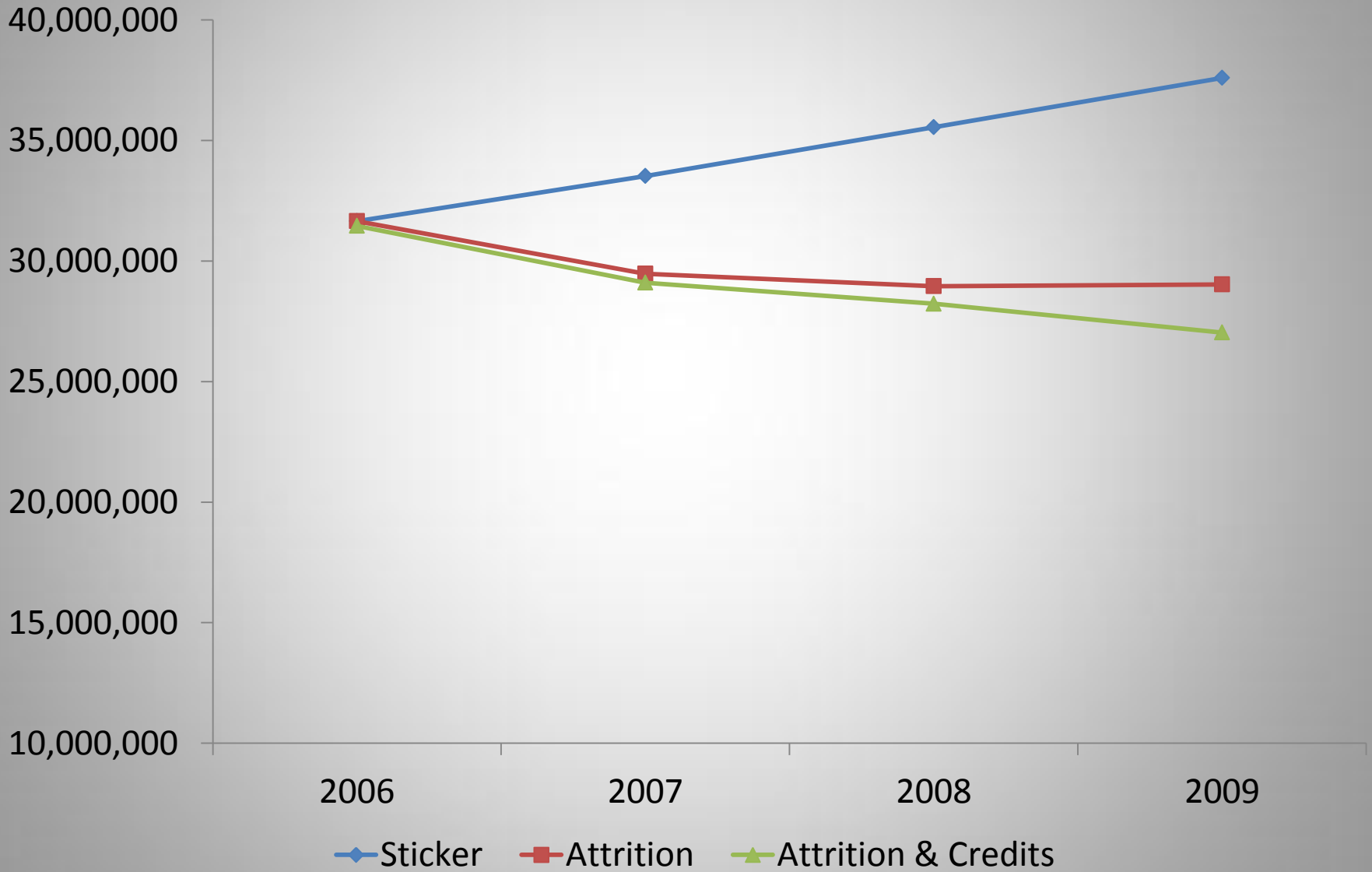
Revenue Modeling



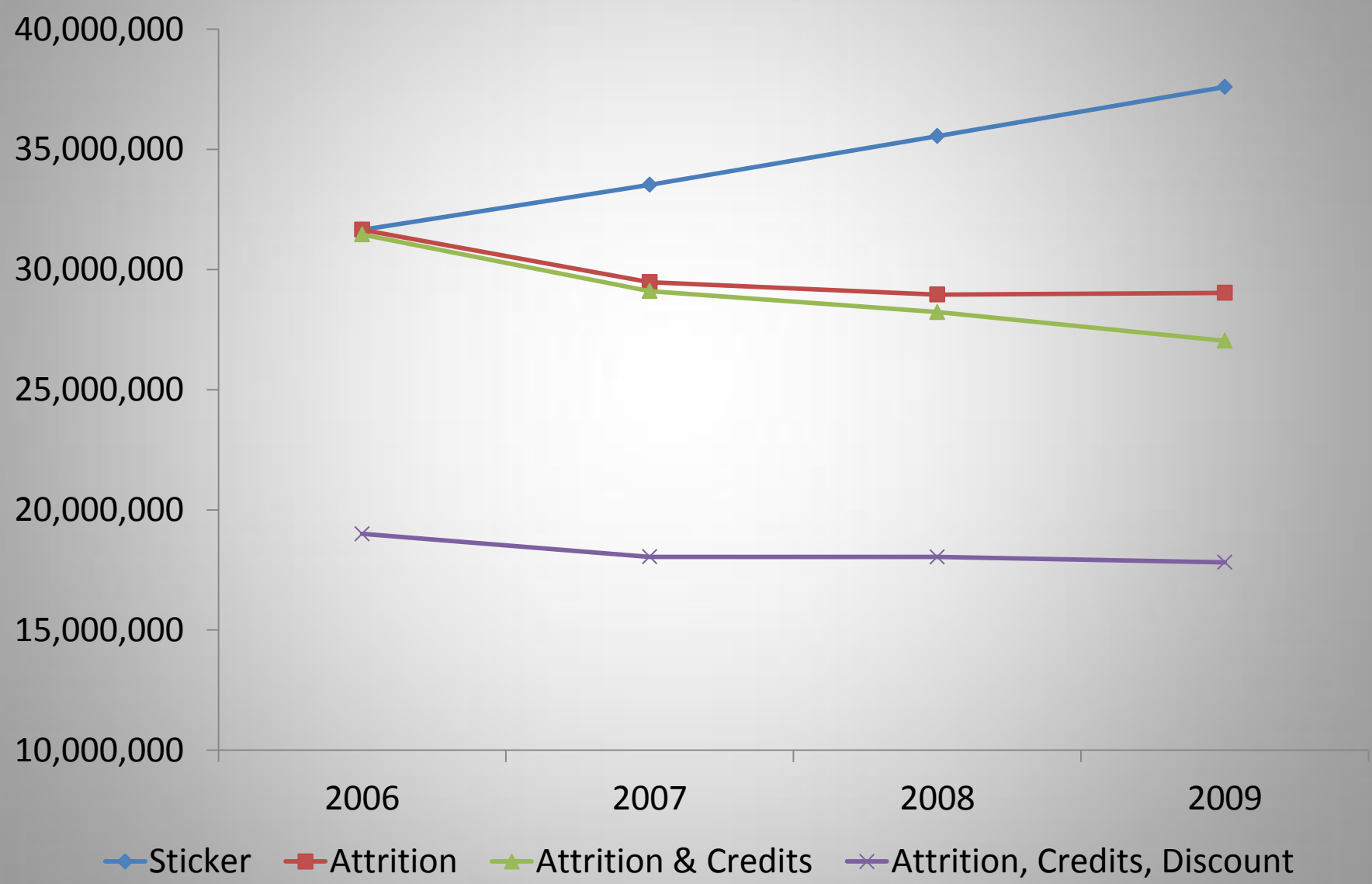
Revenue Modeling



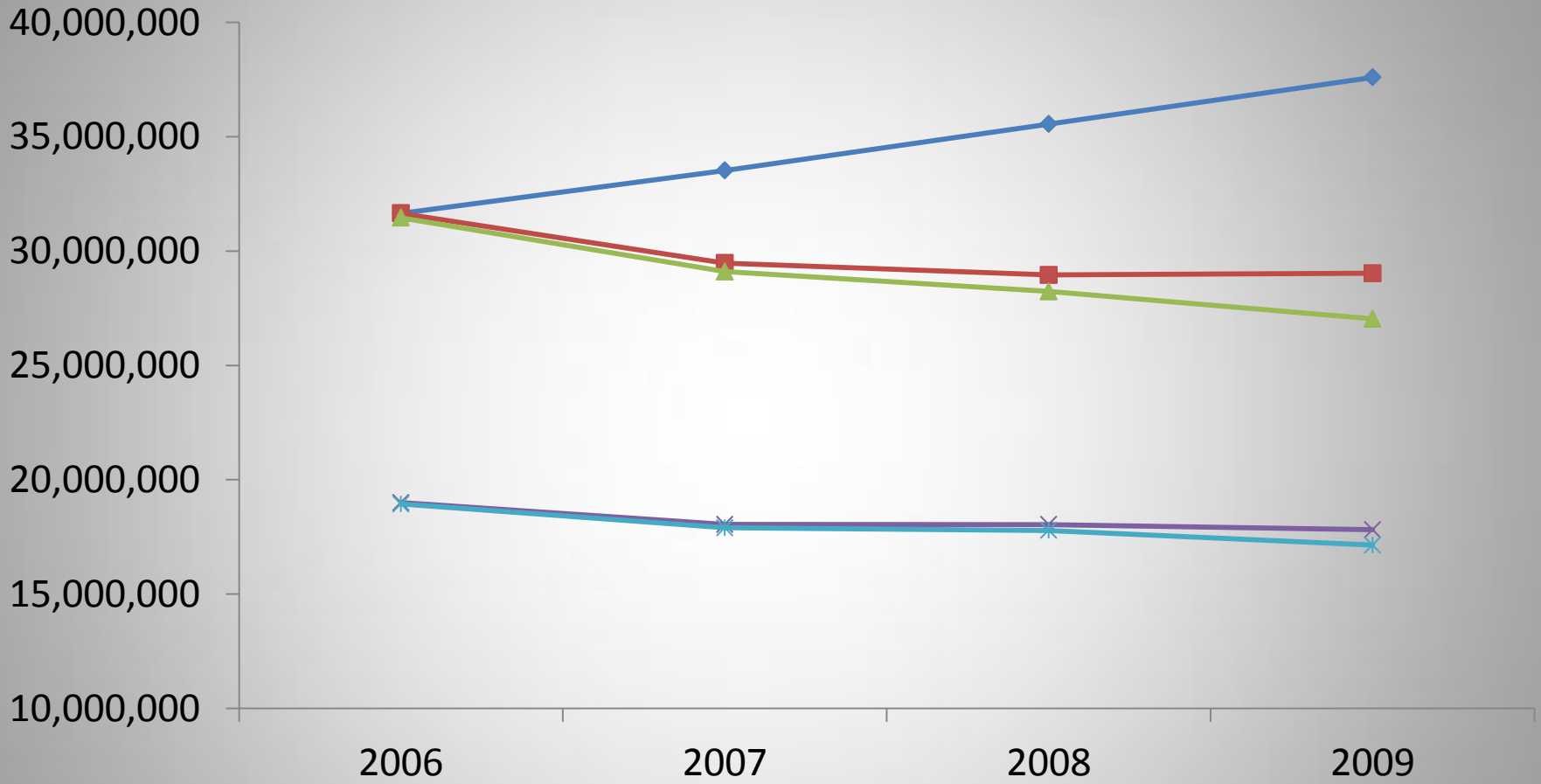
Revenue Modeling



Revenue Modeling

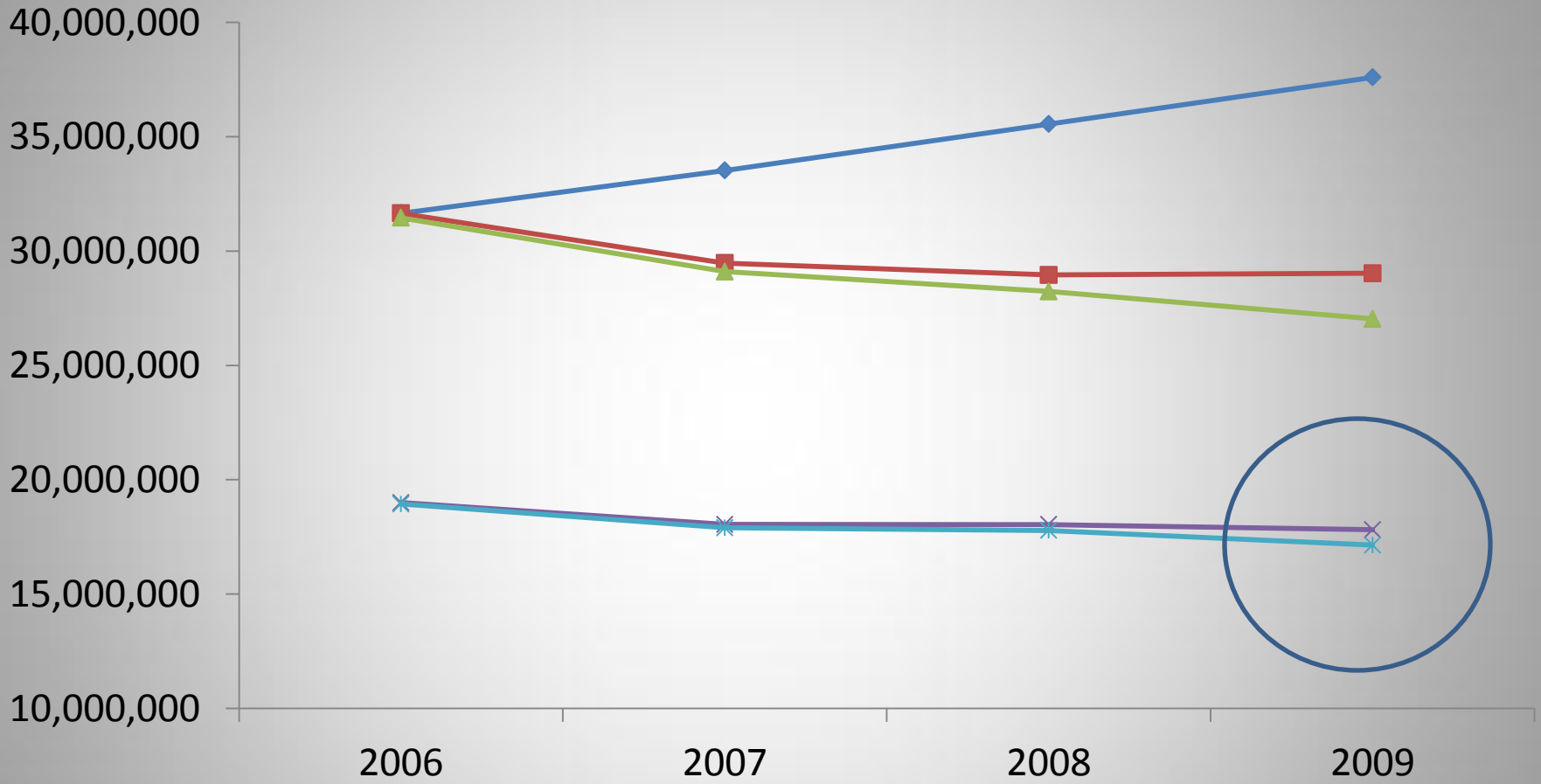


Revenue Modeling



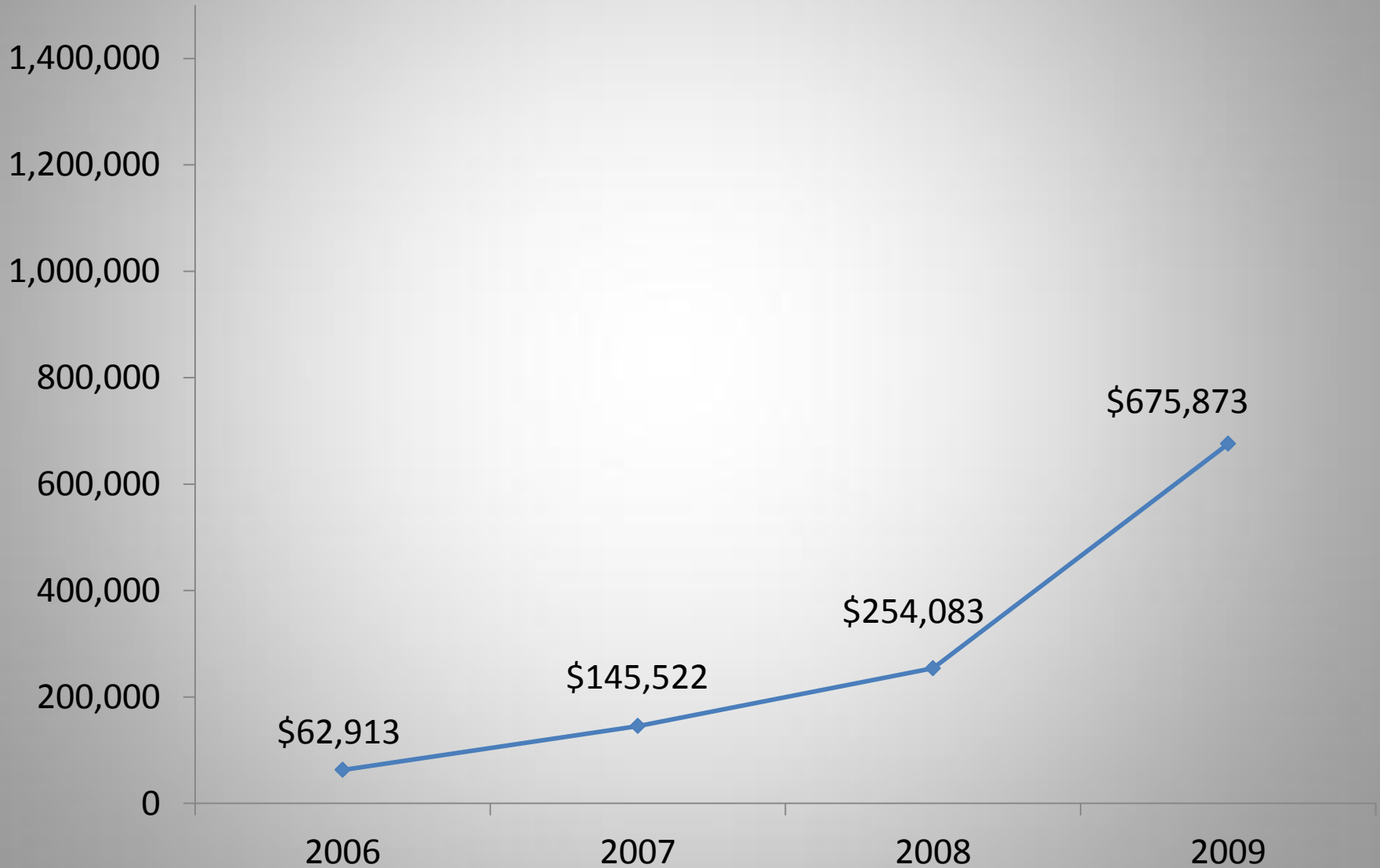
- ◆ Sticker
- ▲ Attrition & Credits
- ✱ Attrition, Credits, Discount, FA
- Attrition
- ✱ Attrition, Credits, Discount

Revenue Modeling

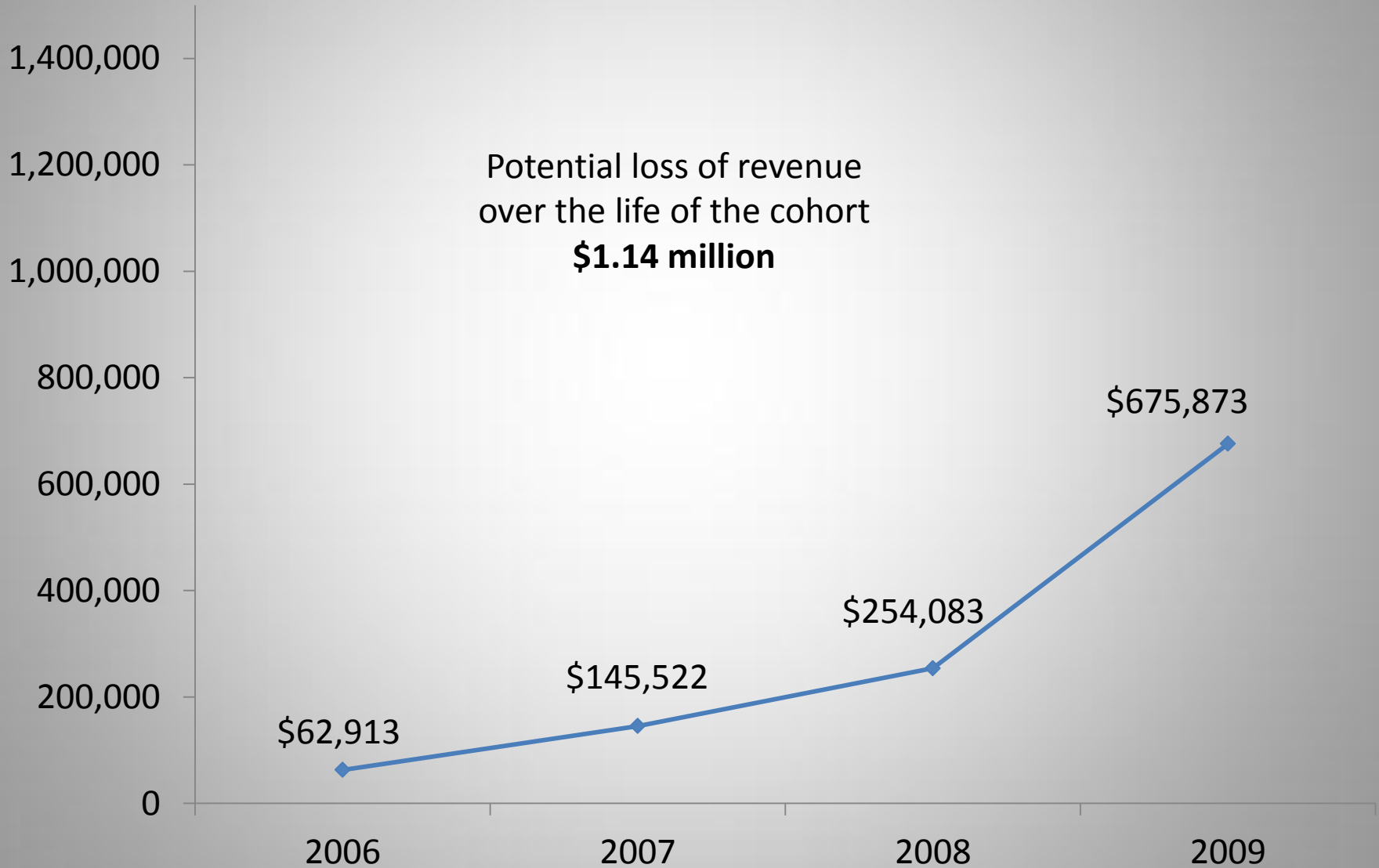


- ◆ Sticker
- ▲ Attrition & Credits
- ✱ Attrition, Credits, Discount, FA
- Attrition
- ✱ Attrition, Credits, Discount

Unrealized Revenue Based Model



Unrealized Revenue Based on Institutional Aid Model



Projected Revenue Loss Pre-Matriculation

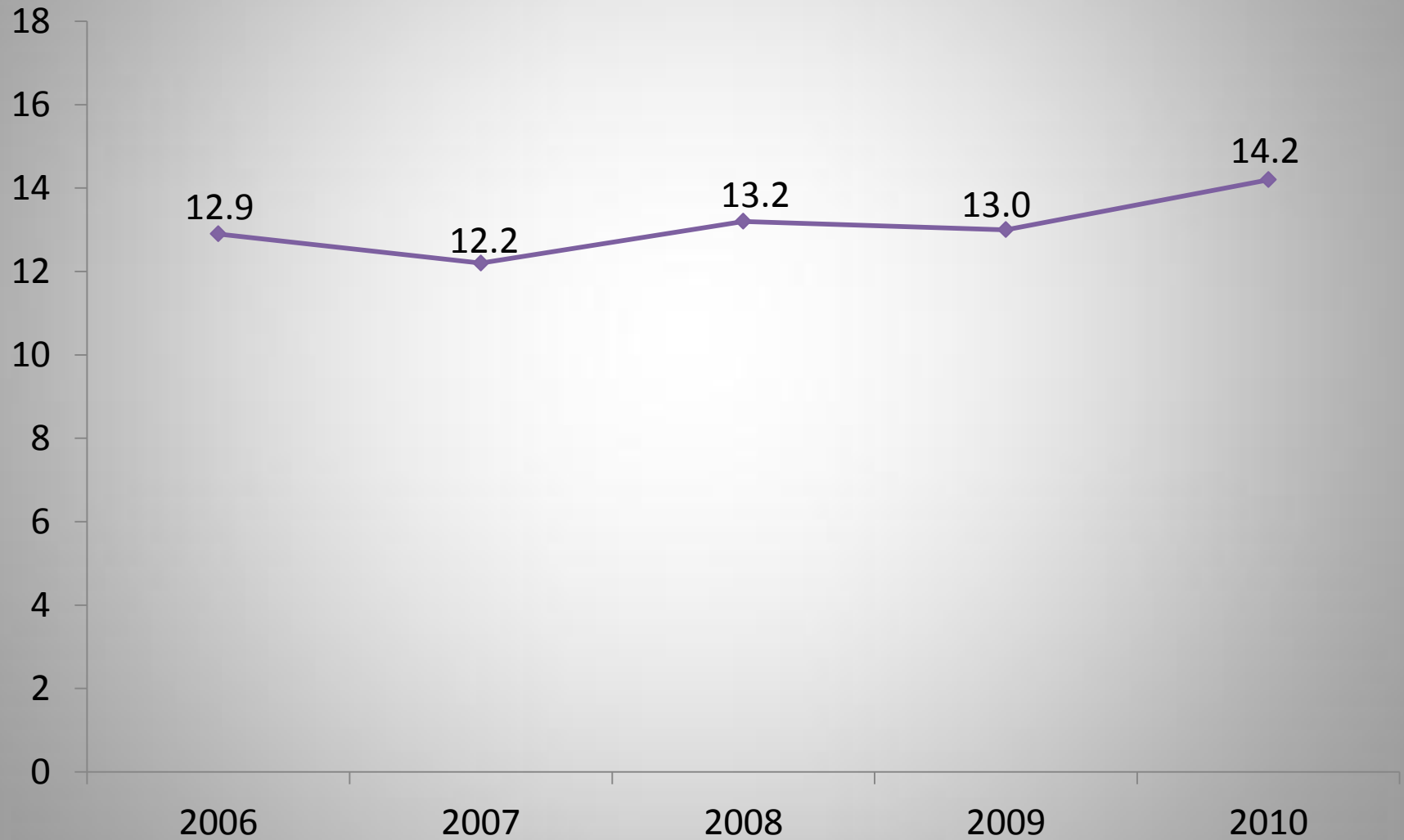
Freshman Student Outcomes 2006-10

- 3,470 freshman transferred credit pre-matriculation (51%)
- The average number of credits transferred per student:
 - Mean – 13.1
 - Median – 10.0
 - Mode – 4.0
 - Interquartile range – 13
 - Range – 79.0
- Total credits transferred – 45,599
- The average number of 'entities' transferring credit from – 1.31

Pre-Matriculation Credits Transferred

Cohort	Number	Mean Credits	Tuition	Potential Revenue
2006	622	12.9	\$775	\$6,218,445
2007	663	12.2	\$821	\$6,640,740
2008	642	13.2	\$869	\$7,364,253
2009	725	13.0	\$921	\$8,680,425
2010	808	14.2	\$953	\$10,934,340
Total	3,470	13.1		\$39,838,203

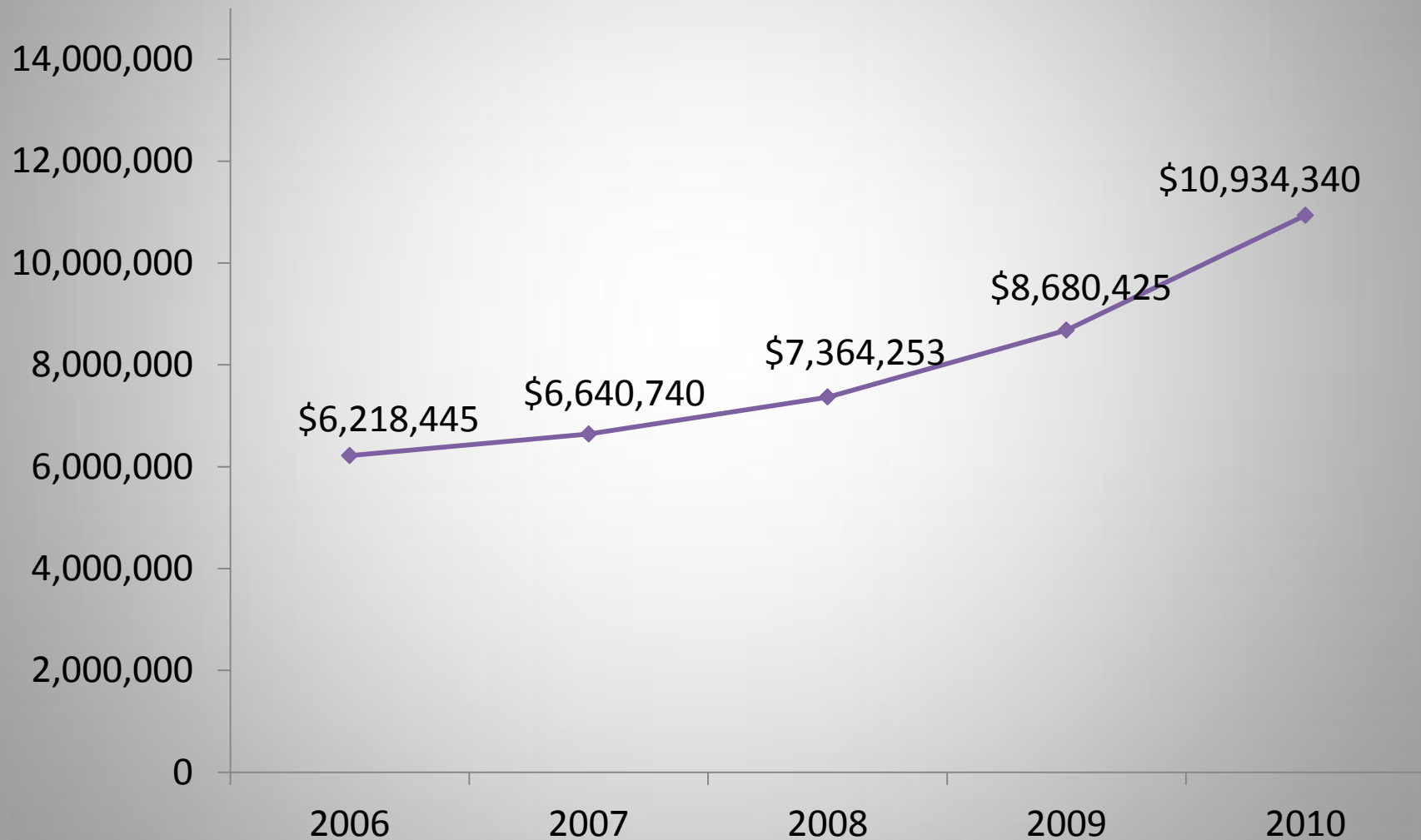
Pre-Matriculation Credits – Average



Pre-Matriculation Credits – Headcount



Pre-Matriculation Credits – Unrealized Revenue



Projected Revenue Loss Post-Matriculation

Post-Matriculation Transfer Trends 2004-07

- 1,220 undergraduate students transferred credit post-matriculation
- The average number of credits transferred per student:
 - Mean – 7.5
 - Median – 5.0
 - Mode – 3.0
 - Interquartile range – 6.0 (3.0 to 9.0)
 - Range – 33.0
- Total credits transferred – 9,150
- Students transferring credit post-matriculation (24%)

Post-Matriculation 2006 Cohort (N=313)

Measure	Freshman	Sophomore	Junior	Senior
Sticker per Credit	\$775	\$821	\$869	\$921
Actual by Percentage	.595	.618	.639	.660
Actual per Credit	\$461	\$507	\$556	\$608
Credits Transferred (Avg)	.39	1.85	2.20	2.95

Post-Matriculation 2006 Cohort (N=313)

Measure	Freshman	Sophomore	Junior	Senior
Sticker per Credit	\$775	\$821	\$869	\$921
Unrealized Revenue (Sticker)	\$94,604	\$475,400	\$598,393	\$850,405
Actual per Credit	\$461	\$507	\$556	\$608
Unrealized Revenue (Actual)	\$56,307	\$293,189	\$382,565	\$561,172

Projected Revenue Loss Academic Departments

Core Curriculum

- Three Overarching Objectives
 - Liberal learning
 - Moral and ethical development
 - Career preparation

Academic Department Transfer Activity 2007-10

Core Requirement	Headcount	Credits	Average
Social Analysis	936	4,235	4.5
Natural Sciences	777	4,010	5.2
Literature and Writing	772	3,434	4.4
Mathematics	703	3,611	5.1
Human Diversity	421	1,614	3.8
Historical Studies	407	1,624	4.0
Language and Culture	350	1,969	5.6
Quantitative Reasoning	321	1,247	3.9

Implications

- Student outcomes
- Dollars and 'sense'
- Curriculum 'should' trump finances
- Entrepreneurial spirit

Discussion

