



TRANSFER AND ARTICULATION COUNCIL

COURSE TRANSFER/REVERSE TRANSFER

COMMUNICATION PLAN

August 2014

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 system-wide **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 system-wide guarantees. Additionally, to support clarity in regards to what courses have been selected for system-wide 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

There are pages on most institutional websites, including the Board of Regents' website, that aim to explain system-wide **Course Transfer** in Kansas. Many are dynamic and provide the user with the ability to search for courses and find their equivalent course. Additionally, print pieces that communicate the opportunities of a specific institution may reference system-wide course transfer as a strong reason to consider a public postsecondary institution for one's course of study. However, there is a need to provide a clear, straight-forward explanation of what system-wide course transfer looks like in Kansas.

TAAC has approved the following marketing language to assist with the communication of system-wide course transfer. Depending on audience and purpose, select one of the following descriptions for inclusion; use font style, size, color, layout and alignment to be consistent with your Graphic Standards.

Short – One Sentence with Link

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

There is a growing list of courses approved by the Kansas Board of Regents for guaranteed 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 (AY2014-2015)

The Kansas Board of Regents has now approved 46 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 2014 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	Music Theory
Childhood Growth & Development	Physical Science I & Lab
College Algebra	Physics I & Lab
Elementary Statistics	Physics II & Lab
English Composition I	Public Speaking
English Composition II	Social Problems
Ethics	Spanish I
French I	Spanish II
General Biology & Lab for Non-majors	Stage Crafts
History of World Civ. to 1500	Theatre Appreciation
Human Lifespan/Devel. Psychology	Theatre Practicum
Introduction to Computers & Applications	US History to 1877
Introduction to Cultural Anthropology	US History since 1877
Introduction to Linguistic Anthropology	World Regional Geography

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 students navigate a seamless public postsecondary system addresses **Reverse Transfer**. Among the agreement between system presidents is the commitment "to acknowledge and recognize the reverse transfer program on each institution's website and via other marketing and publicity methods."

Effective Fall of Academic Year 2014, institution websites will include the following language to explain reverse transfer here in Kansas wherever it makes the most sense. Additionally, print pieces may reference reverse transfer as a strong reason why to consider a public postsecondary institution for one's course of study. However, like with system-wide course transfer there is a need to provide a clear, straight-forward explanation of what reverse transfer is and how it works in Kansas.

The System Council of Chief Academic Officers (SCOCAO) and Transfer and Articulation Council (TAAC) have reviewed the following marketing language to assist with the communication of reverse transfer. Depending on audience and purpose, select one of the following descriptions for inclusion; use font style, size, color, layout and alignment to be consistent with your Graphic Standards.

Short – One Sentence with Link

Students who transfer to a Kansas public university from a Kansas public community college or technical college (or vice versa) are eligible for 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

Students who transfer to a Kansas public university from a Kansas public community college or technical college (or vice versa) are eligible for 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 public university, community college or technical college 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 university, community college or technical college the student last attended.

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

VISUAL IDENTITY

To assist our students in understanding system-wide course 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 **Course Transfer** and **Reverse Transfer** 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 <small>(Click to Show / Hide)</small>						
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 <small>(Click to Show / Hide)</small>						
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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