Annual Report

iTransfer.org
Statewide Transfer Information System
July 2016 - June 2017

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Overview

The need to transfer coursework from one institution to another is often a requirement for obtaining a degree. It is the goal of the iTransfer website to be a portal for students to make informed decisions about transferring within Illinois. The site provides vital information to these students in order to help determine their path, start a plan, and get the most out of the institutions they choose to attend.

The website represents the efforts of more than 1000 faculty and staff members working across the State. This includes the Illinois Board of Higher Education, the Illinois Community College Board, the Illinois State Board of Education and the Transfer Coordinators of Illinois Colleges and Universities, all of whom participated in the development of the Illinois Articulation Initiative (IAI) curriculum guidelines beginning in 1993. IAI remains an important part of the site but is no longer the site's only function.

Significant factors in the success of the dissemination of transfer information include access to current and accurate information on specific institutional courses that meet the Initiative's agreements, management of the information, marketing of the iTransfer website, and training of staff.

Staff General Information

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iTransfer Team

Jess Ray	University Registrar and iTransfer Director
Krista Jackson	iTransfer Coordinator
Richard Stillwell	iTransfer IT & Web Administrator
Rachel Carracci	Transfer Admissions Consultant
Janice Leuchtenberg	Program Facilitator

Populations Served

Between July 1, 2016, and June 30, 2017, the site processed 121,633 visits to the site with 75,703 being unique visitors. There were 691,096 page views with an average of 5.68 pages viewed per visit. The primary audience the site is serving are the more than 55,300 transfer students who transferred institutions in 2016.* In addition to transfer students and their families, iTransfer serves the faculty and staff of the institutions within the state. Of those institutions, 95 institutions participated in the IAI this year as

full participants and 19 institutions are receiving only institutions for a total of 114 participating institutions. (For a list of schools, see the iTransfer.org site at List of Participating Institutions.)

*The details of the basic transfer populations supplied here comes from transfer data collected, reported, and housed by MyCreditsTransfer. The reporting table is included in our Tables and Data section of this report.

Additional information is available on the IBHE website.

FY2017 Summary

As technologies improve and change, the iTransfer team makes improvements to the site. The continual improvement allows the site to remain an up-to-date and important tool for transfer information within the state.

Currently, the website's database houses a total of 6,940 active GECC courses and 2,352 active Major courses, which is 9,292 active courses in IAI. Table 1a is the course population statistics for IAI GECC and Baccalaureate Majors courses for all current and future dates.

Table 1a:

General Education and Major course information
Statistics as of Thursday, July 13, 2017 at 12:12 PM

OVERVIEW

206	Total IAI Gen Ed Descriptions
6,940	Active General Education courses
11,261	Total General Education courses
81	Total IAI Majors Descriptions
2,352	Active General Major courses
13,719	Total Major courses
1,063	Database Updates (Gen Ed Only) Before April 15, 1998
13,604	Gen Ed Database Updates On And After April 15, 1998
22,053	Majors Database Updates On And After April 15, 1998

(Includes courses in the database with the following status: Current, Future)

General Education

Total Courses :	6940		
2-Year (62):	**4699**	67.71 % of 6940	
Public(50)	4699	67.71 % of 6940	100.00 % of 4699
Independent(12)	27	0.39 % of 6940	0.57 % of 4699
4-Year (85):	**2213**	31.89 % of 6940	
Public (17)	977	14.08 % of 6940	44.15 % of 2213
Independent (68)	1236	17.81 % of 6940	55.85 % of 2213

Baccalaureate Majors

Total Courses:	2352		
2-Year (62):	**1786**	75.94 % of 2352	
Public(50)	1781	75.72 % of 2352	99.72 % of 1786
Independent(12)	5	0.21 % of 2352	0.28 % of 1786
4-Year (85)	**566**	24.06 % of 2352	
Public (17)	329	13.99 % of 2352	58.13 % of 566
Independent (68)	237	10.08 % of 2352	41.87 % of 566

The overall objective for the iTransfer staff was to continue to enhance and develop the iTransfer.org website, to support the IAI Major and Transferable GECC package, and prepare the annual iTransfer report, which includes annual objectives as well as a summary of the program.

FY 2017 Accomplishments

In FY 2017, the following goals, projects, and activities were completed. Many of these projects and activities will continue in FY 2018.

Staff:

- Monitored and maintained iTransfer business continuation activities to include existing systems and function – revised as necessary. – FY 2018
- Edited and "fine-tuned" systems, including marketing activities effectively meeting client needs.
- Installed and implemented new software and applications to facilitate database and web application design. – FY 2018
- Reviewed current software on the market to ensure iTransfer is utilizing technologies appropriate for the best functionality. – FY 2018
- Worked with internal resources at our host institution to begin a full reworking and redesign of the iTransfer.org site. This work continues into the fiscal year 2018. The target date to deploy the new site has been set for before the end of the new fiscal year. This target date is flexible as internal resources have many priorities beyond the iTransfer site redesign.
- Continued to upload courses into the course review system for panel review at spring and fall session meetings. – FY 2018
    - This included monitoring the electronic processes involved in submission and via iManage.
- Worked to improve performance and user satisfaction. – FY 2018
- Attended various IAI GECC and Major Panel meetings in spring and fall sessions. – FY 2018
- Continued the use of the join.me web conferencing programming for remote participants in general education meetings. We will be moving to an internal product purchased in association with our host institution in the coming year.
- Created meeting summaries for meetings iTransfer staff attended. Staff also assisted the Boards as requested with posting agendas and summaries of other IAI panel related meetings. – FY 2018
- Assisted participating institutions with staff training and technical directions/implementation. – FY 2018
- Reviewed and enhanced training materials. We developed a section within the new site that

provides training to the specific functions of our institutional users. Work on developing enhancing, and deploying this training section with continue.

- Worked to implement recommendations from the Boards and the Steering Panel for IAI and iTransfer. – FY 2018
- Researched website and server technologies to ensure that iTransfer.org reflects current web practices and made changes accordingly. – FY 2018
- Completed the process of transferring all our server functionality to a virtual server structure. We implemented this process with the assistance and support of our host institution, Illinois State University.
- Continued to develop and implement the IAI/iTransfer marketing plan. – FY 2018
- Continued to focus on iTransfer.org as a portal for transfer within the state. Staff strove to keep this focus in the new site redesign. – FY 2018
- Continued technology research, development, and implementation plan. – FY 2018
- Met frequently to discuss projects, marketing opportunities and look at refining site aspects to increase satisfaction with site functionality. – FY 2018
- Prepared the annual report and identified specific goals for coming year. – FY 2018
- Continued to provide support to our Board constituents. – FY 2018
- Provided assistance and support to the IBHE and ICCB staff as necessary. This included phone meetings and travel to programmatic meetings. Staff provided training as requested. – FY 2018
- Reviewed and revised, as needed, the recently updated iTransfer operations manual and Business Continuation Plan. – FY 2018
- Reviewed Google analytics, site navigation, and user feedback to improve functionality and design of the site. This was of importance in the site content restructure and redesign. This will continue to be an important driving process in site revisions.
- Completed activities related to site and server structure redesign for enhanced business continuation purposes. These included, but were not limited to:
    - Set up of appropriate software and server technologies
    - Bolstering server security from external attacks. – FY 2018
- Completed a variety of programming and report projects in a timely manner that arose via functionality issues in iManage, need by our Board and IAI constituents, as well as other site driven issues. – FY 2018

Productivity Measures for FY 2017 iTransfer Website

iTransfer	FY 2016	FY 2017
Presentations	2	3
Training Sessions	66*	44
Applications Developed	5**	6**
Applications Modified	12	20
Meetings attended	33***	28***
Database updates	766****	729****

*includes online training webinars and one-on-one training offered in FY 2017 for iTransfer & iManage system
**this includes any new application deployed.
***includes panel meetings iTransfer staff attended as well as other IAI related meetings
**** includes course updates for GECC and major courses in all of FY 2017 – information gathered from the iManage database update system.

The FY 2017 training sessions included the following:
- Website Training for advisors via webinars
- Webinars and one-on-one training opportunities were offered to new panel members and institutional staff as requested for the iTransfer.org site use and the iManage system.

Summary
The iTransfer team focused on improving the usability and functionality of the site for our stakeholders while maintaining consistency in the quality of service and communication tools utilized.

FY 2018 iTransfer Goals:
- Continue to support and enhance the iTransfer and IAI mission of transfer and articulation for the State of Illinois as directed by IBHE and ICCB.
- Jointly market iTransfer.org, IAI, and MyCreditsTransfer to constituent groups and clearly identify iTransfer as the student portal for transfer resources within the state.
- Continue to improve on business continuation practices.
- Continue to support the IAI Transferable General Education Core Curriculum, the IAI Majors in all aspects. This includes attending and administratively supporting panel and other IAI meetings.
- Prepare the iTransfer annual summary report for IBHE and ICCB.
- Deploy the new iTransfer.org website before the end of the fiscal year.
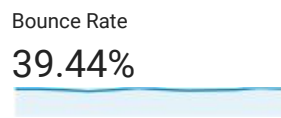 -

TABLES & DATA SECTION

Audience Overview

Jul 1, 2016 - Jun 30, 2017

All Users
100.00% Sessions

Overview

● Sessions

15,000

7,500

...   October 2016   January 2017   April 2017

| | New Visitor | ■ Returning Visitor |

38.7%

61.3%

Sessions	Users	Pageviews
121,633	75,703	691,096

Pages / Session	Avg. Session Duration	Bounce Rate
5.68	00:04:03	39.44%
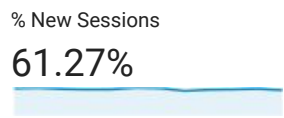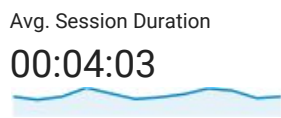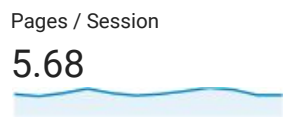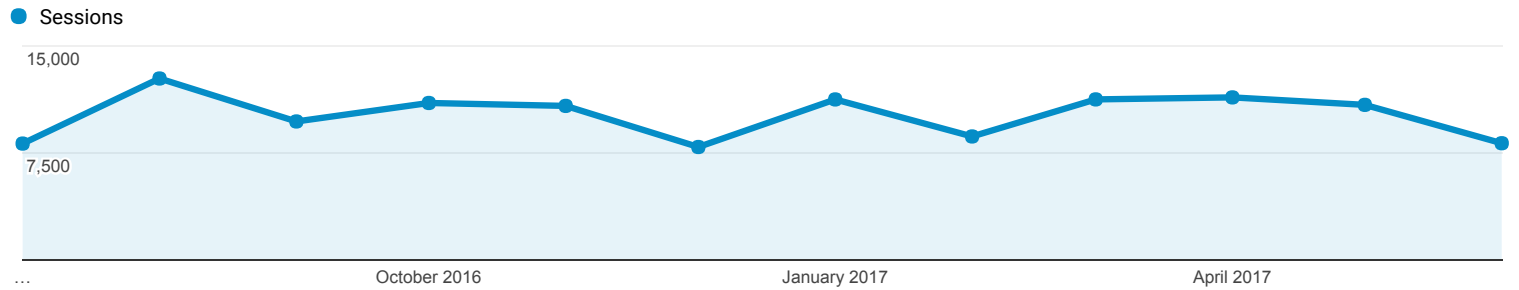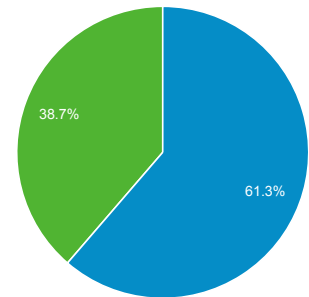
% New Sessions
61.27%

Language	Sessions	% Sessions
1. en-us	117,349	96.48%
2. pt-br	650	0.53%
3. en-gb	556	0.46%
4. zh-cn	457	0.38%
5. (not set)	373	0.31%
6. pt-pt	255	0.21%
7. ko	185	0.15%
8. es	117	0.10%
9. Secret.google.com You are invited! Enter only with this ticket URL. Copy it. Vote for Trump!	116	0.10%
10. fr	104	0.09%

Overview
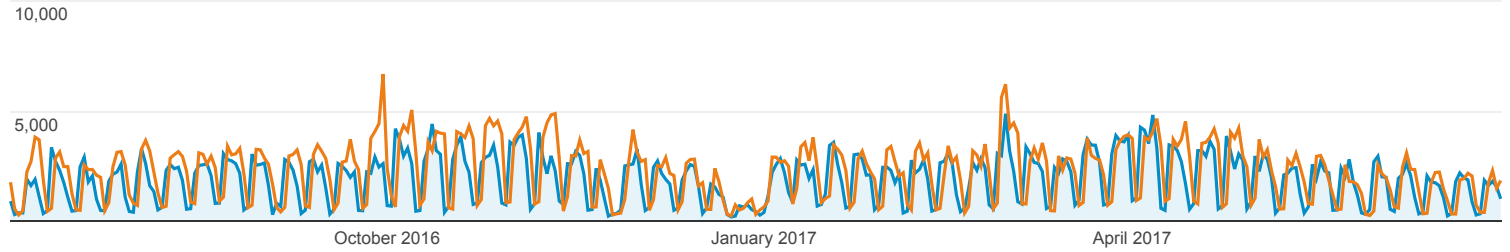
Jul 1, 2016 - Jun 30, 2017
Compare to: Jul 2, 2015 - Jun 30, 2016

All Users
+0.00% Pageviews

Overview

Jul 1, 2016 - Jun 30, 2017: ● Pageviews
Jul 2, 2015 - Jun 30, 2016: ● Pageviews

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
-14.95%	-12.32%	-2.87%	1.01%	3.94%
691,096 vs 812,531	376,790 vs 429,755	00:00:52 vs 00:00:53	39.44% vs 39.05%	17.60% vs 16.93%

Page	Pageviews	% Pageviews
1. /default.aspx		
Jul 1, 2016 - Jun 30, 2017	58,536	▮ 8.47%
Jul 2, 2015 - Jun 30, 2016	66,642	▮ 8.20%
% Change	**-12.16%**	**3.27%**
2. /IAI/faculty/course/coursecomparisongrid.aspx		
Jul 1, 2016 - Jun 30, 2017	47,629	▮ 6.89%
Jul 2, 2015 - Jun 30, 2016	64,609	▮ 7.95%
% Change	**-26.28%**	**-13.33%**
3. /students.aspx		
Jul 1, 2016 - Jun 30, 2017	31,715	▮ 4.59%
Jul 2, 2015 - Jun 30, 2016	35,498	▮ 4.37%
% Change	**-10.66%**	**5.04%**
4. /mycreditstransfer/default.aspx		
Jul 1, 2016 - Jun 30, 2017	31,036	▮ 4.49%
Jul 2, 2015 - Jun 30, 2016	36,270	▮ 4.46%
% Change	**-14.43%**	**0.61%**
5. /IAI/gened/singleschoolworksheet.aspx?file=iai&section=students		
Jul 1, 2016 - Jun 30, 2017	26,966	▮ 3.90%
Jul 2, 2015 - Jun 30, 2016	31,798	▮ 3.91%
% Change	**-15.20%**	**-0.29%**
6. /IAI/gened/worksheet.aspx?file=iai&section=students		
Jul 1, 2016 - Jun 30, 2017	20,238	▮ 2.93%
Jul 2, 2015 - Jun 30, 2016	25,983	▮ 3.20%
% Change		

	% Change	**-22.11%**	**-8.42%**
7.	/faculty.aspx		
	Jul 1, 2016 - Jun 30, 2017	19,368	2.80%
	Jul 2, 2015 - Jun 30, 2016	18,053	2.22%
	% Change	**7.28%**	**26.14%**
8.	/IAI/faculty/search/byCourse.aspx?section=faculty&subsection=course		
	Jul 1, 2016 - Jun 30, 2017	16,443	2.38%
	Jul 2, 2015 - Jun 30, 2016	19,569	2.41%
	% Change	**-15.97%**	**-1.21%**
9.	/IAI.aspx		
	Jul 1, 2016 - Jun 30, 2017	15,726	2.28%
	Jul 2, 2015 - Jun 30, 2016	17,578	2.16%
	% Change	**-10.54%**	**5.18%**
10.	/IAI/iManage/default.aspx		
	Jul 1, 2016 - Jun 30, 2017	8,387	1.21%
	Jul 2, 2015 - Jun 30, 2016	9,854	1.21%
	% Change	**-14.89%**	**0.07%**

Overview

Jul 1, 2016 - Jun 30, 2017
Compare to: Jul 2, 2015 - Jun 30, 2016

All Users
+0.00% Pageviews

Mobile Traffic
+1.11% Pageviews

New Users
+0.53% Pageviews

Returning Users
-0.53% Pageviews
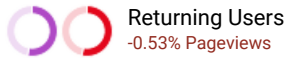
Overview

Jul 1, 2016 - Jun 30, 2017: ● Pageviews (All Users) ● Pageviews (Mobile Traffic) ● Pageviews (New Users) ● Pageviews (Returning Users)
Jul 2, 2015 - Jun 30, 2016: ● Pageviews (All Users) ● Pageviews (Mobile Traffic) ● Pageviews (New Users) ● Pageviews (Returning Users)

100,000

50,000

...   October 2016   January 2017   April 2017

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
All Users	**All Users**	**All Users**	**All Users**	**All Users**
-14.95%	-12.32%	-2.87%	1.01%	3.94%
691,096 vs 812,531	376,790 vs 429,755	00:00:52 vs 00:00:53	39.44% vs 39.05%	17.60% vs 16.93%
Mobile Traffic	**Mobile Traffic**	**Mobile Traffic**	**Mobile Traffic**	**Mobile Traffic**
-1.22%	4.00%	-0.82%	1.86%	4.73%
55,354 vs 56,039	34,253 vs 32,935	00:00:47 vs 00:00:48	54.98% vs 53.98%	30.09% vs 28.73%
New Users	**New Users**	**New Users**	**New Users**	**New Users**
-13.97%	-9.95%	-1.79%	0.13%	3.84%
325,716 vs 378,612	197,262 vs 219,068	00:00:44 vs 00:00:45	46.36% vs 46.30%	22.90% vs 22.05%
Returning Users	**Returning Users**	**Returning Users**	**Returning Users**	**Returning Users**
-15.80%	-14.79%	-3.33%	2.25%	3.30%
365,380 vs 433,919	179,528 vs 210,687	00:00:58 vs 00:01:00	28.48% vs 27.85%	12.88% vs 12.47%

Page Title	Pageviews	% Pageviews
1. iTransfer: The Illinois Transfer portal		
Jul 1, 2016 - Jun 30, 2017		
All Users	263,284	38.10%
Mobile Traffic	16,398	29.62%
New Users	111,773	34.32%
Returning Users	151,511	41.47%
Jul 2, 2015 - Jun 30, 2016		
All Users	324,607	39.95%

Mobile Traffic	15,898	28.37%
New Users	125,971	33.27%
Returning Users	198,636	45.78%

2. iTransfer: The Illinois Transfer portal Course Comparison Grid

Jul 1, 2016 - Jun 30, 2017

All Users	57,825	8.37%
Mobile Traffic	9,397	16.98%
New Users	31,498	9.67%
Returning Users	26,327	7.21%

Jul 2, 2015 - Jun 30, 2016

All Users	78,392	9.65%
Mobile Traffic	12,239	21.84%
New Users	51,523	13.61%
Returning Users	26,869	6.19%

3. iTransfer: The Illinois Transfer portal Single School Worksheet

Jul 1, 2016 - Jun 30, 2017

All Users	38,768	5.61%
Mobile Traffic	2,105	3.80%
New Users	13,832	4.25%
Returning Users	24,936	6.82%

Jul 2, 2015 - Jun 30, 2016

All Users	46,782	5.76%
Mobile Traffic	2,315	4.13%
New Users	16,880	4.46%
Returning Users	29,902	6.89%

4. iTransfer: The Illinois Transfer portal - MyCreditsTransfer

Jul 1, 2016 - Jun 30, 2017

All Users	33,639	4.87%
Mobile Traffic	4,819	8.71%
New Users	26,990	8.29%
Returning Users	6,649	1.82%

Jul 2, 2015 - Jun 30, 2016

All Users	42,340	5.21%
Mobile Traffic	5,067	9.04%
New Users	33,163	8.76%
Returning Users	9,177	2.11%

5. iTransfer: The Illinois Transfer portal - Students Page

Jul 1, 2016 - Jun 30, 2017

All Users	31,994	4.63%
Mobile Traffic	4,516	8.16%
New Users	23,380	7.18%
Returning Users	8,614	2.36%

Jul 2, 2015 - Jun 30, 2016

All Users	36,756	4.52%
Mobile Traffic	4,340	7.74%

New Users	26,774	7.07%
Returning Users	9,982	2.30%

6. GECC Worksheet - GENED Recommendations

Jul 1, 2016 - Jun 30, 2017

All Users	27,840	4.03%
Mobile Traffic	3,095	5.59%
New Users	15,692	4.82%
Returning Users	12,148	3.32%

Jul 2, 2015 - Jun 30, 2016

All Users	33,715	4.15%
Mobile Traffic	2,477	4.42%
New Users	17,908	4.73%
Returning Users	15,807	3.64%

7. iTransfer: The Illinois Transfer portal - Faculty Page

Jul 1, 2016 - Jun 30, 2017

All Users	23,546	3.41%
Mobile Traffic	580	1.05%
New Users	7,478	2.30%
Returning Users	16,068	4.40%

Jul 2, 2015 - Jun 30, 2016

All Users	21,865	2.69%
Mobile Traffic	515	0.92%
New Users	7,227	1.91%
Returning Users	14,638	3.37%

8. iTransfer: The Illinois Transfer portal - Search by IAI GECC Course

Jul 1, 2016 - Jun 30, 2017

All Users	22,791	3.30%
Mobile Traffic	133	0.24%
New Users	3,141	0.96%
Returning Users	19,650	5.38%

Jul 2, 2015 - Jun 30, 2016

All Users	29,807	3.67%
Mobile Traffic	70	0.12%
New Users	5,314	1.40%
Returning Users	24,493	5.64%

9. iTransfer: The Illinois Transfer portal - Illinois Articulation Initiative

Jul 1, 2016 - Jun 30, 2017

All Users	22,575	3.27%
Mobile Traffic	1,889	3.41%
New Users	12,926	3.97%
Returning Users	9,649	2.64%

Jul 2, 2015 - Jun 30, 2016

All Users	27,264	3.36%
Mobile Traffic	1,663	2.97%
New Users	14,860	3.92%
Returning Users		

	12,404	2.86%

10. iTransfer: The Illinois Transfer portal - Major Recommendations

Jul 1, 2016 - Jun 30, 2017

All Users	19,849	2.87%
Mobile Traffic	1,817	3.28%
New Users	10,547	3.24%
Returning Users	9,302	2.55%

Jul 2, 2015 - Jun 30, 2016

All Users	20,592	2.53%
Mobile Traffic	1,733	3.09%
New Users	11,057	2.92%
Returning Users	9,535	2.20%

© 2017 Google

Pages

Jul 1, 2016 - Jun 30, 2017
Compare to: Jul 2, 2015 - Jun 30, 2016

All Users
+0.00% Pageviews

Explorer

Jul 1, 2016 - Jun 30, 2017: ● Pageviews
Jul 2, 2015 - Jun 30, 2016: ● Pageviews
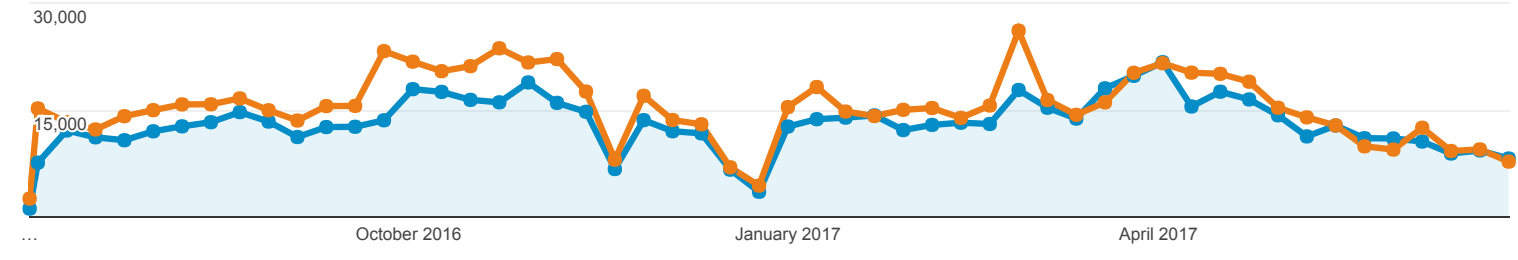
Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	14.95% ▼ 691,096 vs 812,531	12.32% ▼ 376,790 vs 429,755	2.87% ▼ 00:00:52 vs 00:00:53	11.59% ▼ 121,633 vs 137,582	1.01% ▼ 39.44% vs 39.05%	3.94% ▲ 17.60% vs 16.93%	6.11% ▼ $0.07 vs $0.08
1. iTransfer: The Illinois Transfer portal							
Jul 1, 2016 - Jun 30, 2017	**263,284** **(38.10%)**	157,052 (41.68%)	00:00:52	58,232 (47.88%)	32.62%	13.60%	$0.10 (139.45%)
Jul 2, 2015 - Jun 30, 2016	**324,607** **(39.95%)**	189,578 (44.11%)	00:00:53	66,859 (48.60%)	33.89%	13.04%	$0.11 (135.92%)
% Change	**-18.89%**	**-17.16%**	**-0.83%**	**-12.90%**	**-3.75%**	**4.32%**	**-3.67%**
2. iTransfer: The Illinois Transfer portal Course Comparison Grid							
Jul 1, 2016 - Jun 30, 2017	**57,825** **(8.37%)**	6,495 (1.72%)	00:00:27	4,644 (3.82%)	19.81%	7.87%	$0.02 (27.40%)
Jul 2, 2015 - Jun 30, 2016	**78,392** **(9.65%)**	9,655 (2.25%)	00:00:25	7,308 (5.31%)	22.15%	8.66%	$0.02 (19.27%)
% Change	**-26.24%**	**-32.73%**	**7.85%**	**-36.45%**	**-10.58%**	**-9.07%**	**33.48%**
3. iTransfer: The Illinois Transfer portal Single School Worksheet							
Jul 1, 2016 - Jun 30, 2017	**38,768** **(5.61%)**	15,340 (4.07%)	00:01:45	6,604 (5.43%)	30.59%	30.25%	$0.01 (16.70%)
Jul 2, 2015 - Jun 30, 2016	**46,782** **(5.76%)**	17,936 (4.17%)	00:01:59	8,313 (6.04%)	29.32%	29.70%	$0.01 (17.85%)
% Change	**-17.13%**	**-14.47%**	**-11.61%**	**-20.56%**	**4.34%**	**1.86%**	**-12.19%**
4. iTransfer: The Illinois Transfer portal - MyCreditsTransfer							
Jul 1, 2016 - Jun 30, 2017	**33,639** **(4.87%)**	27,965 (7.42%)	00:01:42	11,904 (9.79%)	76.89%	57.38%	$0.03 (46.52%)
Jul 2, 2015 - Jun 30, 2016	**42,340** **(5.21%)**	34,554 (8.04%)	00:01:39	13,302 (9.67%)	74.78%	54.21%	$0.04 (45.61%)
% Change	**-20.55%**	**-19.07%**	**3.06%**	**-10.51%**	**2.82%**	**5.84%**	**-4.23%**
5. iTransfer: The Illinois Transfer portal - Students Page							
Jul 1, 2016 - Jun 30, 2017	**31,994** **(4.63%)**	23,863 (6.33%)	00:00:29	1,579 (1.30%)	41.04%	16.47%	$0.02 (31.07%)
Jul 2, 2015 - Jun 30, 2016	**36,756** **(4.52%)**	26,682 (6.21%)	00:00:30	2,192 (1.59%)	41.79%	16.17%	$0.03 (34.16%)
% Change	**-12.96%**	**-10.57%**	**-2.14%**	**-27.97%**	**-1.79%**	**1.82%**	**-14.59%**

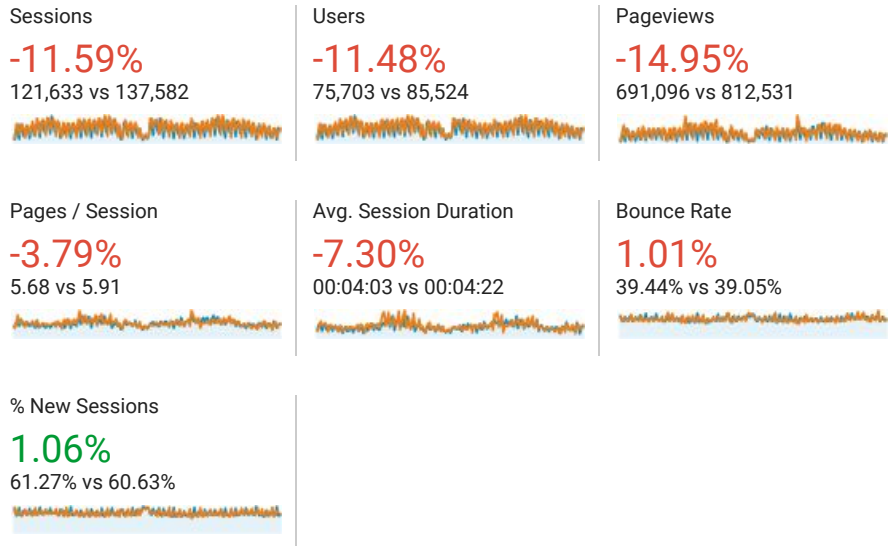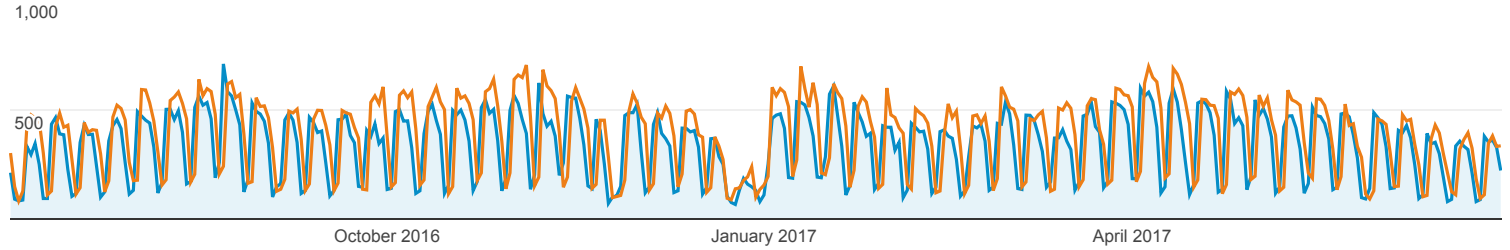|							
6.	GECC Worksheet - GENED Recommendations						
	Jul 1, 2016 - Jun 30, 2017	**27,840** (4.03%)	5,019 (1.33%)	00:00:52	1,139 (0.94%)	39.77%	10.45%	$0.02 (27.40%)
	Jul 2, 2015 - Jun 30, 2016	**33,715** (4.15%)	5,728 (1.33%)	00:00:54	1,300 (0.94%)	40.62%	9.89%	$0.03 (37.57%)
	% Change	**-17.43%**	**-12.38%**	**-3.42%**	**-12.38%**	**-2.08%**	**5.70%**	**-31.52%**
7.	iTransfer: The Illinois Transfer portal - Faculty Page						
	Jul 1, 2016 - Jun 30, 2017	**23,546** (3.41%)	14,098 (3.74%)	00:00:21	1,306 (1.07%)	14.55%	4.02%	$0.12 (164.27%)
	Jul 2, 2015 - Jun 30, 2016	**21,865** (2.69%)	12,969 (3.02%)	00:00:20	1,154 (0.84%)	9.36%	3.92%	$0.14 (171.87%)
	% Change	**7.69%**	**8.71%**	**4.66%**	**13.17%**	**55.45%**	**2.49%**	**-10.25%**
8.	iTransfer: The Illinois Transfer portal - Search by IAI GECC Course						
	Jul 1, 2016 - Jun 30, 2017	**22,791** (3.30%)	7,984 (2.12%)	00:01:41	4,994 (4.11%)	28.19%	25.49%	$0.02 (21.61%)
	Jul 2, 2015 - Jun 30, 2016	**29,807** (3.67%)	10,721 (2.49%)	00:02:11	6,868 (4.99%)	28.96%	28.04%	$0.02 (19.72%)
	% Change	**-23.54%**	**-25.53%**	**-23.12%**	**-27.29%**	**-2.65%**	**-9.09%**	**2.92%**
9.	iTransfer: The Illinois Transfer portal - Illinois Articulation Initiative						
	Jul 1, 2016 - Jun 30, 2017	**22,575** (3.27%)	15,810 (4.20%)	00:00:23	4,869 (4.00%)	24.21%	10.62%	$0.10 (134.80%)
	Jul 2, 2015 - Jun 30, 2016	**27,264** (3.36%)	19,135 (4.45%)	00:00:20	4,674 (3.40%)	24.05%	9.08%	$0.10 (131.30%)
	% Change	**-17.20%**	**-17.38%**	**17.72%**	**4.17%**	**0.69%**	**16.97%**	**-3.60%**
10.	iTransfer: The Illinois Transfer portal - Major Recommendations						
	Jul 1, 2016 - Jun 30, 2017	**19,849** (2.87%)	11,595 (3.08%)	00:00:41	1,897 (1.56%)	48.34%	13.03%	$0.04 (60.22%)
	Jul 2, 2015 - Jun 30, 2016	**20,592** (2.53%)	11,940 (2.78%)	00:00:43	1,574 (1.14%)	35.64%	11.20%	$0.05 (63.92%)
	% Change	**-3.61%**	**-2.89%**	**-5.32%**	**20.52%**	**35.63%**	**16.29%**	**-11.54%**

Rows 1 - 10 of 533

Audience Overview

Jul 1, 2016 - Jun 30, 2017
Compare to: Jul 2, 2015 - Jun 30, 2016

All Users
+0.00% Sessions

Overview

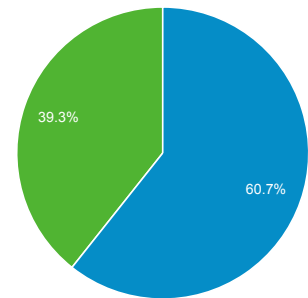Jul 1, 2016 - Jun 30, 2017: ● Sessions
Jul 2, 2015 - Jun 30, 2016: ● Sessions

1,000

500

October 2016   January 2017   April 2017

■ New Visitor   ■ Returning Visitor

Sessions
-11.59%
121,633 vs 137,582

Users
-11.48%
75,703 vs 85,524

Pageviews
-14.95%
691,096 vs 812,531

Jul 1, 2016 - Jun 30, 2017

38.7%   61.3%

Pages / Session
-3.79%
5.68 vs 5.91

Avg. Session Duration
-7.30%
00:04:03 vs 00:04:22

Bounce Rate
1.01%
39.44% vs 39.05%

% New Sessions
1.06%
61.27% vs 60.63%

Jul 2, 2015 - Jun 30, 2016

39.3%   60.7%
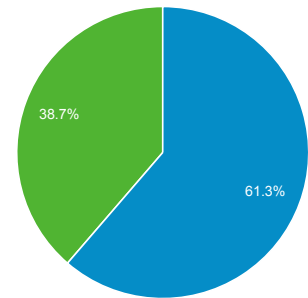
Browser		Sessions	% Sessions
1. Chrome			
	Jul 1, 2016 - Jun 30, 2017	57,065	46.92%
	Jul 2, 2015 - Jun 30, 2016	58,336	42.40%
	% Change	**-2.18%**	**10.65%**
2. Internet Explorer			
	Jul 1, 2016 - Jun 30, 2017	23,167	19.05%
	Jul 2, 2015 - Jun 30, 2016	34,173	24.84%
	% Change	**-32.21%**	**-23.32%**
3. Safari			
	Jul 1, 2016 - Jun 30, 2017	21,035	17.29%
	Jul 2, 2015 - Jun 30, 2016	21,142	15.37%
	% Change	**-0.51%**	**12.54%**

4.	Firefox		
	Jul 1, 2016 - Jun 30, 2017	16,168	■ 13.29%
	Jul 2, 2015 - Jun 30, 2016	20,652	■ 15.01%
	% Change	**-21.71%**	**-11.45%**
5.	Edge		
	Jul 1, 2016 - Jun 30, 2017	3,438	▎2.83%
	Jul 2, 2015 - Jun 30, 2016	1,968	▏1.43%
	% Change	**74.70%**	**97.60%**
6.	Opera		
	Jul 1, 2016 - Jun 30, 2017	153	▏0.13%
	Jul 2, 2015 - Jun 30, 2016	240	▏0.17%
	% Change	**-36.25%**	**-27.89%**
7.	Amazon Silk		
	Jul 1, 2016 - Jun 30, 2017	105	▏0.09%
	Jul 2, 2015 - Jun 30, 2016	147	▏0.11%
	% Change	**-28.57%**	**-19.21%**
8.	Safari (in-app)		
	Jul 1, 2016 - Jun 30, 2017	105	▏0.09%
	Jul 2, 2015 - Jun 30, 2016	159	▏0.12%
	% Change	**-33.96%**	**-25.30%**
9.	Android Webview		
	Jul 1, 2016 - Jun 30, 2017	74	▏0.06%
	Jul 2, 2015 - Jun 30, 2016	0	▏0.00%
	% Change	**100.00%**	**100.00%**
10.	Opera Mini		
	Jul 1, 2016 - Jun 30, 2017	69	▏0.06%
	Jul 2, 2015 - Jun 30, 2016	185	▏0.13%
	% Change	**-62.70%**	**-57.81%**

Acquisition Overview

Jul 1, 2016 - Jun 30, 2017
Compare to: Jul 2, 2015 - Jun 30, 2016

All Users
+0.00% Sessions

Mobile Traffic
+1.99% Sessions

New Users
+0.63% Sessions

Returning Users
-0.63% Sessions

Primary Dimension:
Top Sources ▾

Conversion:
Goal 1: Reached contact ▾

Edit Channel Grouping

Top Sources

Jul 1, 2016 - Jun 30, 2017

All Users

16.5%
41.6%
27.4%

- (direct)
- google
- bing
- search.illinoisstate.edu
- cod.edu
- yahoo
- admissions.illinoisstate
- admissions.illinois.edu
- elgin.edu
- parkland.edu
- Other

Mobile Traffic

21.4%
34.1%
31%

- (direct)
- google
- bing
- search.illinoisstate.edu
- cod.edu
- yahoo
- admissions.illinoisstate
- admissions.illinois.edu
- elgin.edu
- parkland.edu
- Other

New Users

20%
36.3%
27.7%

- (direct)
- google
- bing
- search.illinoisstate.edu
- cod.edu
- yahoo
- admissions.illinoisstate
- admissions.illinois.edu
- elgin.edu
- parkland.edu
- Other

Returning Users

Sessions

● Sessions

2,000
1,000

● Sessions

400
200

● Sessions

1,000
500
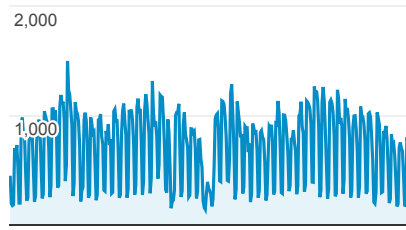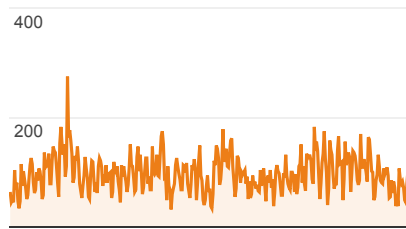
● Sessions

Conversions

● Reached contact (Goal 1 Conversion Rate)
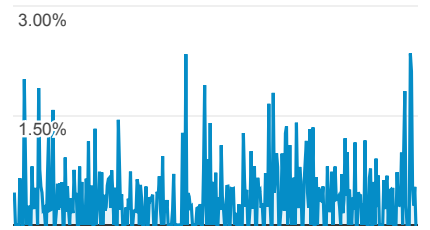
3.00%
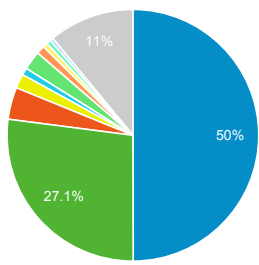1.50%

● Reached contact (Goal 1 Conversion Rate)

10.00%
5.00%

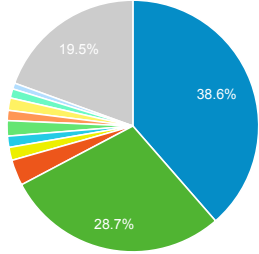● Reached contact (Goal 1 Conversion Rate)

4.00%
2.00%
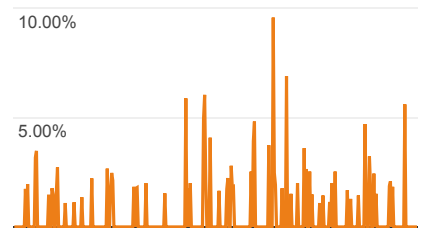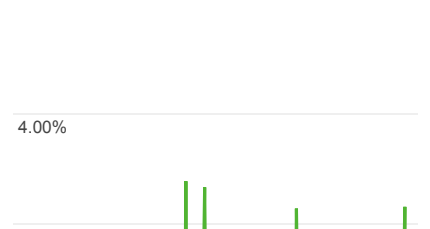
● Reached contact (Goal 1 Conversion Rate)

■ (direct)		
■ google		
■ bing		
■ search.illinoisstate.edu		
■ cod.edu		
■ yahoo		
■ admissions.illinoisstate		
■ admissions.illinois.edu		
■ elgin.edu		
■ parkland.edu		
■ Other		

Jul 2, 2015 - Jun 30, 2016

All Users

● Sessions

● Reached contact (Goal 1 Conversion Rate)

Mobile Traffic

● Sessions

● Reached contact (Goal 1 Conversion Rate)

New Users

● Sessions

● Reached contact (Goal 1 Conversion Rate)

Returning Users

● Sessions

● Reached contact (Goal 1 Conversion Rate)

Pie chart legend:
- (direct) — 49.5%
- google — 26.5%
- bing
- search.illinoisstate.edu
- cod.edu
- yahoo
- admissions.illinoisstate
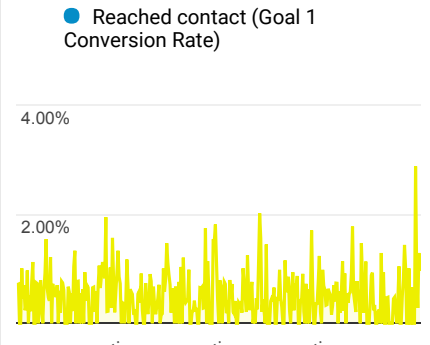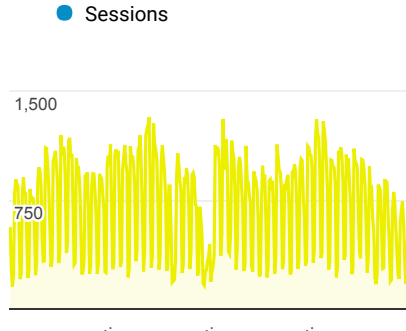- admissions.illinois.edu
- elgin.edu
- parkland.edu
- Other — 12.1%

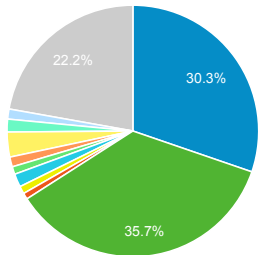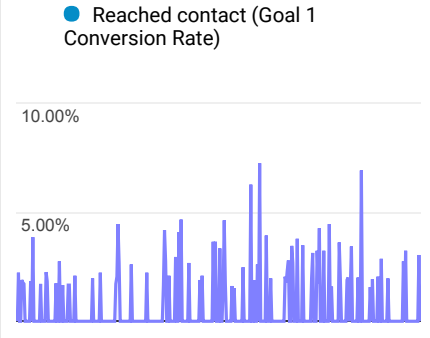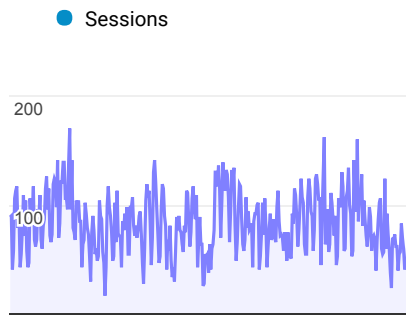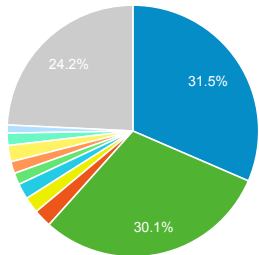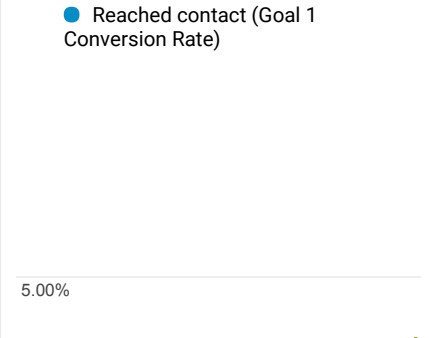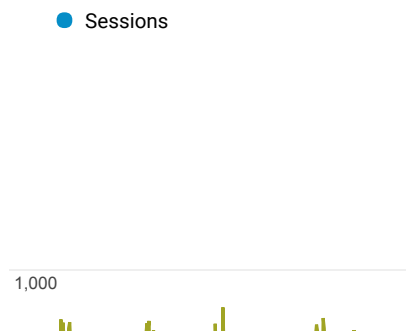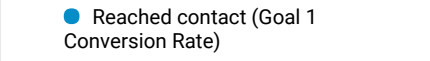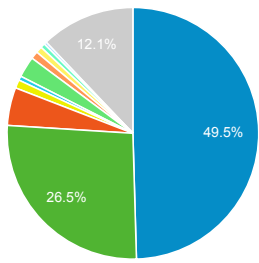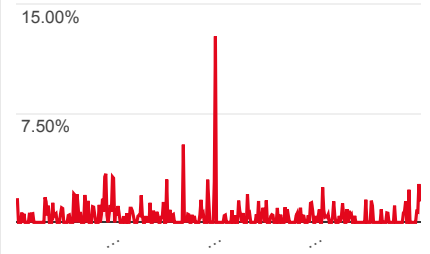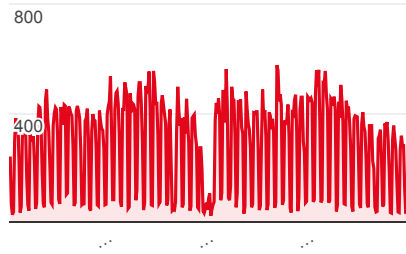|		Acquisition			Behavior			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal 1 Conversion Rate	Goal 1 Completion	Goal 1 Value
	All Users	11.59%	1.05% ↑	10.67% ↓	1.01%	3.79% ↓	7.30% ↓	16.10%	25.83% ↓	25.83% ↓
	Mobile Traffic	3.45%	1.37% ↑	4.87% ↑	1.86%	4.52% ↓	7.11% ↓	6.36%	3.12% ↓	3.12% ↓
	New Users	10.67%	0.00%	10.67% ↓	0.13%	3.70% ↓	6.45% ↓	18.09%	26.82% ↓	26.82% ↓
	Returning Users	13.02%	0.00%	0.00%	2.25%	3.19% ↓	6.86% ↓	12.70%	24.07% ↓	24.07% ↓
1	(direct)	4.76% ↓ / 16.50% ↑ / 2.91% ↑ / 12.29% ↓			5.74% ↑ / 1.19% ↑ / 3.07% ↑ / 4.66% ↑			12.86% ↓ / 16.93% ↓ / 28.05% ↓ / 15.82% ↓		
2	google	15.39% ↓ / 10.08% ↓ / 17.91% ↓ / 10.96% ↓			0.35% ↓ / 4.92% ↑ / 1.26% ↑ / 1.07% ↓			5.45% ↓ / 2.32% ↑ / 6.56% ↓ / 3.23% ↑		
3	bing	24.77% ↓ / 11.63% ↓ / 22.39% ↓ / 26.52% ↓			0.44% ↓ / 45.52% ↓ / 6.42% ↓ / 11.40% ↑			5.84% ↓ / 100.00% ↓ / 7.96% ↓ / 4.74% ↓		
4	search.illinoisst	39.46% ↑ / 115.19% ↑ / 36.36% ↑ / 48.63% ↑			12.72% ↑ / 19.01% ↑ / 13.58% ↑ / 11.93% ↑			100.77% ↑ / 100.00% ↑ / 46.67% ↑ / 100.00% ↑		
5	cod.edu	33.01% ↑ / 106.57% ↑ / 30.32% ↑ / 48.63% ↑			6.61% ↑ / 7.99% ↑ / 13.35% ↓ / 18.63% ↑			37.35% ↓ / 100.00% ↑ / 61.63% ↑ / 100.00% ↑		
6	yahoo	22.21% ↓ / 33.96% ↓ / 22.59% ↓ / 21.88% ↓			18.72% ↑ / 12.60% ↑ / 1.07% ↑ / 41.13% ↓			56.38% ↓ / 100.00% ↑ / 31.61% ↓ / 67.18% ↓		
7	admissions.illin	14.68% ↑ / 64.22% ↑ / 22.38% ↑ / 3.98% ↓			5.26% ↑ / 0.40% ↑ / 8.86% ↑ / 6.04% ↑			16.26% ↑ / 0.00% / 22.57% ↑ / 4.15% ↑		
8	admissions.illin	28.06% ↑ / 21.75% ↑ / 26.02% ↑ / 36.12% ↑			9.55% ↑ / 12.58% ↑ / 11.14% ↑ / 7.75% ↑			44.40% ↓ / 100.00% ↓ / 66.21% ↓ / 56.54% ↑		
9	elgin.edu	6.09% ↓ / 24.91% ↓ / 3.82% ↓ / 15.51% ↓			7.41% ↑ / 6.94% ↑ / 8.35% ↑ / 3.23% ↑			100.00% ↑ / 100.00% ↑ / 100.00% ↑ / 100.00% ↑		

10	parkland.edu	5.50% ⬇		1.78% ⬆		73.54% ⬇	
		7.69% ⬇		1.52% ⬇		100.00% ⬇	
		8.96% ⬇		6.12% ⬇		9.84% ⬆	
		10.93% ⬆		27.49% ⬆		100.00% ⬇	

To see all 694 Source click here.

2016 Sector Summary of Transfers to and from in Illinois.

Sector Summary of Fall 2016 Students Transferring From:

	Public Univ	Comm Coll	Indpt	Proprty	Out State in IL	Total
Public Univ	823	2,686	585	202	33	**4,329**
Comm Coll	9,725	5,315	6,003	1,698	395	**23,136**
Indpt	714	1,757	666	211	28	**3,376**
Proprty	40	215	87	114	7	**463**
Out State/Foreign	2,660	4,662	2,569	9,556	109	**19,556**
Unknown	542	1,627	486	1,710	146	**4,511**
Total	**14,504**	**16,262**	**10,396**	**13,491**	**718**	**55,371**

Sector Summary of Fall 2016 Students Transferring To:

	Public Univ	Comm Coll	Indpt	Proprty	Out State/Foreign	Unknown	Total
Public Univ	823	9,725	714	40	2,660	542	**14,504**
Comm Coll	2,686	5,315	1,757	215	4,662	1,627	**16,262**
Indpt	585	6,003	666	87	2,569	486	**10,396**
Proprty	202	1,698	211	114	9,556	1,710	**13,491**
Out State in IL	33	395	28	7	109	146	**718**
Total	**4,329**	**23,136**	**3,376**	**463**	**19,556**	**4,511**	**55,371**

Course Review Data for FY 2017

Spring 2017

Spring 2017		
Total Courses Submitted to the system	539	
Ongoing Review		
Total Courses	331	
Duplicate Courses Removed from Review	3	
Pending Decision	0	
Approved Courses	203	
Conditional Approved Courses	20	
Rejected Courses	22	331
Need More Information	83	328
New Course Review		
Total Courses	208	
Duplicate Courses Removed from Review	15	
Pending Decision	0	
Approved Courses	122	
Conditional Approved Courses	9	
Rejected Courses	26	208
Need More Information	36	193

Spring 2017 Review Statistics		
Total Courses Submitted to the system	539	
Ongoing Review		
Total Courses	61.4%	of total
Duplicate Courses Removed from Review	0.9%	
Pending Decision	0.0%	
Approved Courses	61.3%	
Conditional Approved Courses	6.0%	of ongoing review
Rejected Courses	6.6%	
Need More Information	25.1%	100.0%
New Course Review		
Total Courses	38.6%	of total 100.0%
Duplicate Courses Removed from Review	7.2%	
Pending Decision	0.0%	
Approved Courses	58.7%	of new course review
Conditional Approved Courses	4.3%	
Rejected Courses	12.5%	
Need More Information	17.3%	100.0%

Fall 2016

Fall 2016	
Total Courses Submitted to the system	427
Ongoing Review	
Total Courses	209
Duplicate Courses Removed from Review	6
Pending Decision	0
Approved Courses	134
Conditional Approved Courses	10
Rejected Courses	19	209
Need More Information	40	203
New Course Review	
Total Courses	218
Duplicate Courses Removed from Review	15
Pending Decision	0
Approved Courses	99
Conditional Approved Courses	10
Rejected Courses	46	218
Need More Information	48	203

Fall 2016 Review Statistics		
Total Courses Submitted to the system		427
Ongoing Review		
Total Courses	48.9%	of total
Duplicate Courses Removed from Review	2.9%	
Pending Decision	0.0%	
Approved Courses	64.1%	of ongoing review
Conditional Approved Courses	4.8%	
Rejected Courses	9.1%	
Need More Information	19.1%	100.0%
New Course Review		
Total Courses	51.1%	of total 100.0%
Duplicate Courses Removed from Review	6.9%	
Pending Decision	0.0%	
Approved Courses	45.4%	of new course review
Conditional Approved Courses	4.6%	
Rejected Courses	21.1%	
Need More Information	22.0%	100.0%

Prepared by iTransfer.org/Illinois Articulation Initiative

7/12/2017

FY 2017 Detailed Couse Review Information

Full FY 2017 Total Submissions

Panel	Ongoing Courses	New Courses	Total
[GenEd] Communication Panel	45	15	60
[GenEd] Humanities/Fine Arts Panel	36	99	135
[GenEd] Life Sciences Panel	62	24	86
[GenEd] Mathematics Panel	50	20	70
[GenEd] Physical Sciences Panel	47	33	80
[GenEd] Social and Behavioral Sciences Panel	42	28	70
[Major] Agriculture Panel	15	6	21
[Major] Art Panel	0	8	8
[Major] Biology Panel	15	1	16
[Major] Business Panel	15	9	24
[Major] Chemistry Panel	50	10	60
[Major] Criminal Justice Panel	17	5	22
[Major] Computer Science Panel	20	18	38
[Major] Early Childhood Education Panel	0	38	38
[Major] Engineering Panel	28	6	34
[Major] Media and Communication Arts Panel	26	71	97
[Major] Mathematics Panel	60	9	69
[Major] Physics Panel	2	17	19
[Major] Political Science Panel	0	2	2
[Major] Psychology Panel	3	6	9
[Major] Theatre Arts Panel	7	1	8
	540	426	966
			966
			966

Prepared by iTransfer.org/Illinois Articulation Initiative

7/12/2017

Spring 2017

Panel	Ongoing Courses	New Courses	Total
[GenEd] Communication Panel	31	4	35
[GenEd] Humanities/Fine Arts Panel	21	56	77
[GenEd] Life Sciences Panel	38	12	50
[GenEd] Mathematics Panel	30	9	39
[GenEd] Physical Sciences Panel	24	23	47
[GenEd] Social and Behavioral Sciences Panel	34	11	45
[Major] Agriculture Panel	8	1	9
[Major] Art Panel	0	2	2
[Major] Biology Panel	8	0	8
[Major] Business Panel	8	3	11
[Major] Chemistry Panel	29	5	34
[Major] Criminal Justice Panel	11	4	15
[Major] Computer Science Panel	16	12	28
[Major] Early Childhood Education Panel	0	12	12
[Major] Engineering Panel	20	5	25
[Major] Media and Communication Arts Panel	12	27	39
[Major] Mathematics Panel	36	7	43
[Major] Physics Panel	0	12	12
[Major] Political Science Panel	0	1	1
[Major] Psychology Panel	2	1	3
[Major] Theatre Arts Panel	3	1	4
	331	208	539
			539

Fall 2016

Panel	Ongoing Courses	New Courses	Total
[GenEd] Communication Panel	14	11	25
[GenEd] Humanities/Fine Arts Panel	15	43	58
[GenEd] Life Sciences Panel	24	12	36
[GenEd] Mathematics Panel	20	11	31
[GenEd] Physical Sciences Panel	23	10	33
[GenEd] Social and Behavioral Sciences Panel	8	17	25
[Major] Agriculture Panel	7	5	12
[Major] Art Panel	0	6	6
[Major] Biology Panel	7	1	8
[Major] Business Panel	7	6	13
[Major] Chemistry Panel	21	5	26
[Major] Criminal Justice Panel	6	1	7
[Major] Computer Science Panel	4	6	10
[Major] Early Childhood Education Panel	0	26	26
[Major] Engineering Panel	8	1	9
[Major] Media and Communication Arts Panel	14	44	58
[Major] Mathematics Panel	24	2	26
[Major] Physics Panel	2	5	7
[Major] Political Science Panel	0	1	1
[Major] Psychology Panel	1	5	6
[Major] Theatre Arts Panel	4	0	4
	209	218	427
			427

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