iTransfer

Annual Report

iTransfer.org
Statewide Transfer Information System
July 2017 - June 2018

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Overview

The successful articulation of course credit between institutions can result in timely degree completion. It is the goal of the iTransfer.org 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 in 1993. Transfer information and initiatives from across the state of Illinois reside on the iTransfer.org site, as well as the details of the IAI general education program (GECC) and the IAI majors.

The iTransfer.org site is an important resource to the success of the Illinois Articulation Initiative and transfer within the state. The site provides access to accurate transfer information. It houses a database of specific institutional courses that meet the initiative's requirements, manages and organizes course and transfer information, and provides web-based training for institutional faculty and staff. The future of the of the iTransfer site has staff focused on new technologies, new initiatives in transfer, and keeping the information we provide fresh and up to date. As transfer evolves, the iTransfer site will change to meet the needs of the students and staff within the state.

Staff General Information

Moulton Hall
Campus Box
2202
Normal, IL 61790-2202
Website: iTransfer.org
Email: itransfer@iTransfer.org
Phone: 309.438.8640

iTransfer Team

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

Populations Served

Between July 1, 2017, and June 30, 2018, the site processed 113,238 visits to the site with 69,639 being unique visitors. There were 603,159 page views with an average of 5.33 pages viewed per visit. The primary audience the site is serving are the more than 55,300 transfer students who transferred institutions in 2017.* In addition to transfer students and their families, iTransfer serves the faculty and staff of the institutions within the state. Of those institutions, 93 institutions participated in the IAI this year as full participants and 21 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.)

In recent years, there has been a moderate decline in initial or basic traffic to the site. During this same period, there has been a significant increase in visits to the MyCreditsTransfer/Transferology sites. MyCreditsTransfer is a strong partner program to the Illinois Articulation Initiative and iTransfer.org that provides details of course-to course articulation between subscribing institutions. The iTransfer.org website focuses on the programmatic details of the Illinois Articulation Initiative (IAI) such as the courses that will transfer as a package to meet general education requirements. Many users are focusing on the MyCreditsTransfer/Transferology sites to determine how credit will work for degree requirements that go beyond the IAI agreement. As IAI has been an established program for 25 years, understanding and utilizing its benefits is an integral part of the higher education culture within the state.

*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.*

FY2018 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 6,897 active GECC courses and 2,344 active Major courses, which is 9,241 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 11, 2018 at 2:15 PM

OVERVIEW

191	Total IAI Gen Ed Descriptions
6,897	Active General Education courses
11,581	Total General Education courses (Includes Historical Courses)
79	Total IAI Majors Descriptions
2,344	Active General Major courses
13,792	Total Major courses (Includes Historical Courses)
1,063	Database Updates (Gen Ed Only) Before April 15, 1998
14,536	Gen Ed Database Updates On And After April 15, 1998
22,517	Majors Database Updates On And After April 15, 1998

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

General Education

Total Courses :	6897		
2-Year (62):	4683	67.90 % of 6897	
Public(50)	4683	67.90 % of 6897	100.00 % of 4683
Independent(12)	27	0.39 % of 6897	0.58 % of 4683
4-Year (86):	2186	31.69 % of 6897	
Public (17)	957	13.88 % of 6897	43.78 % of 2186
Independent (69)	1229	17.82 % of 6897	56.22 % of 2186

Baccalaureate Majors

Total Courses:	2344		
2-Year (62):	1784	76.11 % of 2344	
Public(50)	1779	75.90 % of 2344	99.72 % of 1784
Independent(12)	5	0.21 % of 2344	0.28 % of 1784
4-Year (86)	560	23.89 % of 2344	
Public (17)	325	13.87 % of 2344	58.04 % of 560
Independent (69)	235	10.03 % of 2344	41.96 % of 560

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 2018 Accomplishments

In FY 2018, the following goals, projects, and activities were completed.   Many of these projects and activities continue in FY 2019.
Staff:
- Monitored and maintained iTransfer business continuation activities to include existing systems and function – revised as necessary.
- 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.
- Reviewed current software on the market to ensure iTransfer is utilizing technologies appropriate for the best functionality.
- The restructuring of the internal server technology resources for the iTransfer.org was completed. This allows the iTransfer.org database and site structure to be more sustainable and secure. It also allows the program a significant layer or redundancy for business continuation purposes. Illinois State University resources supported this process.
- The iTransfer.org site received a complete redesign and restructuring during the fiscal years 2017 and 2018. The new site was deployed mid FY 2018 in mid-December of 2017. This redesign included the addition of new applications, a full mobile device viewing structure, and a variety of new resources. Illinois State University resources supported this process.

- - Part of this process is moving the email systems to Office 365. This allowed iTransfer to upgrade and modernize our email functionality.
  - In addition, the site redesign and upgrade allowed us to move our site revision process to a user-friendly OU Campus product through Illinois State University's support. As result, the site has become more dynamic and easily revised. Web applications and structures were created, updated, and are being maintained to support the redesign and enhanced functionality.
- Continued to upload courses into the course review system for panel review at spring and fall session meetings.
  - This included monitoring the electronic processes involved in submission and via iManage.
- Worked to improve performance and user satisfaction.
- Attended various IAI GECC and Major Panel meetings in spring and fall sessions.
- Continued the use of the join.me web conferencing programming for remote participants in general education meetings. We will continue to review available resources for enhanced webinar and web conferencing performance 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.
- Assisted participating institutions with staff training and technical directions/implementation
- 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 enhancing the training section with continue. In association with ICCB staff, a video section was developed and will continue enhancement.
- Worked to implement recommendations from the Boards and the Steering Panel for IAI and iTransfer.
- Researched a variety of technologies to ensure that iTransfer.org reflects current web practices and made changes accordingly.
- Continued to develop and implement the IAI/iTransfer marketing plan.
- Continued to focus on iTransfer.org as a portal for transfer within the state. The site redesign supports this goal.
- Continued efforts in technology research, development, and the implementation plan.
- Met frequently with constituents to discuss projects, marketing opportunities and look at refining site aspects to increase satisfaction with site functionality.
- Prepared the annual report and identified specific goals for coming year.
- Continued to provide support to our Board constituents.
- Provided assistance and support to the IBHE and ICCB staff as necessary. This included phone meetings and programmatic meetings. Staff provided training as requested.
- Reviewed and revised, as needed, the iTransfer operations manual and Business Continuation Plan.
- 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.
- Continued a variety of activities related to site and server structure 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.
- 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.

Productivity Measures for FY 2018 iTransfer Website

iTransfer	FY 2017	FY 2018
Presentations & Outreach	3	3
Training Sessions	44 (includes webinars)	53 (includes webinars)
Applications Developed	6**	7**
Applications Modified	20	21
Meetings attended	28***	62***
Database updates	729****	1397****

*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 2018 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.
- Outreach training at participating institutions

Other Measurements of Note – Panel and Institutional Approval Ratios

As IAI staff continue to work on various initiatives in training, we have begun to track the approval ratios of the IAI panels and institutions submitting courses for the Illinois Articulation Initiative panel process. As a result, we noted that for the FY 2018, the overall IAI faculty-panel approval ratio all panel is 69.0%. The general education panels averaged 68.6% across all six panels for the year. The major panels averaged 69.5% across all fifteen major panels that received submitted courses for the year. The average approval ratio for the sixty-nine institutions that submitted to the IAI panels in FY 2018 was 69.0%.

By comparison, the FY 2017 overall course approval ratios were 62.8% for all IAI faculty panels. The general education panels' course approval ratio was 63.7%. The major panels' course approval ratio was 61.9%. The institutional average approval ratio was 65.1%. This comparison indicate programmatic efforts to increase communications and training to institutional staff and panel members have had a positive influence on the ability of panels to approve courses for the IAI program. There was a five to nine percent increase across the course review and approval processes from the fiscal year to fiscal year.

Note: These approval ratios include courses that the panel outright approved and those that received conditional approvals. Conditionally approved courses are those that the panel has agreed the panel's faculty co-chairs can make a final approval without the need to wait until the next semester review period. A specific deadline is set for the institution to meet any conditions set in the course decision.

FY 2018 in 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. There was a strong focus on revitalizing the iTransfer.org site to match the vitality and vigor of the Illinois Articulation program. Training resources received significant enhancement and have become an increased focus of the program moving forward.

FY 2019 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.
- Continue to develop and enhance outreach and training opportunities associated with IAI and the iTransfer.org website.

TABLES & DATA SECTION

Audience Overview

All Users 100.00% Users	Jul 1, 2017 - Jun 30, 2018

Overview

● Users

1,000

500

October 2017   January 2018   April 2018

● New Visitor ● Returning Visitor
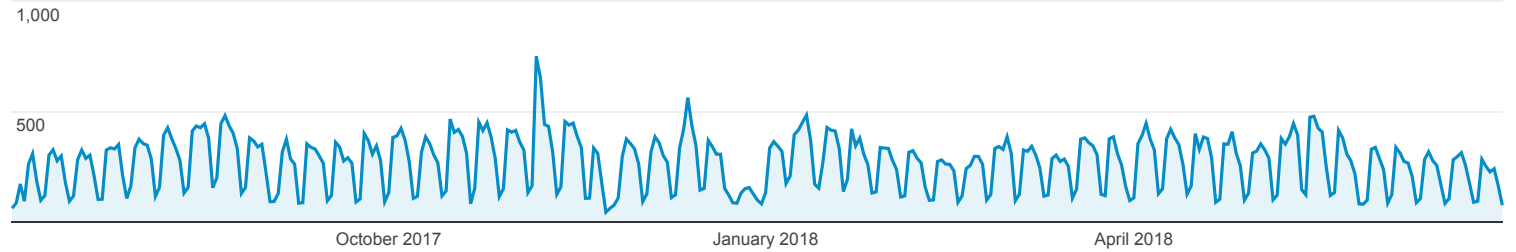
Users	New Users	Sessions
69,639	68,104	113,238

Number of Sessions per User	Pageviews	Pages / Session
1.63	603,159	5.33

Avg. Session Duration	Bounce Rate
00:04:02	43.59%

14.3%

85.7%
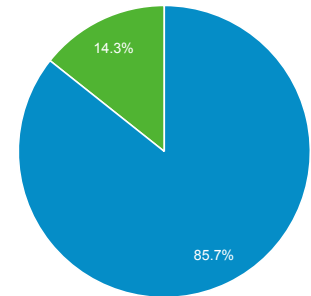
	Language	Users	% Users	
1.	en-us	64,392		93.03%
2.	pt-br	1,110	1.60%	
3.	zh-cn	593	0.86%	
4.	(not set)	532	0.77%	
5.	en-gb	503	0.73%	
6.	pt-pt	269	0.39%	
7.	fr	179	0.26%	
8.	ko	172	0.25%	
9.	ar	88	0.13%	
10.	es	80	0.12%	

Jul 1, 2017 - Jun 30, 2018

City	Users	% Users
1. Chicago	11,255	15.76%
2. Normal	3,171	4.44%
3. Champaign	1,433	2.01%
4. (not set)	1,377	1.93%
5. Elgin	1,351	1.89%
6. New York	1,206	1.69%
7. DeKalb	1,118	1.57%
8. Springfield	1,093	1.53%
9. Joliet	972	1.36%
10. Rockford	831	1.16%

http://www.itransfer.org
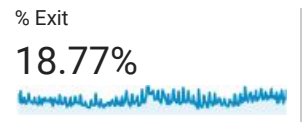
www.itransfer.org

Overview

⬤ **All Users** 100.00% Pageviews	Jul 1, 2017 - Jun 30, 2018

Overview

● Pageviews

6,000

3,000

October 2017   January 2018   April 2018

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
603,159	357,670	00:00:56	43.59%	18.77%
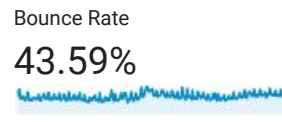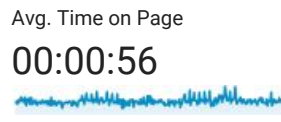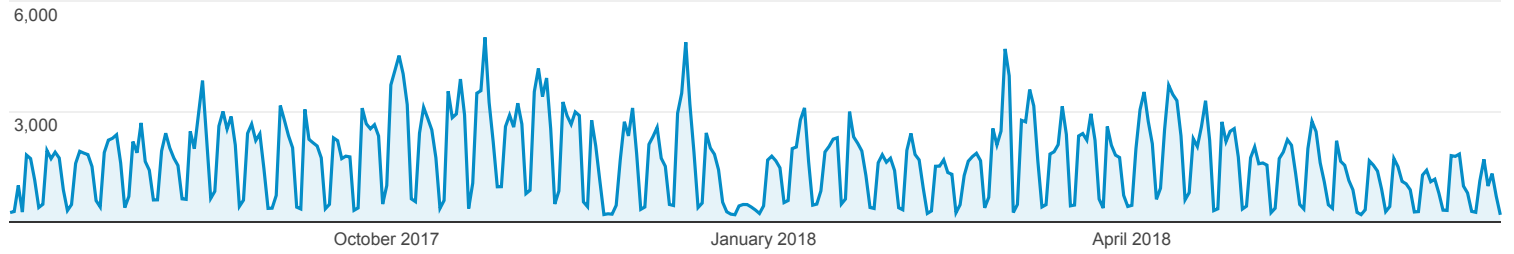
	Page Title	Pageviews	% Pageviews
1.	iTransfer: The Illinois Transfer portal	206,728	34.27%
2.	iTransfer Home | iTransfer	50,662	8.40%
3.	iTransfer: The Illinois Transfer portal Course Comparison Grid	24,777	4.11%
4.	iTransfer: The Illinois Transfer portal Single School Worksheet	18,361	3.04%
5.	iTransfer: The Illinois Transfer portal - MyCreditsTransfer	15,727	2.61%
6.	General Education Worksheet | iTransfer	13,991	2.32%
7.	Transfer Checklist | iTransfer	13,627	2.26%
8.	Find IAI Courses | iTransfer	13,475	2.23%
9.	GECC Worksheet - GENED Recommendations	13,402	2.22%
10.	iTransfer: The Illinois Transfer portal - Students Page	13,300	2.21%

Engagement

○	**All Users** 100.00% Users (100.00% Sessions)

Jul 1, 2017 - Jun 30, 2018

Distribution

Session Duration

Sessions
113,238
% of Total: 100.00% (113,238)

Pageviews
603,159
% of Total: 100.00% (603,159)

Session Duration	Sessions		Pageviews	
0-10 seconds	**58,828**		**72,799**	
11-30 seconds	**12,796**		**43,585**	
31-60 seconds	**8,215**		**37,696**	
61-180 seconds	**11,561**		**79,103**	
181-600 seconds	**10,343**		**107,441**	
601-1800 seconds	**7,814**		**109,857**	
1801+ seconds	**3,681**		**152,678**	

www.itransfer.org

Acquisition Overview

	All Users
◯	100.00% Users

Jul 1, 2017 - Jun 30, 2018

Primary Dimension: Top Channels ▾

Conversion: Goal 1: Reached contact ▾   Edit Channel Grouping

Top Channels

- ■ Direct
- ■ Organic Search
- ■ Referral
- ■ Social
- ■ Email
- ■ Paid Search

44%   24.4%   31.6%

Users

● Users

1,000

500

Conversions

● Reached contact (Goal 1 Conversion Rate)

4.00%

2.00%
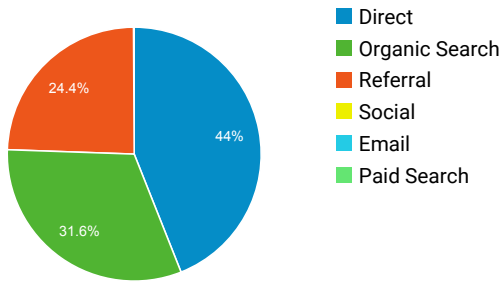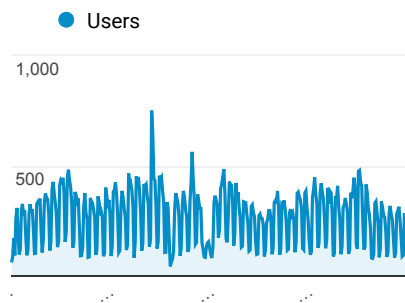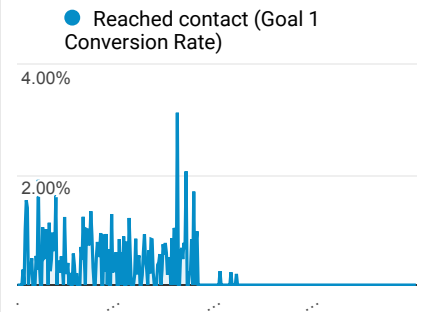
		Acquisition			Behavior			Conversions		
		Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal 1 Conversion Rate	Goal 1 Completion	Goal 1 Value
		69,639	68,104	113,238	43.59%	5.33	00:04:02	0.23%	255	$255.00
1	Direct	31,490			41.98%			0.14%		
2	Organic Search	22,605			45.15%			0.35%		
3	Referral	17,436			44.86%			0.20%		
4	Social	64			61.64%			8.22%		
5	Email	2			50.00%			0.00%		
6	Paid Search	1			50.00%			0.00%		

To see all 6 Channels click here.

Panel Course Approval Ratios
Fall 2017

Panel	Ongoing Courses	New Courses	Total	Approved	Ongoing Courses	New Courses	Conditional Approval	Ongoing Courses	New Courses	Total Approved Courses	Ratios	
[GenEd] Communication Panel	17	3	20	11	11	0	3	2	1	14	70.0%	
[GenEd] Humanities/Fine Arts Panel	14	33	47	30	6	24	3	1	2	33	70.2%	
[GenEd] Life Sciences Panel	25	9	34	17	14	3	4	4	0	21	61.8%	Across GECC
[GenEd] Mathematics Panel	11	2	13	7	6	1	3	2	1	10	76.9%	66.1%
[GenEd] Physical Sciences Panel	32	10	42	19	15	4	2	0	2	21	50.0%	
[GenEd] Social and Behavioral Sciences Panel	29	7	36	24	21	3	4	3	1	28	77.8%	
[Major] Agriculture Panel	10	1	11	10	10	0	0	0	0	10	90.9%	
[Major] Art Panel	0	9	9	1	0	1	3	0	3	4	44.4%	
[Major] Biology Panel	7	3	10	5	2	3	0	0	0	5	50.0%	
[Major] Business Panel	7	3	10	4	2	2	0	0	0	4	40.0%	
[Major] Chemistry Panel	18	3	21	10	9	1	6	4	2	16	76.2%	
[Major] Criminal Justice Panel	3	2	5	3	1	2	1	1	0	4	80.0%	
[Major] Computer Science Panel	12	3	15	10	8	2	2	2	0	12	80.0%	Across Majors
[Major] Early Childhood Education Panel	0	6	6	3	0	3	2	0	2	5	83.3%	69.7%
[Major] Engineering Panel	13	2	15	5	4	1	2	2	0	7	46.7%	
[Major] Media and Communication Arts Panel	7	11	18	13	4	9	0	0	0	13	72.2%	
[Major] Mathematics Panel	24	0	24	12	12	0	9	9	0	21	87.5%	
[Major] Physics Panel	1	4	5	3	1	2	0	0	0	3	60.0%	
[Major] Political Science Panel	2	0	2	2	2	0	0	0	0	2	100.0%	
[Major] Psychology Panel	0	3	3	1	0	1	1	0	1	2	66.7%	
[Major] Theatre Arts Panel	1	0	1	0	0	0	0	0	0	0	0.0%	
	233	114	347	190	128	62	45	30	15	235	67.7%	

Panel Course Approval Ratios
Spring 2018

Panel	Ongoing Courses	New Courses	Total	Approved	Ongoing Courses	New Courses	Conditional Approval	Ongoing Courses	New Courses	Total Approved Courses	Ratios	
[GenEd] Communication Panel	15	5	20	10	8	2	3	1	2	13	65.0%	
[GenEd] Humanities/Fine Arts Panel	25	28	53	33	17	16	4	2	2	37	69.8%	Across
[GenEd] Life Sciences Panel	22	7	29	9	5	4	5	3	2	14	48.3%	GECC
[GenEd] Mathematics Panel	26	5	31	22	20	2	2	2	0	24	77.4%	70.7%
[GenEd] Physical Sciences Panel	38	6	44	28	25	3	10	10	0	38	86.4%	
[GenEd] Social and Behavioral Sciences Panel	25	13	38	19	12	7	7	5	2	26	68.4%	
[Major] Agriculture Panel	7	1	8	4	3	1	3	3	0	7	87.5%	
[Major] Art Panel	0	12	12	6	0	6	2	0	2	8	66.7%	
[Major] Biology Panel	8	2	10	6	4	2	2	2	0	8	80.0%	
[Major] Business Panel	9	0	9	3	3	0	3	3	0	6	66.7%	
[Major] Chemistry Panel	17	2	19	6	4	2	6	6	0	12	63.2%	
[Major] Criminal Justice Panel	7	3	10	4	2	2	2	1	1	6	60.0%	Across
[Major] Computer Science Panel	8	8	16	5	1	4	3	2	1	8	50.0%	Majors
[Major] Early Childhood Education Panel	0	9	9	6	0	6	1	0	1	7	77.8%	69.4%
[Major] Engineering Panel	11	0	11	8	8	0	0	0	0	8	72.7%	
[Major] Media and Communication Arts Panel	20	19	39	24	10	14	4	2	2	28	71.8%	
[Major] Mathematics Panel	20	2	22	7	7	0	9	7	2	16	72.7%	
[Major] Physics Panel	0	1	1	1	0	1	0	0	0	1	100.0%	
[Major] Political Science Panel	0	0	0	0	0	0	0	0	0	0	0.0%	
[Major] Psychology Panel	2	1	3	2	1	1	0	0	0	2	66.7%	
[Major] Theatre Arts Panel	1	0	1	1	1	0	0	0	0	1	100.0%	
	261	124	385	204	131	73	66	49	17	270	70.1%	

Panel Course Approval Ratios
FY 2018

Panel	Ongoing Courses	New Courses	Total	Approved	Ongoing Courses	New Courses	Conditional Approval	Ongoing Courses	New Courses	Total Approved Courses	Ratios	
[GenEd] Communication Panel	32	8	40	21	19	2	6	3	3	27	67.5%	
[GenEd] Humanities/Fine Arts Panel	39	61	100	63	23	40	7	3	4	70	70.0%	
[GenEd] Life Sciences Panel	47	16	63	26	19	7	9	7	2	35	55.6%	Across GECC
[GenEd] Mathematics Panel	37	7	44	29	26	3	5	4	1	34	77.3%	68.6%
[GenEd] Physical Sciences Panel	70	16	86	47	40	7	12	10	2	59	68.6%	
[GenEd] Social and Behavioral Sciences Panel	54	20	74	43	33	10	11	8	3	54	73.0%	
[Major] Agriculture Panel	17	2	19	14	13	1	3	3	0	17	89.5%	
[Major] Art Panel	0	21	21	7	0	7	5	0	5	12	57.1%	
[Major] Biology Panel	15	5	20	11	6	5	2	2	0	13	65.0%	
[Major] Business Panel	16	3	19	7	5	2	3	3	0	10	52.6%	
[Major] Chemistry Panel	35	5	40	16	13	3	12	10	2	28	70.0%	
[Major] Criminal Justice Panel	10	5	15	7	3	4	3	2	1	10	66.7%	
[Major] Computer Science Panel	20	11	31	15	9	6	5	4	1	20	64.5%	Across Majors
[Major] Early Childhood Education Panel	0	15	15	9	0	9	3	0	3	12	80.0%	69.5%
[Major] Engineering Panel	24	2	26	13	12	1	2	2	0	15	57.7%	
[Major] Media and Communication Arts Panel	27	30	57	37	14	23	4	2	2	41	71.9%	
[Major] Mathematics Panel	44	2	46	19	19	0	18	16	2	37	80.4%	
[Major] Physics Panel	1	5	6	4	1	3	0	0	0	4	66.7%	
[Major] Political Science Panel	2	0	2	2	2	0	0	0	0	2	100.0%	
[Major] Psychology Panel	2	4	6	3	1	2	1	0	1	4	66.7%	
[Major] Theatre Arts Panel	2	0	2	1	1	0	0	0	0	1	50.0%	
	494	238	732	394	259	135	111	79	32	505	69.0%	