

Radford University
Two-Year College Transfer Grant (CTG) Update
May 1, 2020

Requirement:

Per Item 141 paragraph G.4.d of Chapter 854 of the 2019 Virginia Acts of Assembly, Radford University is required to report on the progress of achieving targeted goals for the Two-Year College Transfer Grant Program. In accordance with the mandate the following response is provided.

Response:

Radford University is committed to supporting the Two-Year College Transfer Grant (CTG) Enhancement program and increasing overall transfer student enrollment. These initiatives are important to the University and concentrated efforts are underway to position the programs for sustained success. With the Transfer Grant resources provided in 2019-20, the University was able to maintain enrollment increases in the program over 2014-15 by 35 students, increasing from 61 in 2014-15 to 96 in 2019-20. A detailed chart outlining the use of funds and the total enrollment in the CTG program is appended to the end of this document.

According to data reported to SCHEV by the Virginia Community College System institutions, enrollment at public two-year institutions has continued to decline from its peak in 2011. Statewide enrollment in the Virginia community colleges during fall 2019 represented an approximate 2.7 percent decline over the previous year. Despite these conditions, Radford University awarded just slightly less dollars to the recipients of the College Transfer Grant and College Transfer Grant Plus recipients during the 2019-20 academic year versus 2018-19.

In order to further increase enrollment in the CTG program and reach the transfer target of 140 originally established in the 2015 Acts of Assembly, the University has directed resources to expand transfer student recruitment through an innovative partnership agreement with New River Community College (NRCC) starting Fall 2020 to offer students an alternative transfer pathway between NRCC and Radford University. Students who do not meet Radford University's admission criteria may be selected to participate in the program, where they will attend NRCC their first year, but live on the Radford University campus. The students will pay tuition to NRCC, but will pay room and board to Radford based on approved rates. Transit options will be available between the two campuses, allowing students to interact and connect in both settings. This unique option offers students a traditional residential campus experience while they prepare for the rigors of a baccalaureate program. The University is anticipating this program will increase the number of successful transfers and help the University meet its transfer goals.

Other University investments in transfer student recruitment include one dedicated transfer recruiter in Northern Virginia and a newly created position, Senior Director of Undergraduate Transfer Admissions. To ensure all eligible students receive the CTG, the University has initiated the following strategies to encourage participation and increase visibility of the CTG program:

- Promote Radford University’s partnerships and affiliation agreements with community college advisors and transfer counselors while highlighting the availability of the CTG program to reduce student cost.
- Communicate with prospective students about the CTG program during private visit sessions at the community colleges.
- Revise informational materials for prospective transfer students to better highlight the CTG program such as printing transfer grant post cards and brochures.
- Promote the CTG program with prospective transfer students during on-campus visits/tours and Open House presentations.
- Educate students, families, and advisors/counselors about the CTG opportunity through financial aid materials, scholarship travel cards, and handouts.
- Throughout the recruitment cycle, send email communications to prospective transfer applicants who may qualify for the CTG program.
- Promote the CTG program to prospective transfer students during Radford University admission counselors’ on-site application reviews at the community colleges and during prospective students’ visits to the Radford University campus.
- Discuss the CTG program at transfer student receptions.
- Throughout the recruitment cycle, especially during the semester prior to enrollment, include CTG messaging in ongoing telephone outreach to qualified applicants, admits, and deposited students to apply for the CTG program if they appear to be eligible, but have not yet completed an application.
- Encourage all transfer students to complete the FAFSA.

The three tables below provide a detail accounting of the number of students receiving the Two-Year College Transfer Grant (CTG), CTG PLUS Grant, and the CTG Incentive Grant since the inception of each program. It should be noted that the 2019-20 financial aid data are not completely finalized until October; therefore, the projections (*) provided are subject to final validation and could change.

Recipients of the Two-Year College Transfer Grant

Year	Student Level Group	Residency	Term	# Unique Students	Total Dollars Awarded	Average Award
2009-10	Total	All	Annual	17	\$14,500	\$853
2010-11	Total	All	Annual	40	\$38,000	\$950
2011-12	Total	All	Annual	46	\$41,000	\$891
2012-13	Total	All	Annual	52	\$49,500	\$952
2013-14	Total	All	Annual	47	\$38,000	\$809
2014-15	Total	All	Annual	61	\$48,000	\$787
2015-16	Total	All	Annual	87	\$81,000	\$931
2016-17	Total	All	Annual	77	\$67,900	\$882
2017-18	Total	All	Annual	76	\$70,500	\$928
2018-19	Total	All	Annual	98	\$90,000	\$918
2019-20*	Total	All	Annual	96	\$89,000	\$927

Source: SCHEV FA22 Financial Aid by Program; Radford University Data Warehouse

Recipients of the Two-Year College Transfer Grant PLUS

Year	Student Level Group	Residency	Term	# Unique Students	Total Dollars Awarded	Average Award
2009-10	Total	All	Annual	4	\$3,500	\$875
2010-11	Total	All	Annual	14	\$13,500	\$964
2011-12	Total	All	Annual	16	\$14,000	\$875
2012-13	Total	All	Annual	20	\$16,500	\$825
2013-14	Total	All	Annual	15	\$11,500	\$767
2014-15	Total	All	Annual	15	\$12,000	\$800
2015-16	Total	All	Annual	19	\$15,000	\$789
2016-17	Total	All	Annual	16	\$13,580	\$849
2017-18	Total	All	Annual	15	\$12,500	\$833
2018-19	Total	All	Annual	47	\$41,500	\$883
2019-20*	Total	All	Annual	44	\$40,500	\$920

Source: SCHEV FA22 Financial Aid by Program; Radford University Data Warehouse

Recipients of the Two-Year College Transfer Grant Incentive

Year	Student Level Group	Residency	Term	# Unique Students	Total Dollars Awarded	Average Award
2015-16	Total	All	Annual	58	\$54,000	\$931
2016-17	Total	All	Annual	69	\$64,000	\$928
2017-18	Total	All	Annual	63	\$57,000	\$905
2018-19	Total	All	Annual	94	\$82,500	\$878
2019-20*	Total	All	Annual	88	\$79,500	\$903

Source: SCHEV FA22 Financial Aid by Program; Radford University Data Warehouse