

Radford University
Two-Year College Transfer Grant (CTG) Update
May 1, 2021

Requirement:

Per Item 150 paragraph F.4.d of Chapter 1289 of the 2020 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 (Radford) is committed to supporting the Two-Year College Transfer Grant (CTG) Enhancement program and increasing overall transfer student enrollment. These initiatives are important to Radford and concentrated efforts are underway to position the programs for sustained success. With the Transfer Grant resources provided in 2020-21, Radford was able to maintain enrollment increases in the program over 2014-15 by 13 students, increasing from 61 in 2014-15 to 74 in 2020-21. The number of students served in 2020-21 is 21 fewer than in 2019-20 due to lower enrollments correlated to the COVID-19 pandemic. 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 of 2020 represented a 4.63% percent decline over the previous year, partially attributable to the COVID-19 pandemic. Due to these conditions, Radford awarded fewer dollars to the recipients of the College Transfer Grant and College Transfer Grant Plus recipients during the 2020-21 academic year versus 2019-20.

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, Radford has directed resources to expand transfer student recruitment through an innovative partnership agreement with New River Community College (NRCC) which began fall 2020 to offer students an alternative transfer pathway between NRCC and Radford. Students who do not meet Radford's admission criteria may be selected to participate in the program, where they attend NRCC their first year, but live on the Radford campus. The students pay tuition to NRCC, and pay room and board to Radford based on approved rates. Transit options are 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. Fifty-three students enrolled in this program in fall 2020 and thirty-eight students enrolled for spring 2021. Radford is anticipating this program will increase the number of successful transfers and help Radford meet its transfer goals.

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

- Promote Radford’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 admission counselors’ on-site application reviews at the community colleges and during prospective students’ visits to the Radford 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 following tables 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 2020-21 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	95	\$88,500	\$932
2020-21*	Total	All	Annual	74	\$67,000	\$905

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	43	\$39,000	\$907
2020-21*	Total	All	Annual	32	\$27,500	\$859

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	89	\$79,500	\$893
2020-21*	Total	All	Annual	50	\$45,000	\$900

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