



South Carolina
TRANSFER AND ARTICULATION CENTER

Improving Transfer & Articulation in South Carolina Using SC TRAC

www.sctrac.org

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November 1, 2012



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State Objectives

- Help fulfill the mandates of the 2005 SC Education & Economic Development Act (EEDA)
- Support students by creating seamless degree pathways
- Provide students with the information and tools needed to make sound decisions about transferring academic credit
- Help students plan a clear progression toward a degree by identifying and taking courses that will transfer toward a degree program at a public institution
- Increase degree completion
- Bolster workforce development
- Provide a coordinated, statewide solution



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SC TRAC Mission

The mission of the SC Transfer and Articulation Center (SC TRAC) is to provide an integrated, web-based solution with associated software tools to meet the course articulation and college transfer needs of South Carolina's public institutions of higher education and their students.

Importantly, the system allows for institutional autonomy, flexibility, and individual practice.



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Why pursue this mission?

- to help students finish a degree faster, saving time and money.
- to help students make better choices and avoid taking courses which will not count toward a degree.
- to help students join the workforce earlier and become part of the state's economic engine.



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What a great idea!

**But how to get the word out
with no marketing budget?**

**An outstanding example
of inter-agency collaboration with the SC Education
Lottery . . .**

SC TRAC Public Service Announcement:
<http://www.youtube.com/watch?v=BWKErELkLaE>



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SC TRAC Implementation

- **Software tools** for all institutions.
- **A state-of-the-art web portal** for the state.
- **Customized software interfaces** for institutions between each campus SIS and the SC TRAC portal to save institutions time and effort while keeping information up-to-date.



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SC TRAC Timeline

2007 – 2008	RFP Development and Product Selection
2009	Tools Implementation
2009 – early 2010	Interface Development and Implementation
2009 – early 2010	Portal Development
March 2010	Portal Launch
February 2011	First Annual SC TRAC User Group Conference
March 2011	SC TRAC wins Technology Best Practices Award
February 2012	Second Annual SC TRAC User Group Conference
February 2013	Third Annual SC TRAC User Group Conference
Ongoing	Customized System Enhancements



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Description

The SC TRAC system:

- displays detailed and up-to-date transfer information, including course equivalencies and articulation agreements;
- enables institutions to display articulation information that addresses college transfer and helps students succeed across institutions by providing improved guidance;
- enables institutions to coordinate formal and informal alignment efforts with other institutions; and
- improves student advising, tracking, and persistence to foster student degree completion.



Description (continued)

With the SC TRAC system, institutions use the following software tools:

1. The **Transfer Agreement Management Center** (TAMC) - enables institutions to publish their transfer agreements, codify them, and promote them to prospective students.
2. The **Course Equivalency Management Center** (CEMC) - helps institutions map courses at other institutions to their courses, record them in the database as course equivalencies, and provide updates.
3. The **Transfer Profile Management Center** (TPMC) - provides a summary of transfer attributes and enables institutions to promote their programs and services.



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Description (continued)

The SC TRAC system also interfaces with each public institution's student information system (SIS):

1. The **Equivalency Synchronizer** allows equivalency data from each institution to be synchronized with the SC TRAC database to save institutions the time and effort of recording course equivalencies in two places.
2. The **Coursework Importer** enables the import of an individual student's coursework history (including each course taken, when course was taken, grade earned for the course, and number of credits earned). Doing so saves students time and effort – no need to input data manually into the system.



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March 2011

SOUTH CAROLINA TRANSFER & ARTICULATION CENTER WINS PESC 12TH ANNUAL BEST PRACTICES COMPETITION

The submission received high praise from the Board Review Committee for Best Practices because “the implementation focuses strategically on a high risk population (transfer students) through collaboration and the use of centralized resources and infrastructure, resulting in a robust, statewide solution that streamlines student transfer steps.”





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Benefits for Students Include:

- Online advising 24/7 for students considering transfer
- College profiles specially designed for transfer students
- Transfer Events Calendar
- Academic program information
- Over 500,000 course equivalencies with all paths leading to SC public colleges and universities
- Complete transparency in transfer/articulation agreements
- Complete access to state policies on transfer
- Coursework Importer software for two-year institutions
- Student course equivalency maps
- Ability for students to share SC TRAC information



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Customized Enhancements

- AP/IB Exams
 - 1611 AP equivalencies show students credits earned for specific AP exams with specific scores
 - 1429 IB equivalencies show students credits earned for specific IB exams with specific scores
- Universally Transferable Courses (86 general education courses guaranteed under CHE policy to transfer among and between all public institutions)
- Video User Guide
- Institutional Reports
 - Show institution-specific usage and metrics
- Customized Google Analytics
- Transfer Events Calendar
 - View by month; search by institution or distance from a specific zip code



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Customized Enhancements

- Enhanced Equivalency Mapping Features
 - Grades taken into account
- Contact Database
- Expansion of Equivalency Synchronizer Interface to Two-Year Colleges
- Side-by-Side Equivalency Maps
- Reciprocal Equivalencies Opportunities
- Indirect Equivalencies Opportunities
- Course Information Update
 - Remove courses no longer offered; add new courses; update course information that may have changed



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Customized Enhancements

- Course Equivalency Widgets
 - provide access to SC TRAC equivalencies and transfer agreements on an institution's own website
 - strengthens awareness while providing additional transfer content for an institution's website
- High School Tab
 - provide relevant, tailored content for South Carolina high school students to assist with exploring how dual enrollment/dual credit courses may transfer as well as eligible AP and IB exam credit
 - expand usability of the system to secondary school users



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Using Technology to Achieve Policy Goals

State policies for Advanced Placement exams, International Baccalaureate Higher Level exams and SC Universally Transferable Courses have been made transparent in SC TRAC, delivering meaningful opportunities to students in relevant, useful ways.



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Demonstration of Key System Functionality

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