



Transfer Survey & Focus Group

Market Research Overview



Level of Support



Confidence & Success



Credit Transfer Process



Preparedness

91

Students who participated in survey and focus groups

98.46

Percentage of survey respondents who recommend transferring to Brock

78.95

Percentage of survey respondents who were satisfied with the transfer credit process



Transfer Process

- Simple and fast
- Smooth and easy
- Efficient
- More information needed
- Better communication choosing courses

👤 Fall/Winter 2020-21

The Transfer Student Experience Survey was distributed at the end of the academic year (April 2021) and focus groups occurred in 2021 winter term to determine students' perceived academic success and satisfaction with the transfer process.



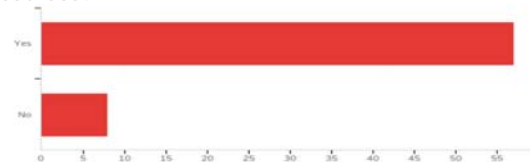
Survey Participation

- 21 ● Faculty of Social Science
- 14 ● Faculty of Applied Health Science
- 6 ● Faculty of Math & Science
- 7 ● Faculty of Humanities
- 16 ● Goodman School of Business
- 15 ● Faculty of Education

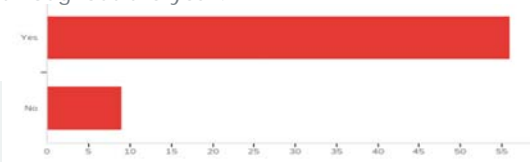


Academic Success

Do you feel you were well prepared for your Brock courses?



Did you maintain a healthy academic position throughout the year?



Student Feedback

- I liked how simple the process was. The school automatically applied them for me, I didn't have to spend time trying to figure it out myself.
- Give students more information on how credit transferring works.
- Meeting with Advisor was THE most helpful support.
- Program-specific Mentorship program would be useful: study techniques, course choice in upper years, how they felt about certain courses, discussions about things not on paper, what their experience in the program was like.
- More communication with Academic Advisors needed BEFORE arrival; a meeting prior to starting would be great. More advice needed especially around school systems.
- BU101 was good prep.



Student Life and Success
A-Z Learning Services

Transfer Success and Transfer Connect are programs delivered by A-Z Learning Services, Student Life and Success in partnership with various university partners.