

SO... YOU WANT TO PLAN A TRANSFER STUDENT EVENT

MSU Denver

February 15th, 2024

Transfer Champion Symposium

AGENDA

Introduction

Case Studies

Real-Life Feedback

How-To

INTRODUCTION

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- Assistant Director of Admissions Visits & Events
- MSU Denver Alum
- 3-time Transfer Student
- Former Lead Transfer Peer Mentor,
Transfer Student Success Specialist
- Presenter at 2021 National Institute for the Study of
Transfer Students annual conference



CASE STUDIES

[First Snow 2019](#)

[National Transfer Student Week 2019: Study Abroad Fair](#)

[Peer Mentoring After Dark: 2019](#)

[Transfer Taco Tuesday 2020](#)

[Admitted Transfer Student Event 2023](#)

FIRST SNOW (2019)- 98 ATTENDEES

Successes

- Communication close to event
- Free food
- Come & Go Style

Challenges

- Low-impact interactions
- Quick turnaround for planning



21

Transfer Week: Study
Abroad Fair
10:30 am-2:30 pm
320 TV

Red Short or Long Sleeve



NTSW STUDY ABROAD FAIR (2019)- 34 ATTENDEES

Successes

- Meaningful 1:1 connection between students and staff
- Great collaboration with another department

Challenges

- Few students engaged with content

PEER MENTORING AFTER DARK (FALL 2019)- 24 ATTENDEES (TOTAL FOR SEMESTER)

Successes

- High-impact interactions
- Recurring attendees

Challenges

- Low attendance
- Lack of marketing



Event	Date	Reoccurring	# of Events	Location	Budget	Action Steps	Space Confirmation	Marketing Confirmation	Catering Confirmation
PM After Dark	Jan 28th	Every Tuesday (except 2/4/20)	15	Tivoli 223	\$500		N/A		Sam's

Taco Tuesday 1/28/20



TACO TUESDAY (2020)- 30 ATTENDEES

Successes

- Well-coordinated
- Well-Tracked

Challenges

- High Budget for attendance

10am-11am Set up Multicultural lounge **Kade, Stephanie, Gemma**

Decorations (found in TSS bin in closet), speaker with music, get I-pad and check in table set up, make signs, place Rowdy's

11 am -1pm

Staff the check-in table- sign students In, answer questions **Gracie and Nate**

Staff the food table- restock, make sure students aren't taking too much **Dee and Christine**

Engage with students- sit with them while they eat, converse **All available**

1pm-2pm

Clean up- Make sure room is clean, everything back to Tivoli **Ashton and Amber**

Event	Date	Reoccurring	# of Events	Location	Budget	Action Steps	Space Confirmation	Marketing Confirmation	Catering Confirmation
Transfer Taco Tuesday	Jan 28th	Every semester	1	Multicultural Lounge	\$867		MC Lounge		Scratch Menu #8 for 60

ADMITTED TRANSFER EVENT (2023)- 77 ATTENDEES

Successes

- High-impact interactions
- Full communication plan

Challenges

- Low engagement with “fun” activity

Hello Cooper,

I wanted to remind you that you are invited to our Admitted Transfer Student Event. Limited slots are going fast, so register soon!

MSU Denver's Spring 2023 Admitted Transfer Student Event

Thursday, May 25, 2023

8 a.m. - 1 p.m.

Start the day with breakfast burritos.

Get the help you need.

End the day with a Rockies baseball game!

RSVP today!

Attendees will be able to:

- Chat with academic departments and discover resources at the Resource Fair
- Complete online orientation in our "Orientation Lounge"
- Meet with the transfer peer mentoring team
- Ask any questions you may have about your transfer credits
- Get free swag!

Plus, you can claim **FREE Rockies** tickets when you register!

FEEDBACK FROM TRANSFER STUDENTS



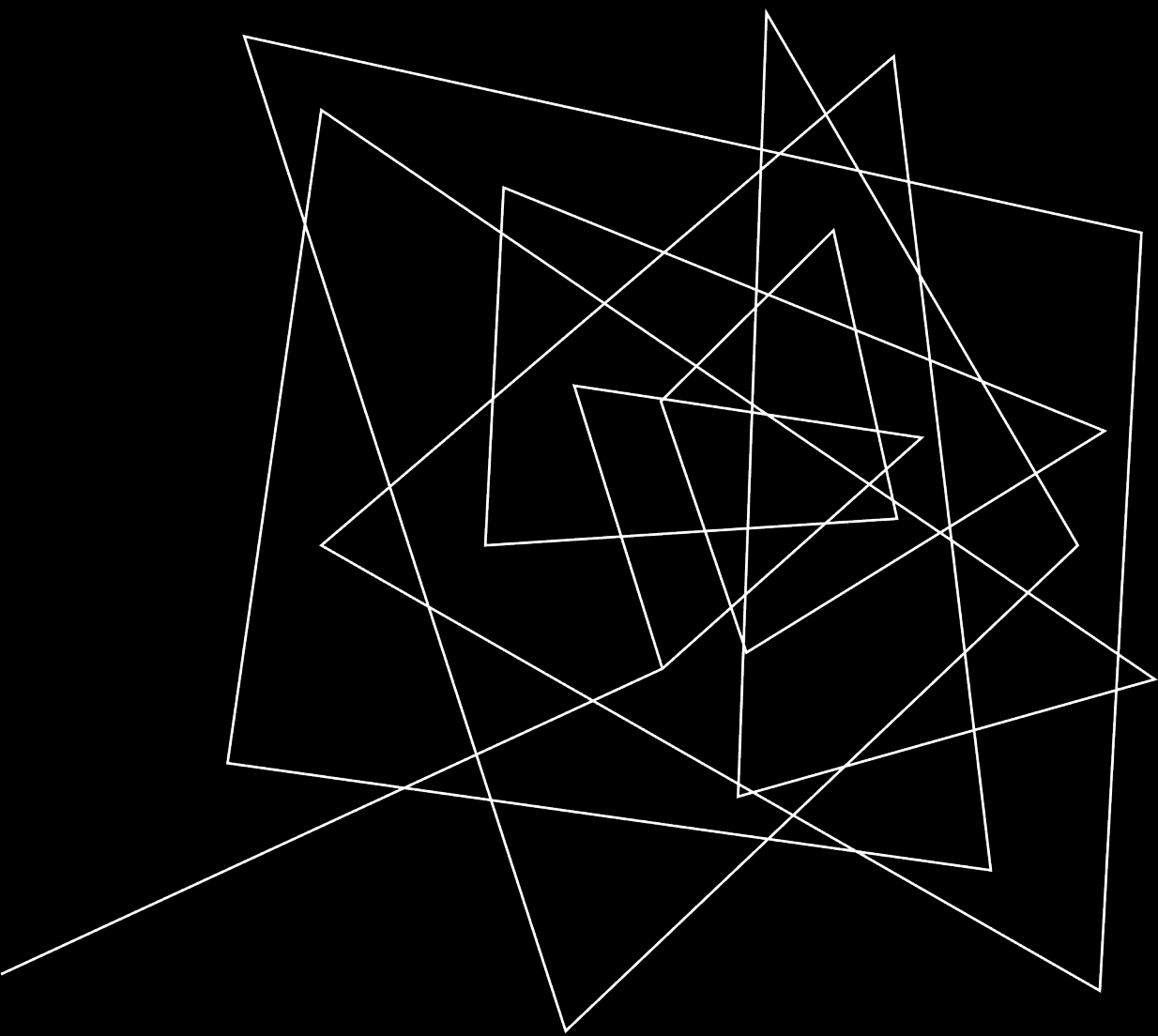
“The fun atmosphere.
Getting to know MSU
and how I can get
help on campus.”

What did you enjoy
about this event? –
Admitted Transfer
Student Event 2023



“Made transferring
less scary and more
understandable”

Why was your
interaction with
faculty/staff helpful? -
Open House 2023



HOW TO PLAN A TRANSFER EVENT

STEPS

IDENTIFY OUTCOMES

What your students will gain by the end of your event (knowledge, community, food, etc.)

GATHER DATA

Use any existing knowledge of your population and their needs (past event attendance, deadlines, etc.)

TAKE STOCK

Figure out what you have at your disposal (available dates, staff capabilities, budget, willing collaborators, etc.)

COMMUNICATE

Create a communication plan (invites, registration form, reminders, follow-up, internal comms, etc.)

COLLECT FEEDBACK

Send surveys to event attendees *and* staff to get helpful information that can be used moving forward.



TIPS

- Document, Document, Document!
- Stay Organized!
- Marketing Can Make or Break You!
- Free Food is Your Friend!
- Ask For Help!



THANK YOU

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