



TRANSFER AND ARTICULATION COUNCIL COMMUNICATION PLAN FOR SYSTEMWIDE TRANSFER (SWT) COURSES

Created for Institution staff (Public Information Officers, Communication Directors, Web Designers, Webmasters) responsible for messaging to promote seamless course transfer on institution websites and other marketing materials.

June 2021

★ LEADING HIGHER EDUCATION ★

OVERVIEW

The Kansas Board of Regents' Transfer and Articulation Council (TAAC) created a "Communication Plan" to coordinate the marketing of **Systemwide Transfer (SWT)** among the 32 public postsecondary institutions across Kansas.

This document contains agreed-upon language to be used online and in digital and print communication resources, as well as a shared visual identity to support the clear and consistent messaging for SWT courses. Additionally, to support clarity of approved SWT courses, a "micro-logo" may be added to both digital and print course catalogs across the system, as institutions are able.

TRANSFER KANSAS PORTAL

KBOR has created a new transfer portal as of 2020. The Transfer Kansas portal houses all Systemwide Transfer (SWT) courses approved by the Kansas Board of Regents, for which faculty develop and update learning outcomes. You can use the below logo to link to the KBOR Transfer KS portal, which can be directly found at: <http://transferks.kansasregents.org/>



Contact Amy Robinson, Assistant to Academic Affairs at the Kansas Board of Regents, for necessary graphic files: arobinson@ksbor.org or 785-430-4280.

EXPLAINING COURSE TRANSFER

TAAC has approved the following marketing language to assist with the communication of SWT courses. **Depending on audience and format, select one of the following descriptions: use font style, size, color, layout, and alignment to be consistent with your Graphic Standards.**

Short – One Sentence with Link

Suggested text:

There is a growing list of courses approved by the Kansas Board of Regents for Systemwide Transfer (SWT) among all Kansas public postsecondary institutions offering an equivalent course.

Visit https://www.kansasregents.org/academic_affairs/transfer-articulation [OR institution website] for more information.

Medium – One Paragraph with Link

Suggested text:

The Kansas Board of Regents approves new courses each year, guaranteed to transfer among all Kansas public postsecondary institutions. A student who completes a Systemwide Transfer (SWT) course at any Kansas public community college, technical college, or university can be certain that he or she can transfer that course to any other Kansas public institution offering an equivalent course.

Visit https://www.kansasregents.org/academic_affairs/transfer-articulation [OR institution website] for more information.

Long – Full Details

Suggested text:

The Kansas Board of Regents approves courses for Systemwide Transfer (SWT) among all Kansas public postsecondary institutions. A student who completes these courses at any Kansas public community college, technical college, or university can be certain that he or she can transfer that course to any other public institution offering an equivalent course.

For a list of all approved SWT courses, visit:

https://www.kansasregents.org/resources/PDF/SWT/2022_June_Disciplines_One-Page.pdf

VISUAL IDENTITY

To assist our students in understanding SWT courses, each community college, technical college, and university will have correlated visual "logos" branding the communication of information related to course transfer in a shared way, which will serve to underscore the unified approach of our public postsecondary system.

Logos have been developed for SWT courses and are presented below.

Logo – Created for each Institution

For use on websites communicating seamless transfer and any other digital or print spaces that discuss systemwide course transfer. Generic logos are below. Logos have also been created with each institution's official colors.



Contact Matt Keith, Director of Communications at the Kansas Board of Regents, for necessary graphic files: mkeith@ksbor.org or 785-430-4237.

SOCIAL MEDIA BRANDING

To help broaden awareness of SWT courses and amplify the messages of other institutions in the system, each community college, technical college, and university is encouraged to use the hashtag #TransferKS when promoting seamless transfer through social media platforms.

Micro-Logo – Uniform across the System

In addition to online, digital, and print communications, course catalogs are a key space for students to see a SWT course when making their selection.

Therefore, a "micro-logo" has been developed for course catalogs* to communicate course transfer:

Statewide Course Transfer micro-logo: 

Degree Requirements for the Bachelor of Arts in Sociology

Core Sociology Courses (21 hours required)

SOC 140 Introduction to Sociology 	3 credit hours
SOC 145 Principles of Culture		3 credit hours
SOC 361 Sociological Theory and Literature		3 credit hours
SOC 362 Methods of Social Research		3 credit hours
SOC 472 Social Inequality		3 credit hours
SOC 621 Advanced Sociological Research		3 credit hours
SOC 670 Grant Proposal Development		3 credit hours

Course Search Results

12 courses were found matching the search options. Hide / Show Course Detail Condensed View Print

CHEM 100	The Chemist's View of the World General Education Course	3.0 Credit Hours
-----------------	---	-------------------------

[Course Description / Notes / Requisites](#) (Click to Show / Hide)

Section	Location	Dates	Days	Times	Status	Instructor
VA	Online	06/02/14 - 07/25/14			Open	19 / 20 Seats Dorn, Loretta T

[Search for Syllabus](#)

CHEM 122	University Chemistry II 	3.0 Credit Hours
-----------------	--	-------------------------

[Course Description / Notes / Requisites](#) (Click to Show / Hide)

Section	Location	Dates	Days	Times	Status	Instructor
	TH 124	06/02/14 - 07/25/14	M Tu W Th	8:55 AM - 10:10 AM	Open	9 / 18 Seats Donnelly, Stephen G

*Please note: it is important to include a definition of this symbol, either by linking it to an institution's website or the Kansas Board of Regents' website for more information (when in an electronic format), or by noting it somewhere in the catalog text. Here is a recommended definition:

▶ This course is approved by the Kansas Board of Regents for Systemwide Transfer (SWT) among all Kansas public postsecondary institutions offering an equivalent course. Additional courses may also be eligible for transfer. Please visit the [institution name] Registrar to learn more.

Please contact the Director of Communications at the Kansas Board of Regents for necessary graphic files: mkeith@ksbor.org or 785-430-4237.