



# REVERSE TRANSFER COMMUNICATION PLAN

**Created for Institution staff (public information officers, communications directors, designers, webmasters) responsible for messaging to promote Reverse Transfer on institution websites and other marketing materials.**

September 2018

## OVERVIEW

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 Reverse Transfer. Additionally, to support clarity of Reverse Transfer, a “micro-logo” may be added to both digital and print course catalogs across the system, as institutions are able.

## EXPLAINING REVERSE TRANSFER

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 – Appropriate for all audiences

*Suggested text:*

#### **What is Reverse Transfer?**

Reverse Transfer allows students to earn the associate degree from the most recently attended community college or technical college by combining credits earned there and credits earned after transferring to a Kansas public university.

#### **Why do Reverse Transfer?**

On average, associate degree holders earn about \$200,000 more over a lifetime than individuals with some college but no degree.

Visit [http://www.kansasregents.org/academic\\_affairs/reverse-transfer](http://www.kansasregents.org/academic_affairs/reverse-transfer) [OR institution website] for more information.

### Long – Intended for student audience

*Suggested text:*

#### **What is Reverse Transfer?**

Reverse Transfer allows you to receive your associate degree from your most recent community college or technical college by combining the credits you earned there and the credits you earn after transferring to a Kansas public university.

Within your first year, if you transfer coursework from a community college or technical college to a public university, you will be notified if you are eligible to be considered for Reverse Transfer. You are eligible if you have completed 45 credit hours at one or more colleges and if you consent to the release of your academic records. If you consent (also known as “opting in”) your academic records will be evaluated for degree completion and your degree will be conferred based upon a satisfactory evaluation. Opting in is the first step.

### **Why do Reverse Transfer?**

A college degree is key to economic opportunity. Research shows that on average, people with more education make more money than those with less. Associate degree holders average about \$200,000 more over a lifetime than individuals with some college but no degree, while bachelor's degree holders average over \$720,000 more.

The associate degree represents an educational achievement, a credential for career advancement, and a building block to additional academic accomplishments. Further, research shows that students who earn the associate degree via reverse transfer are more likely to continue their education and complete a bachelor's degree.

### **If you've earned it, don't you deserve it?**

Contact the Registrar's Office for more information.

## **VISUAL IDENTITY**

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

Logos have been developed for **Reverse Transfer** and are presented below.

### **Logo – Created for each Institution**

For use on websites communicating Reverse Transfer (required), and any other digital or print spaces that discuss Reverse Transfer (optional).

Emporia State University:



Wichita State University:



Kansas State University:



University of Kansas:



Fort Hays State University:



Pittsburg State University:



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