TRANSFER AND ARTICULATION COUNCIL
COMMUNICATION PLAN FOR
SYSTEM WIDE TRANSFER 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.

September 2018
OVERVIEW

The Kansas Board of Regents’ Transfer and Articulation Council (TAAC) created a “Communication Plan” to coordinate the marketing of System Wide 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 System Wide Transfer 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.

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 System Wide Transfer (SWT) among all Kansas public postsecondary institutions offering an equivalent course.

Visit [http://www.kansasregents.org/transfer_articulation](http://www.kansasregents.org/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 System Wide 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 [http://www.kansasregents.org/transfer_articulation](http://www.kansasregents.org/transfer_articulation) [OR institution website] for more information.

Long – Full Details

Suggested text:
The Kansas Board of Regents approves courses for System Wide 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 System Wide Transfer courses, visit [https://www.kansasregents.org/resources/PDF/Academic_Affairs/TAAC/2018_06_TAAC_One-Page.pdf](https://www.kansasregents.org/resources/PDF/Academic_Affairs/TAAC/2018_06_TAAC_One-Page.pdf)
**VISUAL IDENTITY**

To assist our students in understanding System Wide Transfer (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 system-wide course transfer.

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 System Wide Transfer (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 System Wide Transfer (SWT) course when making their selection.

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

*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 System Wide 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.