

SUPPORTING STUDENT LEARNING & MOBILITY

# RE-VISIONING THE BC TRANSFER GUIDE



JAM Nov 2019, Vancouver, BC  
Jennifer Kook, Manager, Technology Services



# TOPICS



BC Transfer Guide Today

Expanding Access & Mobility

Re-Visioning the BC Transfer Guide

# Credit Transfer in BC



**1.5 million unique visits**

**300,000+ agreements**

- providing aligned transfer pathways
- reducing tuition and living expenses
- facilitating access, transition, and retention

Hundreds of thousands of transfer credit are recognized annually by BC Transfer System PSIs

Course-to-course  
Block Transfer  
Degree Partnerships  
Program-specific  
AP & IB  
Associate Degrees

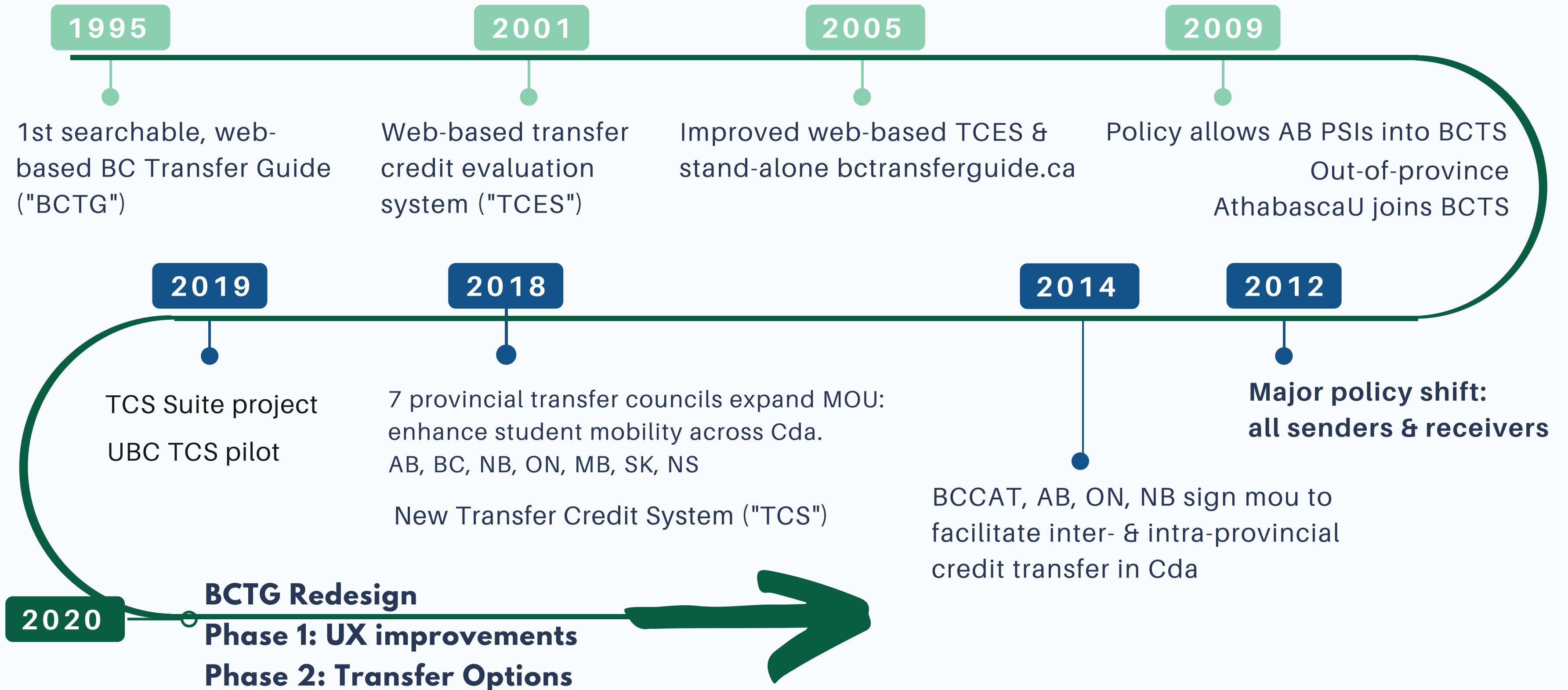
“The most common main reason for leaving [post-secondary] . . . was [personal circumstances](#).... Other reasons included a [change in plans about the program](#) or a [job](#) (22%), [disappointment with the institution](#) (22%), and [financial issues](#) (18%).”

*Martell (2009), Without a Trace*

*“I love the BC Transfer Guide. I’ve used it so much I have it tattooed on my brain!”*

Ryan Johnson, Langara College Student

# BC Transfer Guide: Brief History



# Expanding

%  
**15**  
**55**  
**75**

**Participation**  
**In 1960s**

**Right after HS today**

**After 7 years (public PSIs)**

remote  
regional  
diverse learning contexts  
modularization  
global  
communication

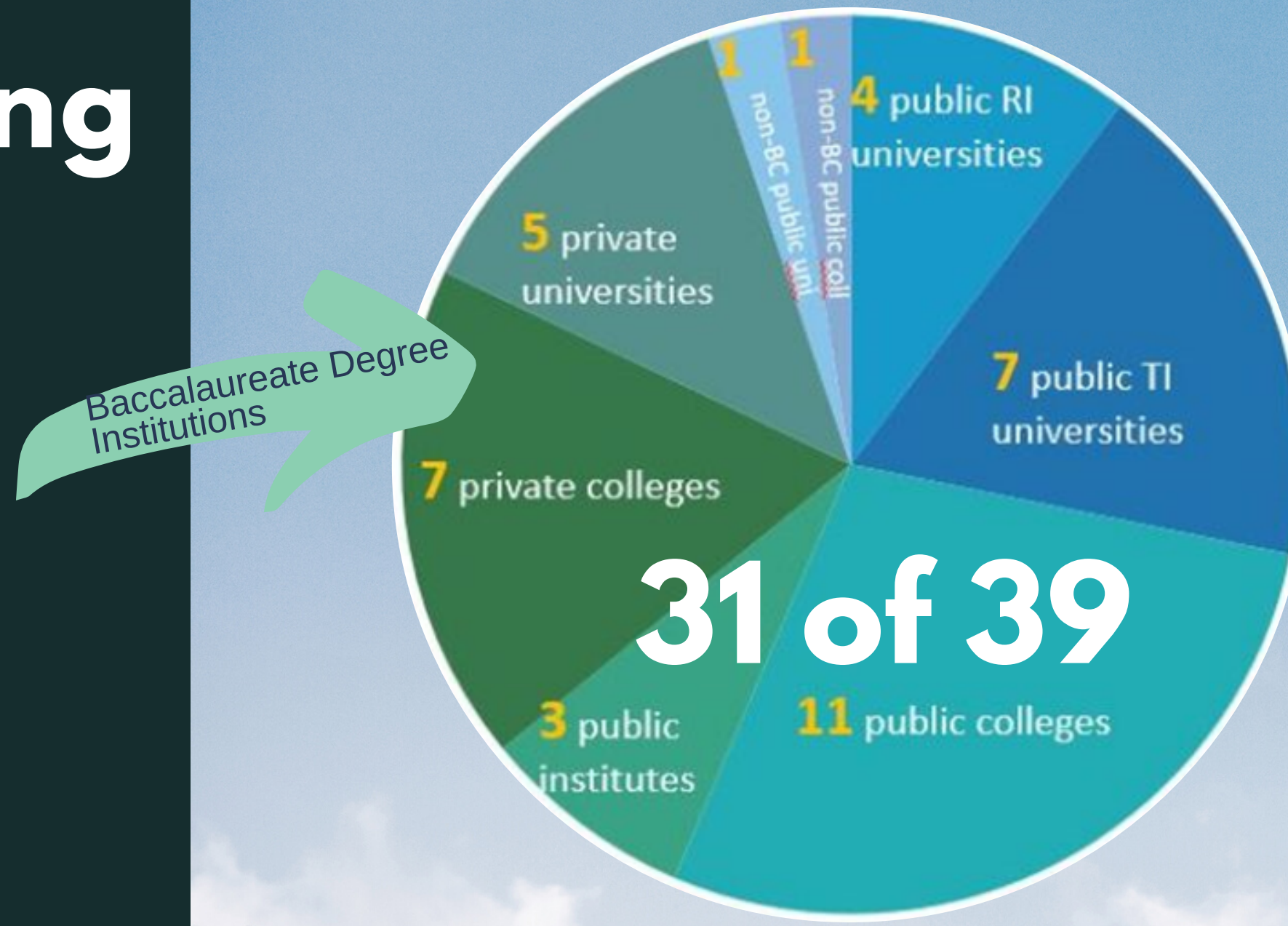
First Generation  
Indigenous  
International  
Mature  
Part-time



Indigenous, intercultural, international  
How can we communicate?  
c2c is not the only transfer option



# Expanding



Students

PSIs

Partners

Improving access  
Curricular change  
Field schools experiential learning exchange

**Massification of PSE access**

# Expanding

Ministry of Advanced  
Education, Skills, & Training

Ministry of Education

Articulation committees

Transfer credit specialists &  
administrators

Post-sec agencies

BC post-secondary  
institutions

Cdn PSIs

International PSIs

Public education sector

Private education sector

Global educational mobility networks

Provincial and federal organizations

**Students**

**PSIs**

**Partners**

# External Review

**BCTRANSFERGUIDE.CA**  
DISCOVER YOUR TRANSFER OPTIONS

**Goal  
Focus  
Process  
Findings**

**ID opportunities to  
improve BC Transfer  
Guide**

**User experience  
Site usability  
Accessing info**

# Enviro Scan

Canada & US, 17 sites

## 8 ASPECTS OF UX

accuracy  
actionability  
interaction cues  
clarity  
findability  
understandability  
responsiveness  
recognition



### ACCURACY

improve ability to know course currency & legitimacy of search results

### INTERACTION CUES

ensure all interactive elements provide clear visual clues

### CLARITY

revisit page hierarchy, layout of website & tools to address confusion in users experience



**BCTRANSFERGUIDE.CA**  
DISCOVER YOUR TRANSFER OPTIONS

# Enviro Scan

Canada & US, 17 sites

## 8 ASPECTS OF UX

accuracy  
actionability  
interaction cues  
clarity  
findability  
understandability  
responsiveness  
recognition



## UNDERSTANDABILITY

terminology may be difficult to understand  
by a non-expert audience.  
Improve access to definitions & help

## RECOGNITION

address ambiguous labels  
more clearly indicate where link is taking user  
to minimize frustration



**BCTRANSFERGUIDE.CA**  
DISCOVER YOUR TRANSFER OPTIONS

# Stakeholder Consultation



Expert & Non-expert Users

%

45

33

30

HS & PSI students  
Returning adults  
HS counselors  
PSI staff & faculty

84

68

## First heart about BCTG from:

Referral by PSI staff

PSI website

Online searches

## Somewhat or very satisfied

Expert Users

Non-Expert Users



## SURVEY

390 people

Expert Users 316, 81%

Non-expert Users 74, 19%

## FOCUS GROUPS

37 people

Expert Users 21, 57%

Non-expert Users 16, 43%

## INTERVIEWS

11 PSIs

# CHALLENGING AREAS



Website navigation  
requiring multiple clicks or  
leaving current page  
printing results

Confidence with  
currency & accuracy  
of search info

Accessing help

Understanding  
terminology

block transfers,  
assigned/unassigned credits,  
out of province transfers &  
PLAR

Flexible pre-major  
effective dates



**BCTRANSFERGUIDE.CA**  
DISCOVER YOUR TRANSFER OPTIONS

# Access & Mobility

“Like so many Aboriginal students, I really struggled in school and was not academically ready for university study.

The smaller classes, student community, and my family all supported me while at the college.

Were it not for Langara College, I never would have been able to attend UBC, graduate with a Bachelor’s Degree, and begin my career in higher education.”

- Graeme Joseph, of the Gitxsan Nation  
Langara-UBC Transfer Student

Identified priority,  
Truth & Reconciliation  
Commission of Canada

**Addressing the  
educational gap  
b/n Indigenous &  
non-Indigenous learners**

*“Within Canada, BC leads as a jurisdiction for offering tightly integrated pathway programs... BC also benefits from the presence of de facto international student pathways due to the long-established BC Transfer System facilitating transitions between colleges and universities.”*

- Daniel Guhr et al, BC International Education Intelligence  
Report Illuminate Consulting Group, CA, USA

*The ability for students to move in a **reverse transfer** pathway appears to demonstrate that there is a **powerful redemptive** quality of the BC Transfer System*

# Canada BC

+80

19.4

32.1  
40.9

pop.  
37.6 m  
5.1 m

Intl migration as % of  
Cda's pop. growth

Admitted +300k immigrants  
this past yr

% of pop 2 or more  
languages spoken at home

Avg age of Indigenous & Non-  
Indigenous pop in 2016

remote  
regional  
diverse learning contexts  
modularization  
global  
communication

First Generation  
Indigenous  
International  
Mature  
Part-time

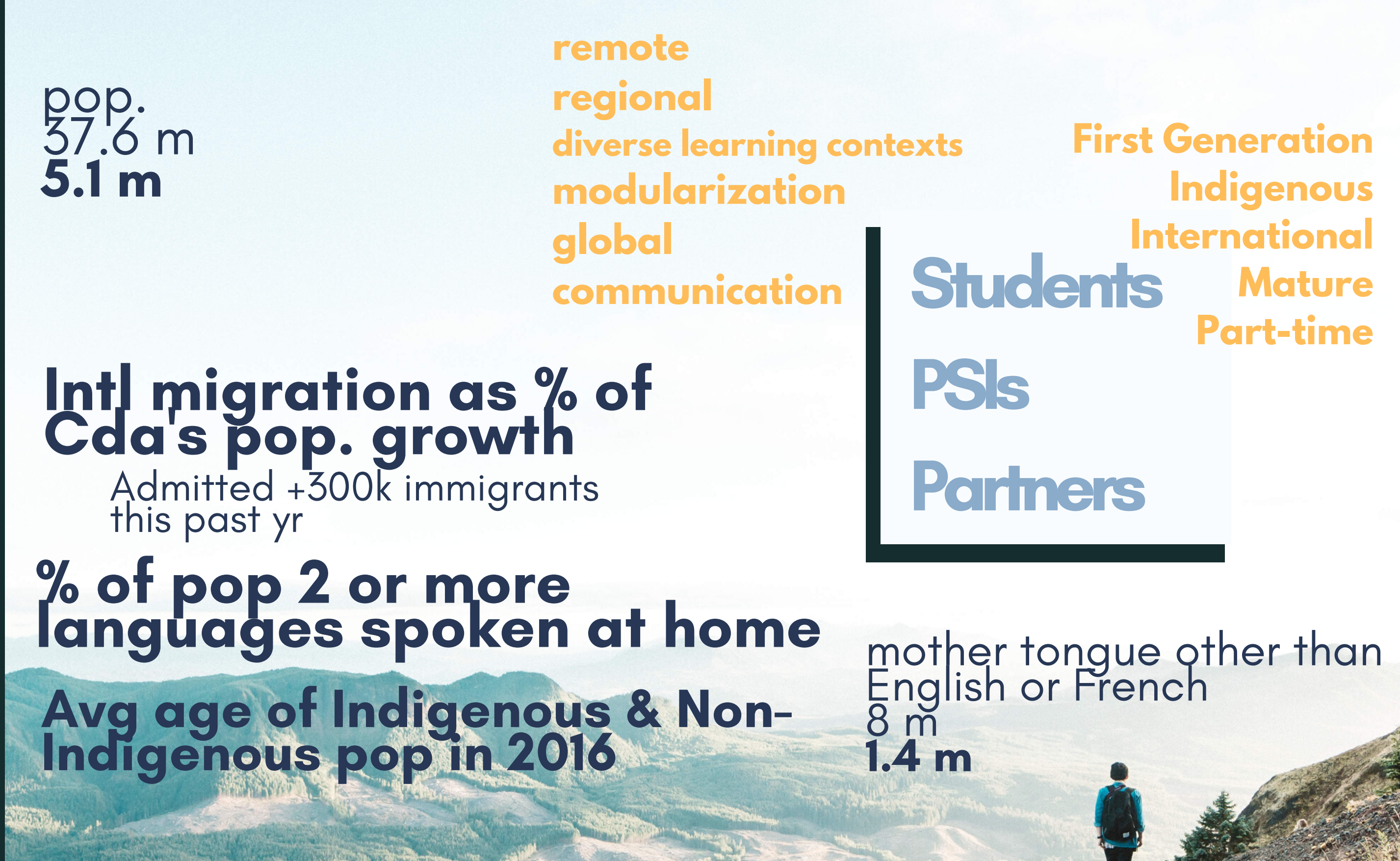
Students

PSIs

Partners

mother tongue other than  
English or French

8 m  
1.4 m



Indigenous, intercultural, international  
How can we communicate?  
c2c is not the only transfer option

# RE- VISIONING the BC Transfer Guide



BCCAT launched a re-developed version of its Transfer Credit System (TCS) in 2018

Institutions create & maintain articulation agreements published in BC Transfer Guide



**New version supports the creation & public display of national & international agreements**



PILOT with



THE UNIVERSITY OF BRITISH COLUMBIA

## Future State?

How will we communicate different transfer options across jurisdictions & address the diverse needs of different student population groups?



## UBC PILOT PROJECT

+55,000 equivalencies added to TCS  
UBC-V increased its listings in BCTG by 54%  
UBC-O increased by 74%

UBC used BCCAT technology as a workflow rather than develop or purchase their own software

UBC's institution tables were mapped to BC & intl stds (PESC GeoCode)

TCS enables PSIs to support their pan-Cdn & intl students by showcasing their equivalencies in BCTG

Wealth of transfer info from UBC's transfer tables now available both publicly & to other BC Transfer System partners

---

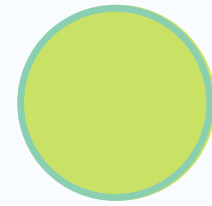
### OUTCOMES

Cost-effective

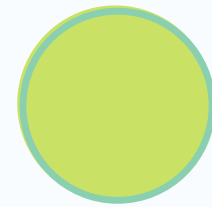
Align with  
International  
Standards

Leverage  
existing  
knowledge

# NEXT



**MINOR  
ENHANCEMENTS**



**FUTURE STATE?**

How will we communicate different transfer options across jurisdictions & address the diverse needs of different student population groups?



**REDESIGN**

30  
years

BCCAT

*expanding pathways  
for BC students*

---

JENNIFER KOOK

Manager, Technology Services

[jkook@bccat.ca](mailto:jkook@bccat.ca)