CREDIT
when it's due

Oregon
STATE PROFILE

State Funder: Lumina Foundation for Education

About Credit When It's Due

The Credit When It's Due (CWID) initiative is funded by six foundations and is supporting 15 states to develop reverse transfer programs and policies. Reverse transfer enables students to receive an associate's degree when students meet associate's degree requirements after transfer to a 4-year college or university.

State Implementation Context

Oregon includes seven public universities governed by the Oregon University System (OUS) and 17 community colleges that are coordinated by the Oregon Department of Community Colleges and Workforce Development (CCWD). Legislation passed in 2011 (before the CWID grant) provides a policy framework for reverse transfer, requiring a reverse transfer process be developed. All seven universities are participating in CWID and 10 of the 17 community colleges are participating. Oregon branded this Lumina-funded grant work the Project Oregon Reverse Transfer (PORT).

Implementation Timeline

October 2012: Project Oregon Reverse Transfer (PORT) was launched via a statewide webinar.

Winter 2013: State-level partners produced a marketing toolkit for institutional use that contained flyers, posters, tweets, email texts, and the PORT logo.

Summer 2013: The first reverse transfer associate's degrees were conferred.

May 2014: Oregon plans to convene stakeholders in a state conference on reverse transfer to share promising practices among institutions piloting and institutions not currently participating in PORT.

Key Implementation Strategies

Regional Implementation. Oregon is approaching reverse transfer implementation regionally whereby universities and partner community colleges are developing reverse transfer policies at the local level. The parameters of reverse transfer processes and programs are driven by local decisions and are formalized by memorandums of understanding (MOU) among the partners.

Marketing and Communications. The state launched a marketing campaign for reverse transfer that includes several strategic communication tools, including a dedicated website for reverse transfer with information for institutional contacts, a poster and informational video for all participating institutions, a logo to brand reverse transfer to make it easily identifiable to constituents, and social media via Twitter and Facebook to generate interest in reverse transfer.

State Coordination. Regional implementation is supported by state coordination from leadership at OUS and CCWD. The stated also hired a coordinator in late 2013 to assist with coordination of the state's reverse transfer conference proposals, administration of focus groups of participating PORT students, development of a synopsis of each partnership, and creation of a list of promising practices for distribution statewide. Oregon's vision is to leverage promising practices that emerge from the regional partnerships and share those at a state convening planned for May 2014.

Associate's degrees conferred as of March 2014: 200

REVERSE TRANSFER DEGREE

COLLEGE OF EDUCATION AT ILLINOIS   Office of Community College Research and Leadership

Credit When It's Due: Oregon Profile

Reverse Transfer Process

Based on a review of implementation across CWID states, OCCRL developed a framework for the reverse transfer process that consists of five broad processes. Because reverse transfer processes vary among partnerships in Oregon, one partnership was selected to illustrate the reverse transfer process. The process for Portland Community College (PCC) and Portland State University (PSU) is applied to this framework.

1. **Student Identification:** PSU identifies eligible students based on eligibility criteria in the MOU between PCC and PSU.

2. **Consent Process:** PSU and PCC have an online co-admit application, and consent language was integrated to the co-admission application beginning in Fall 2012. If students transferred before Fall 2012, PSU contacts students via email, phone, and/or U.S. mail to seek consent.

3. **Transcript Exchange:** PSU sends transcripts-level data to PCC using the Electronic Data Interchange used by all Oregon public institutions.

4. **Degree Audits:** Graduation Evaluators at PCC audit students degrees based on students' last declared program of study at PCCR or a general transfer degree.

5. **Degree Conferral:** Students who meet all associate's degree requirements are emailed by PCC to notify them that the reverse transfer degree was conferred.

Implementation Successes and Challenges

Successes: Oregon's efforts to communicate and market reverse transfer have been particularly successful, including the development of a statewide marketing toolkit, logo, and Facebook campaign for reverse transfer. Similarly, reverse transfer was recognized as a promising practice in reports and testimony to the Oregon legislature. A final success that was unexpected is many community colleges identified students who were eligible for an associate's degree but did not receive the degree before they transferred to the university. As a result of identifying these students, community colleges are developing procedures to automatically confer degrees to students once they have completed all degree requirements at the community college.

Challenges: Given the decentralized nature of Oregon's reverse transfer implementation efforts, tracking the multiple and varied processes and partnerships at the state level is a challenge. This is further complicated because the state has managed staff turnover of those individuals responsible for reverse transfer at community colleges and universities. Looking forward, the state also anticipates potential challenges as the three largest universities will become autonomous in July 2014, and the responsibility for ensuring robust participation in reverse transfer will rest with the recently established Higher Education Coordinating Commission.

Institutions Participating in Credit When It's Due

Blue Mountain Community College
Chemeketa Community College
Eastern Oregon University
Klamath Community College
Lane Community College
Linn Benton Community College
Mt. Hood Community College
Oregon Institute of Technology
Oregon State University
Portland Community College

Portland State University
Rogue Community College
Southern Oregon University
Tillamook Bay Community College
Treasure Valley Community College
University of Oregon
Western Oregon University