



It's Personal: Building Relationships with Transfer Students

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Why Transfers?

- Perceived lack of services on campus
- Lower retention rate
- Reach Carolina
- Gap in the literature





Who are transfer students?

approx. 800 enroll annually

60% from NC

30% age 22 or older

28% 1st generation students

56% enroll as juniors



Campus Partners



- Office of Undergraduate Admissions
- Office of Undergraduate Education
- New Student and Carolina Parents Programs



The Program

Staff recruiting

Structure of program

Providing support for staff

Keeping stats



Assessment Plans

- Tracking interactions
- Survey participating students & librarians

The screenshot shows the 'Desk Tracker' interface for UNC University Libraries. At the top, there is a blue header with the UNC logo and the text 'UNC UNIVERSITY LIBRARIES' and 'Desk Tracker'. Below this, the 'Compendium LIBRARY SERVICES' logo is on the left, and user information is on the right: 'Library: University of North Carolina at Chapel Hill', 'Branch: Undergraduate Library', 'Desk: Research & Design Services (switch location)', and 'User: UL Refdesk'. A yellow 'Sign Out' button is in the top right. Below the user information, there are several yellow buttons: 'Desk', 'Consults', 'Instruction', 'Personal Librarian', 'Virtual Lab Referrals', and 'Reports'. A 'Submit' button is located below the 'Virtual Lab Referrals' button. To the right of the 'Submit' button is a 'Custom Timestamp' link. At the bottom, there are two fields: 'Consultation Format (PL) required' and 'Type (PL) required'.

UNC UNIVERSITY LIBRARIES Desk Tracker

Compendium LIBRARY SERVICES

Library: University of North Carolina at Chapel Hill
Branch: Undergraduate Library
Desk: Research & Design Services (*switch location*)
User: UL Refdesk

Sign Out

Desk Consults Instruction Personal Librarian

Virtual Lab Referrals Reports

Submit Custom Timestamp

Consultation Format (PL) *required* Type (PL) *required*

TO DO LIST



Streamline administrative tasks



Increase publicity with incoming students



Coordinate with C-STEP partners



Consider future assessment goals
