Plenary Session II:
Best Practices in Statewide Articulation and Transfer Systems

The pathway to earning a college degree includes several critical transition points that students must successfully complete. For many students one such transition involves transferring from a community college to a four-year institution. Over the past year, WICHE, WCET, and Hezel Associates, a consulting firm based in Syracuse, NY, have been examining state-level articulation and transfer policies and practices and identifying the most promising ones. This work includes an in-depth study of the national policy landscape, as well as a comprehensive study of state Web portals designed to help students navigate the transfer process. This session will present an overview of the findings of the research and offer an opportunity for an interactive discussion about the realities and the promises of centralized Web portals in the transfer process.

Moderator: Demarée Michelau, director of policy analysis, WICHE

Speakers: Richard Hezel, president, Hezel Associates; Mollie McGill, associate director, WCET

Biographical Information on the Speakers

Richard T. Hezel is president, CEO, founder, and owner of Hezel Associates. In that role he applies his 34 years of experience in education, communications, media, and technology to the consulting and research needs of clients. He built his company in 1987 on the needs of educational organizations to harness the promise of telecommunications and technology. Over the past 20 years, Hezel Associates has evolved dynamically in its focus to include research on effectiveness, practices, business, marketing, and technology dissemination in education settings. Since 1987 Hezel has been a national expert, writing and speaking on distance-learning policy, management, and research, producing such publications as Educational Telecommunications and Distance Learning: The State-By-State Analysis and Global E-learning Opportunity for U.S. Higher Education, a 42-country analysis of the market for U.S. postsecondary programs and services. Prior to establishing his company, he was associate professor in the S.I. Newhouse School of Public Communications at Syracuse University and assistant professor at the University of Houston’s School of Communications. At Indiana University he executed research on strategies to improve the effectiveness of educational television, as well as research on television and violence. Hezel began his career in broadcasting as manager of one of the first school television systems in the U.S. at Brooklyn Preparatory School in Brooklyn, NY. Later, he
produced public television programs at WCNY-TV in Syracuse, NY, and then produced telecourses for the University of Akron and its station, WNEO-TV. Hezel earned a doctoral degree in mass communication from Indiana University, a master’s degree in television and radio from Syracuse University, and a bachelor’s degree in history from Fordham University. He is a member of many boards and organizations, including the National University Telecommunications Network and the United States Distance Learning Association.

Mollie McGill is associate director for WCET, a membership-based organization that focuses on the effective use of educational technologies in higher education. She assists with the overall management of member services and communications that inform the e-learning community of relevant policy, practices, and developments. She facilitates the advancement of several committee projects, such as ones dealing with academic integrity and student identity authentication; student retention in online learning, institutional policies and practices for adjunct online faculty; and ownership of learning management systems. In 2009-2010 she has worked with the WICHE Policy unit on the statewide Articulation and Transfer project, studying state transfer Web portals. McGill spent nearly 20 years working for WICHE in the early part of her career and, among other accomplishments, was instrumental in founding WCET in 1989. Most recently she directed learning innovations and technology initiatives for the University of Colorado System and served in leadership roles for several Colorado statewide e-learning projects. McGill received her education degree from Emporia State University.

Demarée K. Michelau is the director of policy analysis at the Western Interstate Commission for Higher Education. The author of numerous education reports, policy briefs, and magazine articles, she has experience in higher education policy on issues such as accelerated learning options; adult learners; college affordability and access; articulation and transfer; and K-16 reform. Previously, she worked for the National Conference of State Legislatures as a policy specialist. Michelau received her bachelor’s degree in public law from Northern Illinois University and her master’s degree in political science from the University of Colorado at Boulder, where she is currently a Ph.D. candidate.