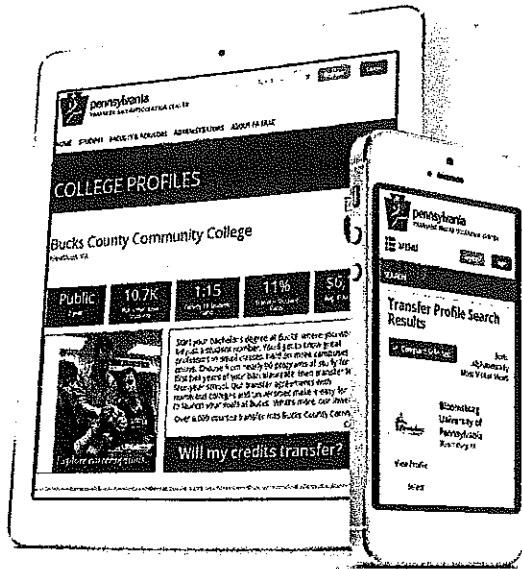


Pennsylvania Transfer and Articulation Center Redesigned *Anywhere, anytime access to college credit transfer information*



The Pennsylvania Department of Education (PDE) has redesigned the Pennsylvania Transfer and Articulation Center (PA TRAC) website to be mobile-friendly, making it even easier for students to plan their college transfer.

In 2013 more than 4,000 students transferred from Pennsylvania community colleges to State System of Higher Education universities. Students complete college on time and for less money when they know credits they have earned and paid for at one college can be applied toward a degree at another.

Located at PAcollegetransfer.com, PA TRAC is a free interactive website that enables students to easily identify courses and degrees that transfer among the colleges and universities that participate in the statewide transfer system, including the community colleges and state system universities.

However, as mobile adoption continues to surge, students and faculty increasingly expect anytime, anywhere access to services for which they formerly needed a connected computer.

By redesigning PA TRAC to be mobile responsive, students, faculty and advisors are afforded the best possible online experience, regardless of their device, browser, screen size or orientation. Since the site re-launch, 33% more tablet users and 27% more mobile phone users have visited PA TRAC compared to the same timeframe the year prior.

The redesign also includes a new navigational approach that efficiently guides students through the transfer process. Based on user feedback and site analytics, PDE restructured information, strategically reformatted content, and focused the message on the core audience—students transferring to Pennsylvania colleges and universities.

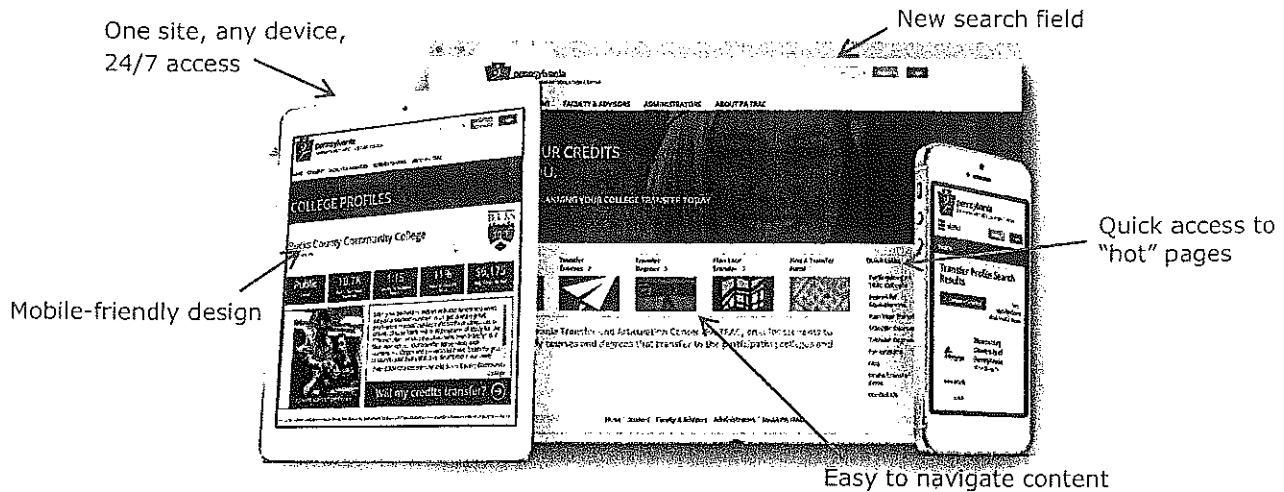
The new navigation has resulted in students, faculty and advisors staying longer and viewing more information on PA TRAC, with a 35% increase in the average length of a visit and 42% increase in the average number of pages viewed during a visit compared to the same timeframe last year.

PA TRAC and the statewide college credit transfer system play a key role in Pennsylvania's college completion and workforce development efforts. When students are able to take their credits with them from one college to another, they save money, complete degrees faster, and enter the workforce sooner.

Helping students on their path to a degree is good for students, their families, and the citizens and taxpayers of Pennsylvania.



The Redesign



The Results

- 33% more tablet users and 27% more mobile phone users
- 21% more PA TRAC page views
- 690 new PA TRAC student accounts created
- 10% decrease in the site bounce rate
- Users are viewing more information and staying longer on PA TRAC

PDE accomplished all of this at no additional cost to students, taxpayers or the Commonwealth!

The Impact

PA TRAC and the statewide college credit transfer system play a key role in Pennsylvania's college completion and workforce development efforts.

PA TRAC helps students...

Graduate college on time and with less student loan debt by maximizing their credit transfer.

PA TRAC saves students and their taxpaying families...

More than \$45.6 million a year, when they don't have to repeat a semester of coursework at the new college.

PA TRAC supports Pennsylvania's economy...

By putting qualified job applicants into the workforce sooner.

PA TRAC benefits the Commonwealth...

By increasing the level of educational attainment of Pennsylvanians and making the most of valuable taxpayer dollars.

Learn More

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Visit PAcollegetransfer.com



pennsylvania
TRANSFER AND ARTICULATION CENTER

PA TRAC - KEEPING YOU ON TRACK TO A COLLEGE DEGREE