Please provide a statement that addresses your reasons for transferring and the objectives you hope to achieve. (max 1500 characters)

I wanted to stay home, and at the same time have an overseas college experience. Therefore, I chose to study in CUHK Shenzhen, China. CUHK had a good business program and all of its courses were taught in English, so this was the perfect fit for me at the time.

However, I did not realize my passion for communication until I finished my first year. As I took more marketing and communications courses and internships, I realized that marketing and communication suited me most. This led me to focus on communications as my major.

Starting my second year, my expectations in the courses offered in CUHK were not met. I wanted to learn more about communication and marketing, but the required courses lean more towards business in general and there were no communication courses offered for students.

For that reason, I volunteered for any possible opportunities in this field and decided to learn through my experiences instead.

Seeing how environmental problems are a big issue in my country, I could really find a solution to it alongside my passion for communication. UMich's unique Environmental Communication Lab coupled with Prof. Sol Hart’s work on media in the environmental sector is a big kick-starter to achieve my ambition.

Transferring to UMich will help me grow as an individual with an interest in environmental communication to become someone who can make a massive impact on her country’s environment through the use of media.

Hi! Transferring is a difficult thing to do (both in physical and mental effort) so good job for putting in the work. Don’t stress and do your best!

To be honest, reading this response was a bit confusing, simply because there were a lot of things mentioned but none of them was elaborated at all. I don’t understand exactly why and how important this transfer is, because all the answers are pretty vague.

The transition could be worked on, especially the connection between your passion for communication and marketing into environmental communication, because while it is in the realm of communications, those are two completely different industry as well as conduct. How exactly did the environmental issues become crucial to you? If you’re going to mention, “environmental problems are a big issue in my country” I can’t tell if you’re giving random reasons for your change in major or if you genuinely want to decrease carbon emission, for example.

I do recommend the research and inclusion of a class in the university, especially to show the objectives you want to achieve there. Unfortunately, the way it’s incorporated here could be worked on. As a reader, I don’t know what you want to learn specifically from that class and how you’re going to be an “asset to the university” once they accept your enrollment. Try to include more explanations and connect your actions into your long-term goals. Don’t be afraid to cut some things: it’s better to have a single detailed plan rather than a list of half-hearted ideas.