SB 1440
Associate Degrees for Transfer

presentation to
Board of Trustees
March 19, 2013

Ken O’Donnell, Student Engagement
Ephraim P. Smith, Academic Affairs
Eric Forbes, Student Academic Support

Associate Degree for Transfer
60 semester units

similar baccalaureate degree
60 semester units
Y: at least one match

no candidates

N: candidates, but no matches

P: pending

Case in point: Business TMC

20/23 campuses

Which lanes have the traffic?
Case in point: Business TMC

serving more transfers in Business:
- bring more degrees below 120/180
- accommodate TMCs along the way
- stand by for help (Marc Siegall/Chico)

Which lanes have the traffic?

20/23 campuses

students?

Pro Bono 30-second radio spots, December, 2012

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Spots</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>KIIS-FM</td>
<td>224</td>
<td>12,608,000</td>
</tr>
<tr>
<td>San Diego</td>
<td>KHTS-FM</td>
<td>224</td>
<td>2,838,400</td>
</tr>
<tr>
<td>San Diego</td>
<td>KIOZ-FM</td>
<td>216</td>
<td>2,284,400</td>
</tr>
<tr>
<td>Sacramento</td>
<td>KFBK-AM</td>
<td>224</td>
<td>2,092,800</td>
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<tr>
<td>Riverside</td>
<td>KGGI-FM</td>
<td>224</td>
<td>1,804,800</td>
</tr>
<tr>
<td>Monterey</td>
<td>KDON-FM</td>
<td>224</td>
<td>1,568,000</td>
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<tr>
<td>Fresno</td>
<td>KBOS-FM</td>
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<td>1,264,000</td>
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<td>Fresno</td>
<td>KFBT-FM</td>
<td>224</td>
<td>566,400</td>
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<tr>
<td>Modesto</td>
<td>KMRQ-FM</td>
<td>224</td>
<td>547,200</td>
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<tr>
<td>Modesto</td>
<td>KOSO-FM</td>
<td>224</td>
<td>172,800</td>
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<td><strong>TOTALS</strong></td>
<td></td>
<td><strong>2,232</strong></td>
<td><strong>25,746,800</strong></td>
</tr>
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</table>
SB 440 (proposed)

• foster more two-year and four-year pairings on the TMC model
• encourage student interest
• provide unspecified funding

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