



**TRACKING STEM TRANSFER
BEYOND CAÑADA**

WHY?

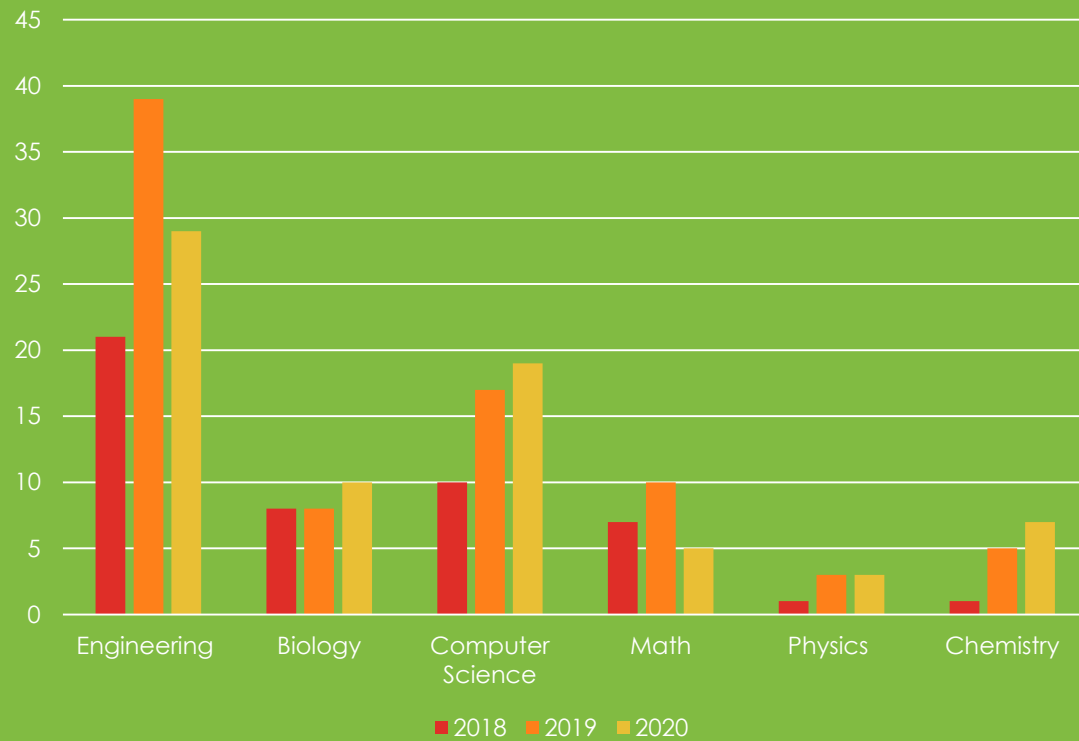
- Better community college ranking
- Better our recruiting and marketing efforts
- Informative for the Deans, faculty and staff

HOW?

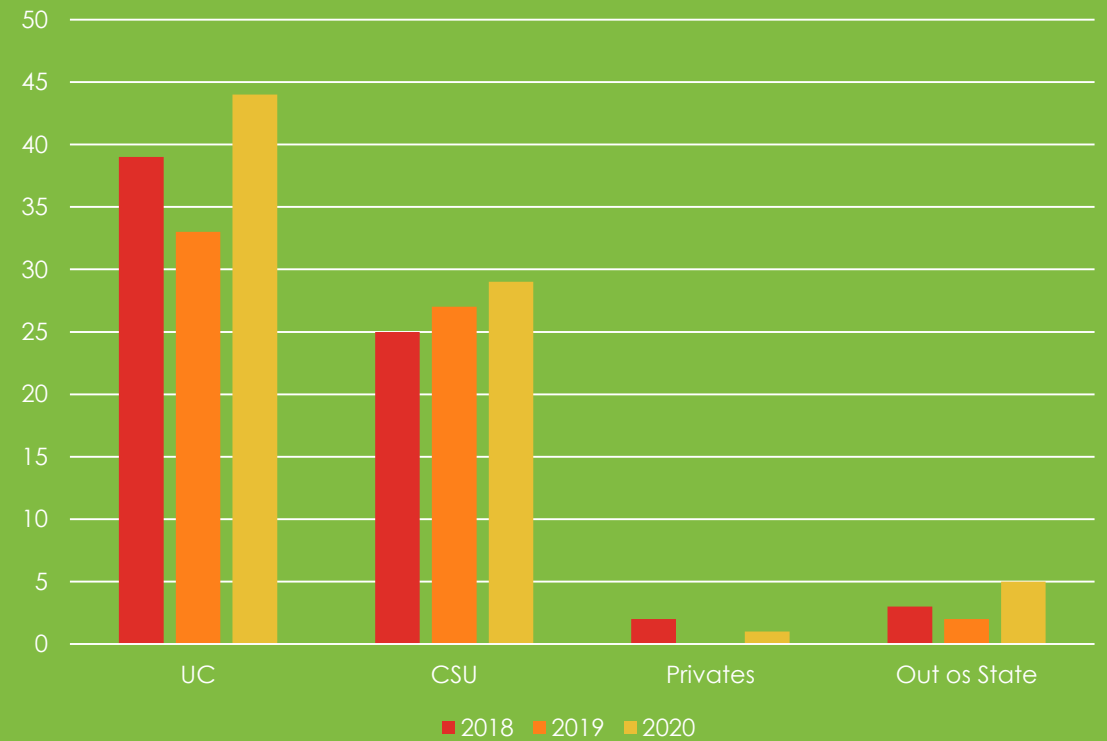
- Boots on the ground
 - Class visits and follow-up
- Exit Surveys
 - Graduations/Ceremonies
- Admissions & Records
 - Release of final transcripts

WHAT?

Majors



Transfer Systems



RESULTS

- Counseling: GPA to a particular campus, evaluate transfer pattern for a campus/major
- International Student Advertising
- Increase the number of transfers
- Improve our data coaching/collection