Associate Degree for Transfer
Marketing Update
Board of Governors, Jan. 7-8
Major Activities to Date

• Stand up ADegreeWithAGuarantee.com website to raise awareness among high school and college students about AA-T and AS-T pathways.

• Drive target audience to web site with paid media campaign, collateral materials and media relations effort.
Major Activities to Date

• Developed mini-posters and tear pads distributed to 2,338 high schools, community college and CSU campuses
• Developed and distributed logo, tagline, guidelines and web banner ad to campuses for customized use
• Academic Senate developed and distributed 234,000 bookmarks/checklists to high school and college counselor offices
Mini Posters and tear pads deployed to high school and college counseling offices.
Digital Advertising

TRANSFER EASILY from a California Community College to a California State University

FIND OUT MORE ABOUT THE NEW Associate Degree for Transfer

EARN TWO DEGREES with only 120 units
Broadcast and Web Streaming Radio
Getting an AA-T or an AS-T Degree...

makes it easy to transfer from a California community college into the CSU system.

Check out our degree options to find one that's right for you.

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**What's New**

New AA-T Available in Geography

The CCC and CSU systems have added Geography as a new associate of arts for transfer (AA-T).

Read More

Lindsay Hughes, AA-T in communication studies, going to Cal Poly, San Luis Obispo

Lindsay Hughes almost dropped out of high school.

Now, Hughes, 24, a proud owner of a newly minted degree.

Read More

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**Important Dates**

Monday, October 1, 2012

Applications for admission to all CSU campuses will open on October 1, 2012 for the Fall 2013 term.

Read More

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View All
CHOOSE A DEGREE

Save time and money while studying something you really love.

The newly developed AA-T and AS-T degrees make the transfer to the California State University system smoother and are designed to align your coursework at the community college with courses offered at the CSU.

There are currently many AA-T and AS-T degrees offered and new programs are being added at community colleges and CSUs across the state each term. Both college systems provide complementary degrees in these majors, allowing you to build on your educational experience, while earning both an associate’s and a bachelor’s degree.

Each college offers a different set of AA-T and AS-T degrees. Explore the majors listed below to find out more about the program of study, potential careers, and available campuses. The California State University campuses that are listed under each major are those that currently offer a major that will accept the AA-T or AS-T as similar. The majors listed below are only the degrees that are currently accepted as AA-T and AS-T. Community colleges offer many other degrees and major options that are not part of this joint transfer program.

Explore the majors listed below to find out which is right for you.
Web Site Analytics

- 34,207 unique visitors
- Average visit duration: 2 minutes (visit duration increasing over time)
- Pages per visit: 3.4
- Visitors distributed evening across the state, with San Diego showing high traffic
ADegreeWithAGuarantee.com
Top Pages

- Degrees 24,006 visits
- Contact 12,807 visits
- About the Program 8,735 visits
- Get Started 8,279 visits
- Business Administration 4,254 visits
- Psychology 2,741 visits
- About the Guarantee 2,416 visits
Next Steps

• Reprint of collateral materials that have already been sent to high schools and colleges
• Continue search for additional resources to sustain marketing efforts beyond life of CCA grant
• News conference planned with community college and CSU student newspaper editors and faculty advisers briefing them on ADT and progress to date.