



## **AB 928, Student Transfer Achievement Reform Act of 2021 (Berman) Social Media Toolkit**

### **Background:**

AB 928, also called the Student Transfer Achievement Reform (STAR) Act of 2021, is a [critical piece of legislation](#), introduced by Assemblymember Marc Berman, that strengthens the Associate Degree for Transfer (ADT), a landmark pathway that has promoted transfer access and success for over a decade at the California Community Colleges. Transfer is key to producing the workforce we need in California, particularly at this moment of financial uncertainty. Since the inception of the ADT, community colleges have conferred over 280,000 ADT degrees, ultimately streamlining transfer, saving costs, and guaranteeing access to our public universities. Although the state has made significant progress in transfer, persistent barriers remain in implementation of and access to the ADT. By faithfully implementing the Associate Degree for Transfer through AB 928, California stands to support thousands more students to achieve their college dreams.

### **Relevant Social Media Handles**

- Twitter: @collegeopp | @AsmMarcBerman | @CalCommColleges | @calstate | @UofCalifornia
- Facebook: /collegecampaign | /AsmMarcBerman
- Instagram: @collegeopp | @marc\_berman

### **Relevant Hashtags**

#TransformingTransfer  
#KeepingThePromise  
#DegreeWithAGuarantee

### **Twitter Posts**

We're ready to #TransformTransfer with @AsmMarcBerman by supporting AB 928, which strengthens the Associate Degree for Transfer pathway. #DegreeWithAGuarantee <http://bit.ly/TransformingTransfer>

Did you know California has two GE pathways for @CalCommColleges students trying to transfer to @calsate @uofcalifornia? @AsmMarcBerman AB 928 would streamline them into one pathway #TransformingTransfer <http://bit.ly/TransformingTransfer>



We are proud to join @collegeopp and @AsmMarcBerman to support AB 928 to transform transfer. Students deserve a streamlined pathway to a Bachelor's degree!

#TransformingTransfer #KeepingThePromise <http://bit.ly/TransformingTransfer>

Let's ensure all @CalCommColleges students have the benefits and guarantees of the Associate Degree for Transfer. We support AB 928! @AsmMarcBerman @collegeopp.

#TransformingTransfer <http://bit.ly/TransformingTransfer>

More than a quarter million Associate Degrees for Transfer have been conferred by @calcommcolleges, transforming the lives of thousands of students. Can we do better? AB 928 = Challenge Accepted! #TransformingTransfer <http://bit.ly/TransformingTransfer>

## Facebook

Did you know California currently has two GE pathways for California Community College students who are trying to transfer to the CSU and UC? @AsmMarcBerman has introduced AB 928 to streamline them into one pathway, making it easier for students to achieve their college dreams. Learn more about AB 928 from @collegecampaign and how you can get involved in #TransformingTransfer! <http://bit.ly/TransformingTransfer>.

We need college leaders from the UC, CSU and California Community Colleges to work together to tackle barriers to transfer and AB 928 can help! AB 928 ensures our leaders strengthen the Associate Degree for Transfer, a proven pathway that saves time, money, and guarantees access to the CSU. Read more on AB 928 and how you support #TransformingTransfer <http://bit.ly/TransformingTransfer>.

Despite its benefits to students, the Associate Degree for Transfer is not the preferred transfer pathway for community college students. To limit costs, excess units, and time to degree, we need all community college students to start their college journeys on the ADT pathway. Learn more about AB 928 from @collegecampaign and how you can support #TransformingTransfer <http://bit.ly/TransformingTransfer>.

@collegecampaign has honored these [CA Community Colleges](#) for their exemplary work in supporting the Associate Degree for Transfer (ADT). AB 928 can help ensure students at all California Community Colleges have the benefits and guarantees of the ADT. Learn how you can get involved in #TransformingTransfer <http://bit.ly/TransformingTransfer>.