Abstract
This project is the result of the process of institutional self-evaluation (years 2008 -2011) conducted in Bogotá Technology Corporation. From it, the study of the factors of school retention (retention) is assumed, through a quantitative / qualitative methodology focused primarily on students, conducting interviews in order to retrieve primary information and work on the causes of retention school programs in Technology in Industrial Chemistry and Technology in Regency pharmacy institution. Its causes and impacts were argued and explained to support the analysis of student retention facilitating development of the Improvement Plan and strengthening retention factors identified, ensuring success in their academic training (graduation). They were found favorable and unfavorable factors on student retention (retention). Academic graduation, teacher quality, economic facilities, entrepreneurship students and their learning skills appear as immediate motivation to complete their studies.

Keywords
Student permanence, student, retention, dropout.