

Ensuring that the Next Generation has the  
Opportunity to Go to College and Succeed . . .

and that California Produces an Additional  
One Million College Graduates by 2025



The Campaign for  
**College  
Opportunity**

**The success of our state in the future depends precisely on how well we can prepare the workforce of tomorrow. The Campaign has been in the forefront of sounding the call for student success and the need for one million additional college graduates by the year 2025.**

— Dr. James Doti,  
President,  
Chapman University

## California's Future is at Risk

*The strength* of the California economy and our quality of life will depend on the skills of our future workforce. The Public Policy Institute of California projects that by 2025, the state will be one million baccalaureate degrees short of meeting the economic productivity demands of our economy. Critical workforce shortages in the health professions and in science, technology, engineering, and math, which rely on our community colleges to prepare students for careers in these fields, are at stake. California's historic leadership in higher education is clearly in decline as students are turned away from our community colleges, four-year colleges, and universities. Budgetary cutbacks and a persistent weakening of the state's commitment to higher education have left our higher education system vulnerable. We are now at risk of losing one of the greatest assets this state has. California currently ranks:

- 40th in the nation in the percentage of high school graduates who go directly to college.
- 45th in high school students taking advanced science and math classes.
- 46th among states in college completion rates.

Industries in which California is considered a leader and innovator – technology, healthcare, agriculture, biotechnology, aerospace, and entertainment – are dependent upon an educated workforce. For several decades, California has had a disproportionately high share of the nation's employment in science, technology, engineering, and math – or STEM – occupations. These occupations provide the state's residents with high pay and a high standard of living. But out of 123 STEM occupations requiring a postsecondary education, nearly half are likely to experience shortages. Another critical field is the health workforce. Because the state's elderly population is the fastest growing population group – and seniors utilize healthcare at a much higher rate than the general population – there will be an increased demand for health professionals. Compounding the issue is that the current health workforce is nearing retirement age (the median age for nurses in the state hovers around 50), with some professions facing significant challenges in replacing their aging workforce. ■

## Why You Should Care

*Within the* next decade, the number of Californians between the ages of 18 and 24 is expected to increase by more than one million. This dramatic increase in the number of young Californians brings both an opportunity and a challenge.

Although it provides a foundation for the state's future workforce, it also forces the state to identify adequate space and funding in our community colleges and universities to accommodate this growth. ■

# College Opportunity is Threatened

*Over the* next decade, nearly two million of the state's students will be unable to find a place in college. When students are unable to find a place in college, we all lose. College opportunity is essential to the strength of our economy, critical to the state in the form of enhanced tax revenue, and vital to the well-being of the people of our state.

Compounding the problem is the aging of the large and relatively well-educated baby boom generation. The sheer volume of aging baby boomers will present a challenge both nationally and to California, which will be tested in providing adequate services – including healthcare – for a growing number of senior citizens.

## Everyone has a stake in the success of our students:

▣ **Students and Parents.** Each generation shares the same dream for the next: that their children's lives will be better than theirs. But in California today, we run the risk that the next generation will be neither as educated nor as successful as the one that preceded it. While the state ranks near the top nationally in residents over age 65 that have at least an Associate of Arts degree, we place only 30th in the nation for those between the ages of 25 and 35 who have the same level of education.

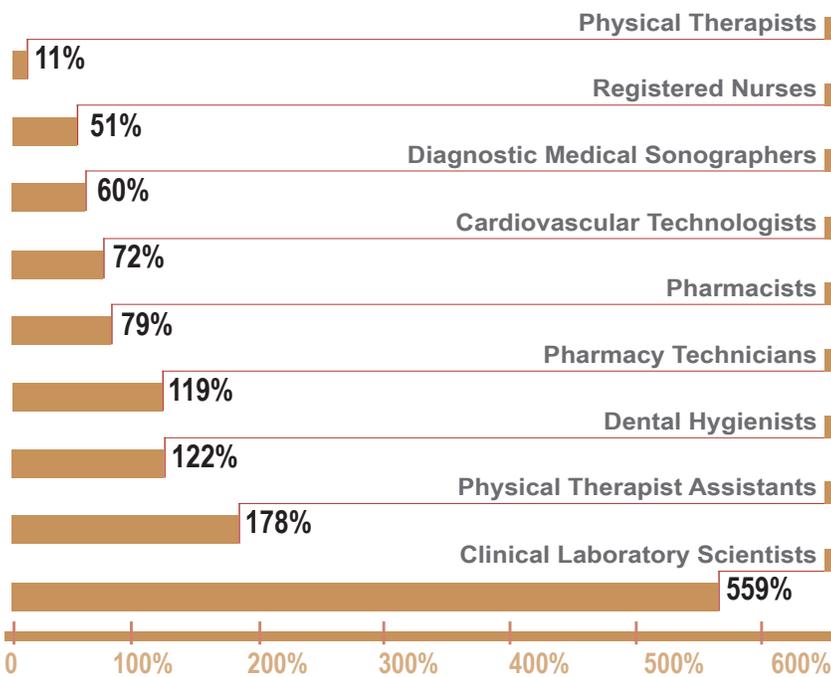
## California is Becoming Less Educated Than Other States

### Rank Among States in Percent of Population with College Degrees

Age	Associates Degree or Higher	Bachelors Degree or Higher
Older than 64	2nd	5th
45 to 64	11th	10th
35 to 44	21st	16th
25 to 34	30th	23rd

Source: California State University, Sacramento, IHELP, "It Could Happen: Unleashing the Potential of California's Community Colleges to Help Students Succeed and California Thrive," 2008.

## Increased Demand for Healthcare Professionals



Source: HWS analysis of CA Labor Market Information Division employment projection data and educational program data from the AMA Health Professions Directory and Education Data Book and other supply sources, 2007.

**The Campaign understands the issues that are vital to the business community and to the people of our state.**

— Alicia Berhow,  
Director of Workforce Development,  
Orange County Business Council

Education needs to be the highest priority for all young people. The African American Initiative values its collaboration with The Campaign for College Opportunity as we work together to improve the lives of young people by ensuring access to college and student success.

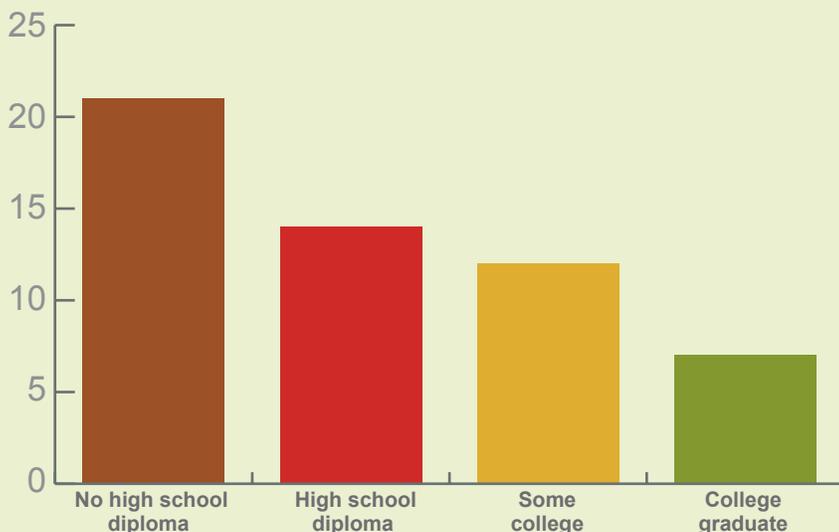
— Dr. Barbara Young, Consultant, African American Initiative, California State University Los Angeles

■ **Employers.** Companies, small businesses, and corporations throughout our state depend upon a skilled and engaged workforce. Not every worker in the state needs a college education to succeed; but according to the U.S. Bureau of Labor Statistics, jobs requiring an associate's degree or a postsecondary certificate are growing 60 percent faster than the job market as a whole. The Public Policy Institute of California has found that individuals with degrees and certificates do much better during downturns in the job market. In 2009, the unemployment rate for persons with a college degree was half that of persons with only a high school diploma.

■ **Civic Groups and Alumni.** Those whose lives are enriched by a college education return the favor in the form of philanthropy and civic engagement. Higher levels of education provide substantial benefit to society. They correspond to lower unemployment and poverty rates. So, in addition to contributing more to tax revenues than others do, adults with higher level of education are less likely to depend on social safety-net programs, generating decreased demand on public budgets. College graduates also have better health outcomes with lower rates of smoking, more positive perceptions of personal health, and healthier lifestyles.

■ **Taxpayers.** The facts are undeniable: the road to economic security and vibrant, healthy communities passes through college. According to a recent study entitled *Return on Investment* by researchers at the University of California at Berkeley, **for every new dollar California invests to get more students in and through college, it receives a net return of three dollars.**

### Even in Grim Economic Times: Unemployment Rates Are Much Lower for College Graduates



Source: Public Policy Institute of California, "Educating California: Choices for the Future," 2009.

# Who We Are

## The Campaign

for College Opportunity is focused on a single mission: to ensure that the next generation of California students has the chance to attend college and succeed in order to keep our workforce and economy strong.

The Campaign was founded in 2003 by a unique alliance of prominent organizations, including the California Business Roundtable, the Mexican American Legal Defense and Educational Fund (MALDEF), and the Community College League of California. This alliance believed strongly in the power of Californians to preserve the historic promise of the 1960 California Master Plan for Higher Education to provide an opportunity to go to college for every eligible student in the state. Our work is even more critical today when thousands of students who have worked hard are being turned away from our community colleges and four-year universities or are unable to get the classes they need. In addition, we know that securing that spot in college is only the first step; we must make sure that students succeed in realizing their college dreams, if we are to meet the workforce needs of the future. ■

### What we care about:

■ **Educated Workforce.** Ensuring that California produces one million additional college graduates by 2025 to meet the workforce demands of our 21st Century economy by substantially increasing the number of students attending two- and four-year colleges and increasing the number who successfully complete their course of study earning

## Capacity Analysis by Higher Education Sector

	Projected Demand 2019	Projected Full-time Spots Needed by 2019	Current Full-time Spots Capacity	Additional Full-time Spots Needed by 2019
<b>California Community Colleges</b>	2,136,779	1,538,481	1,113,318	425,163
<b>California State Universities</b>	594,437	493,382	344,362	149,020
<b>University of California</b>	238,293	225,643	199,983	25,660

Source: California Postsecondary Education Commission, "Ready or Not, Here They Come," 2010.

a certificate, associate degree, transferring to a four-year university or earning a baccalaureate degree.

- **Public Awareness.** Informing the public about the urgent crisis facing higher education and stressing its importance to all Californians.
- **Alliances.** Engaging a strong and bipartisan coalition of supporters who are able to advocate for college access and success.
- **Policy.** Working with the Governor, state policymakers and higher education leaders to support change and reform that will increase college-going rates and improve student retention and success.

### Since 2004, The Campaign has:

- **Assembled a statewide** network of over 12,000 coalition supporters amongst diverse sectors, such as education, business, religious, civic, and community leaders.
- **Engaged over 5,000** of our supporters through briefings, dialogues, legislative visits, and various other events to actively support higher education in California.
- **Involved over 50,000** young people and their families through our Save Me a Spot in College scholarship contest and our KnowHow2Go campaign partnership.

**Those of us who work with young people know how essential a college education is to transform their lives and their communities. The Campaign for College Opportunity is trying to make sure that every student who has worked to go to college has the chance to go and succeed.**

— Deacon John Wilson III,  
Education and Enrichment  
Director, West Angeles  
Church of God in Christ

✔ **Raised awareness** through the media about issues central to higher education, with over 600 articles and news stories placed and regularly communicating with our supporters through our website, Facebook fan page, Twitter and email newsletters.

✔ **Sponsored and disseminated** major studies and reports, including: *Return on Investment; Keeping California's Edge; Closing the Health Workforce Gap; Cumulative Impact; Practices with Promise 2007 & 2008; Technical Difficulties: Meeting California's Workforce Needs in Science, Technology, Engineering and Math Fields; Moving California Ahead; Cutting the Gordian Knot; Some Lessons from Florida for California's Higher Education Policy; and Divided We Fail: Improving Completion and Closing Racial Gaps in California's Community Colleges.*

✔ **Succeeded in passing** four important pieces of legislation:

**SB 1440** creates a clear pathway for all students to transfer from California Community Colleges. Students that successfully complete 60 transferable units in a community college will earn an associate degree for transfer and will also be guaranteed admission to the California State University (CSU) system as a junior.

**AB 2302** builds on the reforms made possible by SB 1440 and requests that the University of California (UC) develops a similar pathway for community college students wishing to transfer to the UC system. Together, SB 1440 and AB 2302 create a clear, student-centered transfer process that saves both time and money.

**SB 890** Early Commitment to College, which increases college and financial aid awareness for students and their families beginning in middle school and promotes broader collaboration between K-12 and higher education leaders.

**AB 668**, which ensures that more eligible low-income community college students access financial aid money available to them.

✔ **Facilitated the launch** of the Early Commitment to College program with the California Department of Education across 119 diverse school districts in California.

## **Solutions to the Challenges Facing Higher Education in California**

✔ **Invest.** Increase public investment in higher education.

✔ **Increase Access.** Increase college-going and college preparation among middle and high school students.

✔ **Meet Capacity.** Ensure a spot in college for all eligible students and maintain affordability for low-income students.

✔ **Set Priorities and Fund Them.** Set statewide goals for California's higher education system and prioritize our state spending on higher education to promote college-going and improved student success. Increase the number of college certificates, associate degrees, transfers to a four-year university and/or baccalaureate degrees awarded in California.

✔ **Secure Federal Dollars for Higher Education.** Maximize access to Pell Grant dollars for our students, and aggressively seek and apply for available funds, especially in light of devastating state cuts to our colleges and universities.

✔ **Ensure One Million More College Graduates.** We will be joining with a coalition of business, education, civil rights, and policy leaders in a campaign to ensure California produces an additional one million college graduates by the year 2025.

# What You Can Do

## *The Campaign*

for College Opportunity works with our coalition partners to ensure that California continues to honor its historic commitment to higher education in our state.

Yet, we can't do it alone. You can also play a crucial role in ensuring the future success of students and higher education in our state. There are many ways to become involved in helping to expand opportunities for California's students, including:

✉ **Endorse the One Million More College Graduates Campaign.**

Sign our "One Million More by 2025" Pledge.

✉ **Learn more.** Join us at any of our activities, briefings, or events to share your thoughts and learn more about the challenges and opportunities facing higher education in California.

✉ **Invite us to speak** to your organization and endorse our activities.

✉ **Share your support** for higher education solutions with California policymakers that focus on meeting capacity, ensuring affordability and promoting student success.

✉ **Write letters to the editor,** blog, or comment on higher education news reminding Californians of the need to invest in the state's public higher education system and support student success reforms.

✉ **Spread the news.** Talk to your network about the crisis California will face if it continues to disinvest in its future workforce. Encourage them to join our newsletter list, Facebook fan page, or follow us on Twitter to keep up to date on current higher education issues.

✉ **Share your story with us.** If you have a story about your experience in California's colleges and universities that you would like to share, tell us.

✉ **Contribute to the mission** of The Campaign for College Opportunity by making a personal donation.

The future of our state depends upon an educated and vital workforce that can help California remain a leading, innovative global presence. And the future of higher education in our state depends on us all. To learn more about what role you can play, please visit our website, [www.collegecampaign.org](http://www.collegecampaign.org), or [www.nuestrofuturo.com](http://www.nuestrofuturo.com) (Spanish), or send us an email to [info@collegecampaign.org](mailto:info@collegecampaign.org). ✉

**Latinos will continue to play a significant role in California—particularly in the workforce—and young Latinos must have expanded access to college and graduate once they get there. Through mutual respect, high expectations, and careful attention to the academic progress of each student, we can ensure that every child gets the opportunity and option of a university education.**

— *David Valladolid, President,  
Parent Institute for Quality Education*

**The Campaign for College Opportunity is working to ensure that California has the educated workforce it needs to remain competitive in a global economy. The Los Angeles Area Chamber of Commerce is proud to partner with The Campaign to help make this vision a reality.**

*— Gary Toebben, President & CEO,  
Los Angeles Area Chamber of Commerce*

**The Public Policy  
Institute of  
California values its  
collaboration with  
The Campaign for  
College Opportunity.  
We are working  
together to focus  
attention on  
higher education  
issues in our state,  
including workforce  
preparedness,  
closing the  
education-skills gap,  
and the need for one  
million additional  
college graduates by  
2025.**

*— Mark Baldassare,  
President and CEO,  
Public Policy  
Institute of California*

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The Campaign for College Opportunity was founded by the California Business Roundtable, the Mexican American Legal Defense and Educational Fund (MALDEF) and the Community College League of California in 2003, and would not be possible without financial support from a number of institutions, including: California Wellness Foundation; Citi Foundation; Citigroup; College Access Foundation of California; Evelyn & Walter Haas, Jr. Fund; William and Flora Hewlett Foundation; James Irvine Foundation; Koret Foundation; Lumina Foundation; McConnell Foundation; Pacific Gas and Electric Company; Sempra Energy Foundation and many other individuals and organizations.