



The Campaign for

# College Opportunity



Working to ensure all Californians have an equal opportunity to attend and succeed in college in order to build a vibrant workforce, economy and democracy

# CALIFORNIA IS AT A CROSSROADS



## ECONOMIC DEMAND

California will be 2.4 million college educated workers short of workforce demand by 2030.



## CHANGING POPULATION

Younger Californians are on track to be less educated than baby boomers.



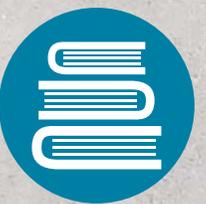
## RISING VALUE OF A DEGREE

Individuals with a bachelor's degree will earn over \$1.3 million more over their lifetime than their peers with only a high school diploma and will help fill the growing need for educated workers.



## RETURN ON INVESTMENT

The state yields a return of \$4.50 for every \$1 it invests in public higher education.



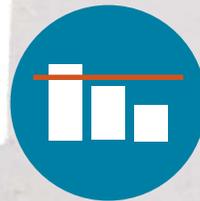
## REMEDIAL EDUCATION

Seventy percent of entering community college students are assessed into remedial education. Only one in five will ever earn an AA, certificate or transfer.



## ACCESS

Since 2008, over 700,000 eligible students have been turned away from our community colleges and public universities.



## COLLEGE OPPORTUNITY GAP

Despite being a majority-minority state, gaps by race/ethnicity in college access and completion persist.



## GROWING SELECTIVITY

Applicants to six of the nine University of California undergraduate campuses had average Grade Point Averages over a 4.0.



## COLLEGE AFFORDABILITY

Tuition has increased by almost 200 percent in the University of California and over 175 percent in the California State University since 2000.



## COMPLETION

Only about half of the students at the California State University and community colleges earn a degree, certificate or transfer after six years.

# WHY WE

"If the world needs more engineers and more students want to be engineers, it shouldn't be so hard to get in."

**Less than one out of three** Black and Latino applicants are accepted for admission to six of the University of California's nine campuses.



Ruben is a senior in high school with a 3.7 GPA and an above average ACT score. He's very involved in his community and wants to study Engineering in college because he knows the jobs available to him are primarily in the science, technology and engineering fields. He has his eyes set on UC Davis but thinks his chances of getting into the UC and CSU are slim since engineering programs are in high demand and require the highest GPAs and test scores.

# DO WHAT

"It's not that we're not able to learn, it's not that we're not smart enough. The problem is the path."

**Almost nine out of ten** Latino and Black community college students are placed into pre-college level courses where a majority will never complete their educational goal.



Lulu passed all her high school math requirements but a high stakes placement test at San Francisco City College put her into the lowest level of remedial math which would have taken 3.5 more years to complete community college. Luckily, she found an accelerated math pathway and transferred to UC Berkeley in 2.5 years.

# WE DO

"I had no real guidance, I didn't even know I had priority registration as a student veteran."

**Only 4% of the 2.3 million** students enrolled in a California Community College transfer annually. Less than 40% of Latino, Black, Native Hawaiian, Pacific Islander community college students earn a certificate, associate degree or transfer after six years.



U.S. Air Force Veteran, Douglas went to community college so he could transfer to one of the California State University (CSU) campuses. He tried, on his own, to figure out the different transfer admissions requirements for each CSU campus but ended up taking several courses he did not need since he had little guidance. The new Associate Degree for Transfer put him on the right path to earn his degree and transfer.

# HOW WE DO



We work with **college leaders** and the state's **elected officials** to usher in public policies that help more students go to college and graduate.



We work with **college students** from across the state and elevate their voices and perspectives so elected leaders can act upon their calls for change.

# OUR WORK



We work with the **business community** to keep the state's economic need for an educated citizenry front and center as policy and budget decisions are made.



We work with **civil rights leaders** to ensure the state's higher education policies create equitable access and outcomes for underrepresented students.

The Campaign is the only independent voice in California strictly focused on expanding college access, improving college completion and closing the equity gaps by race that persist in higher education. The Campaign brings together unlikely allies so that change in higher education is possible.

# OUR IMPACT

## POLICY ADVOCACY



The Campaign works skillfully and successfully in Sacramento to create and support public policy that expands the number of spots in college for California students, simplifies the path to and through college, shines light on growing inequities by race and ethnicity, and keeps college affordable.

We have helped secure **millions in state budget funding** for our community colleges, CSU, UC and financial aid that ensures more students have the opportunity to enroll in our colleges and get the support they need to graduate.

*Students are better off*

The Campaign is unprecedented in the way it rallies individuals and organizations together to be champions for students and our state through a better higher education system. **Over 5,000 partners** work with us annually to support key legislation, join us in releasing research reports and briefs, brief their networks on key issues in higher education, speak to the media and add their voices to the call for improved college access and success.

## PARTNERSHIPS



*because of the work of the Campaign for College Opportunity*

## PUBLIC AWARENESS



The Campaign provides data and research that is compelling. No other organization in the state is producing critical statewide analysis on higher education issues like the Campaign. Our timely and influential reports garner widespread attention and keep higher education front and center and inform policy solutions with legislative leaders and the media.

**Over 80 reports**, briefs and best practice profiles have been produced since our inception. **Thousands of local, state and national newspaper, radio, television, and online media platforms** have featured the Campaign's research, perspectives and opinions on higher education issues.

# WHAT WE MUST DO



## HIGHER EDUCATION GOALS

Set public agenda for higher education that meet industry needs by setting goals for access, completion, and the closing of racial/ethnic gaps.



## DATA

Require that data on college access and completion by race/ethnicity be used to drive higher education policy and budget decisions so that outcomes for students improve.



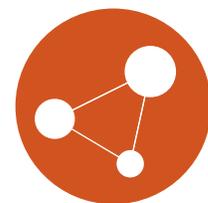
## KEEP COLLEGE AFFORDABLE

Preserve and expand financial aid for low and moderate income Californians.



## FUNDING

Fully fund California's public colleges and universities to serve all eligible students in the state.



## COORDINATION

Strengthen coordination between high schools, two year colleges and four-year universities to improve college preparation and transfer.



## INDEPENDENT OVERSIGHT

Create a coordinating body that strengthens coordination amongst our systems of higher education and supports the successful implementation of statewide goals.

# Our Founding Story

Steve Weiner and David Wolf had been friends and colleagues for over 40 years. Both baby boomers from working families, they were able to take advantage of the Master Plan for Higher Education and were recipients of what was then a free education at the University of California. That priceless education opened big doors of opportunity for both of them. Never forgetting the opportunities afforded them, they committed their lives to California's future by ensuring that today's students could access that same opportunity.

Joined by the California Business Roundtable, the Mexican American Legal Defense & Educational Fund (MALDEF), and the Community College League of California, the Campaign for College Opportunity was co-founded in November 2003. Bill Hauck, Antonia Hernandez, and David Viar (pictured above with David Wolf and Steve Weiner) served as the founding board members and conceived of an idea that a movement of citizens from the social justice, business, and higher education community could come together and act to preserve access to college and the American Dream for the next generation of students.



*Pictured above: Campaign Co-founder, David Wolf; then President of the California Business Roundtable, Bill Hauck; then President of MALDEF, Antonia Hernandez; then CEO of the Community College League of California, David Viar; and Campaign Co-founder, Steve Weiner*

Every day we strive to honor two of our co-founders, Steve Weiner and Bill Hauck, who have now passed away. Their dedication, boldness, and commitment to California's future were unwavering.

## **The Campaign for College Opportunity would not be possible without the generous financial support of the following sponsors:**

The Angell Foundation  
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