Establish a Statewide Attainment Goal and Eliminate Racial Equity Gaps

- **Adopt a Degree Attainment Goal of 60 Percent by 2030:** Today, fewer than half of all adults in California have a college degree. Setting a goal that 60 percent of adults will hold a college degree or credential by 2030 will ensure the state can meet student and workforce demands.

- **Close Racial/Ethnic Gaps in College Opportunity:** California cannot reach a 60 percent college attainment goal unless gaps in college access and success by race/ethnicity are closed. California’s strength is its racial diversity and we need to ensure racial equity in higher education.

Implement a Set of Policies to Achieve the Goal

- **Expand Access:** Increase enrollment targets for The University of California (UC) and California State University (CSU).

- **Fix Transfer:** Redouble efforts to increase Associate Degree of Transfer earners across the state.

- **Re-engage Adults:** Make it easy and straightforward for adults who have earned some college credit but never completed a certificate or degree to complete.

- **Improve Remedial Education:** Invest in and scale proven practices that improves the likelihood that students will enroll in college-level courses within their first year.

- **Ensure Strong Implementation of the Community College Student Success Funding Formula:** The funding formula, if implemented well, has the power to be one of the most transformative policies in the history of community colleges by incentivizing not just enrollment but student success.

- **Expand Access to Financial Aid and Prioritize Aid for Low-Income Families:** Promote the Free Application for Federal Student Aid (FAFSA) statewide so more federal and state financial aid dollars are accessed. Consolidate and simplify aid programs to better serve students, including adults.

Create a Strong Data System

A strong data system in California would capture where roadblocks to student success exist, where intervention is necessary, and where investment will pay off.

Establish a Central Coordinating Body in Higher Education

California currently has no coordinating body between the California Community Colleges, CSU, and UC systems. California needs a coordinating body that would set goals, provide oversight, and collect data to improve transparency and advance us toward the 60 percent attainment goal and the elimination of racial equity gaps.

**Our California: Dream with Us**

#OurCalifornia #CountingOnCollegeCA
Our California
A Call to Action and Blueprint to Increase College Graduates and Keep Our Economy Strong

EXECUTIVE SUMMARY
California has always been more than a place; it is an idea. California is where people come from all over the world to pursue their dreams, whether in Hollywood, the Silicon Valley, or the fields of the Central and Napa valleys. Our Golden State holds the vision of possibility—innovation, invention, and advancement.

One of the most important investments our state made was in The California Master Plan for Higher Education of 1960 that created a continuum of educational opportunity for all Californians, catapulting the Golden State to become a leader in innovation and entrepreneurship with one of the largest economies in the world.

Since then, California has boomed, spearheading internationally competitive industries that require advanced education, as well as technical and global experience. California’s population has more than doubled, becoming more racially diverse and geographically spread out than the Master Plan could have foreseen.

With the leadership of the next Governor, a new day must dawn in the Golden State to recognize and address the realities we face.

- Our people’s standard of living is declining
- Our talent pipeline is aging and our future workforce is not prepared
- Large education disparities by race and ethnicity jeopardize our future economic prosperity
- Our state is not graduating enough people with college degrees or vocational training to meet current and projected job market demand

To remain competitive, we need to dramatically increase the number of Californians with college degrees. California needs a bold new vision for higher education and a Governor who will dream with us and for us because California is counting on us.

This is our California.

To join us, visit collegecampaign.org/ourcalifornia.