About Us

• 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.** Without attention to these key issues, the growing diverse population of our state cannot be prepared for the careers of today or tomorrow.

• **The Campaign brings together an unusual coalition** of business, civil rights, community, faith- based, community leaders and students to create a powerful voice in the State Capitol that pushes for doing what is best for students first and the state of California, not just the internal interest of higher education stakeholders.

• The Campaign has played a critical role in highlighting three key issues in higher education: **student access, student success** (especially at community colleges and the California State University systems) and **eliminating inequities in college preparation, college going and college graduation rates by race.** The attention through our research, media campaign, and education of policy makers and college leaders has resulted in clear policy and budget reforms including:

  - Over three billion dollars in state budget allocations to expand enrollment funding for the University of California (UC), California State University (CSU), and California Community Colleges (CCC), protecting and expanding financial aid for our neediest students, improving community college transfer rates, increasing college and university graduation rates, improving time to completion, and closing the equity gaps for underrepresented students;
  - Development of a clear pathway to earn an Associate Degree and transfer from community colleges to the CSU with over 359,000 Associate Degrees for Transfer with guaranteed admission to the CSU conferred to date;
  - Passage of a landmark new funding formula for community colleges that prioritizes student success and support for low-income students;
  - Historic reforms at community colleges and the CSU which focus on getting more students into college level courses and diverting them away from remedial education;
  - Launch of a first of its kind community college scorecard in California to make student progress and success metrics transparent and disaggregated by race of for each community college campus in California.

• Policymakers, legislative staff, system offices, and higher education advocates tackling higher education policy, **seek us out for advice** and are influenced by the research and policy recommendations that we put forward.

• **The Campaign provides data and research that is compelling,** including a series of unique reports on the State of Higher Education for Latinx; Black; and Asian American, Native Hawaiian, and Pacific Islander students in California; critical reports on diversity and inclusivity in hiring and leadership in our colleges and universities; analysis of community college transfer challenges; college affordability;
workforce needs; and the high cost of extended time to degree for the state and its students. No other organization in the state is producing critical statewide analysis on higher education issues like we are.

- Our reports get widespread media coverage, as demonstrated by over 3,500 news articles and media hits featuring our work or our staff. The media regularly seeks us out for commentary on pertinent higher education issues.

**Challenges**

California lacks a strong and strategic plan for higher education that addresses the needs of the 21st Century and the growing diversity of our young adults trying to reach their college dreams. California’s leadership in higher education, in racial equity, in college affordability, and in protecting undocumented students is a key opportunity to make positive, lasting impacts in our own state and to set an example for other states to follow. In the 1960’s California led the way in expanding college access and investing in building strong world-renowned Universities and community colleges. Today, access to our universities is more competitive than ever and the demand for a college education has never been higher or proven more valuable for the workforce needs of the 21st Century. We need bold, visionary, and strategic leadership tackling the challenge of serious racial inequities in college preparation, college-going, and college success.

The Campaign is well positioned to inform the policy discussions on college affordability, capacity, and student success. And we are emboldened by research and demographic change in California to seek solutions to close the racial disparities confronting our students. Strong grant support allows us the opportunity to continue to work on these issues and just as importantly, gives funders a unique opportunity to support an agenda in higher education that can result in a growing and diverse population of educated Californians.

**Successes**

With the support of our funding partners, we have had the opportunity to educate policymakers about the issues facing California’s students and the recommendations to overcome them; strengthen our broad-based and statewide coalition of allies who join us in advocating for student-centered policies and practices; produce original, ground-breaking research that highlights the bottlenecks and pitfalls for students in California higher education; increase the visibility of higher education issues in California through coverage of our work in high profile, traditional media outlets; and broaden our reach via social media messaging. This work helped contribute to the following major wins for students in California:

**2010**

Development of a clearer academic pathway to aid transfer and provide Associate Degrees from community colleges into California’s four-year colleges and universities with guaranteed admission into the California State University (CSU) with junior standing and a clear path to the bachelor’s degree.

**2012**

Establishment of policy and practice changes in community colleges that include mandatory orientation, development of educational plans, and aligning course offerings to student demand.

**2013**

Strengthening of transfer reform implementation to dramatically increase the number of degree pathways available
to students at community colleges, substantially improve CSU acceptance of the transfer degrees at each campus, ensure that the promise of admission into the CSU is kept, and develop a student-centered communications and marketing strategy.

2014

Increased college affordability for more low-income students through the creation of a state tax credit fund to bring the Cal Grant B access award up to realistic levels.

2015

- Development of the Basic Skills and Student Outcomes Transformation Program and an investment of $60 million for the program which supported innovation at community colleges in order to improve delivery of basic skills/remedial instruction through a handful of high-impact practices that are proven to dramatically improve student outcomes. This program set the stage for community college assessment and placement reform in 2017.
- Expanding access at the CSU for more than 10,000 additional students and at the UC for 5,000 more resident students.
- Expansion of financial aid awards to serve 3,000 more of our lowest income students at community colleges.
- Increased capacity at community colleges for student orientation, assessment, placement, counseling and education planning services;
- Increased resources for Student Equity plan efforts to eliminate persistent achievement gaps throughout the community college system.

2016

- Reinvestment of $30 million in ongoing funding to support the Basic Skills & Student Outcomes Transformation Program developed in 2015 and to support evidence-based practices towards remedial education reform at community colleges.
- Expanded access to serve 23,000 full-time equivalent students at the CCC, 5,194 full-time students at the CSU, and an additional 2,500 students at the UC.
- Adoption of a policy at the UC to cap nonresident, undergraduate student enrollment to better serve California students.
- Support of regional K-20 partnerships or regional partnerships between community colleges and CSU or UC campuses.
- Admissions practices at the UC to increase California students from high schools that enroll 75% or more students who are low-income, English learners, and foster youth.
- Targeted funding to support UC student outreach and student support services to low-income and underrepresented students.

2017

- The most significant assessment and placement reform to take place at California Community Colleges by requiring colleges to use high school performance in student placement practices that will significantly reduce the number of students placed in ineffective remedial courses and help close racial equity gaps in student success.
- Investment for community colleges to develop Guided Pathways, an integrated, institution-wide approach to student success.
• Establishment of the Community College Completion Grant to provide up to $2,000 to students taking at least 15 units per semester, as well as increase the Full-Time Student Success Grant from $300 to $500 per semester for students taking at least 12 or more units.
• Increased resources to support the work of the CSU Graduation Initiative to improve student outcomes and reduce the time to degree.
• Development of a policy by the CSU Board of Trustees regarding placement of students in remedial coursework, including implementation of additional measures of assessment, which must include significant weight on high school GPA data for freshmen or college transcript data for transfers.
• Resources to support financial aid for low-income students attending private, nonprofit institutions in California.

2018

• Establishment of a landmark new funding formula for community colleges, the Student-Centered Funding Formula, which funds colleges based not only on enrollment (traditional funding method), but also on the number of low-income students a college serves and successful student outcomes, including whether students transfer, earn an Associate Degree for Transfer, or earn a certificate or other degree. This new funding formula provides strong incentives for community colleges to develop policies and practices that support student success and timely degree and/or certificate completion or transfer to a four-year university.
• Expanding enrollment at CSU by 3,641 undergraduate seats for four-years and 500 more seats for eligible resident students at the UC.
• Support for public colleges and universities to provide legal services for undocumented and immigrant students.
• Resources to support the CSU Graduation Initiative to increase completion rates at the CSU.
• Strengthening the Associate Degree for Transfer program and increasing financial aid for students attending private, nonprofit institutions in California by requiring those institutions to reach targets for admitting community college students that obtained the Associate Degree for Transfer.
• Supporting implementation of CCC assessment and placement reform by requiring colleges to provide students with easily understandable information about their placement policies and rights to transfer-level courses and making data about implementation transparent.
• Helping address the financial needs of undocumented students by allowing DREAM Loan recipients to repay their loans based on actual income and providing students the security of loan deferment if they are unable to secure work in the United States.

2019

• Ongoing funding to expand enrollment growth at the CSU for 10,000 resident students and at the UC for an additional $4,860 slots.
• Funding for UC Adult Learner & Extension Program Support and increased financial aid for student parents.
• Funding for an additional 15,250 Competitive Cal Grant awards for a total of 41,000 awards.
• Ongoing funding to establish and fund a service-incentive grant program that provides AB 540 students with the opportunity to earn a stipend in exchange for campus/community service.
• $10 million in ongoing funding to support summer enrollment at the UC and CSU by expanding the institutional financial aid available for those sessions.
• New state policy that will allow over 148,000 adult school students pursuing their high school diploma or the equivalent to dual-enroll at California Community Colleges (CCC) in order to jump start their college education goals and better prepare them for a future career.
• $10 million in funding to support the development of an intersegmental longitudinal student data system.
• Launch of our California Higher Education Engagement Hubs which engage 44 community, education, civil rights, and business leaders in Los Angeles, the Inland Empire, and the Central Valley, growing their involvement in higher education issues locally and broadening our reach with local leaders in these areas.

2020

• Successfully opposed a harmful admissions policy proposed by the CSU that would have required additional math/quantitative reasoning and would have disproportionately restricted access to the CSU for low-income students, first-generation students, and students of color.
• Launched a targeted outreach and media campaign to eliminate use of the SAT/ACT in admissions at the UC, which led to a historic decision in May 2020 to drop the test as an admissions requirement and assess whether the UC should develop a new test or drop tests altogether in five years.
• $15 million in one-time funding to support emergency financial aid for undocumented students at UC, CSU, and CCC.
• $10 million in funding to ensure non-profit providers can continue to offer legal services to the tens of thousands of undocumented students at the CCC.
• $5.8 million in ongoing funding to support the Dreamer Resource Liaison program to support undocumented student access and success in higher education across all CCC campuses.

2021

• Successfully advocated for landmark legislation signed into law by the Governor to fix the broken transfer process from California’s community colleges to our state’s public universities by creating a general education transfer pathway to the UC and CSU; establishing a committee dedicated to simplifying transfer; and placing community college students onto the ADT pathway.
• $200.5 million for California Community Colleges student aid and student retention efforts in emergency aid.
• $30 million for California State University and $15 million for University of California in emergency student aid
• $10 million for the Rising Scholars program, which supports formerly incarcerated students to succeed at the California Community Colleges.
• Over $13 million for undocumented student services.
• $15 million to formally establish the state’s Cradle-to-Career data system, which will connect education, workforce and social services data to better serve students.
• Requirements for local educational agencies to ensure high school seniors complete and submit a FAFSA (Free Application for Federal Student Aid) or CADAA (California Dream Act Application).
• Establishment of a dual admissions program to provide eligible first-time freshman applicants to the UC and CSU an opportunity for guaranteed admission to a campus of choice upon completion of an Associate Degree for Transfer.
• $155 million in ongoing funding to end restrictive barriers to Cal Grant access such as age and time out of high school requirements for Community College students
• The CSU will see an additional $81 million to increase undergraduate enrollment at the CSU by 9,434 students in the 2022-23 academic year.
• Investments to reduce nonresident enrollment at the UC’s most popular campuses – UC Berkeley, UCLA and UC San Diego - replacing 900 nonresident students with California students annually.
• Legislation and a $10 million investment for California Community Colleges to adopt a common course numbering system to eliminate duplicative and confusing course numbering across the 116 campuses.
• $50 million to support the implementation of Guided Pathways, of which the Associate Degree for Transfer is central.