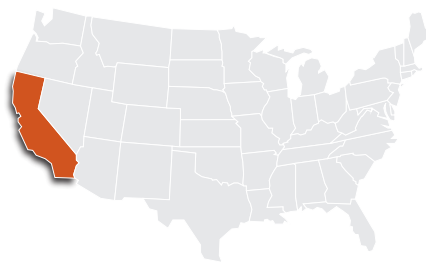


The State of Higher Education in California

AVERAGE WON'T DO



Regional Profile — San Francisco Bay Area

Counties of Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, Sonoma

California's future is directly linked to our ability to educate our residents and sustain a competitive workforce. Our community colleges and universities have provided the opportunity for millions of Californians to succeed, but our future is at risk. Industries in which California is considered a leader—technology, healthcare, agriculture, biotechnology, aerospace, and entertainment—are dependent upon an educated workforce yet, according to estimates in other studies, we are on track to be 2.3 million college degrees and certificates short of meeting the workforce demands of our economy by 2025.¹

An economically and socially vibrant California requires dramatic gains in the preparation of students for college, access to an affordable college education, rates of college-going, and college completion across all regions. **The San Francisco Bay Area, known as a hub for technology and innovation, performs better than the state average on most of these measures but still has room for significant improvement: high school graduation and A-G completion rates vary by more than 30 and 45 percentage points, respectively, across racial/ethnic groups.**

When compared to the rest of the nation, California performs no better than average in preparing and graduating students from college. Even more troubling, serious gaps across regions of the state and among racial/ethnic groups exist. This is simply unacceptable. California has never aspired to be just average. California can excel in higher education once again if, and only if, we have a plan for turning things around.

California's Current Performance	Category	San Francisco Bay Area Compared to California ²
worse than most states	Preparation <i>How prepared are students for college-level work?</i>	better than the state average
better than most states	Participation <i>How many students are going to college?</i>	better than the state average
average	Completion <i>How many students earn a certificate or degree?</i>	average
better than most states	Benefits <i>What are the benefits of a college degree to students and the state?</i>	better than the state average

Source: Moore, Colleen, Connie Tan, and Nancy Shulock. (2014). *Average Won't Do: Performance Trends in California Higher Education as a Foundation for Action*. Institute for Higher Education Leadership & Policy—California State University, Sacramento, CA.

This brief, prepared by the Campaign for College Opportunity, highlights San Francisco Bay Area regional key findings from the full report, *Average Won't Do: Performance Trends in California Higher Education as a Foundation for Action*, by the Institute for Higher Education Leadership & Policy, as well as findings from other sources where noted.

¹ California Competes. (2012). *The Road Ahead: Higher education, California's promise, and our future economy*. San Francisco, CA. Retrieved from http://californiacompetes.org/wp-content/uploads/2012/06/CaCompetes_Report_Final-2.pdf.

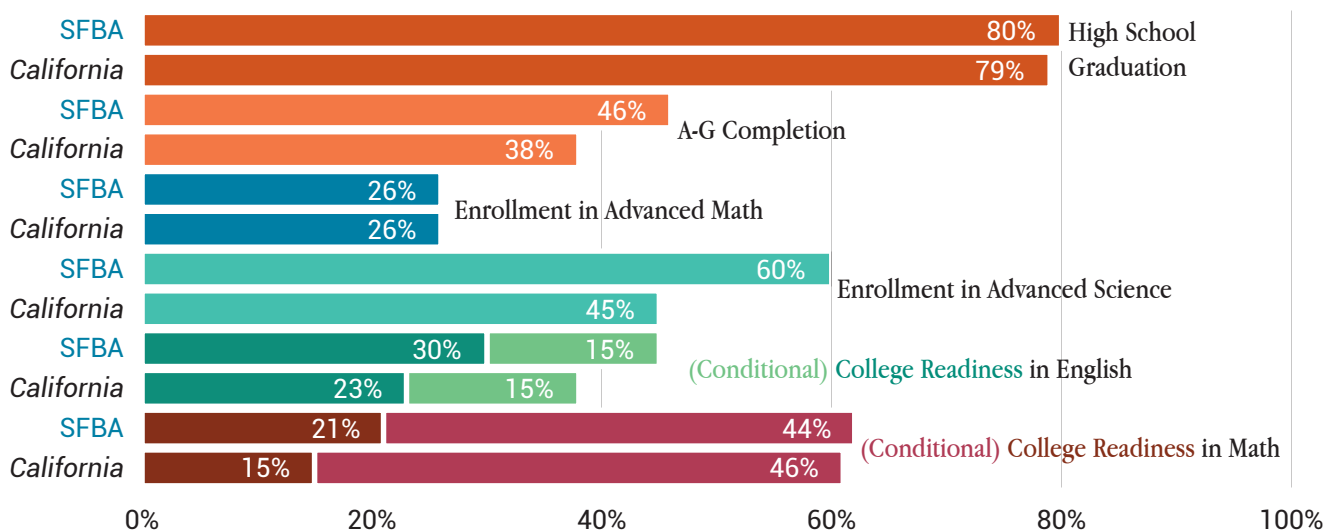
² California's performance compared to other states was prepared by IHELP while the comparison between the San Francisco Bay Area to California was made by the Campaign for College Opportunity.

PREPARATION

The San Francisco Bay Area performs better than the state average

- According to California’s Department of Education, high schools in the San Francisco Bay Area graduate 80% of students within four years.
- The share of high school graduates who complete the A-G requirements in the San Francisco Bay (46%) is the highest among the 14 regions across the state. However, that still left 35,000 high school graduates ineligible to apply to California’s four-year universities, enough people to stretch across the Golden Gate Bridge approximately four times.
- The San Francisco Bay ranks 3rd and 1st among the 14 regions across the state for the share of high school students enrolled in advanced math and science courses, respectively.
- While the San Francisco Bay leads the state in college readiness, more than half of juniors tested are still not ready for college English and about one-third are not ready for college math.

College Readiness of High School Students



Sources: High school graduation rates are taken from the California Department of Education while all other data points are from *Average Won't Do*.

Notes: High school graduation rates are for the 2011-12 academic year. A-G completion is a share of 2012 high school graduates. A-G is a sequence of courses that are the minimum requirement to be eligible to attend a California State University or University of California. Enrollment in advanced math is a share of 11th-12th grade enrollment in the 2011-12 academic year. Enrollment in advanced science is a share of 11th-12th grade enrollment in the 2011-12 academic year. *The first percentage (darker color) in the (conditional) college readiness measures indicates that a student is college-ready; the second percentage (lighter color) indicates that a student is conditionally ready (see below for further information).* College and conditional college readiness in English is a share of 11th graders taking the Early Assessment Program exam in 2013. College and conditional college readiness in math is a share of 11th graders taking the Early Assessment Program exam in 2013. *Measures are drawn from different years due to availability of data.*

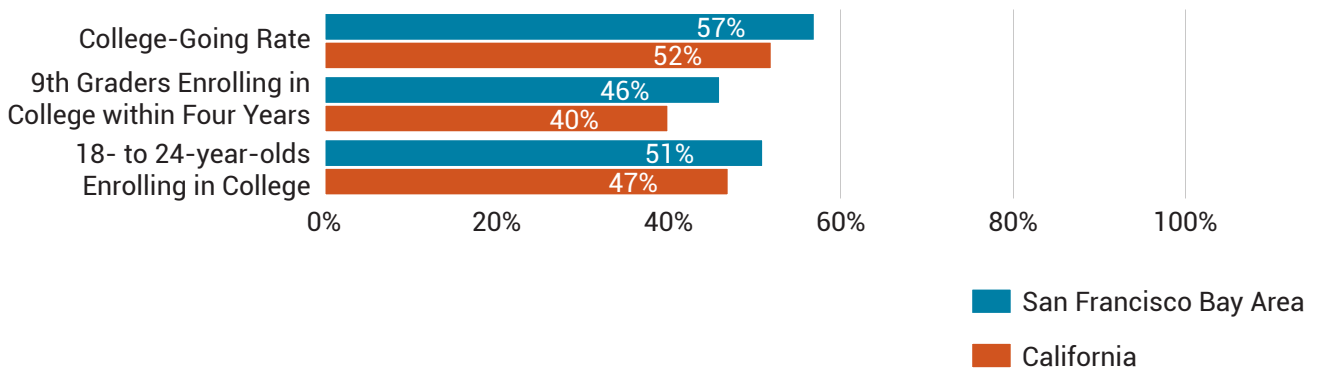
The Early Assessment Program (EAP) is a program of the California State University (CSU) system in which high school juniors have the option of completing some additional items on California Standardized Tests (CST) to determine their college readiness. Students who are determined to be college ready according to the EAP exam are allowed to enroll in college-level coursework without further assessment tests upon enrollment in the CSU. Students who are determined to be “conditionally” ready will not be required to take further assessment tests at the CSU as long as they take specified courses in their senior year or earn a specific score in the relevant subject on a national standardized test (SAC, ACT, or AP).

PARTICIPATION

The San Francisco Bay Area performs better than the state average

- Almost 57% of San Francisco Bay high school graduates immediately enroll in college after graduation—5 percentage points higher than the state average.
- Almost half of 9th graders enroll in college within four years (46%) and 51% of 18- to 24-year olds are enrolled in college. These two rates rank the region fifth in the state.

College Participation, 2012

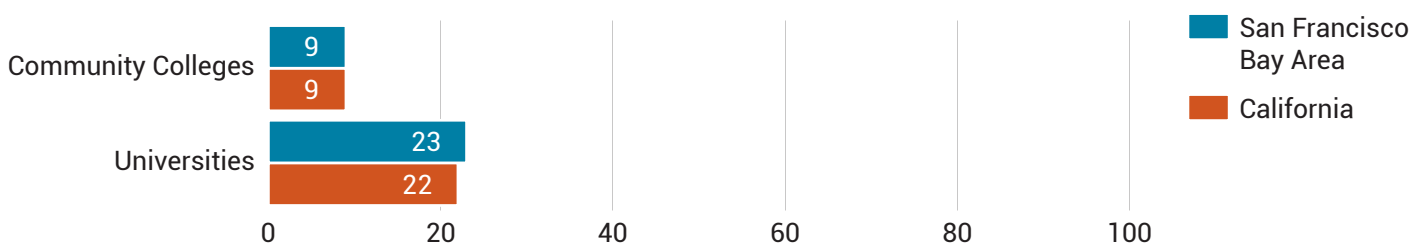


COMPLETION

The San Francisco Bay Area performs at about the state average

- Community colleges located in the San Francisco Bay Area awarded a certificate or degree to almost 9 out of 100 enrolled undergraduates in 2012. This is the second-lowest rate in the state.
- Slightly more than 23 baccalaureate degrees are awarded for every 100 students from the San Francisco Bay Area who enroll in four-year public universities, which is slightly higher than the median for California.

Certificates and Degrees Awarded per 100 Undergraduates, 2012

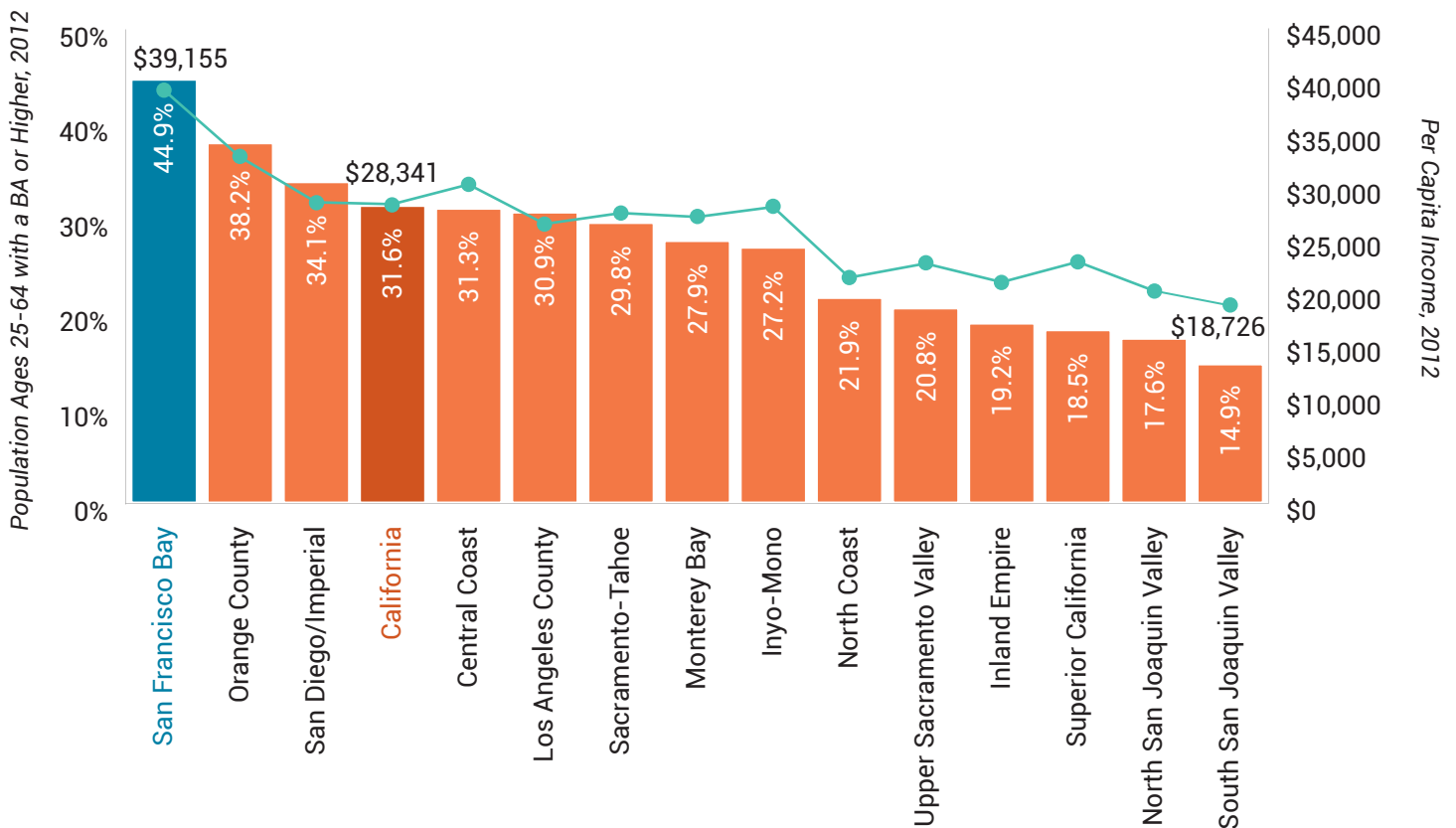


BENEFITS

The San Francisco Bay Area performs better than the state average

- Almost 45% of the working-age population in the San Francisco Bay Area has a bachelor's degree or higher. This is the highest proportion in the state.
- Not surprisingly, per capita income is also the highest (\$39,155) in the state.

Educational Attainment and Per Capita Income by Region, 2012



The San Francisco Bay Area has the highest rate of baccalaureate attainment in the state

A NOTE ON HIGHER EDUCATION AFFORDABILITY AND FINANCE IN CALIFORNIA

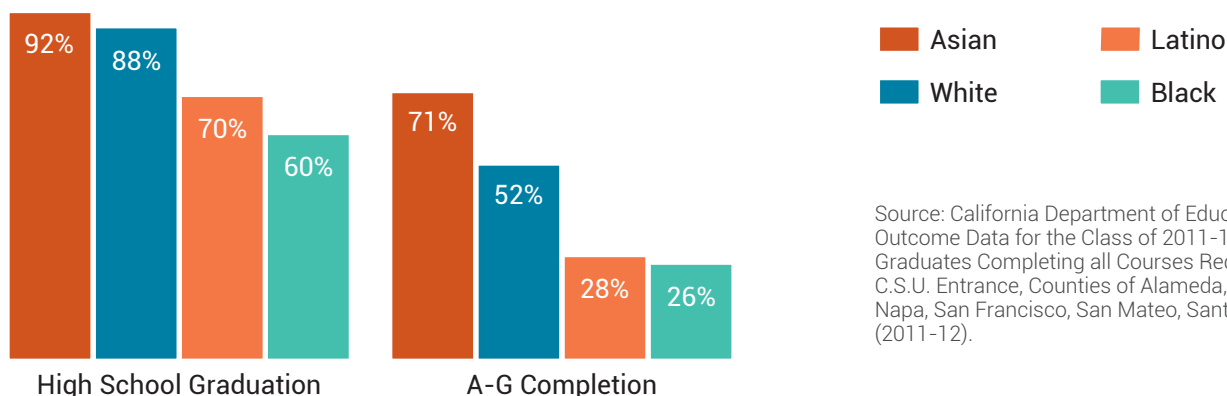
- Tuition and fee increases have been on the rise. In the last decade, UC tuition has risen at a rate of 139% and CSU tuition at a rate of 157%, in comparison to the national rate of 91%.
- California Community Colleges fees are still only 42% of the national average for two-year public colleges. But the cost of living in California is much higher compared to other states, resulting in a higher-than-average cost to community college students, and requiring a larger share of family income to pay for college.
- The number of federal student loan borrowers in California increased by 75% from 397,497 in 2003-04 to 696,349 in 2011-12 while the number of undergraduates increased by only 10% during that same period.¹

A NOTE ON RACIAL/ ETHNIC DIFFERENCES

As the Campaign reported in our *State of Higher Education in California* series,² there are significant variations and gaps among rates of college preparation, participation, and completion across racial/ethnic groups.

- High schools within the San Francisco Bay Area graduate 92% and 88% of Whites and Asians, compared to 75% and 65% of Latino and Black students, respectively.
- Fewer than 30% of Black and Latino students complete the A-G coursework required for admission to California's four-year universities, compared to 71% and 52% of Asians and Whites, respectively.
- Across the state, Latinos and Black students are less likely to attend four-year universities, tend to enroll in community colleges when they do pursue a higher education, and have lower rates of persistence and college completion.

High School Graduation & A-G Completion by Race/Ethnicity, 2011-12



Source: California Department of Education, Dataquest, Cohort Outcome Data for the Class of 2011-12 and 12th Grade Graduates Completing all Courses Required for U.C. and/or C.S.U. Entrance, Counties of Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, Sonoma (2011-12).

¹ Campaign for College Opportunity. (2014). *Borrowing for College*. Retrieved from <http://www.collegecampaign.org/resource-library/our-publications/>.

² Campaign for College Opportunity. (2013). *State of Higher Education in California*. Retrieved from <http://www.collegecampaign.org/resource-library/our-publications/the-state-of-higher-education-in-california/>.

CONCLUSION

Californians with a college education experience higher than average earnings, reinforcing the enormous personal benefit of getting a college education. But California as a state, and all of us as its residents, benefit too. In fact, for every dollar invested in higher education, the state recoups \$4.50 through increased tax revenues and decreased social service costs.

California's success depends on the success of every region in state. The San Francisco Bay Area is known as the birthplace of modern technology and innovation and is home to tech giants such as Apple, Facebook, and Google. One out of every five Californians calls the San Francisco Bay Area home.¹ And while the region leads California in college preparation, enrollment, and the benefits awarded to its educated citizenry, it is still leaving a significant share of its population behind—high schools in the area graduate 9 out of 10 Asian students but only 6 out of 10 Black students. Less than 3 out of 10 Black and Latino students complete the A-G curriculum, making them ineligible to apply to California's four-year universities. Moreover, community colleges in the San Francisco Bay Area must serve their students better so that more complete with a certificate or associate degree. There are more than two million Latino and Black residents in the Bay Area, 30% of the region's population.² These discrepancies have serious implications as adults with bachelor's degrees in the San Francisco Bay Area experience the greatest monetary benefit in the state. We have a moral and economic imperative to make sure that *all* groups who live in one of the most prosperous and successful regions in California are given the same access to opportunities that will improve their lives.

California used to be the epitome of quality, affordable, and effective higher education. Now, we have become mediocre. California's students are less prepared for higher education than those in most states. And too few actually walk across a college graduation stage.

Our policymakers and college leaders have more work to do to change these trends. We need our state leaders to create, and our college leaders to implement, an actionable statewide higher education plan that addresses the shortcomings outlined above. This plan must set goals for increasing rates of college preparation, college-going, and college completion along with establishing clear targets for closing the persistent gaps in educational attainment by race/ethnicity. When the Governor and Legislature act on such a plan, students will be more successful and we will all benefit. The time for action is now.

**When the Governor and Legislature act on
a plan for higher education, students will be
more successful and we will all benefit**

¹ California Department of Finance (December 2013). E-2. California County Population Estimates and Components of Change by Year — July 1, 2010–2013. Retrieved from <http://www.dof.ca.gov/research/demographic/reports/estimates/e-2/view.php>.

² U.S. Census Bureau, American Community Survey (2012). DP05: ACS Demographic and Housing Estimates.