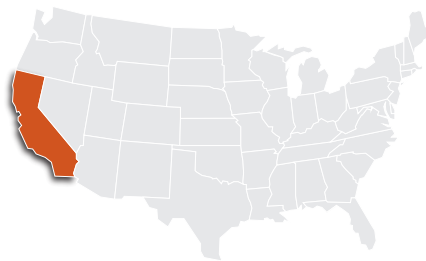


The State of Higher Education in California

AVERAGE WON'T DO

*Regional Profile — Monterey Bay**Counties of Monterey, San Benito, and Santa Cruz*

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 Monterey Bay region performs worse than the state average on most measures of higher education. While the region boasts a slightly higher high school graduation rate than the state average, college readiness and participation rates remain lower than average. Students from the Monterey Bay who attend four-year universities perform better than the state average while students who attend community college perform worse than the state average.**

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	Monterey Bay Compared to California ²
worse than most states	Preparation <i>How prepared are students for college-level work?</i>	worse than the state average
better than most states	Participation <i>How many students are going to college?</i>	worse 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>	worse 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 Monterey Bay 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.

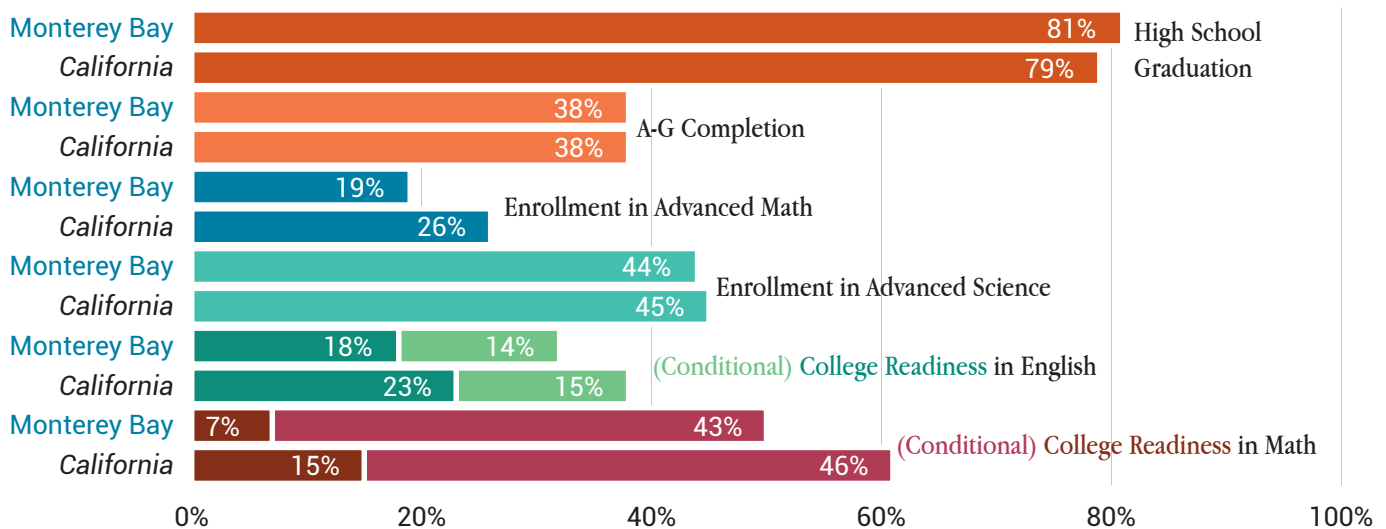
² California's performance compared to other states was prepared by IHELP while the comparison between the Monterey Bay to California was made by the Campaign for College Opportunity.

PREPARATION

Monterey Bay performs worse than the state average

- According to California’s Department of Education, high schools in Monterey Bay graduate 81% of students within four years, the sixth highest rate in California. For comparison, Orange County has the highest high school graduation rate at 86%.
- The share of high school graduates who complete the A-G requirements in Monterey Bay (38%) is similar to the state average.
- The Monterey Bay ranks 10th and 5th among the 14 regions across the state for the share of high school students enrolled in advanced math and science courses, respectively.
- College readiness rates in the Monterey Bay region fall in the bottom half compared to other regions in the state—more than two-thirds of high school juniors tested are still not ready for college English and more than half are not ready for college math, the largest proportion in the state.

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.

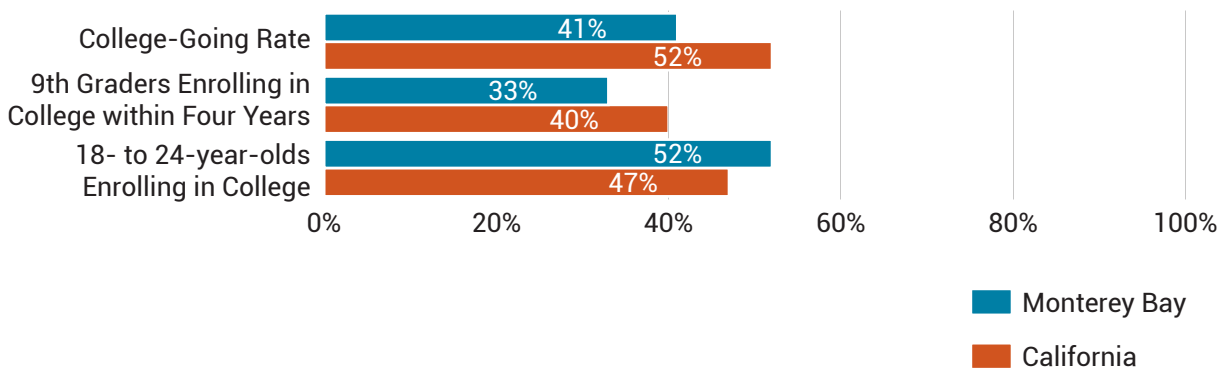
The Early Assessment Program (EAP) is a program of the California State University (CSU) system in which high school juniors have the option of completing some additional items on California Standardized Tests (CST) to determine their college readiness. Students who are determined to be college ready 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

Monterey Bay performs worse than the state average

- Only 41% of Monterey Bay high school graduates immediately enroll in college after graduation—11 percentage points lower than the state average and the second-lowest rate in the state. For comparison, the Central Coast boasts the highest rate in the state at 69% and the Inyo-Mono region has the lowest rate at 17%.
- One-third of 9th graders enroll in college within four years but 52% of 18- to 24-year olds are enrolled in college, the fourth-highest rate in the state. This could indicate that students are attending college but might take some time off after graduating from high school.

College Participation, 2012

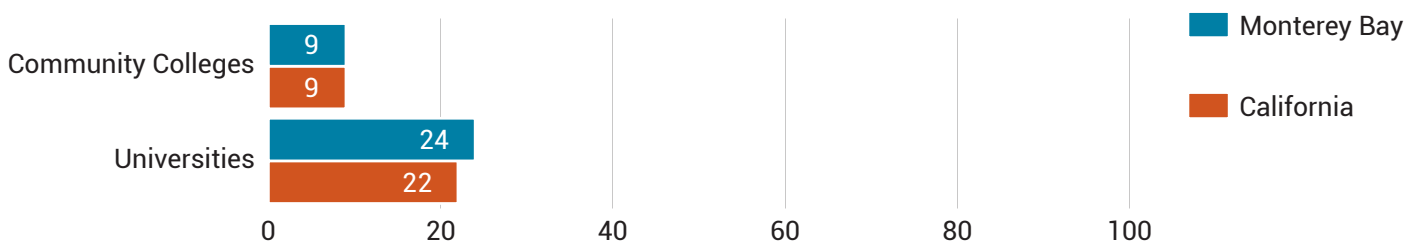


COMPLETION

Monterey Bay performs at about the state average

- Community colleges located in Monterey Bay awarded a certificate or degree to 8.6 out of 100 enrolled undergraduates in 2012. This is the 3rd lowest rate in the state.
- Almost 24 baccalaureate degrees are awarded for every 100 students from the Monterey Bay region who enroll in four-year public universities. This is the fifth-highest rate in state.

Certificates and Degrees Awarded per 100 Undergraduates, 2012

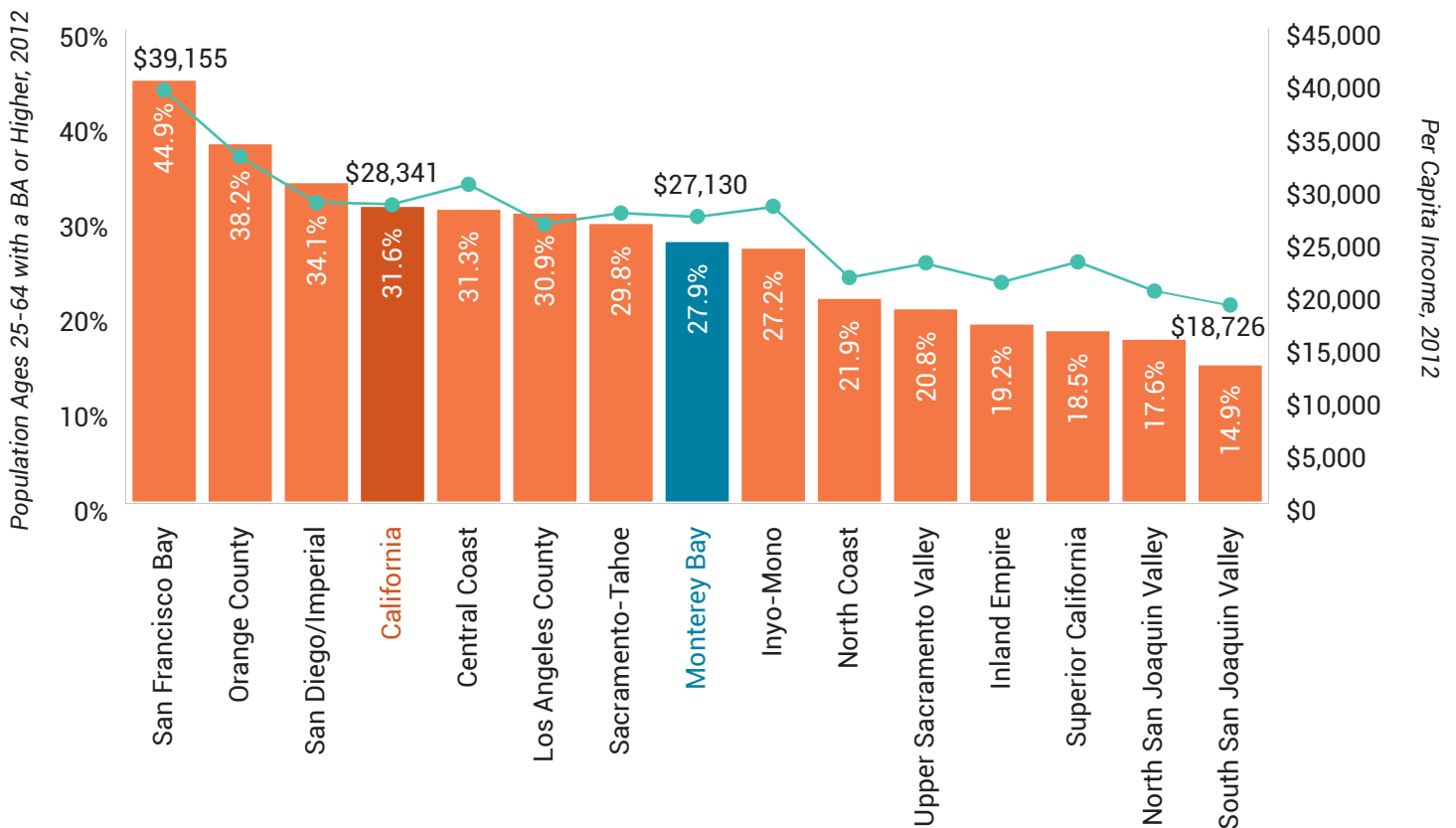


BENEFITS

Monterey Bay performs worse than the state average

- About 28% of the working-age population in Monterey Bay has a bachelor's degree or higher—this is approximately 4 percentage points lower than the state average of about 32%.
- Not surprisingly, per capita income in the Monterey Bay (\$27,100) is slightly lower than the state average of \$28,340.

Educational Attainment and Per Capita Income by Region, 2012



Fewer than 1 in 3 Monterey Bay residents have a bachelor's degree

A NOTE ON HIGHER EDUCATION AFFORDABILITY AND FINANCE IN CALIFORNIA

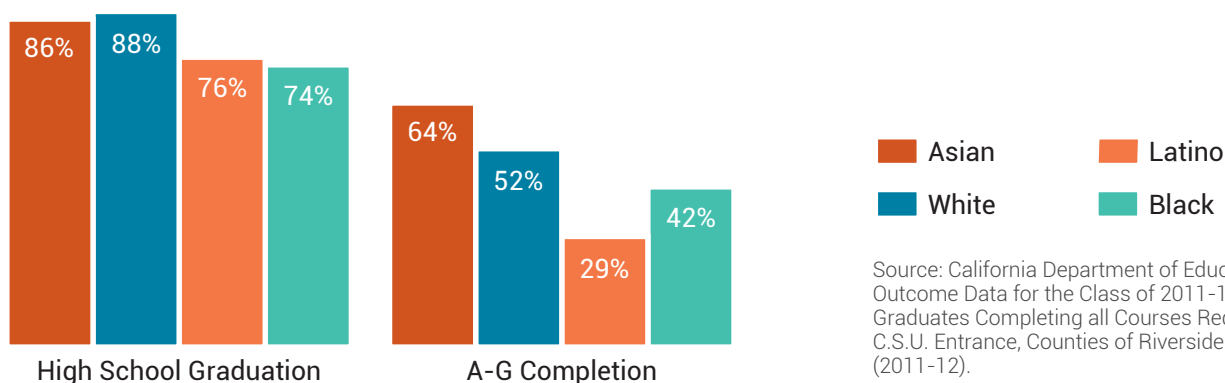
- Tuition and fee increases have been on the rise. In the last decade, UC tuition has risen at a rate of 139% and CSU tuition at a rate of 157%, in comparison to the national rate of 91%.
- California Community Colleges fees are still only 42% of the national average for two-year public colleges. But 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 school graduation rates in the Monterey Bay are relatively similar across racial/ethnic groups. High schools within Monterey Bay graduate 86% of Asians and 88% of Whites compared to 76% and 74% of Latino and Black students, respectively.
- Greater variation is seen across A-G completion rates: 64% of Asian students complete the A-G coursework required for admission to California's public four-year universities, compared to 52% of Whites, 29% of Latinos, and 42% of Blacks.
- Across the state, Latino 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 Riverside and San Bernardino (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. Students in the Monterey Bay region are less likely to be prepared for and less likely to participate in higher education than those in the state overall. As a result, the vast majority of adults in the Monterey Bay do not have a college degree and the area is one of the poorer regions in the state. While high school graduation differences across race/ethnicity are smaller in Monterey Bay compared to other areas, gaps still exist, particularly with regards to A-G completion rates which differ by almost 30 percentage points between Latino and Asian students. These discrepancies have serious implications as 48% of the region identifies as Latino. We are failing a large portion of one particular racial/ethnic group and it is critical that these figures improve.

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**

The Campaign for

**College
Opportunity**

The report, Average Won't Do: Performance Trends in California Higher Education as a Foundation for Action, by the Institute for Higher Education Leadership & Policy (IHELP) at California State University, Sacramento was commissioned by the Campaign for College Opportunity. It examines California's performance in six higher education categories: preparation, participation, affordability, completion, benefits, and finance. This brief, prepared by the Campaign for College Opportunity, highlights some of the report's key findings for Monterey Bay as well as findings from other sources where noted; the full IHELP report can be found on our website at www.collegecampaign.org.

The Campaign for College Opportunity is a California non-profit organization 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.