



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.**

Some facts about what we accomplished in 2014

Celebrated



of calling for improved college going and completion in California

Raised over

\$1.2 million

and grew our individual donors

Created a new

website

that is more interactive and allows users to quickly access legislation and research by topic

Advocated for 4 key POLICIES to improve higher education:



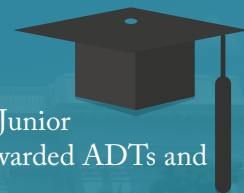
SB 798 & 174 (de León)

Successfully assisted in the passage of two financial aid bills that will help more low-income students afford college through the creation of a state tax credit fund. Contributions to the fund will be used to bring the Cal Grant B access award, which covers the cost of books, housing and transportation for California's lowest-income students, up to realistic levels.



Associate Degrees for Transfer (ADT)

There are now 1,578 ADTs being offered at California community colleges. The program guarantees students graduate with an Associate degree and transfer to the California State University system with Junior status. This year, 11,673 students were awarded ADTs and 6,905 students successfully transferred.



SB 1425 (Block)

Built public will in support of a degree tracking system for community college students to monitor their progress towards their goals. Although the bill was not passed, the momentum to ensure students get the degree they've earned continues to grow.



Free Application for Federal Student Aid (FAFSA)

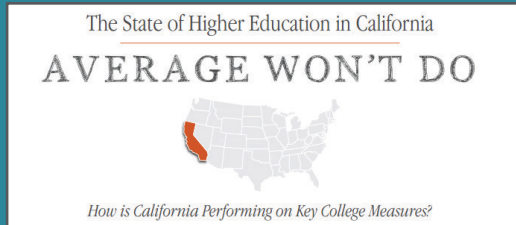
FAFSA As A College Ready Indicator

Advocated for the inclusion of FAFSA completion rates in the Local Control Accountability Plans of 13 major school districts because we know that students who complete a FAFSA are almost 50% more likely to enroll in college than those who don't.

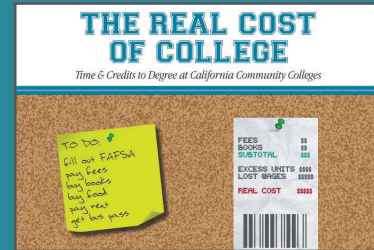
Increased PUBLIC AWARENESS through the release of 23 new publications



State of Higher Education



Affordability



Workforce Skills



What Works Now



Moorpark College

Connected with Californians across the state



159

news articles featuring our work and/or staff



368

participants in a statewide historic listening tour



7,476

stakeholders engaged through outreach events

Followers



2,006

/collegecampaign



3,137

@CollegeOpp

Presented before key audiences on higher education issues



- California State University Board of Trustees
- University of California President
- California State Student Association
- Student Senate for California Community Colleges
- U.S. Senate Democratic Caucus
- U.S. Students Association National Student Congress
- U.S. Congressional Legislature Staff