

A photograph of three graduates in black caps and gowns, looking forward with hope. The background is a soft-focus green, suggesting an outdoor setting. The graduates are positioned in a row, with the woman in the foreground being the most prominent.

# 15 YEARS OF MAKING COLLEGE DREAMS A REALITY

The Campaign for  
College **15** Years  
Opportunity

ONE MISSION: Making College Dreams a Reality



**“The bedrock principle of the Campaign for College Opportunity is that, properly alerted, the people of California will prove to be far more insistent upon keeping the promise of college opportunity.”**

Steve Weiner, Co-Founder  
Campaign for College Opportunity



## **Our Mission**

**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.**

Through a relentless focus on racial equity, advocating for student-centered policy, publishing ground-breaking research, and raising awareness on key issues affecting California students, our broad-based, bipartisan coalition of business, education, student, and civil rights leaders works to make dreams a reality for millions of students.

## **Our Priorities**

**1 | Racial Equity**

**2 | College Access**

**3 | Affordability**

**4 | Student Success**

# OUR VISION

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We envision a California where all students, regardless of race, ethnicity, income, or zip code, have the skills and education they need to participate in the workforce, contribute to civic life, and pursue upward mobility.

Decades ago, California's leaders envisioned a Master Plan for Higher Education that made college affordable and accessible, opening up limitless opportunities for residents and strengthening our state's economy. It was a shining example of what a bold vision coupled with strategic planning and investment could do to prepare an entire generation to contribute economically and civically to our state. But that legacy is at risk.



Our higher education system has not kept pace with changing workforce demands or the needs of California's racially diverse population. Fewer than half of adults in California have a college credential, but by 2030, 60 percent will need a college education to meet workforce demand, and racial equity gaps will need to be entirely eliminated.

That's why we have called upon our state leaders to make necessary investments and commit to implementing audacious reforms within California's higher education systems to ensure that all students and our economy can thrive.

The future of California depends on the success of our students.  
**The Campaign will continue to work with our state leaders to make college dreams a reality.**

# THE CAMPAIGN BY THE NUMBERS

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Over our 15 years of making college dreams a reality, the Campaign for College Opportunity has:



Advocated to increase college opportunity in the state budget, resulting in **\$3 billion+** for higher education and **60,000+ spots** for students at our public universities



Increased public awareness on key higher education issues through the release of over **75 one-of-a-kind** research and policy publications



**Engaged over 115,000** California civil rights, legislative, business, and student leaders in our education and advocacy efforts



Garnered over **3,000 news** articles featuring our work

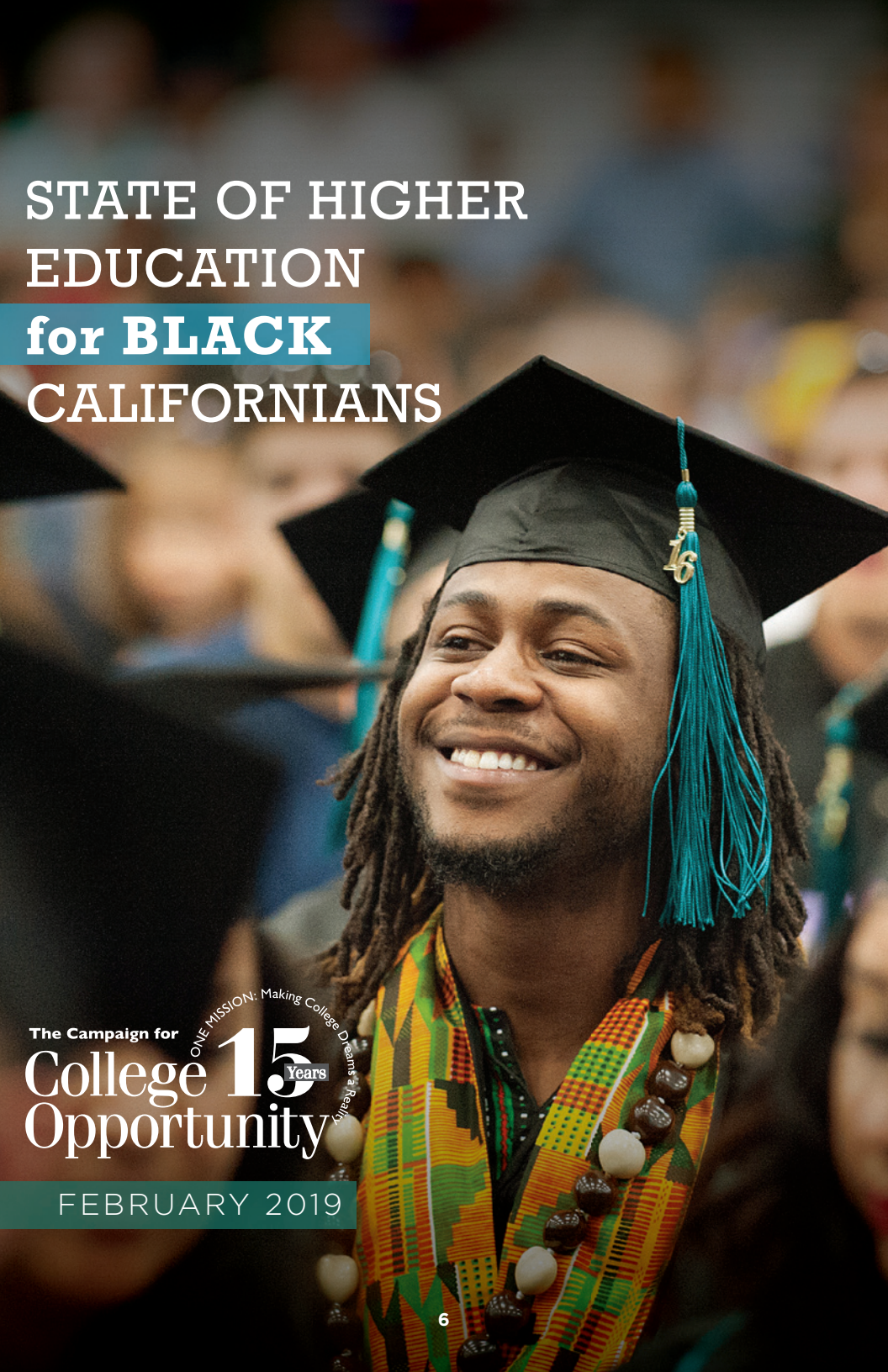


Raised over **\$25 million** from key foundations that support our mission



**Connected with millions** through social media and newsletter communications





# STATE OF HIGHER EDUCATION **for BLACK** CALIFORNIANS

The Campaign for  
ONE MISSION: Making College Dreams a Reality  
College **15** Years  
Opportunity

FEBRUARY 2019

# IN A DIVERSE CALIFORNIA, **RACIAL EQUITY** IN EDUCATION IS CRITICAL FOR OUR FUTURE

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## **Higher Education Has the Power to Change Lives**

Education has always been the way forward. One of the most important investments our state made was in education as we broke the mold and created, arguably, the best public higher education system in the world. This investment has paid off for the state and for individuals.

Study after study reminds us that college is the surest way to achieve upward mobility. A college graduate earns more throughout their lifetime, spends less time unemployed, and is more likely to start a business, own a home, and participate civically in their community. The benefits of a college education have the greatest impact on low income, first-generation college students, and it is the surest way to provide opportunity and success for Black, Latinx, Native American, Asian American, Native Hawaiian, and Pacific Islander Californians who have been purposely excluded and discriminated against. A college degree can positively impact an individual's life, their community, and their family for generations.

In California, however, our talent pipeline is aging, and we are not meeting workforce demands for a more educated populace or closing racial/ethnic gaps in college access and success.

Our state will experience a deficit of educated workers and will lose employers and jobs if we do not significantly increase college opportunity. To meet workforce demands, our state needs 60 percent of adults to have a college credential by 2030—that's 1.65 million more college-educated adults than we are currently on track to produce.

Increasing college opportunity is imperative for California students, families, communities, and our economy.

The Campaign for College Opportunity consistently calls for our state leaders to implement policy changes and make essential investments to close racial equity gaps and ensure college opportunity for all Californians.



California's  
Economic Payoff  
(2012)



One Million More  
campaign  
(2010)



A Blueprint for  
California Higher  
Education (2018)

## The Racial Equity Imperative in Higher Education

Since we opened our doors in 2004, the Campaign has worked to increase college opportunity for Latinx, Black, Asian American, Native Hawaiian, Pacific Islander, Native American, low-income, and first-generation students.

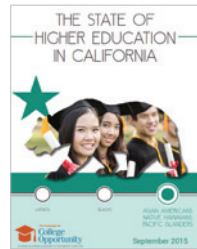
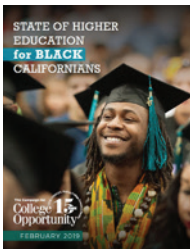
There is simply no way for the state to meet industry demand for educated workers without educating more of our diverse populations. As state and college leaders in California work to increase college attainment and meet workforce demand, they must take responsibility for addressing racial/ethnic equity gaps.

These gaps did not come to exist by chance—they were enacted and reinforced through centuries of discriminatory policymaking and an unwillingness to ensure educational opportunity for all Californians—and they will not close on their own.



Our racial equity-centered research finds that:

- California does not provide our diverse student population equitable access to courses required for admission to the California State University (CSU) and the University of California (UC).
- Barriers, such as a complex transfer system and remedial education placement, disproportionately keep Black and Latinx students from graduating.
- Our higher education leadership is overwhelmingly White and does not reflect our diverse student population.



Our State of Higher Education reports document the progress California has made in providing college opportunity to its Latinx, Black, Asian American, Native Hawaiian, and Pacific Islander students, as well as examine gaps in college attainment, access, and completion.



Our report, *Left Out: How Exclusion in California's Colleges and Universities Hurts Our Values, Our Students, and Our Economy* lifted the veil on the drastic lack of representation in higher education leadership, faculty, and academic senates.

With this evidence revealing racial inequities in higher education, the Campaign continues to push state and college leaders to apply a racial equity-mindset to their work and advance policies that will close the gaps in college opportunity.



ACCESS DENIED



The Campaign for

College  
Opportunity

November 2015

**Rising Selectivity at  
California's Public Universities**

# COLLEGE ACCESS

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The Campaign's early work focused on increasing college awareness and preparation, but as more Californians are prepared for college, our public universities have been unable to accommodate all eligible students. As a result, hundreds of thousands of talented, hardworking students have been shut out of the UC and CSU and face insufficient course offerings at community colleges. The Campaign advocates for significant investments in our community colleges and state universities to increase college access for California students.

## Awarding Scholarships to California Students

Our "Save Me a Spot in College" scholarship contest (2006-2010) awarded over \$167,000 and 8,000 scholarships to middle and high school students and raised awareness about the need for California's leaders to ensure a spot for these future college students.



## Increasing College Access Through State Policy

The Campaign sponsored **SB 890 (Scott), the Early Commitment to College Bill (2008)**, to assure students who sign a pledge to work hard, stay in school, and take the steps they need to make it to college, have a spot in college and financial aid available when they get there.



## Examining Gaps in College Access

Our report, *Access Denied: Rising Selectivity at California's Public Universities* (2015), found that hundreds of thousands of California students have been shut out of our public universities through increased admission requirements because of state disinvestment and insufficient capacity in higher education.



Our *California Higher Education Report Cards* (2017 & 2018) provide snapshots of California's performance in college preparation, access, affordability, and completion—disaggregated by race and ethnicity—and call upon our state leaders to create a plan for higher education and implement bold reforms to increase college opportunity and close racial equity gaps in our state.

## Expanding College Access in The State Budget

The Campaign uses the *California Higher Education Report Cards*, *Access Denied*, and other research to inform our annual legislative agenda. Throughout the years, we have successfully advocated for:

- Increased enrollment funding to add more seats for California students in our public colleges and universities
- Increased support services for college readiness at California high schools
- Increased support and legal services for undocumented students at our colleges and universities

**This resulted in over \$450 million** included in the state budget for increasing college access.

## Protecting College Opportunity for Undocumented Students

Undocumented students face unique challenges in higher education. Their undocumented status disqualifies them from federal financial aid and many other financial aid opportunities, and the uncertain future of the Deferred Action for Childhood Arrivals (DACA) program has many students wondering whether or not they will be able to legally work in the United States after earning their degrees.

In response, the Campaign launched and has facilitated the California Undocumented Higher Education Coalition, which brings together business, student, and community organizations to increase college success for undocumented students.

The Coalition championed **AB 1895 (Calderon), Income-Based Repayment for DREAM Loans in 2018**, which allows DREAM Loan borrowers to repay their loans based on actual income and provides students the security of loan deferment if they are unable to secure work in the United States.

We also championed **AB 1645 (Rubio) in 2019**, which requires the California Community Colleges and CSU, and requests the UC, to establish a Dreamer Resource Liaison on each campus, ensuring that our undocumented student populations have proper access to the support needed to accomplish their college goals.

Following the legal challenges to DACA, the Coalition advocated for on-campus legal services for undocumented and immigrant students, which resulted in **\$21 million** approved in the 2018-19 state budget for legal services. Following more advocacy from the Coalition, **\$7 million**



was allotted to the California Community Colleges for emergency financial aid, and **\$3 million** to the UC and CSU for DREAM Loans.



UPDATED

# BORROWING FOR COLLEGE



The Campaign for

College  
Opportunity

**MARCH 2014**

The State of  
Higher Education  
in California



# COLLEGE AFFORDABILITY

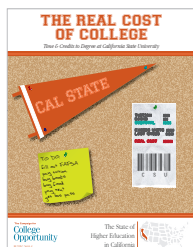
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A college dream remains a dream if you do not have the ability to pay for it. In California we believe that a student's wealth (or lack thereof) should not determine whether they go to college or not. Yet, attending California's public four-year universities costs our state's lowest-income families 77 percent of their total income. Even after factoring in state and federal aid, the gaps in financial aid for low-income students attending a UC, CSU, or community college exceed \$5,000 per year.

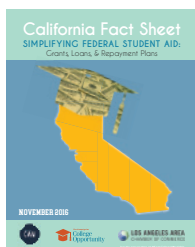
Time is money, and the longer it takes students to get through college the more expensive their education is. This is why improving the pathway through college remains a top priority for the Campaign. Unfortunately, the majority of community college students spend far more than two years to earn a degree, certificate, or transfer, and fewer than half of students at the CSU will graduate in four years.

## Examining the Real Cost of College

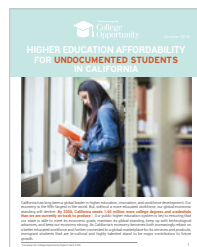
Our research on affordability examines the costs associated with attending college and highlights the gaps in financial aid for low and middle-income students.



The Real Cost of College: Time and Credits to Degree in California (2014)



California Fact Sheet: Simplifying Federal Student Aid: Grants, Loans, & Repayment Plans (2016)



Higher Education Affordability for Undocumented Students in California (2018)



## Increasing College Affordability with Legislation

In 2007, we sponsored **AB 668 (Portantino)**, the **California Community College Student Federal and State Financial Aid Opportunity Act**, to ensure that California Community College students have the opportunity to apply for the federal Pell Grant, the California College Promise Grant, and the Cal Grant, and that low-income students will receive assistance with the costs of textbooks and living expenses.

The Campaign has:

- Advocated for increased need-based financial aid to strengthen financial aid options for low and moderate-income families
- Advocated for increased Cal Grant awards
- Fought against proposals to raise requirements to access Cal Grant aid and fought against cuts to aid for students attending independent nonprofit colleges in California.

**This resulted in over \$174 million** included in the state budget for increasing college affordability.

# STUDENT SUCCESS

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Smart and talented California students want to succeed in college, but encounter multiple barriers upon arriving on campus, including a complex transfer process, deficit-minded remedial education placement practices, and a lack of guidance and support services, which can slow them down and keep them from reaching their college dreams. The Campaign champions bold policy to dismantle roadblocks to ensure more students cross the graduation stage.

## Creating a Streamlined Transfer Process

A complex transfer process leads community college students to spend excess time and money to transfer to a university or to completely fall out of college altogether. Students find the process a confusing maze and are forced to piece together educational plans with inconsistent requirements from the CSU, UC, and private, nonprofit universities. As a result, **only four percent of students transfer in two years, and less than half transfer after six years.**

In response, the Campaign championed **SB 1440 (Padilla), the Student Transfer Achievement Reform Act**, and **AB 2302 (Fong)** a historic transfer reform package creating the Associate Degree for Transfer (ADT), a simplified transfer pathway ensuring that students earn an associate degree with guaranteed junior standing at the California State University. The ADT pathway reduces the time and money students spend on their path toward earning a degree.

In 2013, we continued our push for a streamlined transfer pathway and sponsored **SB 440 (Padilla)**, requiring community colleges to increase the opportunity for students to earn an ADT by increasing the majors that offered an ADT option.

Now, **more than 200,000** students have earned an ADT, and the pathway opens doors to the UC system, participating private nonprofit colleges and universities, and Historically Black Colleges and Universities across the country.

The Campaign continues to track the progress of the Associate Degree for Transfer, publish research showing the improvements and the challenges students experience as they attempt to transfer, and uplift best practices for implementing the ADT pathway.



**“The Associate Degree for Transfer pathway gave me a clear-cut plan of what I needed to accomplish in the shortest amount of time necessary... With my ADT I was able to get all my courses credited to my new school. If it wasn’t for the specific course schedule designed for my major, I would have wasted more time and GI benefits pursuing another pathway.”**

Douglas Ronald Dean II  
Clovis Community College Alum



## **Removing Remedial Education Roadblocks**

Despite growing evidence that community college students have better success when they start in college-level courses, colleges have used faulty assessment tests and placement policies to place approximately 75 percent of community college students into lengthy remedial education sequences that don’t count toward a certificate, degree, or transfer. A disproportionate number of students placed in these classes are Black and Latinx. This ultimately increases time spent at community college, leads to devastatingly low success rates, and exacerbates racial equity gaps. **Less than half of community college students placed in remedial education complete college after six years.**





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**“One of my proudest achievements is working alongside the Campaign as a partner to reform our outdated and ineffective placement tools at community colleges, thereby changing the trajectory for thousands of students across the state.”**

Honorable Jacqui Irwin  
Assemblymember, 44th District

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The Campaign for College Opportunity championed the **Basic Skills & Student Outcomes Transformation Program**. The 2015-16 state budget allocated \$60 million in one-time funds to create the program to redesign remedial education practices at community colleges. Under this program, colleges could apply for one-time grants to adopt or scale up a set of six high-impact practices that are proven to substantially increase student completion of transfer-level courses.

Building on that momentum, the Campaign sponsored **AB 705 (Irwin), Ensuring Assessment Equity at Community Colleges**, in 2017, which drastically increases a student’s ability to start directly in college-level courses upon entering community college and substantially increases students’ chances of completing a degree, certificate, or transfer by using high school performance as the primary metric.

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**“In high school, I passed AP Calculus with an ‘A,’ but when I got to community college I was placed three levels below college-level math. As a result, I was stuck in community college for two extra years. I was happy to see that after my younger brother enrolled in community college, he was notified that he could start on day one in college-level courses, thanks to AB 705.”**

Raquel Gonzalez  
Cal State LA graduate student

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## Increasing On-Campus Support

Understanding the need for student support services, the Campaign supported the **Student Success Act of 2012**, which established systemwide changes and critical support services to students through policies that ensure that all students receive orientation, create an education plan, and declare a program of study.

## Urging California Leaders to Support Student-Centered Policy

Seeing the opportunity to increase student success with new state leadership, the Campaign engaged gubernatorial and Lt. Governor candidates during the 2018 election. We ensured higher education was a central topic during the election by hosting town halls and forums and by publishing *On the Record: California's Gubernatorial Candidates on Higher Education*, a questionnaire featuring the leading candidates for governor.

During our Gubernatorial Forum on Higher Education with now Governor Gavin Newsom, we urged him to commit to implementing several significant policy changes, including creating a data system that tracks students from kindergarten to the workforce, providing



*Student cohorts with Eleni Kounalakis at our Lt. Governor townhall*

policymakers, colleges, and universities with the data they need to improve educational outcomes and meet future workforce demand. After our continued discussions with the Governor and state legislature, the 2019-20 state budget included **\$10 million in funding** for the creation of this data system. In August 2019, the Governor announced his Council for Postsecondary Education, an important first step toward coordination across higher education segments, K-12 institutions, and the workforce.

## Ensuring Student Success with the State Budget

The Campaign has advocated for state investments that reward colleges and universities for better supporting students in reaching their academic goals. Our efforts have resulted in:



- **Over \$2.2 billion** allocated in the state budget to improve student success rates at our public universities and community colleges
- The creation of the Student-Centered Funding Formula, a historic, equity-centered funding model for community colleges that provides additional funding to support low-income students and funding to reward progress for student completion
- Increased funding for CSU campuses to promote successful student outcomes
- Increased funding for community colleges for low-income student completion
- Increased funding for community colleges for improving remedial education course completion



**“Every single one of us at the Campaign has experienced first-hand the power of earning a college degree. The beauty of watching students succeed and**

**cross the graduation stage is the reason we do what we do. Our work has resulted in billions of additional dollars for public higher education; financial aid for students regardless of documented status; hundreds of thousands of students being placed in transfer-level courses at the start of their college journey; and more than 200,000 students who have earned an Associate Degree for Transfer with guaranteed junior standing at a four-year university.**

**My team at the Campaign is driven by the knowledge that in spite of these successes, more is possible. The future of California depends on ensuring college opportunity and success is a promise kept for every Californian with talent and a dream—regardless of their race/ethnicity, what neighborhood they live in, or how much money is in their bank account. We won’t stop until that promise is a reality.”**

Michele Siqueiros, President  
Campaign for College Opportunity



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