



WHAT WE ACCOMPLISHED IN

2021

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AND LOOKING FORWARD TO IN

2022



*“It’s in that spirit of accountability and responsibility that I thank you for your resiliency, for your faith, and for your commitment to the future of our state... \$47.1 billion unprecedented, historic budget for higher education in the state of California—mark this moment.”*

- Governor Gavin Newsom at a historic higher education bill signing at California State University, Northridge.

## CREATING A STUDENT-CENTERED TRANSFER PATHWAY

Joined by higher education advocates and students, we celebrated the signing of Assembly Bills 928 and 1111, authored by Assemblymember Marc Berman, two critical bills that will strengthen the transfer pathway and close racial equity gaps.

*Photo caption: Campaign Executive Vice President Jessie Ryan, Governor Gavin Newsom, Campaign President Michele Siqueiros, and Assemblymember Marc Berman*

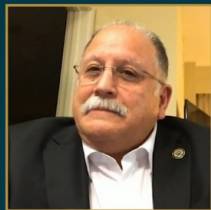


## ENGAGING HIGHER EDUCATION LEADERS

We held our first in-person gathering in a hybrid format featuring University of California (UC) President Michael V. Drake, California State University (CSU) President Joseph I. Castro, and California Community Colleges Acting Chancellor Daisy Gonzales, as well as leaders of their respective governing boards to discuss strategies for expanding college access and achieving racial equity in our state’s public colleges and universities.

*Photo caption: Campaign Executive Team with California Community Colleges Board of Governors President Pamela Haynes, CSU Trustee Chair Lillian Kimbell, and UC Regent Chair Cecilia Estolano*





## HONORING 2020 LEGISLATIVE CHAMPIONS FOR HIGHER EDUCATION

We honored legislative leaders and staffers at our Second Annual Dean's List Reception to recognize their efforts in championing policy aimed at increasing college access and success for California's diverse students: then-Assemblymember Dr. Shirley Weber, Assemblymember Philip Ting, Los Angeles County Supervisor Holly J. Mitchell, Assemblymember Jose Medina, and Aleksandra Reetz, Policy Advisor to Lieutenant Governor Kounalakis.

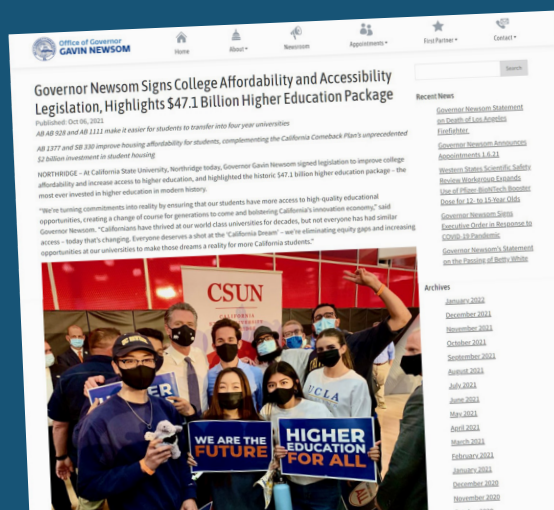
## ADVOCATING FOR FORMERLY/CURRENTLY INCARCERATED STUDENTS

We elevated the need to significantly increase college access and success for formerly and currently incarcerated students as part of California's obligation to racial justice through the release of *The Possibility Report*, authored by Danny Murillo, Founder of UC Berkeley's Underground Scholars Initiative.



## EXPANDING FINANCIAL AID AND HIGHER EDUCATION STATE BUDGET INVESTMENTS

We proudly supported critical budget investments to expand FAFSA/California Dream Act application completion and support college access for formerly and currently incarcerated students as part of a historic \$47.1B budget for higher education. We thank the Governor and Legislature for eliminating barriers in financial aid access and look forward to further streamline Cal Grant in 2022.





## TAKING A LUNCH BREAK WITH NEW HIGHER EDUCATION LEADERS

We continued bridging connections between newly elected/appointed higher education leaders with community advocates, featuring former Senior Policy Advisor for Higher Education for the Office of Governor Gavin Newsom Dr. Lande Ajose, Fresno State University President Dr. Saúl Jiménez-Sandoval, CSU Trustee Diego Arambula, and California Student Aid Commissioner Angel Rodriguez.

## ENGAGING COMMUNITY AND LEGISLATIVE LEADERS ON EQUITABLE COURSE PLACEMENT

We joined partners, advocates, legislators, and community college leaders in conversation on expanding maximizing student success at community colleges by equitable access to college-level coursework in a week-long advocacy experience.



**CHAMPION**  
of **HIGHER EDUCATION**  
2021 Excellence in Transfer

## CELEBRATING COLLEGE AND UNIVERSITY TRANSFER CHAMPIONS

We were joined by students, college leaders, and legislators for our annual Champions of Higher Education and Equity Champions of Higher Education for Excellence in Transfer celebration, recognizing the over 80 California Community Colleges & California State University campuses that are ensuring more students can transfer & make their college dreams a reality through the Associate Degree for Transfer (ADT).



## ADVANCING RACIAL EQUITY WITH IMPACTFUL RESEARCH

We released eight publications, sharing data and offering critical insights and recommendations to expand college opportunity while prioritizing Black, Latinx, Asian/Asian American, Native American, low-income, first-generation, and currently/formerly incarcerated students.



Engaged  
**19,126**

leaders in advocacy and events



Featured in  
**354**

news articles



Engaged  
**13,635**

followers on social media

## WE RAISED \$2.5 MILLION IN 2021! A SPECIAL THANK YOU TO ALL OUR SUPPORTERS

Ascendium Education Solutions, Inc.

Atkinson, Andelson,  
Loya, Ruud & Romo

Ballmer Group

Bill & Melinda Gates Foundation

Estela Bensimon

California Community Foundation

California State University Los Angeles

California State University  
San Bernardino

Chavez Family Foundation

College Futures Foundation

Quinn Delaney

ECMC Foundation

Evelyn & Walter Haas Jr. Fund

Great Public Schools Now

Griego Enterprises, Inc.

Long Beach City College

Lumina Foundation

Marin Community Foundation

Michelson 20MM Foundation

Oportun

Rosalinde & Arthur Gilbert Foundation

Sand Hill Foundation

Southern California Edison

Stuart Foundation

The Angell Foundation

The California Wellness Foundation

The James Irvine Foundation

The Kresge Foundation

The Mayer and Morris Kaplan  
Family Foundation

University of California Merced

Yellow Chair Foundation



## LEADERSHIP NEWS FROM OUR TEAM

**Michele Siqueiros, President** - Named a Distinguished Champion by UCLA's Academic Advancement Program; is a current Pahara-Aspen Fellow; and Trustee for her Alma Mater, Pitzer College

**Jessie Ryan, Executive Vice President** - Celebrated 16 years with the Campaign, influencing \$1.5B in 2021 higher education investments and shepherding historic legislation

**Audrey Dow, Senior Vice President** - Joined the board of Excelencia in Education

**Sara Arce, Vice President of Policy and Advocacy** - Joined the Advisory Board for the Cradle-to-Career Data System

**Vikash Reddy, Ph.D, Senior Director of Policy Research** - Recognized as an Emerging Scholar by Diverse Issues in Higher Education

**Katrina Linden, Legislative Affairs Manager** - Selected as a fellow for the New Leaders Council Sacramento

**Sasha Renée Pérez, Director, Public Affairs** - Selected as a commissioner for California 100



### IN LOVING MEMORY OF DAVID WOLF

In April 2021, we said goodbye to our Co-Founder and a California higher education giant, David Wolf. We remain committed to supporting the college dreams of more California students, just as he set out to accomplish over 17 years ago by founding the Campaign for College Opportunity with Steve Weiner in 2004.

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# LOOKING AHEAD TO 2022

The pandemic continues to leave its mark across California and the country, fundamentally changing higher education and issuing a clarion call to address the inequality that would worsen in its wake. In 2021, we were proud to have led with bold action to support all California students, regardless of their race/ethnicity, income, or zip code, toward their college dreams by advocating for greater funding for our colleges and universities, strengthening equitable placement practices and transfer at our community colleges, and improving college graduations rates and closing racial/ethnic gaps once and for all.

**We will continue to advocate for students and thank you for your support and engagement over the years.**

In 2022, with your support we are hopeful that we will continue to make strides toward improving college access and success for students.



Michele Siqueiros  
President



Jessie Ryan  
Executive Vice President



Audrey Dow  
Senior Vice President