

The Campaign for

# College Opportunity

Contact: Marty Trujillo at (213) 817-6034 or [marty@collegecampaign.org](mailto:marty@collegecampaign.org)

News Advisory for January 6, 2010

***The Campaign for College Opportunity has released the following statement regarding the 2010-11 state budget and higher education.***

Since its creation in 2003, The Campaign for College Opportunity has worked tirelessly on ensuring that the next generation of California's students has the chance to go to college and succeed. Along with our broad-based and bipartisan coalition of supporters, we have played an active role in educating the public through the dissemination of major studies and reports, raising awareness about issues central to higher education and promoting legislation to increase access and student success.

Now more than ever, the future of California depends upon its citizens and the education they acquire. The Public Policy Institute of California notes that in order to meet the workforce needs of the future, we will need 1 million additional college graduates between now and 2025. Yet, we are moving in exactly the wrong direction, turning away thousands of eligible students from our community colleges and universities at a time when we are a woeful 40<sup>th</sup> in the nation in the number of students who go directly from high school into college.

The challenges facing our governor and legislature during these grim economic times are enormous. However, as they craft the 2010-11 budget, we strongly urge them to renew their commitment to three higher education principles:

- **Preserve Access.** Prioritize our state spending on higher education to minimize cuts to capacity and strive to increase college-going by providing a spot in college for all eligible students.
- **Ensure Completion.** Support the production of enough college graduates to meet our workforce needs, especially in critical sectors like health care, science, technology, engineering and math. Identify improved pathways for students to earn college certificates and Associate degrees or to transfer to a four-year university to receive a Baccalaureate degree.
- **Maintain Affordability.** Guarantee that financial barriers do not prevent qualified persons from reaping the benefits of an affordable higher education nor cause graduates to face huge debt obligations. Cal Grants, work study opportunities, Pell grants and Community College Board of Governor waivers are all valuable programs that need to be expanded.

In order to meet the three principles we are espousing, the governor and legislature must identify and adopt new sources of revenue for California higher education. Equally essential, all higher education segments must re-commit themselves to identifying and implementing new ways of operating more efficiently and effectively. The California dream of opportunity and prosperity depends, in part, on new revenues and new ways of doing business within the California higher education system.

---

***About The Campaign for College Opportunity:*** The Campaign for College Opportunity is a broad-based, bipartisan coalition, including business, education and labor leaders, that is dedicated to ensuring the next generation of Californians has the

opportunity to go to college. The Campaign works to create an environment of change and lead the state toward effective policy solutions. It is focused upon substantially increasing the number of students attending two- and four-year colleges in the state and significantly impacting the rate of student success and achievement of their post-secondary education objectives. For more information, visit: [www.collegecampaign.org](http://www.collegecampaign.org).