

The Campaign for

College Opportunity

Media Advisory for Thursday, June 25, 2009

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*** Embargoed until June 25, 2009 at 1:00 a.m. ***

California Faces a Looming Talent Deficit in Key Industries

Lack of Workers in Science, Technology, Engineering, Math Fields Could Prolong the State's Economic Woes

(LOS ANGELES, CA - June 25, 2009) A new report finds that California's colleges and universities are not producing enough graduates in science, technology, engineering and mathematics (or STEM) fields, which could result in a talent deficit in key industries in the state, prolonging its economic woes. The need for STEM graduates is detailed in the new study entitled "Technical Difficulties: Meeting California's Workforce Needs in Science, Technology, Engineering and Math (STEM) Fields," released today by the Campaign for College Opportunity, the Sacramento State Institute for Higher Education Leadership and Policy (IHELP), and the Bay Area Council.

The report finds that California is not keeping pace with the increasing demand for skilled workers in STEM-related fields, such as health care, science, engineering, architecture, accounting, and computer sciences. Because of their higher rates of pay and their connection to innovation, STEM jobs are considered indispensable to fueling California's economy. The shortage in STEM jobs could be so acute in the coming years, as the state recovers from the current recession, that it may leave many jobs in the state unfilled and send some businesses to other states with a better supply of STEM graduates. The study details the important role that higher education will play in preparing the next generation for STEM positions, including increasing the numbers of Latinos and women who pursue degrees in STEM-related fields.

To request an embargoed copy of the full report and executive summary please email marty@collegecampaign.org. Copies will be available at www.collegecampaign.org/stem early on June 25th.

What: Release of "Technical Difficulties" report detailing the looming talent deficit in key California industries

When: Thursday, June 25, 2009 at 1:00 a.m.

Who: [AVAILABLE TO DISCUSS REPORT AFTER 9:00 A.M. ON THURSDAY, JUNE 25]
Michele Siqueiros, Executive Director, Campaign for College Opportunity
Jeremy Offenstein, Research Analyst, IHELP
Jim Wunderman, President and CEO of the Bay Area Council

About IHELP: The Institute for Higher Education Leadership & Policy (IHELP), located at Sacramento State University, seeks to enhance leadership and policy for higher education in California and the nation, with an emphasis on community colleges in

recognition of their importance to providing an educated and diverse citizenry and workforce. IHELP aims to produce information and services relevant to policymakers, practitioners, and educators. For more information, visit: www.csus.edu/ihe.

About the Campaign for College Opportunity: The Campaign for College Opportunity is a broad-based, bipartisan coalition, including business, education and labor leaders, and 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 that students succeed and achieve their post-secondary education objectives. For more information, visit: www.collegecampaign.org.

About the Bay Area Council: The Bay Area Council is a business-sponsored, public-policy advocacy organization for the nine-county Bay Area. The Council proactively advocates for a strong economy, a vital business environment, and a better quality of life for everyone who lives here. For more information, visit: www.bayareacouncil.org.

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