“If the ladder of educational opportunity rises high at the doors of some youth and scarcely rises at the doors of others, while at the same time formal education is made a prerequisite to occupational and social advance, then education may become the means, not of eliminating race and class distinctions, but of deepening and solidifying them.”

—President Harry S. Truman
Commission on Higher Education Report, 1947
The Campaign for
College Opportunity

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

www.collegecampaign.org
Michele Siqueiros, President

My favorite title is “college graduate.”
• College Access
• Equity

• Affordability
• Completion

www.collegecampaign.org
Current Issues

- **Funding**: CA spends 21% less than it did 10 years ago per FTE.
- **Access**: 139,485 eligible CA residents denied admission to CSU since 2009.
- **Cost of College**: Increased by 112% in past 10 years.
- **Completion**: 44% all public 2-year and 4-year.

[www.collegecampaign.org](http://www.collegecampaign.org)
California vs. Other States

- 37th in high school graduates
- 60% of students can’t even apply to a 4 year University
- 5th in 4 year university graduates
- Near the bottom in Community College completions
- 50th in sending students directly to 4 year universities

www.collegecampaign.org
• Educational Attainment
• Enrollment
• Readiness
• Completion
California’s population

There are 15 million LATINOS in California, the largest racial/ethnic group in the state.

Racial/ethnic composition of California:
- White: 38.8%
- Latino: 39%
- Other: 3%
- Black: 5.8%
- Asian & Pacific Islander: 13.4%
California’s population

94% of Latinos under the age of 18 are native-born

1 out of every 2 youth under 18 in CA is Latino
California’s population

Black population by select states, 2013 (in millions)

<table>
<thead>
<tr>
<th>State</th>
<th>Population (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texas</td>
<td>3.01</td>
</tr>
<tr>
<td>Georgia</td>
<td>3.01</td>
</tr>
<tr>
<td>Florida</td>
<td>2.97</td>
</tr>
<tr>
<td>New York</td>
<td>2.82</td>
</tr>
<tr>
<td>California</td>
<td>2.16</td>
</tr>
</tbody>
</table>

CA is home to the nation’s 5th largest Black population
Educational Attainment

Percent of population between 25 and 64 years, 2011-13

- Bachelor’s degree or higher
- Associate degree
- Some college, no degree
- High school diploma/GED
- No high school diploma

<table>
<thead>
<tr>
<th>Group</th>
<th>Bachelor’s degree</th>
<th>Associate degree</th>
<th>Some college, no degree</th>
<th>High school diploma/GED</th>
<th>No high school diploma</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian</td>
<td>53%</td>
<td>16%</td>
<td>14%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>White</td>
<td>42%</td>
<td>26%</td>
<td>18%</td>
<td>18%</td>
<td>5%</td>
</tr>
<tr>
<td>California</td>
<td>31%</td>
<td>22%</td>
<td>20%</td>
<td>24%</td>
<td>18%</td>
</tr>
<tr>
<td>BLACK</td>
<td>23%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>NH/PI</td>
<td>15%</td>
<td>30%</td>
<td>31%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>LATINO</td>
<td>12%</td>
<td>19%</td>
<td>25%</td>
<td>38%</td>
<td>10%</td>
</tr>
</tbody>
</table>
Educational Attainment

*Percent of population between 25 and 64 years, 2011-13*

- **Asian**: 53% (Bachelor’s degree or higher), 10% (Associate degree), 10% (Some college, no degree), 14% (High school diploma/GED), 10% (No high school diploma)
- **White**: 42% (Bachelor’s degree or higher), 10% (Associate degree), 26% (Some college, no degree), 16% (High school diploma/GED), 5% (No high school diploma)
- **California**: 31% (Bachelor’s degree or higher), 10% (Associate degree), 22% (Some college, no degree), 18% (High school diploma/GED), 8% (No high school diploma)
- **Black**: 23% (Bachelor’s degree or higher), 8% (Associate degree), 24% (Some college, no degree), 10% (High school diploma/GED), 10% (No high school diploma)
- **NH/PI**: 15% (Bachelor’s degree or higher), 10% (Associate degree), 30% (Some college, no degree), 14% (High school diploma/GED), 0% (No high school diploma)
- **Latino**: 12% (Bachelor’s degree or higher), 10% (Associate degree), 25% (Some college, no degree), 19% (High school diploma/GED), 6% (No high school diploma)
Fewer than 2 in 10 working age Latino adults have a college degree.

1/3 of Black adults have some college, but no degree.

www.collegecampaign.org
Enrollment
Latino undergraduates

Latino proportion of each undergraduate student body by sector, fall 2013

percent of California population, age 18-24, that is Latino (46%)

Underrepresented in every system of higher education
Black undergraduates

Percent of undergraduate student body that is Black, fall 2013

- For-profit colleges: 10.7%
- California Community Colleges: 7.3%
- Private, nonprofit universities: 5.5%
- California State University: 4.6%
- University of California: 2.4%

Underrepresented at 4-year public and non-profit universities

Percent of California population, age 18-24, that is Black (6.3%)
Black enrollment at the CSU peaked in 2007 and then declined.* Decline could be partially attributed to federal changes in reporting race and ethnicity.

*CAhighered
2/3 of Black & Latino applicants are denied admission to 6 of 9 campuses

University of California

Latino applications
350%

Latino admits
1.7%

* at UC Berkeley and UCLA between 1995 and 2014
1994: 59% Blacks & Latinos admitted

2014: Only 13% of Blacks & 12% of Latinos admitted
K-12 Preparation

Only 3 in 10 Black & Latino high school graduates complete A-G requirements
K-12 Preparation

12% of Blacks & 9% of Latinos attend the top 20% of schools in terms of API ratings.

www.collegecampaign.org
Black and Latino students face significant barriers on their pathway to a college degree.

Before college, students carry challenges beyond their control.

Once in college, students face institutional hurdles.

The amount that CA's public colleges and universities receive from the state per full-time equivalent student has decreased by 21% in 10 years.

#CAhighered
Pre-college Level Placement

Percent of first-time California Community College students entering in 2008-09 who were placed into pre-college level coursework

Almost 9 in 10 Black & Latino community college students are placed into pre-college level courses
The number of Latino students placed into pre-college level coursework in one year alone could fill the Los Angeles Memorial Coliseum, the largest stadium in California, more than one and a half times.
COMMUNITY COLLEGES: 38% complete a certificate, degree or transfer within six years

CAL STATE: 10% graduate within four years, 48% graduate within six years

UNIVERSITY OF CALIFORNIA: 47% graduate within four years, 75% graduate within six years
COMMUNITY COLLEGES: 37% complete a certificate, degree or transfer within six years

CAL STATE: 8% graduate within four years, 37% graduate within six years

UNIVERSITY OF CALIFORNIA: 47% graduate within four years, 75% graduate within six years
4-year graduation rate gap between White & Latino students has almost doubled

- **Fall 1999**
  - White: 16%
  - Latino: 8%
  - Difference: 8 points

- **Fall 2008**
  - White: 24%
  - Latino: 10%
  - Difference: 14 points
Good news!
Best Practices
CSU, Fullerton

Strategic Plan

A leader in developing a strategy to cut achievement gaps.
Santa Rosa Junior College

Latino Student Center

Helping more Latino families access college through targeted programs.
San Diego State University

Minority Male Collaborative

Informing strategies to increase the success rates of Black students.
What if we closed the gaps?
If we closed the gaps...

1,150,000 more adults with the skills and education to meet the state’s workforce needs

CA’s personal income would increase by more than $135 billion

an additional 790,000 four-year degrees

CAhighered www.collegecampaign.org
Higher Education: Critical Investment or Luxury?

For every $1 invested, there is a $4.50 return to the state.

2.3M
2,300,000 more college grads by 2025
www.collegecampaign.org
To Strengthen Our Economy

#CAhighered
What can you do?

1. Support a new **bold state plan** for higher education in CA;
2. Support greater **college readiness** in our K-12 schools;
3. Advocate for **clearer pathways** into and through college;
4. Ensure colleges successfully move students through **pre-college level courses**;
5. Demand greater **accountability from college leaders** on graduation rates; and
6. Make **your voice and share your endorsements and MONEY** with those committed to solving these problems.

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#CAhighered
“We all should know that diversity makes for a rich tapestry, and we must understand that all the threads of the tapestry are equal in value no matter what their color.”

— Maya Angelou
Contact Us

The Campaign for College Opportunity
Increasing college graduates to strengthen California

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