Coalition Building for Sustainability

Lessons from California
Founding Members

MALDEF
The Latino Legal Voice for Civil Rights in America.

California Business Roundtable

Community College League of California
Lesson #1

Fill a void, if you haven’t done so already.
Lesson #2

Recognize that everyone has a stake in improving higher education.
Coalition Building

Engage your partners.
Tailor your engagement in order to build a foundation of support.
Coalition Building

Unify broad and diverse interests.
Lesson #4

Don’t forget about the minority party because you never know...
Achieving Policy Reform in California
Policy Reform

How has the structure of California’s higher education affected our efforts?
Public Systems of Higher Education
No Coordinating or Oversight Body
Policy Reform

How has the state’s demographics affected our efforts?
California’s New Majority

- White: 39.2%
- Latino: 38.2%
- Asian: 13.3%
- Black: 5.7%
- Other: 3.7%
California’s New Majority

1 out of every 2 youth under 18 in CA is Latino
The State of Higher Education in California

Latinos in California

In 2012, most Latinos enrolled at a California Community College

Blacks in California

Young Black adults, ages 25-34, are less educated than Blacks ages 35-64

Blacks have the lowest high school graduation rates and the second lowest A-G (college preparatory curriculum) completion rates

Blacks are slightly overrepresented at California's Community Colleges and enroll in for-profit colleges at a rate greater than CSU and UC combined
The College Achievement Gap – Adults Age 18-64, 2011

The share of California's working adult population by major racial/ethnic group (circle), as compared to the percentage of that group's attainment of an associate degree or higher (shaded section).

- **NON-HISPANIC WHITE**
  (40.5% of the population)
  - 47%

- **LATINO**
  (36.5% of the population)
  - 14%

- **AFRICAN AMERICAN**
  (6% of the population)
  - 29%

- **ASIAN/PACIFIC ISLANDER**
  (14.3% of the population)
  - 54%
The State of Higher Education in CA

Educational Attainment of California Adults
25 Years and Older, 2011

- California:
  - Bachelor’s degree or higher: 30.3%
  - Associate degree: 7.7%
  - Some college no degree: 22.1%
  - HS diploma or equivalent: 21.1%
  - No HS diploma or equivalent: 18.9%

- Black:
  - Bachelor’s degree or higher: 23.0%
  - Associate degree: 9.3%
  - Some college no degree: 32.0%
  - HS diploma or equivalent: 24.3%
  - No HS diploma or equivalent: 11.4%

- White:
  - Bachelor’s degree or higher: 39.3%
  - Associate degree: 9.0%
  - Some college no degree: 25.6%
  - HS diploma or equivalent: 20.0%
  - No HS diploma or equivalent: 6.1%

- Latino:
  - Bachelor’s degree or higher: 10.7%
  - Associate degree: 5.3%
  - Some college no degree: 17.9%
  - HS diploma or equivalent: 41.5%
  - No HS diploma or equivalent: 15.1%

- API:
  - Bachelor’s degree or higher: 47.9%
  - Associate degree: 7.4%
  - Some college no degree: 15.3%
  - HS diploma or equivalent: 15.1%
  - No HS diploma or equivalent: 14.3%
The State of Higher Education in CA

Steady generational decline in college attainment

<table>
<thead>
<tr>
<th>Age</th>
<th>Associate Degree or Higher</th>
<th>Bachelor's Degree or Higher</th>
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<tbody>
<tr>
<td>65+</td>
<td>4th</td>
<td>6th</td>
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<tr>
<td>45 to 64</td>
<td>17th</td>
<td>15th</td>
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<tr>
<td>35 to 44</td>
<td>30th</td>
<td>18th</td>
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<td>25 to 34</td>
<td>28th</td>
<td>25th</td>
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## The State of Higher Education in California

### AVERAGE WON’T DO

How is California Performing on Key College Measures?

California’s future is directly linked to our ability to educate our residents and sustain a competitive workforce. Our community colleges and universities have provided the opportunity for millions of Californians to succeed, but our future is at risk. Industries in which California is considered a leader—technology, healthcare, agriculture, biotechnology, aerospace, and entertainment—are dependent upon an educated workforce yet, according to estimates in other studies, we are on track to be 2.3 million college graduates and certificates short of meeting the workforce demands of our economy by 2025.1

An economically and socially vibrant California requires dramatic gains in the preparation of students for college, access to an affordable college education, college-going rates, and college completion. When compared to the rest of the nation, on most of these measures California performs no better than average. Even more troubling, serious gaps across regions of the state and among racial-ethnic groups exist. This is simply unacceptable. California has never aspired to be just average. California can excel in higher education once again if, and only if, we have a plan for turning things around.

This brief, prepared by the Campaign for College Opportunity, highlights some of the key findings of Average Won’t Do: Performance Trends in California Higher Education as a Foundation for Action by the Institute for Higher Education Leadership and Policy, as well as findings from other sources where noted.

<table>
<thead>
<tr>
<th>Category</th>
<th>California’s Current Performance</th>
<th>10-Year Trend</th>
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<tbody>
<tr>
<td>Preparation</td>
<td>worse than most states</td>
<td>![Arrow Up]</td>
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<tr>
<td>How prepared are students for college-level work?</td>
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<tr>
<td>Affordability</td>
<td>average</td>
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<tr>
<td>How easily can families pay for college?</td>
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<td></td>
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<tr>
<td>Participation</td>
<td>better than most states</td>
<td>![Arrow Down]</td>
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<tr>
<td>How many students are going to college?</td>
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<tr>
<td>Completion</td>
<td>average</td>
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<tr>
<td>How many students earn a certificate or degree?</td>
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<tr>
<td>Benefits</td>
<td>better than most states</td>
<td>![Arrow Down]</td>
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<tr>
<td>What are the benefits of a college degree to students and the state?</td>
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<td></td>
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<tr>
<td>Finance</td>
<td>average</td>
<td>![Arrow Down]</td>
</tr>
<tr>
<td>How well financed are our colleges and universities?</td>
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</tbody>
</table>

Lesson #5

Clear, strong data to make your case for policy reform is invaluable.
For every $1 California invests in higher education, it will receive a net return of $4.50.
Meeting Compliance But Missing the Mark

A look at policy implementation, and identifying the level of compliance and the reasons for progress (or a lack thereof).
Lessons Learned from Pursuing Our Major Initiatives
Senate Bill 1440 (2010)

The Student Transfer Achievement Reform Act (STAR Act)

Associate Degree for Transfer
A Degree with a Guarantee
Lesson #6

Passing legislation / regulatory change/etc. is the easy part. The real challenge is in seeing it through to fruition.
Meeting Compliance But Missing the Mark

A look at policy implementation, and identifying the level of compliance and the reasons for progress (or a lack thereof).
Focus on your major accomplishments and position yourself as a resource for that policy.
Senate Bill 1456 (2012)

The Student Success Act
Lesson #8

Good messaging is just as important as good policy.
Starting small and scaling up may be preferable to a top-down approach to policy reform.
A partnership between LBUSD, LBCC, and CSU Long Beach
Lesson #10

Be rooted in your values.
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