



Call to Action

What Can You Do To Help?

STUDENTS, PARENTS, FACULTY, CITIZENS

- Call or write local legislators to encourage them to support and fund Higher Education because of its direct contributions to the economic and social health and success of individuals and the state. Find your reps at: <http://www.leginfo.ca.gov/yourleg.html>
- Let legislators know how diminishing opportunities to go to college are impacting the future for you, your family, job prospects and local businesses.
- Write letters to the editor of local newspapers advocating a similar message, and give examples from your work and family.

LEGISLATORS

- Establish and fund Higher Education as a priority for the state because of its direct contributions to the economic and social health and success of individuals and the state. Let your constituents know why you're supporting Higher Education, and rally their support. Work imaginatively and responsibly with your colleagues to find solutions before it's too late.

Faculty Leadership - Intersegmental Committee of the Academic Senates (ICAS)

What is ICAS?

The "Intersegmental Committee of the Academic Senates" is a group of Academic Senate leaders from each of the three segments of public higher education in California: CSU; UC; and CCC. It meets to jointly address matters of academic importance to all three segments.

ACADEMIC SENATE CONTACT INFO:



California Community Colleges (CCC)
President, Academic Senate (info@asccc.org)
(916) 445-4753
www.asccc.org



California State University (CSU)
Chair, Academic Senate
(562) 951-4010
www.calstate.edu/AcadSen/



University of California (UC)
Chair, Academic Senate
(510) 987-9458
www.universityofcalifornia.edu/senate/

Student Leadership Key Student Representatives from CCC, CSU, and UC

STUDENT REPRESENTATIVE CONTACT INFO:



California Community Colleges (CCC)
President, SSCCC (ssenate@cccco.edu)
<http://www.studentsenateccc.org>



California State University (CSU)
President, CSSA (cssa.pres@gmail.com)
<http://www.csustudents.org>



University of California (UC)
President, UCSA (president@ucsa.org)
<http://www.ucsa.org>
Student Regent (student.regent@uci.edu)
<http://www.ucregentlive.wordpress.com/>

California's Future Made In Public Higher Education

Higher Education...

... is a stimulus to economic growth and innovation

... is a cornerstone to workforce expansion in California

California's Workforce Needs Higher Education

IF CURRENT TRENDS CONTINUE....

...the need for educated/trained personnel will continue to increase over the next decades while the number of degrees awarded will decrease due to reduced capacity caused by reduced funding.

...by 2025 there will be a shortfall of one million college graduates in California needed to fill job demands. (PPIC - Educating California, Choices for the Future, 2009)

Ninety-six percent of Californians and likely voters say that higher education is important to the quality of life and economic vitality of the state.

(PPIC Statewide Survey, Nov 2009)

What Has Happened To Funding for Higher Education in California?

An incremental deterioration in California's educational investment over the past three decades, illustrated by the reduction in funding for higher education as a percentage of the state budget, has led to a clearly documented and measurable decline in California's overall quality of life and standard of living.

Every Dollar Invested in Public Higher Education Yields More Than a 300% Return

- Public higher education represents the engine of progress and opportunity for all segments of California's population.
- Higher education dramatically increases the earning power of its graduates, resulting in increased tax revenues.
- Higher education stimulates the state economy through federal student financial aid and other programs.

1

Public Higher Education Produces the Trained Individuals Who Create and Sustain High Quality Human and Economic Landscapes

3

Higher education is key to meeting California's workforce needs.

2

Public higher education fuels innovation and new job growth.



There is an inverse relationship between educational attainment and the demand on already-strained social services.



Today's students... are tomorrow's workers, leaders, and innovators

Job growth between 2008-2018 is predicted by the US Department of Labor to grow fastest in occupations requiring postsecondary degrees (Associate degree-19%, Bachelor's degree-17%, Graduate/Professional degree-18%) compared to on-the-job training positions (8%).

(Bureau of Labor Statistics, December, 2009)