



# Call to Action

## What Can YOU Do To Help?

### 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.

### 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.


## 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: CCC, CSU, and UC. It meets jointly to address matters of academic importance to all three segments.*

#### ACADEMIC SENATE CONTACT INFO:


 **California Community Colleges (CCC)**  
President, Academic Senate ([info@asccc.org](mailto:info@asccc.org))  
(916) 445-4753  
[www.asccc.org](http://www.asccc.org)


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


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

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

#### STUDENT REPRESENTATIVE CONTACT INFO:

 **California Community Colleges (CCC)**  
President, SSSCC ([ssenate@cccoco.edu](mailto:ssenate@cccoco.edu))  
[www.studentsenateccc.org](http://www.studentsenateccc.org)

 **California State University (CSU)**  
President, CSSA ([cssa.pres@gmail.com](mailto:cssa.pres@gmail.com))  
[www.calstatestudents.org](http://www.calstatestudents.org)

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

## California's Future Made In Public Higher Education

*Higher Education  
is a stimulus to  
economic growth and  
innovation and the  
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.

...California will face a large skills gap by 2030—it will be 1.1 million workers with bachelor's degrees short of economic demand. (PPIC, September 2017)

...millions of well-educated older adults for the first time in the history of California will be exiting the labor force. In contrast, the number of young adults in California is projected to increase only modestly. (Hans Johnson, director and senior fellow at the PPIC Higher Education Center, testimony, November 1, 2017, before the Assembly Select Committee on the Master Plan for Higher Education in California.)

## What Has Happened To Funding for higher education in California?

According to a recent report of the PPIC (September 2017), "Higher education spending accounted for 18% of the state budget in 1976–77, but by 2016–17 it had fallen to 12%." As a result, educating students at public universities is covered by general fund and student tuition. The PPIC report acknowledged that "Recent state budgets have included funding increases for higher education, and some California policymakers have acknowledged that the state's disinvestment in higher education is partially responsible for rising student costs. At the same time, many higher education leaders are concerned that the current financial model of public higher education is inefficient and unsustainable." [http://www.ppic.org/wp-content/uploads/r\\_0917kcr.pdf](http://www.ppic.org/wp-content/uploads/r_0917kcr.pdf)

*Investing in Public Higher Education, September 2017*

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

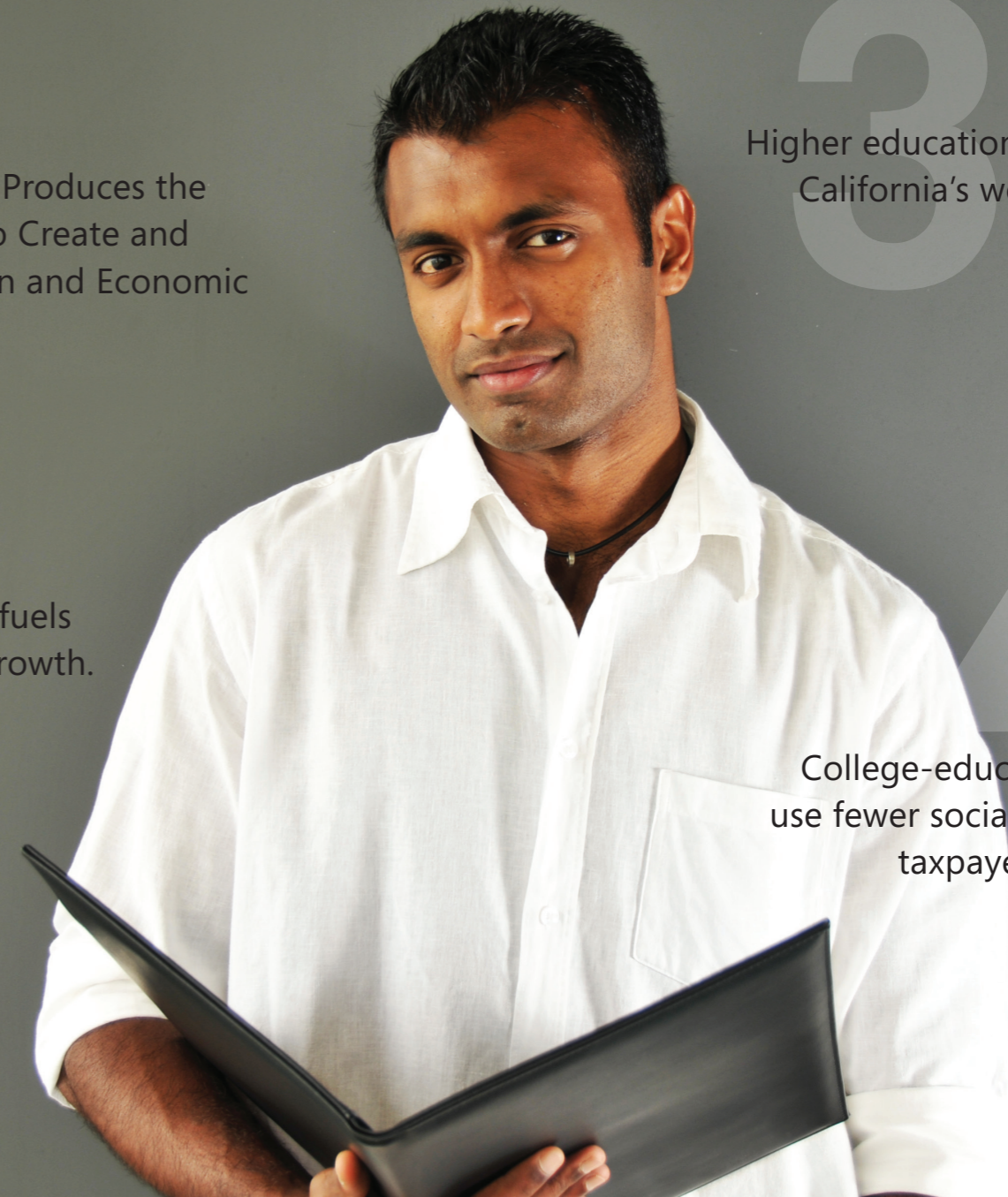
- Public higher education represents the engine of progress and opportunity for all segments of California's population.
- Higher education dramatically increases the earning power of its graduates, resulting in increased tax revenues.
- Higher education stimulates the state economy through federal student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

1  
Public Higher Education Produces the Trained Individuals Who Create and Sustain High Quality Human and Economic Landscapes

2  
Public higher education fuels innovation and new job growth.

3  
Higher education is key to meeting California's workforce needs.

4  
College-educated Californians use fewer social services, reducing taxpayer burdens.



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

Job growth between 2012 – 2022 is predicted by the US Department of Labor to grow fastest in occupations requiring postsecondary degrees (Associate degree—18%, Bachelor's degree—12%, Master's degree—18%, and Graduate/Professional degree-16%) compared to high school diploma or equivalent (8%).

*(Bureau of Labor Statistics, December 2013)*