



THE RETURN ON CALIFORNIA'S INVESTMENT

For every dollar the state invests in a student's higher education, the state's economy receives a \$3 net return on investment.

FUNDING HIGHER EDUCATION

An investment in California's economy



California Community Colleges
California State University
University of California



A college education changes lives. California's public colleges and universities have changed millions of people's lives by giving them the opportunity to earn a degree or obtain new job skills.



College graduates are the fuel for California's economic engine. Our graduates join the state's work force as engineers, teachers, nurses, firefighters, agriculturists, artists, scientists and more. They spark the industries that have made California's economy one of the largest and most vibrant in the world.

It's hard to imagine California without its public higher education system – the University of California, the California State University and the California Community Colleges.

California is at a crossroad. In the face of significant budget cuts and global competitive pressures, our landmark system of public colleges and universities represent the way to move California and its economy forward.

California at a crossroad

**MASTER PLAN FOR
HIGHER EDUCATION:
WORKING TOGETHER
FOR CALIFORNIA**

In 1960, the State of California adopted its landmark Master Plan which helps integrate the missions of the state's public colleges and universities in meeting the educational needs of Californians.

This visionary commitment to educational opportunity, and the social and economic prosperity that have grown from it, has shaped the California that we know today.

.....
"A high-quality public education for all who want it."

How important is a college education

to our economy? If 2% more Californians had associate's degrees and another 1% more earned bachelor's degrees, California's economy would grow by \$20 billion, our state and local tax revenues would increase by \$1.2 billion a year, and 174,000 new jobs would be created.

[source: Campaign for College Opportunity]

How we contribute:

CSU graduates nearly 90,000 students into the state's workforce each year. Overall, CSU supports more than 527,000 jobs in the state and awards more than half of the college degrees in agriculture every year to boost the nation's largest agricultural state. CSU has a \$53 billion total annual spending impact statewide and generates more than \$3 billion in local and state tax revenue.

California Community Colleges are the state's largest workforce training provider, serving 2.6 million students and conferring more than 125,000 degrees and certificates each year. More than 80% of all community college students work while attending college, and many are there for retraining, skill upgrades, and license retention and renewal.

California Community Colleges credential 80% of the state's firefighters, law enforcement officers and emergency medical technicians. More than 100,000 people are directly employed by the state's community colleges with countless others dependent upon its operations.

The University of California contributes more than \$14 billion in California economic activity and more than \$4 billion in tax revenues each year, and that doesn't include the impact of UC-related spinoff companies. Nearly 400,000 jobs in California are dependent on UC operations. Combined, the three higher education systems will create more than 2 million California jobs this decade.

WE'RE CONNECTED

Almost 60% of CSU graduates and 30% of UC graduates originally transferred from a California community college. Nearly 100,000 California community college students transfer to four-year institutions each year.

*Growing the economy,
creating jobs, expanding*

California Community Colleges

109 colleges • 2,600,000 students

The California Community Colleges are the largest system of higher education in the nation offering more than 175 degree and certificate programs at 109 colleges in every area of the state. One-quarter of all community college students nationwide are enrolled in the California Community Colleges. Many gifted students choose a community college because of its low cost, proximity to home, small class sizes and quality education.

California State University

23 campuses • 450,000 students

The California State University is the largest, the most diverse and one of the most affordable university systems in the country. CSU offers unlimited opportunities to help students achieve their goals, and prepares graduates who go on to make a difference in the work force. CSU also engages in research and creative activities leading to scientific, technical, artistic and social advances, and strengthens California's communities and economy.

University of California

10 campuses • 220,000 students

Every day, the University of California contributes to the state's economic vitality and the quality of life of all Californians through its world-class educational opportunities, groundbreaking research and valuable community resources. UC offers studies in 150 academic disciplines, with more departments ranked in the top 10 nationally than at any other university in the country.





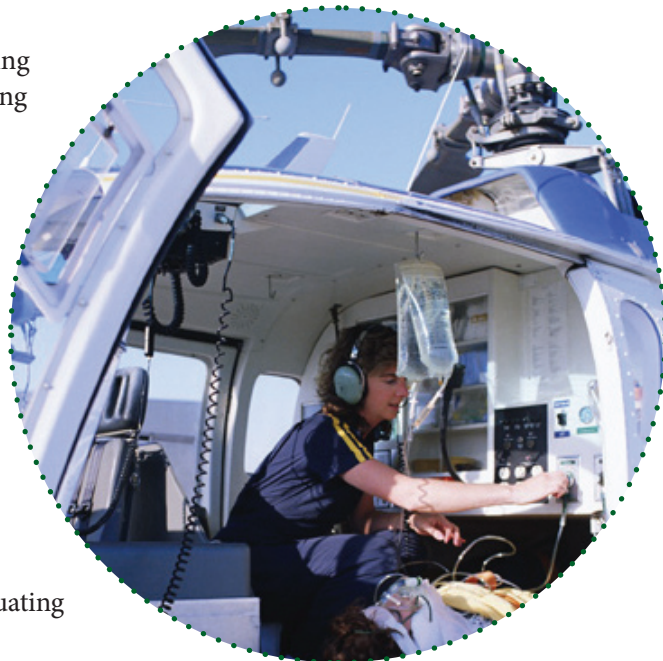
Improving your health and safety California's three segments of public colleges and universities are uniquely positioned to help address the state's expected shortfall of up to 17,000 doctors by 2015 and the 116,000 additional nurses needed by 2020.

The University of California supports the largest health sciences training program in the nation, educating 13,000 students each year and training approximately two-thirds of the medical students in California. A third UC nursing school is set to launch at UC Davis next year, and new medical schools are being planned for UC Riverside and UC Merced.

UC operates the fifth-largest health care delivery system in California, handling more than 3 million patient visits each year, including a high proportion of the state's uninsured patients.

Also training the scientists who are creating ways for people to be healthier, CSU provides 44% of the state's college graduates in life sciences, the catalysts for change in health care.

California Community Colleges are also crucial to addressing our looming health care needs. Seventy percent of California nurses were educated at our community colleges, with more than 7,700 nurses graduating each year.



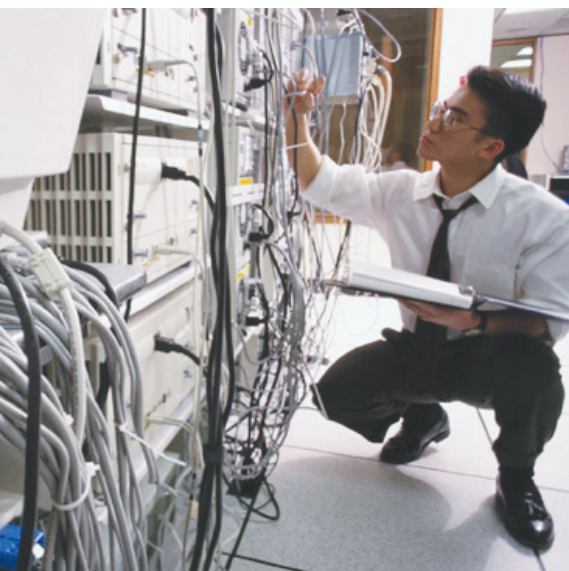
At the heart of innovation UC research and UC-educated innovators have been critical to the creation and development of many of California's leading industries – from biotech to information technology to telecommunications – and today UC is helping California to take a leading global role in critical new industries from nanotechnology to digital media to “green” technology.

More than 1,000 California biotech, high-tech and other innovative R&D-intensive companies put UC research to work every day. For more than a dozen years, UC has developed more patents than any other university in the nation – and its researchers produce an average of three inventions every day.

CSU also educates engineers who are developing the latest advances in technology. CSU graduates 45% of the state's computer and electronic engineers who are creating the innovative products and services that make people's lives easier.

California Community Colleges supply thousands of trained workers for the state's high-tech industries. Each year, they enroll more than 300,000 students in engineering and industrial technologies and more than 200,000 students in information technology.

the tax base



Investing in California's future

What's at stake: Higher education and the state budget

Graduates from CSU, UC and California Community Colleges contribute significantly to the key industries that drive our state's economy. State funding cuts for education will hurt jobs, the work force and the economy – the very things needed to balance the budget.

Without a well-trained work force, California won't be able to meet the state's needs for jobs that our communities need, and the jobs that make California competitive – such as those in engineering and science – will go elsewhere.

With the large budget deficit that the state faces this year, all state institutions, including our public colleges and universities, have to be part of the solution. But deep cuts to higher education now will limit opportunities for our young people and hurt the economy – which affects all of us, in virtually every way imaginable.

Higher education is an investment in our people and in the strength of the economic engine that has propelled California to a position of global leadership.

YOU CAN HELP INVEST IN CALIFORNIA'S ECONOMY

by supporting our public colleges and universities today.

GET INVOLVED NOW:

University of California: www.ucforcalifornia.org

California State University: www.calstate.edu/budgetcentral

California Community Colleges: www.californiansforcommunitycolleges.org



Educational opportunities, opening doors

UC has the highest proportion of low-income students among the country's top research universities, and provides more than \$1 billion in scholarships and grants to about two-thirds of its students.

California's community colleges are a cost-effective alternative for students seeking quality higher education, but who cannot afford or do not want to pay for all four years at a four-year college or university.

Two-thirds of California's first-time higher education students begin their academic careers at a community college. Community colleges enroll the state's lowest-income students – fulltime students have an annual median income of \$16,223 and one-fourth of those students have incomes of less than \$5,544 per year.

More than 55% of CSU's enrollment is comprised of traditionally under-served populations. Each year, CSU graduates account for more than half of the African Americans, Latinos and Native Americans earning bachelor degrees in California.

INVESTING IN A COLLEGE DEGREE PAYS BIG DIVIDENDS

Over an adult's working life, high-school graduates can expect, on average, to earn \$1.2 million; those with a bachelor's degree, \$2.1 million; and people with a master's degree, \$2.5 million.

Persons with doctoral degrees earn an average of \$3.4 million during their working life, and \$4.4 million for those with professional degrees.

A bachelor's degree also results in more than \$80,000 in additional income tax revenue to the state over a lifetime when compared with a high school degree, and more than \$200,000 for a professional degree.



Where do good teachers come from?

CSU educates more than 60% of all of the state's teachers, including 9 out of 10 educators in our public schools.

UC is also working with K-12 schools across the state to improve student achievement and is spearheading "Cal Teach," which will train 1,000 new math and science teachers annually for public schools statewide.

DID YOU KNOW?

California community college students see their wages jump 86% three years after earning their degree or certificate.

As a whole, the 1.7 million CSU alumni working in California earned an estimated \$89 billion in income. It is estimated that \$25.3 billion of this amount is attributable to their higher level of educational attainment — to their CSU degrees.

[U.S. Census Bureau, 2002-03]