

# College of the Canyons Advocacy Team Meeting

3 p.m., June 1, 2010

University Center, Room 223



## Meeting Minutes

The meeting began at 3:06 p.m.

### Introductions

The following people attended the meeting: Mike Wilding, Barry Gribbons, Eric Harnish, Mimi Spankroy, Mike Joslin, and Bill Kennedy.

### Business Survey

Dr. Gribbons reported that the survey of local businesses to ascertain their reliance on COC, and their opinion of the services COC provides, was distributed on Survey Monkey to Santa Clarita Valley Chamber of Commerce and Valley Industrial Association members. It will be redistributed to increase the response rate.

### Bill Update

Mr. Harnish provided an update on the following bills of interest at the state level:

- SB 1227 – Senator Runner decided to drop the bill after he was contacted by staff from the state Chancellor’s Office, as well as College of the Canyons. It was designed to streamline construction of K-12 and community college facilities by giving city and county planning agencies approval authority, rather than the Department of the State Architect.
- AB 1807 – The bill by Assemblyman Fong would have required community colleges to develop and maintain a seniority system for hiring adjunct faculty, which would be a costly, time-consuming process. It failed to pass out of the Assembly Appropriations Committee before the deadline required to do so.
- SB 1440 – Senator Padilla authored this legislation to streamline the transfer process for students moving from community colleges to the California State University system. The bill is supported both the chancellors of both systems and is currently awaiting action in the Assembly after approval by the Senate.
- SB 1143 – Senator Liu hopes to raise completion rates among community colleges by altering the funding formula for colleges. Despite strong opposition to the methodology in the bill by the state Chancellor’s Office and the Community College League of California, the bill passed the Senate and will be heard next by the Assembly Higher Education Committee.

## State Budget Update

Governor Schwarzenegger released a revision to his proposed 2010-11 state budget on May 14. The overall news for community colleges is good in light of the statewide context (\$19.1 billion budget deficit). The governor's budget:

- Provides \$126 million to fund enrollment growth of 2.21 percent. This would enable about 26,000 new full-time students to enroll in community colleges throughout California.
- Reduces funding for apportionments and select categorical programs by \$22.9 million to account for a negative cost-of-living adjustment (COLA), computed at -0.38 percent. The negative amount is due to declines in labor and fuel costs used in the statutory formula to calculate the COLA for K-12 and community colleges.

Each house of the Legislature has proposed its own alternatives to the Governor's budget. Here are the highlights from the Senate and the Assembly:

### Assembly

- \$129 million for enrollment growth (increase of \$3 million from governor's proposal, or about 620 FTES)
- \$22.1 million to eliminate negative COLA
- \$35.8 million to maintain federal funds used last year to reduce categorical cuts, and to eliminate negative COLA on categoricals
- \$100 million augmentation for Economic Development
- rejected \$10 million cuts to EOPS and Part-time Faculty Compensation
- rejected \$20 million augmentation to career-technical education
- rejected adding additional categoricals to flexibility

### Senate

- \$22.9 million to eliminate negative COLA (apportionment and categoricals)
- rejected \$10 million cuts to EOPS and Part-time Faculty Compensation
- rejected \$20 million augmentation to career-technical education
- rejected adding additional categoricals to flexibility

The Senate and the Assembly must reconcile their different versions, and generate enough votes to meet the 2/3 majority vote required for a state budget. And, the Governor has promised to veto any budget that does not include his higher education funding provisions.

## Legislative Efforts

- Santa Clarita Valley Chamber of Commerce Sacramento Trip – The chamber is organizing an advocacy trip to Sacramento that will focus on education. COC will participate, along with K-12 districts and local business representatives.

- Intersegmental Advocacy Day - Intersegmental Lobby Day – The three higher education systems – California Community College, California State University, and University of California –came together to initiate a joint advocacy effort with regard to the state budget. On April 27, representatives from each system convened in Sacramento to meet with legislators in the Capitol. Dr. Gribbons and Mr. Harnish joined a team comprised of representatives from UCLA, UC Santa Barbara, Cal State Northridge, Cal State Channel Islands and Santa Barbara City College. The message to legislators focused on the need for adequate state funding to ensure access to education across the three systems of higher education in California given their role in the economic development of the state. The attached handout from the event includes some excellent information on the size and scope of each systems’ accomplishments.
- LAO Meeting – The Legislative Analyst’s Office has put forward a number of proposals to reduce state spending, including a cap on the number of P.E. courses community colleges can offer. Dr. Gribbons and Sharlene Coleal have a meeting scheduled for late June with members of the LAO staff to discuss these proposals and the potential problems they pose.
- Washington D.C. Update Dr. Gribbons traveled to Washington D.C. in May to discuss the appropriations requests submitted by the college to Congressman McKeon, Senator Feinstein, and Senator Boxer. Senator Feinstein’s staff expressed some interest in funding a University Center consortium, but said the request would need to be submitted by the state Chancellor’s Office, as well as Canada College, and College of the Canyons, the two participating campuses. The Department of Education has established a program to provide \$500 million per year for four years to develop online educational resources. COC will explore the development of a consortium to apply for the funding.

### **Local Strategies**

- Mr. Harnish reported that the COC Advocacy website has been updated with the latest state budget background information. New sample letters have been drafted that COC employees, students, and community supporters can use to communicate COC’s budget priorities to the Governor and Legislature. Those letters were uploaded to the website (<http://advocacy.canyons.edu>) and are available to send now.

**DO YOUR PART TO FIGHT FOR RESTORED STATE SUPPORT FOR HIGHER EDUCATION.**

**PUT OUR MONEY WHERE OUR GREATEST MINDS WILL BE—NEXT YEAR AND THE NEXT 50 YEARS.**

**Higher education = higher standard of living**

If just 2% more of Californians earned AA degrees and 1% more earned a BA/BS, our economy would grow by \$20 billion, state and local tax revenue would increase by \$1.2 billion a year and 174,000 new jobs would be created.<sup>6</sup>

**CALIFORNIA COMMUNITY COLLEGES | CALIFORNIA STATE UNIVERSITY | UNIVERSITY OF CALIFORNIA**

**50 YEARS AGO,  
CALIFORNIA  
MADE AN  
UNPRECEDENTED  
PROMISE:**

**THERE WOULD  
BE A PLACE  
IN COLLEGE  
FOR ALL WHO  
WANTED IT.**

[WWW.CCCCO.EDU](http://WWW.CCCCO.EDU)  
[BLOGS.CALSTATE.EDU/BUDGETCENTRAL](http://BLOGS.CALSTATE.EDU/BUDGETCENTRAL)  
[WWW.UCFORCA.ORG](http://WWW.UCFORCA.ORG)

**SOURCES**

- 1. U.S. CENSUS BUREAU: NATIONAL DIGEST OF EDUCATION STATISTICS—2008, TABLE 217
- 2. NATIONAL SCIENCE FOUNDATION: SCIENCE AND ENGINEERING INDICATORS 2008, TABLE 9-17
- 3. 2005 STUDY BY THE UC BERKELEY SURVEY RESEARCH CENTER: RETURN ON INVESTMENT: EDUCATIONAL CHOICES AND DEMOGRAPHIC CHANGE IN CALIFORNIA'S FUTURE
- 4. CALIFORNIA'S FUTURE WORKFORCE: WILL THERE BE ENOUGH COLLEGE GRADUATES, DEC 2008, PUBLIC POLICY INSTITUTE OF CALIFORNIA
- 5. NATIONAL SCIENCE BOARD'S "SCIENCE AND ENGINEERING INDICATORS 2010" REPORT: [WWW.NSF.GOV/STATISTICS/SEIND10/CO/FIG00-08.GIF](http://WWW.NSF.GOV/STATISTICS/SEIND10/CO/FIG00-08.GIF)
- 6. CAMPAIGN FOR COLLEGE OPPORTUNITY

# THAT VISION TRANSFORMED OUR STATE.

# AND ALL CALIFORNIANS BENEFITED.

This vision gave us a public higher-education system that, at every level, threw open the doors to high quality at a low cost. California became a global model—and fed the minds that would make it an economic powerhouse.

UNIVERSITY OF CALIFORNIA	CALIFORNIA STATE UNIVERSITY	CALIFORNIA COMMUNITY COLLEGES
RESEARCH	TEACH	TRAIN, RETRAIN, TRANSFER
228,000 STUDENTS	433,000 STUDENTS	2.9 MILLION STUDENTS
10 CAMPUSES	23 CAMPUSES	112 CAMPUSES
55,000 GRADUATES/YR	92,000 GRADUATES/YR	125,000 DEGREES/CERTIFICATES/YR

**55% OF CSU AND 30% OF UC BACHELOR'S DEGREE RECIPIENTS STARTED AT A CALIFORNIA COMMUNITY COLLEGE**

**#1** IN THE PERCENTAGE OF 18- TO 24-YEAR-OLDS ENROLLED IN TWO-YEAR COLLEGE<sup>1</sup>

**80% AND 70%**  
PERCENTAGE OF CALIFORNIA'S FIREFIGHTERS, LAW ENFORCEMENT OFFICERS AND EMTS (80%), AS WELL AS ITS NURSES (70%), THAT TRAIN AT CALIFORNIA COMMUNITY COLLEGES

**LARGEST** HEALTH SCIENCES TRAINING PROGRAM IN THE NATION

**NUMBER TWO**  
RANKING IN U.S. IN SHARE OF SCIENCE AND ENGINEERING DEGREES AWARDED AS SHARE OF ALL DEGREES<sup>2</sup>

**THREE OF EVERY FIVE**

NUMBER OF MEDICAL STUDENTS IN CALIFORNIA TRAINED BY UC

**75%** PERCENTAGE OF CALIFORNIA'S GI BILL VETERANS THAT ATTEND COMMUNITY COLLEGE

CSU IS THE **LARGEST** RECIPIENT OF PELL GRANTS IN THE NATION

**CALIFORNIA COMMUNITY COLLEGES ENROLL ONE QUARTER OF ALL COMMUNITY COLLEGE STUDENTS IN THE U.S.—YES, REALLY**

**\$1 = \$3**

\$1 INVESTED IN GETTING STUDENTS THROUGH COLLEGE HAS RETURNED \$3 IN TAX REVENUE AND LOWER JAIL AND SOCIAL SERVICE COSTS<sup>3</sup>

CSU AWARDS THE MOST DEGREES IN CALIFORNIA'S COMPETITIVE INDUSTRIES AND CRITICAL PUBLIC SERVICE OCCUPATIONS:

HOSPITALITY/TOURISM (64%), AGRICULTURE/FOOD/BEVERAGE (62%), BUSINESS (54%), SOCIAL WORK (84%), CRIMINAL JUSTICE (75%) AND TEACHER EDUCATION (53%).

**MORE THAN HALF** THE NUMBER OF AFRICAN-AMERICAN, LATINO AND NATIVE AMERICAN GRADUATES EARNING BACHELOR'S DEGREES IN CALIFORNIA THAT EARN THEM FROM CSU

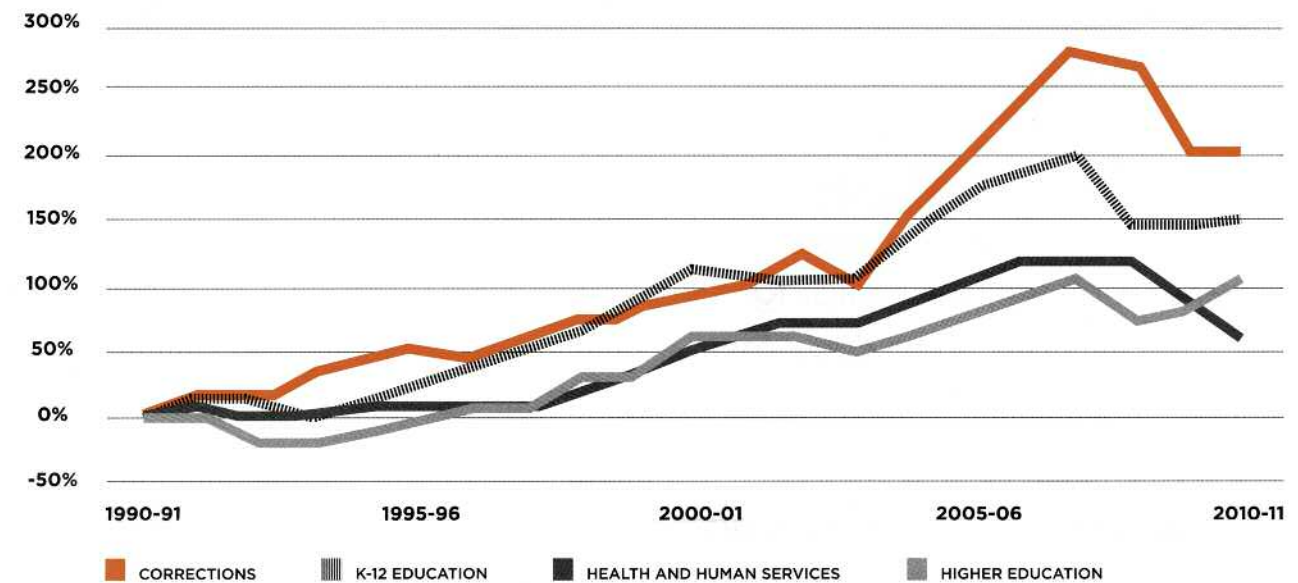
# BUT ALL THAT WE'VE BUILT IS AT RISK.

**2009-10 STATE FUNDING CUTS:**  
\$1.7 billion

**UNFUNDED ENROLLMENT:**  
226,000 students

California's public universities and colleges now have half as much state money to spend per student as they did in 1990 in real dollars.

# WE DON'T HAVE TIME TO WAIT TO CATCH UP.



**GROWTH IN STATE SPENDING ON PRISONS HAS OUTSTRIPPED EVERY OTHER MAJOR SECTOR.**

*Source: CPEC fiscal profiles and governor's budgets*

## READY OR NOT, HERE THEY COME:

Undergraduate demand is expected to grow by 387,000 by 2019. To accommodate it will take \$1.5 billion more in revenue.

*Source: California Postsecondary Education Commission report, March 2010*

## WORKFORCE SKILLS GAP:

If current trends persist, California faces a shortage of 1 million college graduates needed for the workforce by 2025.

*Source: A 2009 Public Policy Institute of California study*

# OUR COMPETITORS AREN'T WAITING. IN FACT, THEY'RE RAMPING UP.

## INTELLECTUAL FLIGHT

Other countries are building their higher education systems on our blueprint. Texas, Oregon and other states are actively recruiting our most promising faculty and college-bound students because of California's disinvestment.

Since 2000, more college graduates have left California than have arrived from other states.<sup>4</sup> Once gone, they are much less likely to come back. We can't build a thriving knowledge-based economy if we keep undermining its foundation.

GROWTH IN SCIENCE +  
ENGINEERING BSs  
(or equivalent)<sup>5</sup>:



## MORE CALIFORNIANS ARE APPLYING OUT OF STATE THIS YEAR THAN LAST:

ARIZONA STATE	+24%
COLGATE UNIVERSITY, N.Y.	+15%
SWARTHMORE COLLEGE, PA	+16%
UNIVERSITY OF DELAWARE	+36%
UNIVERSITY OF PENNSYLVANIA	+22%
UNIVERSITY OF VIRGINIA	+24%
UNIVERSITY OF WASHINGTON	+22%
VILLANOVA UNIVERSITY, PA	+34%

Source: San Jose Mercury News, March 2010

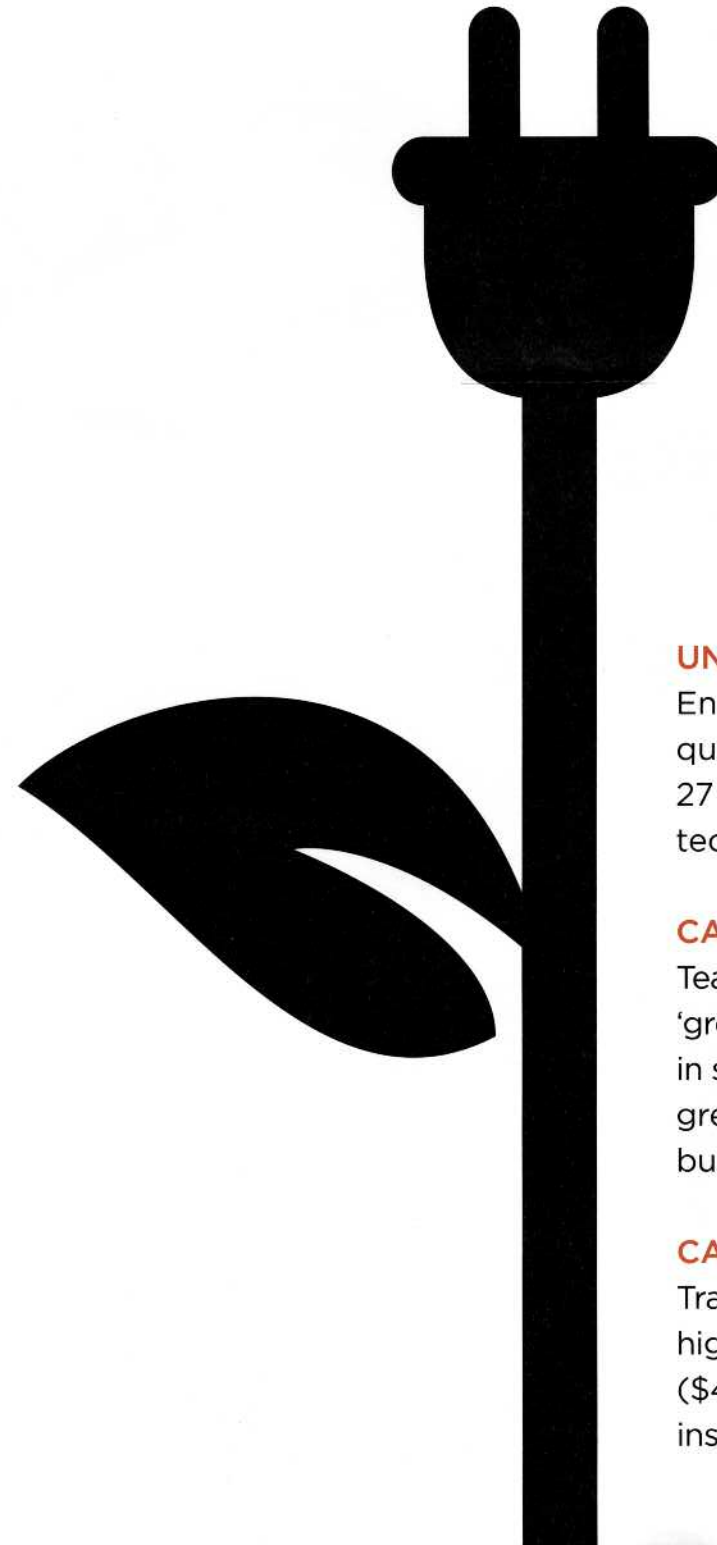
**“THE  
DEANS  
HAVE BIG  
GRINS  
ON THEIR  
FACES.”**

— President Richard Lariviere, University of Oregon, on hiring about 50 new faculty from California and other states. OU is “aggressively pursuing” thousands of students who will not get into the University of California this year because of “grievous cuts.”  
Source: Washington Post, March 2010

# BUT IN CRISIS, THERE IS OPPORTUNITY.

Investing in higher education holds the greatest potential for spurring California's recovery. For 50 years it has been California's colleges and universities that have attracted and created new enterprise here—with each segment playing a distinct role in founding and developing emerging industries.

Green tech is one example of how each segment helps California grow. >>>



#### **UNIVERSITY OF CALIFORNIA**

Energy-related research funding has quadrupled in 4 years to \$126 million; 27 energy companies founded on UC technologies through 2009

#### **CALIFORNIA STATE UNIVERSITY**

Teaching new programs focused on 'green' industries, including certificates in sustainable resource management, green business operations, sustainable building design

#### **CALIFORNIA COMMUNITY COLLEGES**

Training thousands of technicians for high-wage fields; examples: solar roofer (\$45K/yr median income) wind turbine installer (\$52K/yr median income)

# WE'RE DOING OUR PART. YOU CAN, TOO.

California's colleges and universities are not waiting for a handout. We're pushing efficiencies everywhere we can. We're exploring new ways of doing business. We're building our partnerships with industry to attract private-sector funds. Unfortunately, we're crowding classrooms and raising fees at the same time.

## We're out of options.

- FURLOUGHS
- DEBT RESTRUCTURING
- STRATEGIC SOURCING
- ADMINISTRATIVE CONSOLIDATIONS
- ENERGY SAVINGS PROGRAMS
- IT EFFICIENCIES
- COURSE REDUCTIONS
- INCREASED CLASS SIZES
- HIGHER TUITION
- REDUCED STUDENT SERVICES
- MORE ONLINE INSTRUCTION
- MORE INDUSTRY PARTNERSHIPS
- MORE TRANSFER COORDINATION

As California's public colleges and universities, our costs are shared by the state because what our researchers, faculty, staff and students produce every day benefits all Californians.