Overview

The CSU Vice Presidents of Advancement’s Advocacy Plan includes a specific goal to reach out to legislative candidates between now and the June primary and then the General election to make connections now, educate them about the role of CSU in their community, and put higher education and CSU on their radar as something important to their community before they arrive in Sacramento. In our commitment to the campuses to assist in every way possible we have developed the enclosed Campaign Toolkit to help you in this important local effort.

The toolkit includes a power point that can be used in forums, community based meetings and the like; sample questions for endorsement questionnaires; sample questions that can be “planted” with alumni and others for town hall, public meetings, candidate forums and the like with candidates; letters to the editor; and some of our ideas about how you might engage your candidates.

We hope you find this information helpful in your work at the campus level and locally with your candidates.
The California State University
Working for California

March, 2012
Our People

427,000 Students

43,000 Faculty and Staff

2.6 million Alumni
Our Statewide Impact

$17 billion impact
• The total spending impact of the CSU

150,000 jobs
• The number of California jobs supported by the $17 billion impact

$42 billion
• Of the $122 billion in total wages earned by CSU alumni working in CA, $42 billion is attributable to their CSU degree
Our Graduates

• **Teach Your Children**
  • More than half of CA’s credentialed teachers come from the CSU

• **Deliver Your Healthcare**
  • Most nurses with bachelor’s degrees come from the CSU

• **Contribute to Innovation**
  • Half of the state’s engineering and technology graduates are CSU trained
Despite the CSU’s POSITIVE impact on California, THE CSU IS NO LONGER A TOP STATE PRIORITY
California’s investment in public higher education, as a percentage of California’s economy, is at its lowest point since 1965.
1960’s Investment for 21st Century Workforce Needs

California Higher Education Funding Support per $1,000 of Personal Income


- 1960s
- 1970s
- 1980s
- 1990s
- 2000s
- 2010s

$12.87
$8.17
$6.42
$4.39
$6.07

$14.00
$12.00
$10.00
$8.00
$6.00
$4.00
$2.00
$0.00
Declining State Commitment

1999-2000

State Support (General Fund): 81%
Tuition Fees and other Support: 19%

2007-08

State Support (General Fund): 73%
Tuition Fees and other Support: 27%

2012-13*

State Support (General Fund): 51%
Tuition Fees and other Support: 49%

* Assumes $200 million trigger cut
SINCE 2007-08, STATE FUNDING TO THE CSU HAS DROPPED BY 30% OR $1 BILLION
Resident Headcount and CSU State Allocation (in billions)
2012-13 State Funding Equals 1996-97 levels, but **Enrollment has Increased by 90,000 Students**

*Assuming $200 million trigger cut*
As State Funds Have Decreased, Student Fees have been Forced to Increase

Assumes Dec. 2012 Trigger Cut

Tuition and Fees less Financial Aid

State Funds

Average Net Tuition and Fee Revenue per Student

(2012 projected Constant Dollars)
Haven’t Higher Student Fees Filled the Budget Hole?
No… A HUGE Hole Remains

- The breakdown since 2007-08
  - $968 million (state cut to CSU)
  - $135 million (mandatory cost increase)
  + $593 million (increased student fee revenue)
  
  -$510 million on-going budget gap
How the CSU has Kept Our Doors Open

- More Industry Partnerships
- More Transfer Coordination
- More Public Partnerships
- Increased Emphasis on Federal Grants
- Increased Emphasis on Donor Support
- Energy Savings Programs
- Information Technology Efficiencies

BUT, THIS IS NOT ENOUGH
The CSU Has Made **Difficult** Decisions

- ✔ Fewer faculty/staff/administrators
- ✔ Course Reductions
- ✔ Increased Class Sizes
- ✔ Furloughs (faculty, staff and administrators)
- ✔ Increased Student Tuition Fees
- ✔ Turned Away Qualified Students
More **Cuts** to Come?

**$200 million Trigger Cut Looms**

- According to the Governor’s proposed budget, if voters fail to pass his tax initiative the CSU budget will be cut an additional $200 million
Despite Cuts, Focused on Student Success

Associate Degree for Transfer
  • Will save students time (less units taken) and money (not paying for units not needed)
  • Will save system up to $100 million

Digital Textbook Rental
  • New partnership with publishers will provide 5,000 of the most popular eTextbooks at a 60% savings from printed versions
Focused on Student Success

Early Start

• Many students will avoid or reduce the number of remedial classes taken during their first year, saving students time and money

• CSU will save an estimated $30 million by reducing remediation costs and time to degree for students

Graduation Initiative

• Seeks to raise 6 year graduation rates by 8% by 2016 while cutting achievement gap in half
## Summary Snapshot

| $968 million | State support to the CSU has fallen by $968 million or 30% in five years |
| $5,970     | Systemwide student tuition fee for a full-time undergraduate has more than doubled in five years, increasing from $2,772 to $5,970 for the 2012-13 academic year |
| 7%         | Total number of CSU employees has fallen by more than 3,000 or nearly 7% of our workforce |
| 29,686     | Enrollment has fallen by 29,686 students due to the drop in state funding |
| 268,683    | Undergraduate applications to the CSU have seen three years of record highs to 268,683 |
| $2,500     | CSU has $2,500 less to spend per student compared to 1998-99 |
How Can You Help?

✔ Write your elected officials

✔ Join our E-advocacy Network

✔ Consider a candidate’s commitment to the CSU when you vote

✔ Tell others your CSU story
THE CSU IS CALIFORNIA’S FUTURE
IIddeaaass
ttoo
EEnnggaaggee
CCaannddiiddaatteess

9 Work with the League of Women Voters to host a candidate forum.
9 Invite candidates for a campus tour/ briefing, highlighting campus successes.
9 Work with the students to hold a tweet-up event to reach local candidates.
9 Find out a candidates’ interest and invite him/her to a class or program on the subject.
9 Recruit 3rd party advocates, including alumni, who are willing to attend public forums and ask higher education related questions.
9 Have a special event in celebration of Constitution and Citizenship Day and invite candidates to participate. Please know that the official observance of this day is Monday, Sept. 17, 2012, which also coincides with Rosh Hashanah.
9 Suggest that the Alumni Association host a mixer for prominent alumni and candidates
9 Invite members to participate in an on-campus volunteer event in celebration of Labor Day.
9 Set-up candidate/staff briefing regarding CSU and campus issues. The aim is to begin to serve as an information resource.
9 Prepare campus and higher education issues briefing book for all candidates.
9 Identify campus contact to provide information and research expertise for local issues.
Letters to the Editor

Option One

The (name of CSU campus) is a cornerstone of our community, both economically and culturally. The campus prepares thousands of our children for good paying jobs and employs hundreds of our neighbors. Our community is enhanced by the hundreds of volunteer hours that university members give in service. Local businesses benefit from receiving technical support from faculty experts and students. The campus also provides opportunities to experience first-class music and theater productions, as well as a wide variety of sporting events.

In the past five years, like many of us, (name of campus) has had to manage severe budget cuts. They have done this while trying to preserve academic programs and serve students and the community, alike. With all of the benefits that (name of campus) brings to our area, it is time that the community rally behind the campus. We need to make sure that we send leaders to Sacramento that are deeply committed to restoring funding to public higher education.

One of the hallmarks of our community is that we help each other when someone is in need. (Name of campus,) is in economic crisis and we can use our vote to make sure that it becomes the funding priority that it should be. This will not only benefit the campus, but will surely benefit our entire community.

Option Two

As a member of this community and a graduate of (name campus), I ask my fellow voters to consider a candidates commitment to public higher education when you go to the ballot box.

For too long we have been sending politicians to Sacramento who say they support higher education but then do nothing to stop massive funding cuts to the CSU, UC and Community Colleges. The recent historic funding declines have resulted in unprecedented student fee increases. This is the wrong direction for our community and our state to be headed.

The education that I received at (name of campus) gave me the tools I need to have a successful career in (name industry). Our economy will not fully recover unless the state reverses direction when it comes to funding our colleges and universities. Let’s reverse course and send politicians to Sacramento that are not full of empty rhetoric, but ones who will actually stand up for higher education.

Option Three

The CSU has lost more than one-third of its funding in the past five years, decreasing its overall budget from $3 billion to $2 billion. To manage these cuts, the CSU implemented furloughs, increased class sizes, reduced travel, did not give out general salary increases, implemented energy reduction programs and cut obsolete courses. However, the most visible way they have coped with budget cuts has been to dramatically increase student fees.

CSU leaders have come under fire for these increases. While no one enjoys seeing students pay more for their education, university leaders should not be criticized for being forced to take these actions. In fact, we should work with them to ensure that the state begins to provide the CSU with the funding it deserves to produce the entrepreneurs, engineers, nurses, police officers and teachers that our state need as we emerge from this recession.

There are not many corporations who could survive such a severe economic shock. We should applaud the CSU for being able to graduate the skilled workforce that our state needs.
Letter to Community Groups about Candidate Questionnaires

Date

Dear ____________,

With the election season upon us, I am writing to respectfully ask for your help to ensure that our local candidates and policymakers understand that public higher education is an important priority for our community.

To do this, we respectfully ask that you would include one or more questions about a candidate’s commitment to public higher education in your endorsement questionnaire. Possible questions that you could include are:

- According to the Public Policy Institute of California by 2025 the state will be short one million college educated workers. Despite this fact, recent state budget cuts have forced our public colleges and universities to turn away qualified students. What do you think the state should do to ensure that employers have the skilled workforce that they need?
- (Name of campus) is a main economic driver in our community. Despite the important role the campus plays in our current and future economy, the state has continued to cut its budget year after year. If you are elected, what would be on your higher education agenda?

As you know, (name of campus) plays an integral role in our region. Currently, we have an economic impact of more than (insert number) and sustain more than (insert number) jobs in our area. In the long-term, we are working diligently to provide the programs and the graduates that are necessary to serve our regional economy.

Despite the positive contributions (name of campus) makes to the area, the state has cut the California State University budget, and consequently, our budget, by one-third. In the past five years the CSU budget decreased from $3 billion to $2 billion and our system is currently bracing for a potential additional $200 million cut. While we are doing all that we can to operate in the most efficient and effective manner possible, it is increasingly difficult to serve students and graduate the workforce that our regional economy needs.

(Name of organization) plays an important role in our region. As a result, if local candidates see that your organization has an interest in public higher education, I believe they will better understand that our colleges and universities enjoy broad community support. Ultimately, our goal is send leaders to Sacramento that understand that the communities they represent value public higher education and want to see it a higher priority for the state.

If you have any questions or would like to further discuss this request, please contact (name and contact information). Thank you for considering this request.

Sincerely,

Name
Title
Potential Questions for Public Forums

1) (Name of campus) is a main economic driver in our community. Despite the important role the campus plays in our current and future economy, the state has continued to cut its budget year after year. If you are elected, what would you do to reverse this trend?

2) I am an alumnus of (name of campus). I received a great education that prepared me for my career in (name of industry). If you are elected, what would be on your higher education agenda?

3) When it comes to tough budget decisions, where will public higher education rank in relation to other areas?

4) Thirteen years from now, the state will be short one million college educated workers (according to the Public Policy Institute of California). Despite this fact, our public colleges and universities have had to turn away qualified students because of state budget cuts. What do you think the state should do to ensure that employers have the skilled workforce that they need?

5) I have never heard a politician say they don’t support higher education. Despite the expression of support, public higher education has been one of the hardest hit by budget cuts in recent years. A candidate’s commitment to fund the CSU, UC and the Community Colleges is one of the main factors that I will consider when I vote in this election. Do you support reinvest in public higher education and what are you willing to do to make sure that the state has enough revenue to reinvest?
Contact/Endorsement Card

Name ________________________________________________________________

Email ________________________________________________________________

Street Address ________________________________________________________

City/State/Zip _________________________________________________________

Home Phone __________________________________________________________

Cell Phone ___________________________________________________________

Occupation/ Industry___________________________________________________

Alumnus (yes/no)______________________________________________________

If yes, which campus__________________________________________________

☐ Yes, I want to hear more from (Campus Name)!

☐ (Name of Publication) — An electronic newsletter highlighting how we serve the community.

☐ E-Advocacy Alerts— Periodic emails that let you know about key legislative and budget issues that impact the CSU and (name of campus).

☐ Alumni Association— I am an alumnus and I would like to reconnect with the Alumni Association.

☐ I support the state prioritizing public higher education and want to publically endorse (fill in blank) effort, which will begin the reinvestment in the CSU!