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PRESS RELEASE

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**Higher education chiefs join together to urge adequate funding of colleges and universities**  
*Advocacy day at Capitol focuses on the importance of higher education to economic recovery*

SACRAMENTO, Calif. – University of California President Mark G. Yudof, California State University Chancellor Charles B. Reed and Community Colleges Chancellor Jack Scott met with lawmakers and aides to Gov. Jerry Brown today to urge them to begin reinvesting in one of California’s highest-performing assets – its three systems of public higher education.

Yudof, Reed and Scott led groups of college leaders and students through the halls of the Capitol to talk with members of the Assembly and Senate to remind them that colleges and universities are just as important to the state’s infrastructure as roads, bridges, public safety and social services. The meetings were part of the three educational systems’ Joint Higher Education Advocacy Day.

"The University of California alone generates \$46.3 billion in economic activity in California and supports one in 46 jobs. That's quite a return on the state's investment," President Yudof said. "Yet nearly every year our state funding drops. We estimate that every \$1 cut from UC's budget could reduce California's economic output by \$2. The California State University and the community colleges also contribute substantially to the prosperity of the state. If we are serious about California's economic recovery, it's time to stop the higher education cuts."

The three education chiefs asked lawmakers to make adequate funding for higher education a priority this year to prevent further tuition increases and to ensure that students can get the classes they need to succeed. They stressed that California cannot afford to make more cuts to higher education.

"The demand and need to attend California's public colleges and universities has never been greater," Chancellor Reed said. "Unfortunately, the amount invested by the state in each future nurse, teacher or technical worker is the lowest it's been in the past 40 years. California's return to prosperity will be guided by the colleges and universities of the state, but the future continues to be jeopardized by the ongoing disinvestment in higher education."

"We made it perfectly clear to everyone we met today that California’s future relies on an educated and well-trained workforce," Chancellor Scott said. "But every time we take a budget cut, the state denies or delays a student the chance to become a valuable member of that workforce. We need to remind those who serve us in the Capitol that for every \$1 they invest in higher education, the state receives \$4.50 in return."

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Gov. Brown's tax initiative on the November ballot could ease the fiscal bleeding. But if it fails, the UC and CSU systems would each take a \$200 million cut and the California Community Colleges will face a cut of \$292 million. These cuts would be on top of cuts over the past few years that have led to fee hikes across the board and have left hundreds of thousands of students effectively locked out of receiving a college education.

The three system chiefs held meetings today with Nancy McFadden, Gov. Brown's executive secretary for legislation, appointments and policy; Assembly Speaker John Perez (D – Los Angeles); Assembly Minority leader Connie Conway (R – Visalia); Senate Pro-Tempore Darrell Steinberg (D – Sacramento) and Senate Republican leader Bob Huff (R – Walnut). Other groups in the advocacy effort included students, college administrators and educators.

College and university leaders, students and others stressed that:

- California's economy will need another one million workers with college degrees or certificates by 2025.
- California needs to prevent further tuition increases and help students succeed by reinvesting in and stabilizing funding of public colleges and universities.
- Protecting Cal Grants from cuts will keep our colleges and universities affordable and accessible.

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**EDITOR'S NOTE:** Nine posters of notable alumni from the three tiers of California higher education are displayed on the walls of the hallway near the governor's office. Each poster features a graduate who has gone onto great success in a wide variety of fields, from science to business. To view images of the posters, go [here](http://bit.ly/JlUoUw) (<http://bit.ly/JlUoUw>).

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