

You don't need to be a computer scientist to figure out why California's State University system is about to crash.

In the next decade, California State University enrollment will grow by over 25%. But higher education's share of state taxes has dropped 40%. Sacramento, we have a problem...

Higher education is the driving force behind California's economy. The promise to make a degree affordable and accessible is the smartest investment this state ever made. Entire industries would not have taken hold in California if it were not for a pool of hard-working, knowledge-hungry college graduates.

But now that promise is in trouble. The children of the baby boomers — Tidal Wave II — are headed for college, many for the California State University system.

But of the 26,000 additional students added to the system the past three years, more than a quarter are not provided for in-state funding — no space, no faculty, no services.

Unless the state's policy makers start paying attention (more than a third of the California State Legislature are CSU grads), this gap will only grow worse.

The CSU system will add the equivalent of 100,000 full-time students by 2010. Mid-range estimates show a \$365 million shortfall that year.

The system's 22 campuses are already short of space. Even the best projection shows that 58,000 of the new students will not be accommodated in 2010. The 45% who qualify for financial aid today will grow to a projected 68% in 2010. Even if tuition is held to the rate of inflation, student need will top \$1 billion that year.

As for quality, the CSU system is losing its edge. It will take \$100 million to close the faculty salary gap and make the CSU competitive for talent; \$300 million to bring the campuses up to speed technologically; \$80 million to replace obsolete teaching equipment; \$30 million to make sure libraries have current publications.

CSU — Critical, Endangered Resource

The California State University system graduates 66% of the state's teachers, and 50% more business professionals and more computer scientists and engineers than all other California colleges and universities combined.

With 18,000 faculty and over 330,000 full- and part-time students, the California State University system is the largest senior college system in the United States.

For every freshman enrolled at a CSU campus, two students transfer from a community college. Over 70% of CSU students work, a third over 30 hours a week. Average age of undergraduates is 24. Fifty-six percent are women. Over half of CSU students are non-white.

A California state prison guard with a high school diploma and six years of experience earns more than a Ph.D. Associate Professor at a California State University with six years of experience. CSU faculty salaries have fallen 11% below comparable institutions, yet they teach 33% more sections than the national standard.

California state spending for higher education, per \$1,000 of personal income, has fallen 40% since 1975. Unless this trend is changed, state spending will hit zero in 2010.

For too many years, decision makers have asked what is the least they can do.

The downward trend is now unmistakable, and the tidal wave in enrollment — students who really have no other place to go — will accelerate the system's decline disastrously.

Action is imperative. We must react with the same urgency we would show if natural forces threatened any other part of our public infrastructure. We must make sure the knowledge pipeline is not interrupted. We must seize this chance to educate an entire generation of Californians who show the greatest initiative.



The state budget battle is beginning now. The CSU Board of Trustees must take the lead to repair the damage the system has suffered and recommit to excellence.

So must the Governor and legislative leaders. They must hear from all of us who care and know that the future of California will be determined by what we do today.

Please send the coupons below and make sure the message gets to all who need to hear it. For a promising tomorrow, *thank you*.

California Faculty ★ Association ★

Representing California State University Faculty

5933 W. Century Boulevard, Suite 216, Los Angeles, CA 90045

Martha C. Fallgatter — Chair, CSU Board of Trustees
Fax: (805) 397-1715

I share the concern of CSU faculty. One in ten Californians is a CSU graduate. Will the system still be here for our children? Only if we keep up with the explosion in knowledge and the tidal wave of knowledge seekers California needs to succeed. We must win this year's budget battles. We must not sell our future short.

NAME

ADDRESS

CITY / STATE / ZIP

Chancellor Barry Munitz
Fax: (562) 985-2808

I share the concern of CSU faculty. One in ten Californians is a CSU graduate. Will the system still be here for our children? Only if we keep up with the explosion in knowledge and the tidal wave of knowledge seekers California needs to succeed. We must win this year's budget battles. We must not sell our future short.

NAME

ADDRESS

CITY / STATE / ZIP

Governor Pete Wilson
Fax: (916) 445-4633

I share the concern of CSU faculty. One in ten Californians is a CSU graduate. Will the system still be here for our children? Only if we keep up with the explosion in knowledge and the tidal wave of knowledge seekers California needs to succeed. We must win this year's budget battles. We must not sell our future short.

NAME

ADDRESS

CITY / STATE / ZIP

California can become a society of the very rich and the very poor. Or it can save its State Universities.

California State Universities fulfill more dreams for more families than any other state college system in America. We can't afford to destroy the only opportunity still open to all.

Higher education opens doors. It lets hard-working parents imagine a better future for their children and gives young adults the practical skills to make it into the middle class. But now that engine of opportunity is in danger. California's State University system, the largest and most inclusive senior college system in America, has been damaged by state funders just as a tidal wave of new students comes to class.

Of the 26,000 students added to the system the past three years, for example, more than a quarter are not provided for in state funding—no space, no faculty, no services.

California's State Universities serve a third of a million students statewide and reflect the state's true diversity more accurately than other California universities.

African-American enrollment has jumped over 27 percent in the last ten years (while falling 3 percent at UC campuses). Latino enrollment at CSU campuses has almost doubled.

But the system's 22 campuses are already short of space. Even the best projection shows that 58,000 of the new students will not be accommodated in 2010. The 45 percent who qualify for financial aid today will grow to a projected 68 percent in 2010. Even if tuition is held to the rate of inflation, student need will top \$1 billion that year.



C. S. U. — CRITICAL, ENDANGERED RESOURCE

The California State University system graduates 66% of the state's teachers, and 50% more business professionals and more computer scientists and engineers than all other California colleges and universities combined.

With 18,000 faculty and over 330,000 full- and part-time students, the California State University system is the largest senior college system in the United States.

California state spending for higher education, per \$1,000 of personal income, has fallen 40% since 1975. Unless this trend is changed, state spending will hit zero in 2010.

For every freshman enrolled at a CSU campus, two students transfer from a community college. Over 70% of CSU students work, a third over 30 hours a week. Average age of undergraduates is 24. Fifty-six percent are women. Over half of CSU students are non-white.

A California state prison guard with a high school diploma and six years of experience earns more than a Ph.D. Associate Professor at a California State University with six years of experience. CSU faculty salaries have fallen 11% below comparable institutions, yet they teach 33% more sections than the national standard.

FOR TOO MANY YEARS, DECISION MAKERS HAVE ASKED WHAT IS THE LEAST THEY CAN DO.

The downward trend is now unmistakable, and the tidal wave in enrollment—students who really have no other place to go—will accelerate the system's decline disastrously.

Action is imperative. We must seize this chance to educate an entire generation of Californians who show the greatest initiative.

The state budget battle has just begun. The damage the system has suffered from years of leadership inaction must be repaired and a renewed commitment made to excellence.

The Governor and legislative leaders must hear from all of us who care and know that the future of California will be determined by what we do today.

Our state's prosperity depends on an educated technical and managerial workforce. Our social well-being relies on a fair, accessible ladder of opportunity. The California State Universities deliver both.

Please send the coupons below and make sure the message gets to all who need to hear it.

For a promising tomorrow, thank you.

**California Faculty
★ Association ★**

Representing California State University Faculty

Honorable Bill Lockyer

— Senate President pro Tempore
State Capitol Bldg. #205, Sacramento, CA 95814 / Fax: (916) 323-2234

I share the concern of CSU faculty. One in ten Californians is a CSU graduate. Will the system still be here for our children? Only if we keep up with the explosion in knowledge and the tidal wave of knowledge seekers California needs to succeed. We must win this year's budget battles. We must not sell our future short.

NAME _____
ADDRESS _____
CITY / STATE / ZIP _____

Honorable Cruz Bustamante

— Assembly Speaker
State Capitol Bldg. #219, Sacramento, CA 95814 / Fax: (916) 324-7129

I share the concern of CSU faculty. One in ten Californians is a CSU graduate. Will the system still be here for our children? Only if we keep up with the explosion in knowledge and the tidal wave of knowledge seekers California needs to succeed. We must win this year's budget battles. We must not sell our future short.

NAME _____
ADDRESS _____
CITY / STATE / ZIP _____

California Faculty Association

5933 W. Century Blvd., # 216, Los Angeles, CA 90045 / Fax: (310) 410-1240
Tel: (310) 641-4430 / E-mail: cfa@calfac.org / Website: www.calfac.org

I share the concern of CSU faculty. I want to help guarantee that CSU provides quality higher education for our students. Please send me information about what I can do.

NAME _____
ADDRESS _____
CITY / STATE / ZIP _____
E-MAIL _____

The California State University Class of 2002 is about to enroll. We want their decision to serve them well. But we need your help.

California's state universities were once a model for the nation. But now, we aren't even planning four years ahead. What the CSU faculty wants you to know:

The success of California's higher education system has been no accident. For two generations, both our private and public sectors have benefited from a Master Plan for Higher Education. The plan had a single, overarching purpose: to provide a high-quality college education for every qualified Californian.

But now, that plan is being ignored — even by CSU trustees. Planning for our education system, once a national model, must not be dropped from the state government agenda.

The professors of the California State University system today stand together to uphold the twin standards of *quality* and *accessibility* which the people of California have every right to expect from their investment of tax and tuition dollars over the years.

That investment has paid off spectacularly. Because of our educated workforce, California's economy now ranks #7 in the world. *Disinvesting* in public higher education, as the state's political leaders have done, will strip California of its proven and precious global advantage.

WHAT PARENTS, STUDENTS AND THE PUBLIC NEED TO KNOW ABOUT THE CRISIS IN HIGHER EDUCATION

- Long-term funding for the state university system has been ignored in budget after budget. As a direct result, California State Universities are suffering a "brain drain." Many of the system's best and brightest young faculty are forced to leave the state to find adequate salaries and affordable housing.

- CSU campuses will be struck by a tidal wave of up to 100,000 additional students in the next few years. *No plan exists* to provide enough faculty, classrooms and other basic resources to accommodate this historic growth in the need for public higher education in California.

- The state is in the midst of a massive demographic and economic transformation. Yet CSU trustees have failed so far to ask the Legislature for proper funding to upgrade the university system's technology. Instead, in an



ill-advised deal exposed by CSU faculty and students, administrators tried to turn over CSU's technology and a decade of profits to Microsoft and a few other large corporations.

- As for the system's main purposes — teaching and learning — CSU faculty have become nearly as transient as its students. As of the Spring 1998 semester, 48 percent of CSU faculty were no longer full-time professors but temporary teachers not hired to guide students through 4 years of college or make lasting contributions to the design of courses and degree programs in their fields. *Was this your university experience when you were a student?*

FOR FAR TOO LONG, CSU TRUSTEES HAVE ASKED WHAT IS THE VERY LEAST THEY CAN DO FOR CSU.

The people of California have every right to demand more and better than this from California's state universities — the nation's largest senior college system. Please join CSU faculty members and insist that higher education be given the priority and funding it needs and deserves. Here's how:

1) Mail the coupons below. The state legislative leaders named in them are committed to defending

CSU — Critical, Endangered Resource

The California State University system graduates 66% of the state's teachers, and 50% more business professionals and more computer scientists and engineers than all other California colleges and universities combined.

With 18,000 faculty and over 330,000 full- and part-time students, the California State University system is the largest senior college system in the United States.

California state spending for higher education, per \$1,000 of personal income, has fallen 40% since 1975. This trend must be reversed.

For every freshman enrolled at a CSU campus, two students transfer from a community college. Over 70% of CSU students work, a third over 30 hours a week. Average age of undergraduates is 24. Fifty-six percent are women. Over half of CSU students are non-white.

A California state prison guard with a high school diploma and 6 years of experience earns more than a Ph.D. Associate Professor at a California State University with 6 years of experience. CSU faculty salaries have fallen 11% below comparable institutions, yet they teach 33% more sections than the national standard.

our public universities — but they need to know you share their concern and support their efforts.

2) This election year, let's make higher education a campaign issue. Help elect state legislators and a Governor who recognize that our university system is the basic prerequisite for California's prosperity. A plan that safeguards the system's future is a promise that must be kept. *Thank you.*

California Faculty Association

Representing California State University Faculty

5933 W. Century Boulevard, Suite 216, Los Angeles, CA 90045

Honorable John Burton

Senate President pro Tempore / Fax: 916-327-7229
State Capitol Bldg. #205, Sacramento, CA 95814

I share the concern of CSU faculty. One in ten Californians is a CSU graduate. Will the system still be here for our children? Only if we keep up with the explosion in knowledge and the tidal wave of knowledge seekers California needs to succeed. We must win the coming budget battles. We must not sell our future short.

NAME _____
ADDRESS _____
CITY / STATE / ZIP _____
EMAIL _____

Honorable Antonio Villaraigosa

Assembly Speaker / Fax: 916-445-0764
State Capitol Bldg. #219, Sacramento, CA 94814

I share the concern of CSU faculty. One in ten Californians is a CSU graduate. Will the system still be here for our children? Only if we keep up with the explosion in knowledge and the tidal wave of knowledge seekers California needs to succeed. We must win the coming budget battles. We must not sell our future short.

NAME _____
ADDRESS _____
CITY / STATE / ZIP _____
EMAIL _____

California Faculty Association

5933 Century Blvd. #216, Los Angeles, CA 90045
Tel: (310) 641-4430 / Fax: (310) 410-1240
Email: cfa@calfac.org / Website: www.calfac.org

I share the concern of CSU faculty. I want to help ensure that CSU provides high-quality higher education to our students. Please send me information about what I can do.

NAME _____
ADDRESS _____
CITY / STATE / ZIP _____
EMAIL _____