



University of California  
 California Community Colleges  
 California State University



**MEDIA ADVISORY – 1st REMINDER (UPDATED START TIME)**

**April 30, 2012**

**Chiefs of Three California Higher Education Systems to Lead Capitol Advocacy Blitz**

*Hundreds of educators and students will join leaders to urge reinvestment in higher education*

- ❖ **WHO:** University of California President [Mark G. Yudof](#)  
 California State University Chancellor [Charles B. Reed](#)  
 California Community Colleges Chancellor [Jack Scott](#)
  
- ❖ **WHAT:** President Yudof, Chancellor Reed and Chancellor Scott will meet with lawmakers and the governor’s office to urge that they make adequate funding for higher education a priority in 2012-13 to prevent further tuition increases and to ensure that students can get the classes they need to succeed. The system chiefs will be available to speak to the media about the effects that budget cuts have had on public higher education and the impacts associated with passage or failure of Gov. Brown’s fall ballot initiative.
  
- ❖ **WHEN/** **Tuesday, May 1, 2012 at 9 a.m.**  
**WHERE:** State Capitol  
 Tent near South Steps  
 10th Street and Capitol Mall  
 Sacramento, CA 95814

**SCHEDULE OF EVENTS:**

- 9 a.m. – 9:15 a.m.** System chiefs along with students, faculty and administrators will be available for one-on-one media interviews.
  
- 9:15 a.m. – 9:40 a.m.** System chiefs deliver welcoming remarks to nearly 200 students, administrators, faculty and staff and are available to meet with reporters for one-on-one interviews.
  
- 9:45 a.m. – 3 p.m.** System leaders hold meetings 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).

**WHY:** California cannot afford more cuts to higher education. The state’s economy is highly dependent upon an educated workforce, and everyone suffers when colleges and universities turn away students. If just 2 percent more of California’s population earned associate degrees and 1 percent more earned bachelor’s degrees, the state’s economy would grow by \$20 billion. Those educated workers would generate state and local taxes of \$1.2 billion a year and 174,000 new jobs would be created. The economic return on investment in higher education infrastructure is a win-win for the state and its taxpayers. For every \$1 California spends on higher education, it receives \$4.50 in return.\*

❖ **VISUALS:** The three leaders welcoming and delivering an address to hundreds of college leaders and students who will visit with legislators in the state Capitol.

❖ **CONTACT:** **California Community Colleges**

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\*[California’s Economic Payoff: Investing in College Access and Completion](#), UC Berkeley research performed for The Campaign for College Opportunity, April 2012

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