



California: Keeping the Dream Alive in Progressive Era

 Karen Zamarripa Consulting

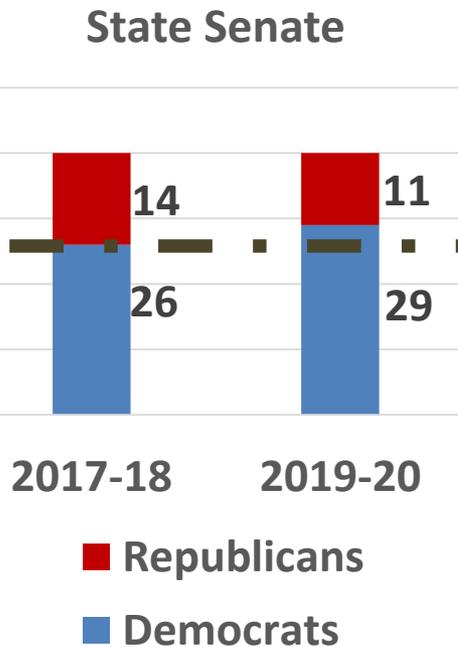
The Ultimate Progressive State

Democrats in control, no doubt now

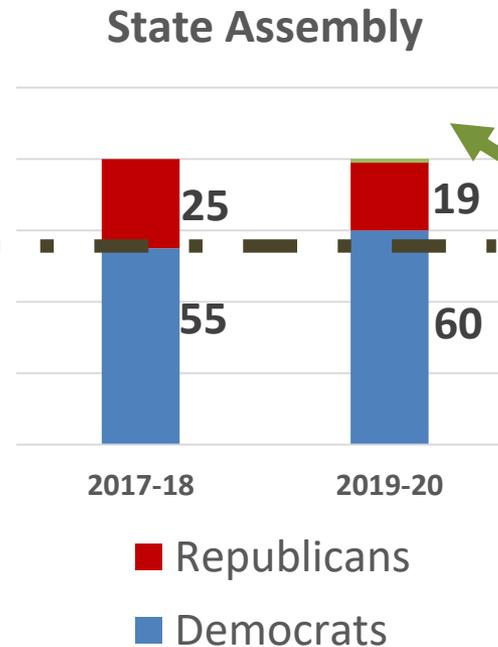
- Party dominates legislature
 - Supermajority in both houses
- All statewide offices
 - Governor-Elect Newsom
 - Lt Governor and Superintendent of Public Instruction
- Significant player in taking back the House in D.C.
 - Seven GOP seats flip--2 by retirement and 5 by defeat.

California Legislature

In the State Senate, there will be two vacancies until late spring, as one Democrat and one Republican whose seats weren't up this year won election to higher office. Both are safe seats for the respective parties.



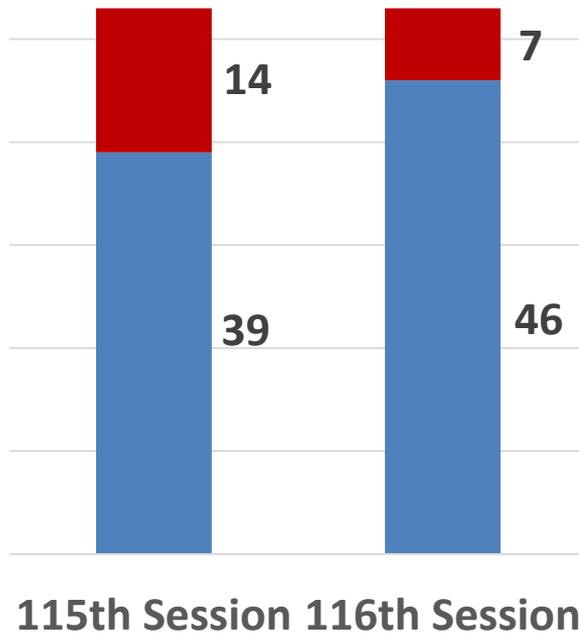
Two-thirds super majority



One toss-up in AD 77 (N. San Diego), which is currently a Republican seat.

California Congressional Delegation

Partisan Breakdown



■ Democrats ■ Republicans

Seven new Democrats assuming Republican seats



Josh Harder, D-CA10
Stanford, Harvard (MBA/MPP)



TJ Cox, D-CA21
Southern Methodist (MBA)



Katie Hill, D-CA25
CSU Northridge (MPA)



Gil Cisneros, D-CA39
Regis (MA), Brown (MBA)



Katie Porter, D-CA45
Yale, Harvard (JD)



Harley 44444, D-CA48
Capital U. (JD)



Mike Levin, D-CA49
Stanford/Duke (JD)

Community Colleges – Complicated Story

Not one voice - or single message

- Governance
 - Local boards, state board, chancellor
- Multi- and sometimes conflicting missions
 - Transfer, basic skills, workforce development
- Unionized faculty, staff
 - Influence in contracts, in Capitol politics
- Financing structure
 - Proposition 98/K-12 Schools

A Case Study

Creating the online community college

- Governor and Chancellor drove change for the future
 - Focus on student not institutions
 - Workforce orientation – “stranded workers”
 - Socio-economic mobility, employability
- Internal and External Opposition
 - Academic Senate, Unions
 - Local districts and CEOs
- Fears About Impact (or Change)
 - Negative impact for some students
 - Quality of technology-based programs
 - Competition for state funds – and enrollment

New College Not Embraced

Consensus is not likely so....

- Informed by employers, business leaders, researchers
 - Meet-Ups – Future of work
 - Economic and workforce needs
 - Role of community colleges
- Identified key partners
 - Statewide unions
 - Economic mobility for members (and future members)
 - “Conflict” between union organizations
- Developed communications and media campaign
 - Clear message
 - Based on research, feedback

Moving Forward

Challenges and Opportunities ahead

- New Administration, Governor-Elect Newsom
 - Higher education a priority?
 - Understands CSU and UC, less clear on CCCs
- Competition for Dollars
 - Cost of emergencies
 - Pent up demand
 - Other Segments, Financial aid
- Attitudes about Higher Education
 - Higher Education important
 - Affordability, student success v. access

Debate Made Community College the Story

And positioned segment as change agent

- New Appreciation for our Community Colleges
 - New and expand alliance educated many on value, unique contributions of segment
 - Community–based organizations, research-based advocacy groups aligned with college
- Research supports value of postsecondary
 - Equal standing with 4-year colleges; not everything requires that baccalaureate
 - Community colleges are affordable, accessible

Positioning for What's to Come

Today's political climate

- Progressives are about reducing economic inequality
 - Community colleges are on the front line....
 - Local, where people live and work
 - Prepares people for work, employment
 - Addresses equity via open access
 - Serves a large, diverse population
 - Not noted for elitism but populism

Making the Case for Community Colleges

In our political environment is going to require.....

- **Strong leaders** willing to be an active voice
- **Well-defined plan** with clear **end game**
- **Clear, concise message**
- **Anticipate competition, opposition**
- Engagement **supply and demand**
- **Motivate and activate supporters, “beneficiaries”**



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