

STUDENT IMPACT PROJECT

A COLLEGE AFFORDABILITY CAMPAIGN

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Fall 2013

GOALS OF THE PROJECT

1) Explore how state budget decisions have affected students' ability to afford a college education.

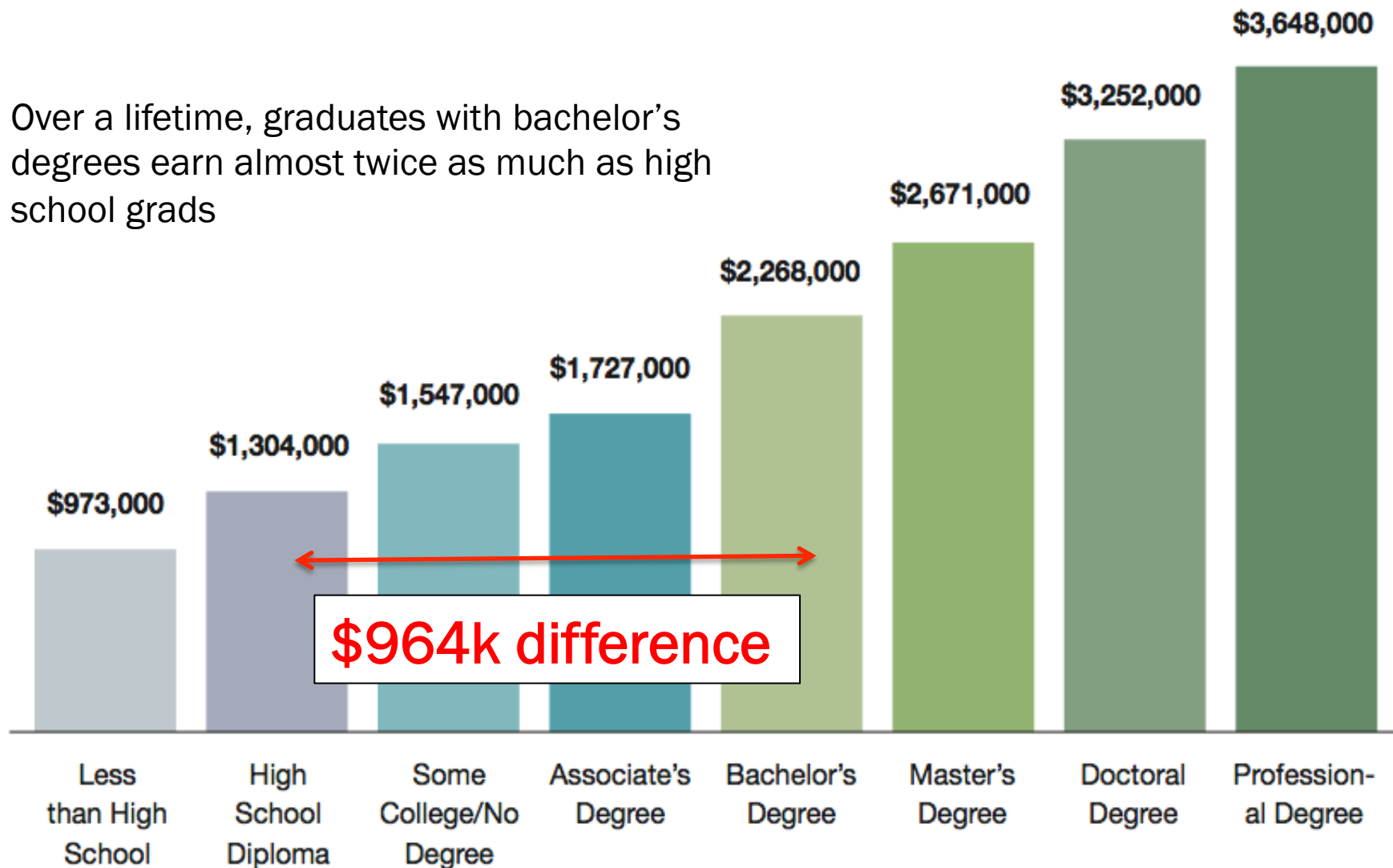
2) Empower YI's student partners to organize their campuses and influence budget makers to invest in public higher education in their states.



Life is Different for College Grads

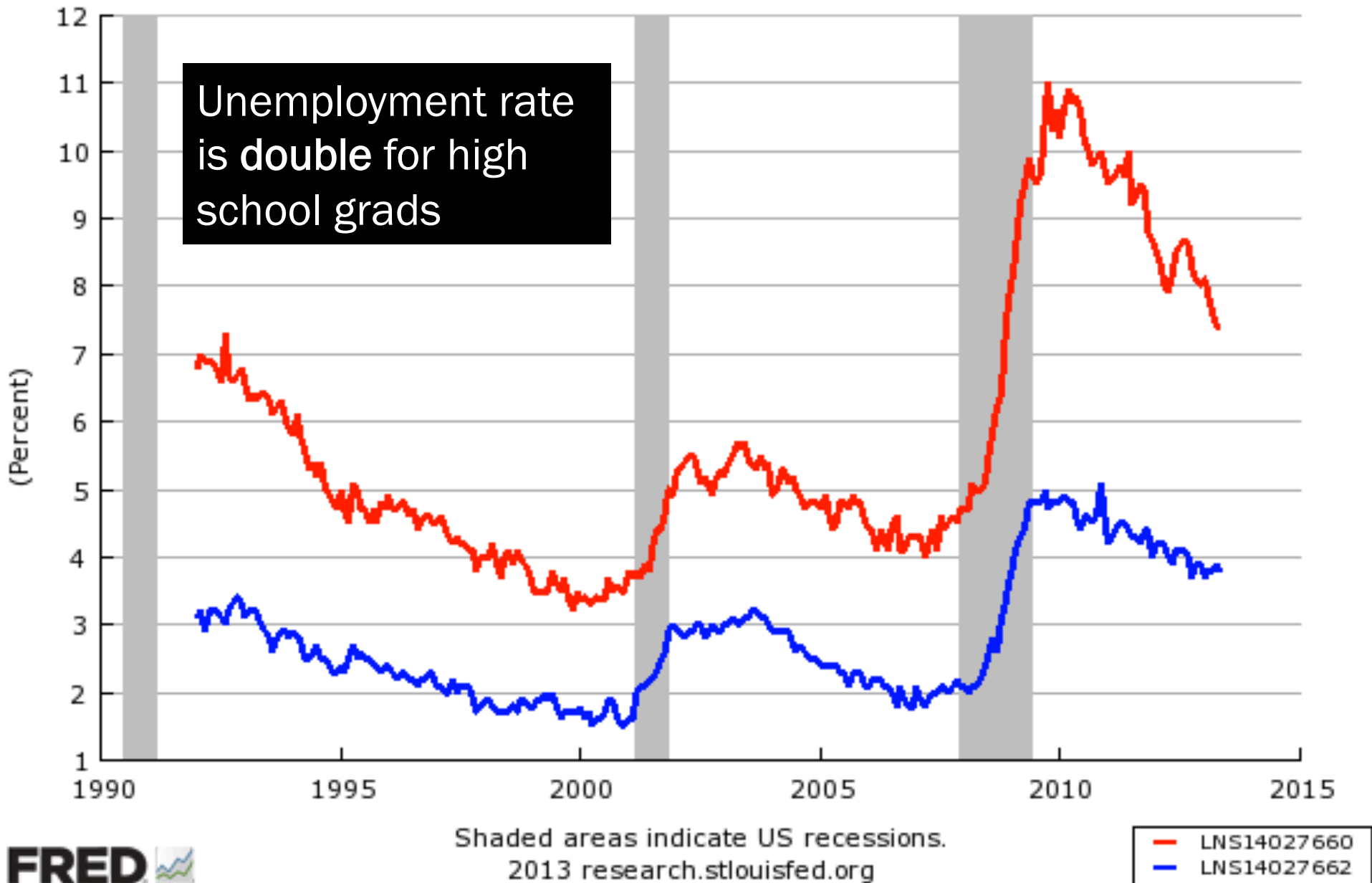
FIGURE 1: MEDIAN LIFETIME EARNINGS BY HIGHEST EDUCATIONAL ATTAINMENT, 2009 DOLLARS

Over a lifetime, graduates with bachelor's degrees earn almost twice as much as high school grads




Unemployment Rate - High School Graduates, No College, 25 years and over
(LNS14027660)

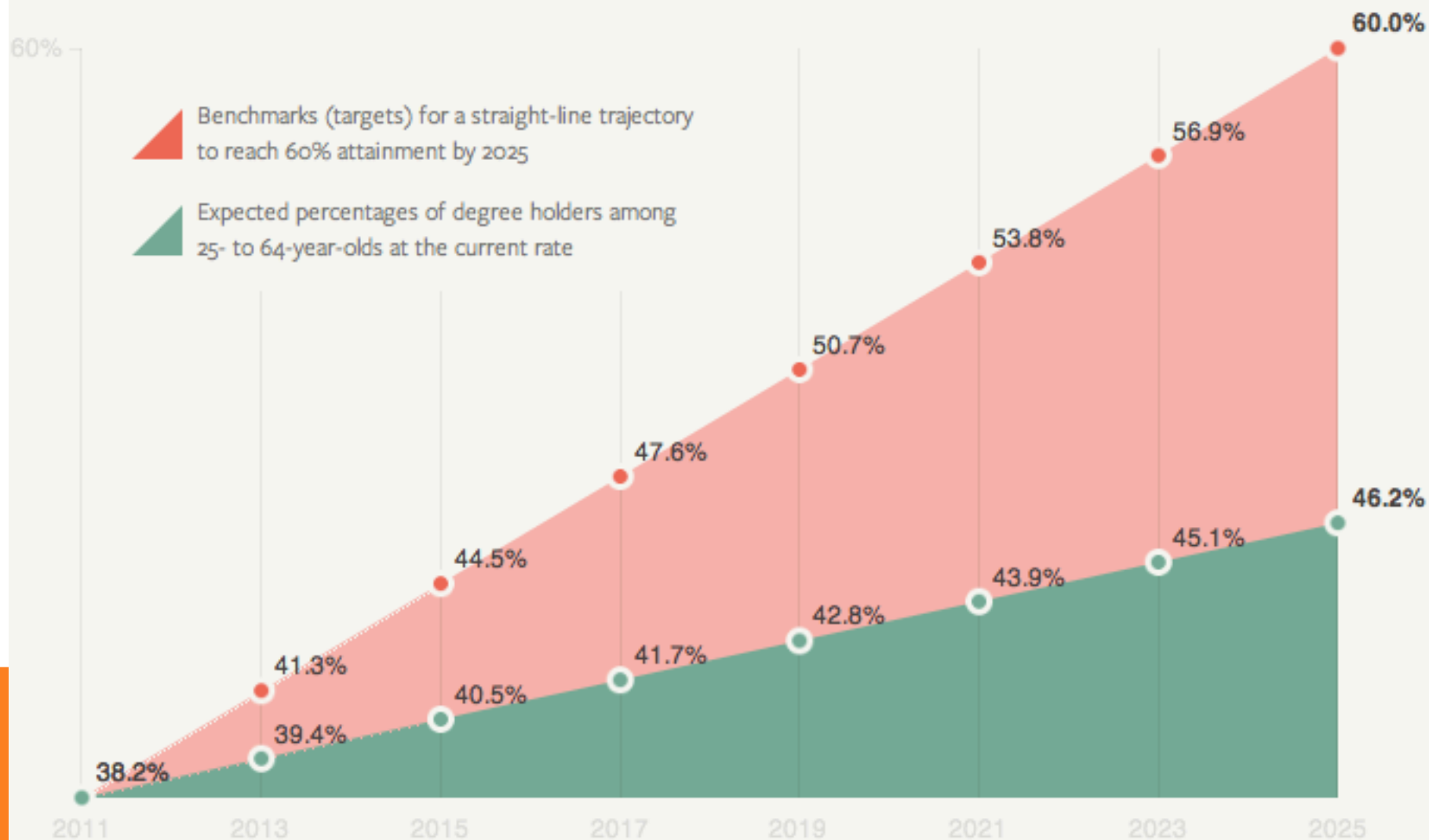
Unemployment Rate - Bachelor's degree and higher, 25 years and over (LNS14027662)



DEGREE SHORTAGE

- In 2020, 65 percent of U.S. jobs will require some form of postsecondary education
 - Currently 38.7 percent Americans have a post-secondary degree
 - At current rate we'll produce 39 million degrees
 - Short 23 million degrees
- 

The path to 60% degree attainment



Source: U.S. Census Bureau, 2000 Census, 2010 & 2011 American Community Survey

**SO WHY ARE WE CUTTING
FUNDING FOR HIGHER
EDUCATION?**

BEGINNING OF THE STORY


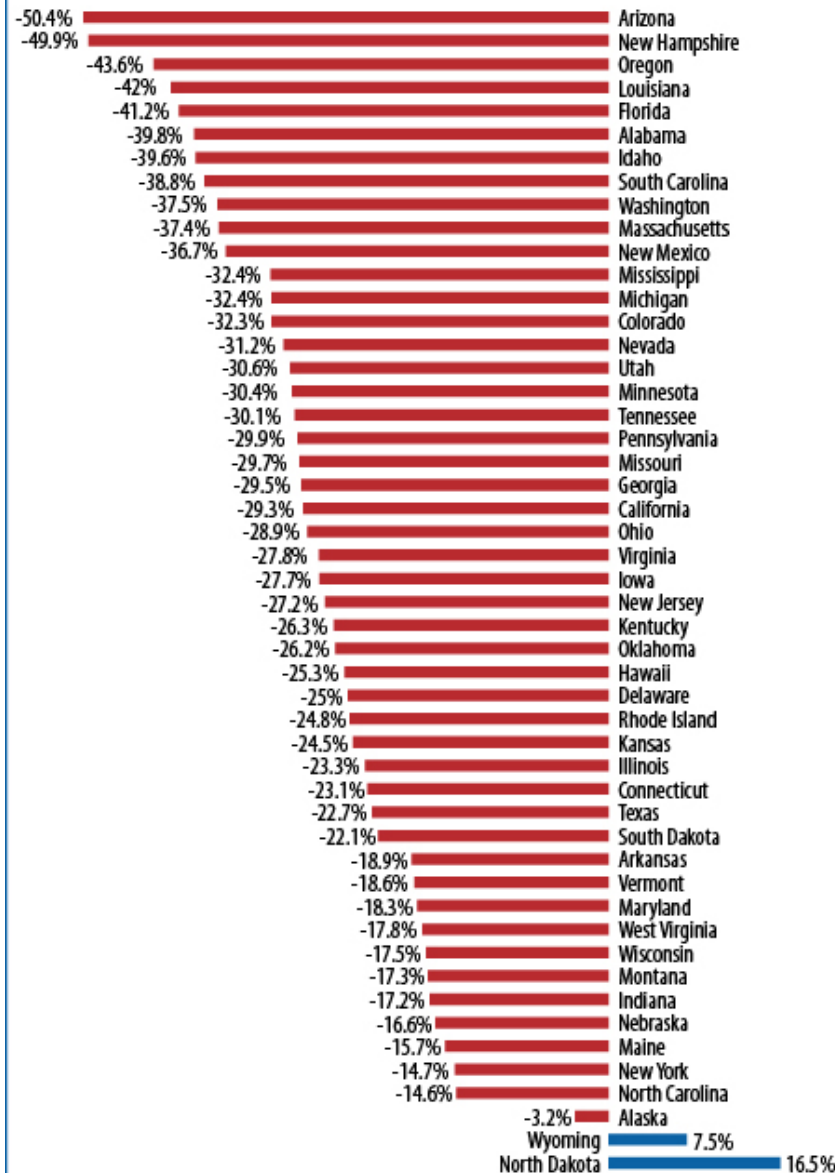
- States have cut \$2,353 per student since 2007
 - Every state except for North Dakota and Wyoming is spending less per student on higher education than they did prior to the recession.
 - Tuition is up \$1,850, or 27 percent, since 2007
 - Student loan debt doubled from half a trillion dollars in 2007 to over \$1 trillion today
 - But a lot of dispersion between states
- 

Figure 1

States Have Cut Higher Education Funding Deeply in Recent Years

Percent change in state spending per student, inflation adjusted, FY08 - FY13

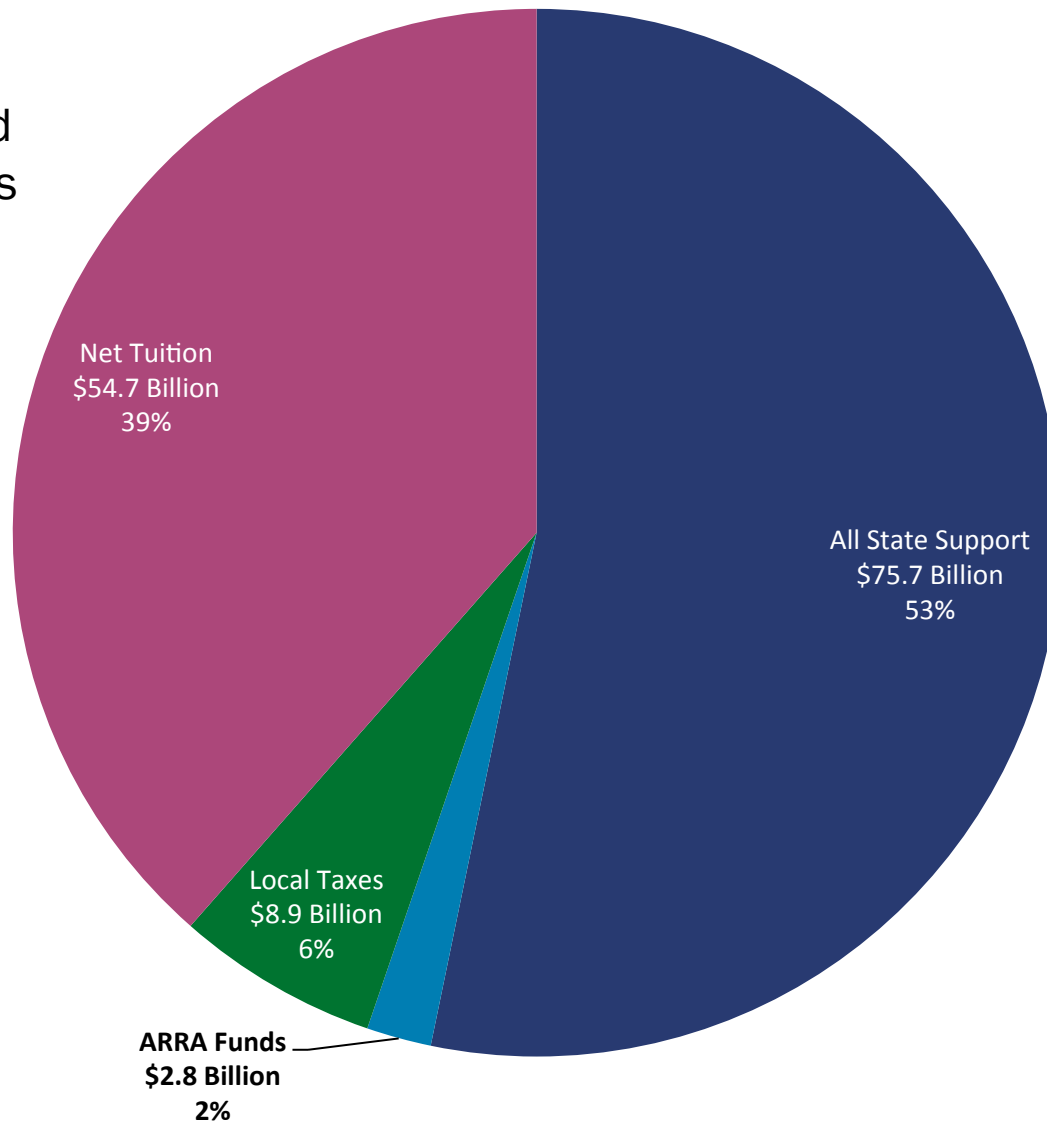


Source: CBPP calculations using data from Illinois State University's annual Grapevine Report. Illinois data is provided by the Fiscal Policy Center at Voices for Illinois Children. Because enrollment data is only available through the 2012 school year, the enrollment data for 2013 used in these calculations is estimated based on enrollment trends from past years.

How much has your state cut?

State, Local and Net Tuition Revenue Supporting General Operating Expenses of Higher Education, U.S., Fiscal
Year 2011, Current (unadjusted) Dollars

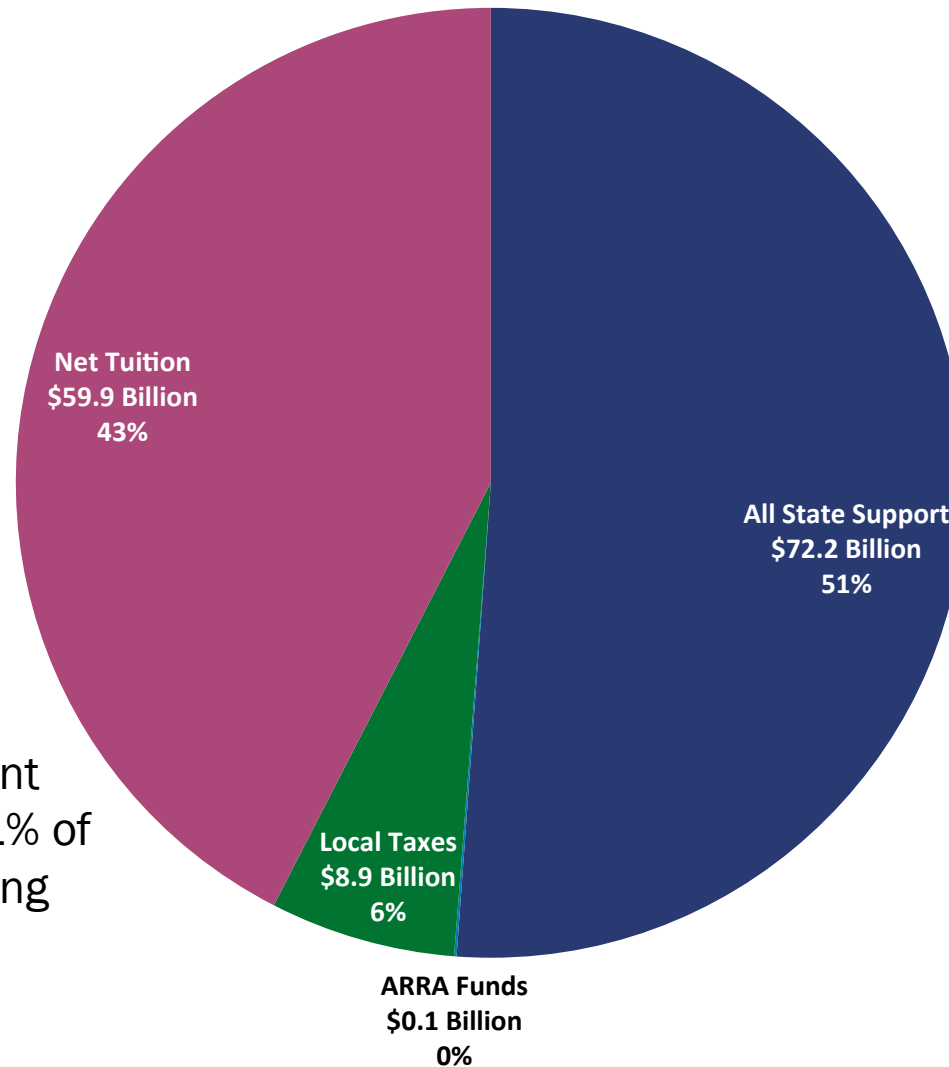
We fund colleges
through tuition and
state governments



FY 2011: \$142.1 Billion

Source: State Higher Education Executive Officers

State, Local and Net Tuition Revenue Supporting General Operating Expenses of Higher Education, U.S., Fiscal
Year 2012, Current (unadjusted) Dollars



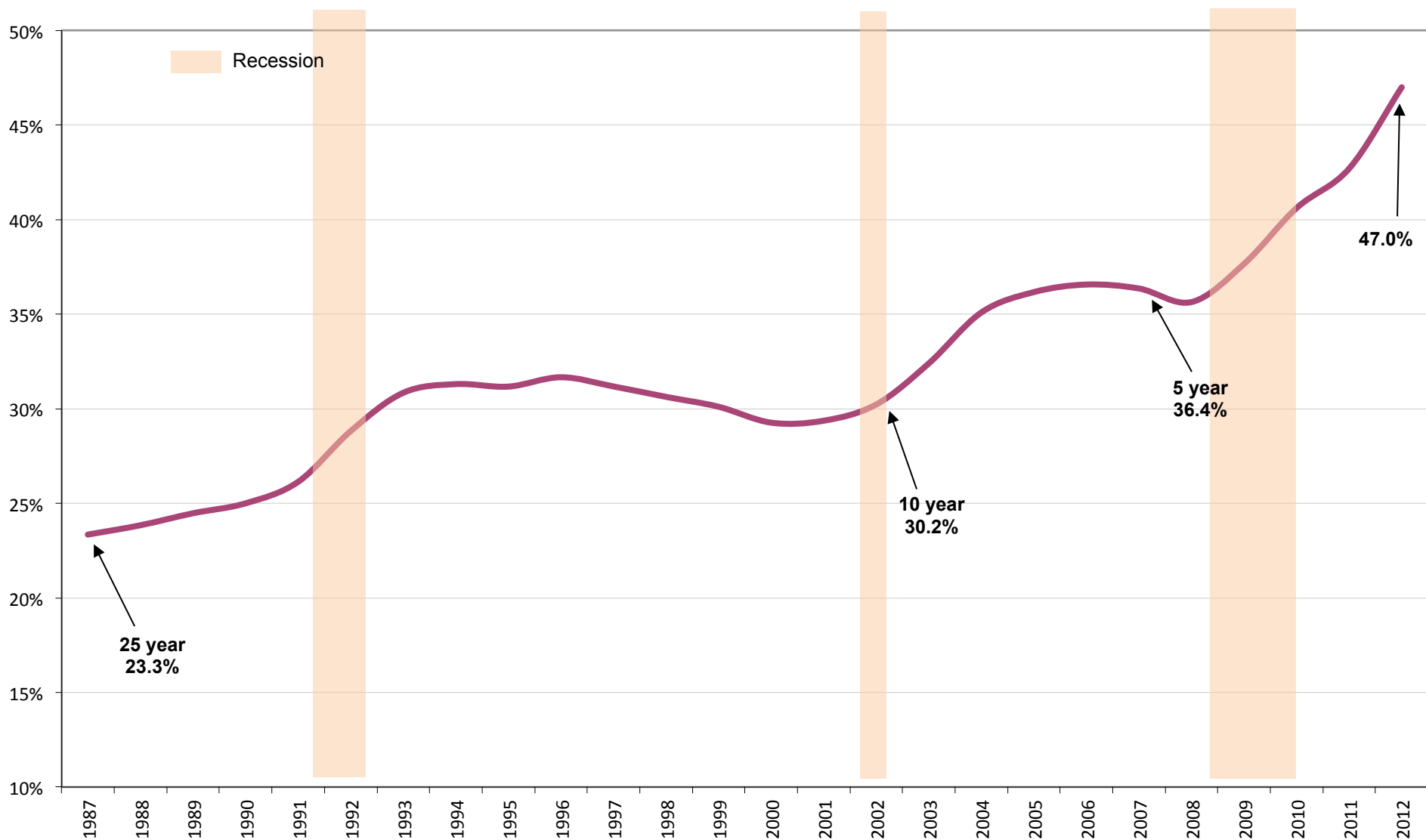
The federal government
provides less than 0.1% of
public higher ed funding

Source: State Higher Education Executive Officers

FY 2012: \$141.2 Billion

Figure 4

**Net Tuition as a Percent of Public Higher Education Total Educational Revenue,
U.S., Fiscal 1987-2012**



Note: Net tuition revenue used for capital debt service is included in net tuition revenue, but excluded from total educational revenue in calculating the above figures.

Source: State Higher Education Executive Officers







NOW WHAT? (PUTTING THE DATA INTO ACTION)

- Identify student partners to organize around college affordability
- Create and distribute toolkits
 - Report Cards
 - Budget processes, landscape, and key players,
 - Lobbying 101
 - Sample press releases and blog posts
- Help partners organize, get press, and lobby their state legislature for more investment



Report Card

State Budget Support For Public Higher Education

	Subject	Grade	Comments
	Tuition	A	This grade rates a state's average tuition and its recent trends, with the national average of \$8,474 and rate of inflation as the baselines.
	Spending per Student	B	Because states with fewer students have smaller budget needs, this grade compares higher ed spending per student (and their trends), with \$5,906 average as the baseline.
	Burden on Families	C	"Family share" measures the proportion that tuition makes up in a schools' revenue, so it includes tuition prices and state support. Tuition as a percent of average income is also measured here.
	State Aid to Students	D	This grade is made up of three measures: average grant per student, average need-based grant per student, and how much those grants make up the overall higher ed budget.
	Education as a State Priority	F	We define priority as the proportion higher ed takes up out of the entire state budget, with the national average of 11% as the baseline.
	Final Grade	C	This is a simple average of the five categories. While certainly more complicated than a simple letter grade, it paints a decent picture of how well a state funds its public colleges and universities.

Additional Comments: Every state had to make tough decisions during the recession, but it's important to compare how states finance higher ed so students, lawmakers, and the media can get a clearer picture of how budget cuts have affected tuition and debt.

The average student debt load in America is: **\$24,571**

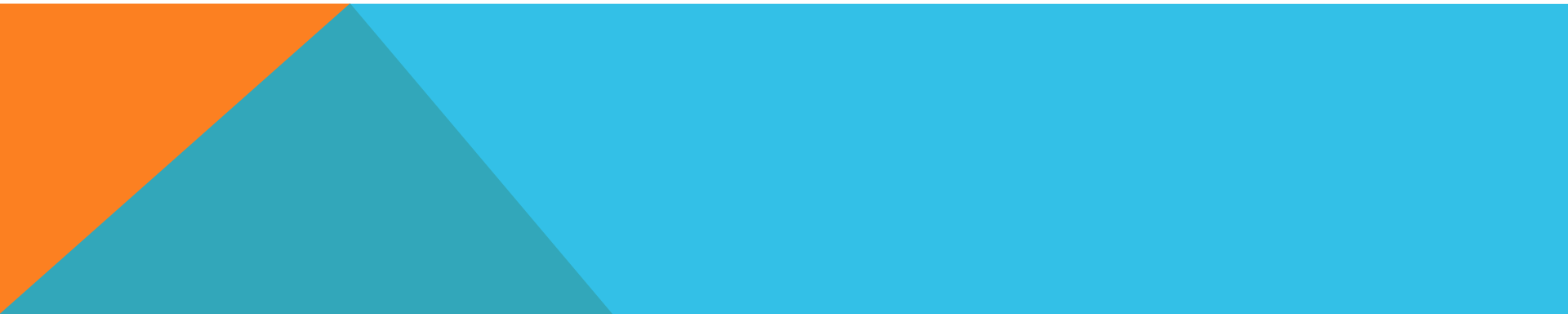
Opportunities for Extra Credit

If you or your student group would like to become more informed about the state budget process, and keeping college affordable in your state, please contact Jasmine Hicks at: jasmine.hicks@younginvincibles.org



BUDGET TRAININGS

- The heart of this project
- Review your state's situation – every state is different
- Three components
 - Process
 - Timeline
 - Players



BUDGET TIMELINES

TYPICAL TIMELINE (Virginia)

Early Fall (odd numbered years) – Government agencies and departments submit their budget proposals to DPB

Mid-December – Governor submits draft budget to joint session of the GA money committees

January (even numbered years) – Budget bills referred to money committees

February – Senate and House produce competing bills

March – Conference committee reports budget bills/GA approves budget

March – Governor signs/vetoes/line item vetoes budget/returns with amendments



THE PLAYERS

Executive/Administrative

- Governor
- Budget Office
- Departments and Agencies

General Assembly

- State Senate
 - Senate Finance Committee
 - Education Subcommittee
- House of Representatives
 - House Appropriations Committee (spending)
 - Higher Education Subcommittee

TOOLS TO GET THE WORD OUT

Communications

- ☐ Student Op-ed in school paper
- ☐ Student Op-ed in regional paper
- ☐ Student Op-ed in state-wide paper
- ☐ Student quoted in article about college affordability
- ☐ Media coverage of lobbying state legislature
- ☐ Media coverage of student activism around college affordability

Organizing

- ☐ Roundtable meetings on campus about college affordability
- ☐ Larger rally/event around college affordability (maybe involving multiple campus groups, experts/speakers, campus officials, and/or allied outside groups)
- ☐ Students present at governing board meetings
- ☐ Student represented in governing board
- ☐ Partnered with other groups on college affordability
- ☐ Students meeting with school administrators to talk about cost of college

Policy

- ☐ Less than a 23% decrease in higher ed expenditures last five years (national mean)
- ☐ Less than a 36% decrease in higher ed expenditures last five years (mean + standard deviation)
- ☐ Tuition increased less than 18.5% last five years, adjusted for inflation
- ☐ Tuition increased less than 37% (national average) in previous five years
- ☐ Higher-ed portion of total budget expanded last year
- ☐ Need-based aid expanded previous year

Advocacy

- ☐ Circulate sign-on letter or principles document, distribute to state legislature
- ☐ Use social media to contact state representatives
- ☐ Meet with state legislator about state budget
- ☐ Student testimony in higher education hearing in state legislature
- ☐ Organize lobby day
- ☐ Identify one college affordability champion in state legislature
- ☐ Identify three college affordability champions