The PPIC Higher Education Center advances practical solutions that enhance educational opportunities for all of California’s students—improving lives and expanding economic growth across the state.
California’s higher education system is not keeping up with the changing economy. Population and education trends suggest that the state will face a shortfall of more than one million college graduates by 2030. Addressing this shortfall will require strong gains for groups historically underrepresented in higher education. Substantial improvement in educational outcomes will create a more productive economy, higher incomes, greater tax revenue, and less pressure on the social safety net.

The state needs to act now to close the education skills gap and meet future workforce demands. A new approach is about more than increased funds—it is also about finding ways to do more with the funds available. Today, California has clear opportunities to set new goals for higher education—goals consistent with the economic demands and demographic realities of the 21st century.

FORGING NEW SOLUTIONS
The PPIC Higher Education Center identifies policies that improve student success and institutional effectiveness. Our objective, reliable, actionable research provides key facts and offers timely solutions to the challenges facing higher education, with the goal of making higher education policy more successful and sustainable.

We bring together a wide range of stakeholders, providing a neutral, nonpartisan space for productive conversations. And center staff engage regularly with government and higher education officials, as well as members of the business community, the media, foundations, and other nonprofits.

THE CENTER FOCUSES ON THREE CRITICAL HIGHER EDUCATION ISSUES FACING CALIFORNIA IN THE 21ST CENTURY

EXPANDING ACCESS
Identifying policies that increase and strengthen pathways to higher education, ensuring that all Californians have the opportunity to earn a college degree.

IMPROVING OUTCOMES
Promoting strategies that produce more college graduates and prepare Californians—and the state’s economy—to be successful in a changing world.

MANAGING FINANCES
Helping to determine the most effective funding approaches, to keep college affordable and broaden the impact of the state’s higher education investments.
Directed by PPIC senior fellow Hans Johnson, the PPIC Higher Education Center relies on the successful model of research and engagement that defines all of PPIC’s work. The center’s strategic approach includes:

LEVERAGING OUR EXPERTISE
Producing highly regarded, timely research, center experts are sought-after sources of crucial information and practical, cost-effective solutions to challenges in higher education.

ENGAGING POLICY AUDIENCES
Employing innovative communications strategies, the center delivers timely, credible, and actionable information—inspiring and energizing our audiences around opportunities to affect higher education policy.

These tactics result in deeper understanding and buy-in from decision makers and other stakeholders, leading to better policy choices and more effective outcomes for California.

HOW TO SUPPORT THE PPIC HIGHER EDUCATION CENTER

Growing the PPIC Higher Education Center’s funding base is crucial to its initial ten-year plan. The center was established with core support from the Sutton Family Fund.

To meet the increasing need for timely information and constructive solutions, committed funding partners are essential. The center will benefit from a broad base of supporters who appreciate the vital need for a reliable, independent, and trusted voice in California’s higher education policy debates.

YOUR CONTRIBUTIONS SUPPORT A WIDE RANGE OF CRITICAL ACTIVITIES, INCLUDING:

- The Higher Education in California briefing kit, a unique and essential source of key facts for elected officials, the media, and stakeholders.
- Original, pathbreaking research on topics such as career technical education, higher education finance, and student success.
- Meetings and events that connect our research to issues on the ground, exploring challenges and solutions from both state and regional perspectives.
- A special statewide survey dedicated to higher education issues.
- Named research fellowships and internship programs.

For information, please contact Lisa Cole, PPIC Director of Development, at cole@ppic.org or 415.291.4495.
This publication is printed on post-consumer recycled paper.

Interior photos courtesy of Public Affairs/Sacramento State