

# California Competes

## Higher Education for a Strong Economy

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**Executive Director, California Competes**

Assembly Select Committee on the Master Plan for Higher Education in California  
Ensuring the Master Plan Meets California's Workforce Needs

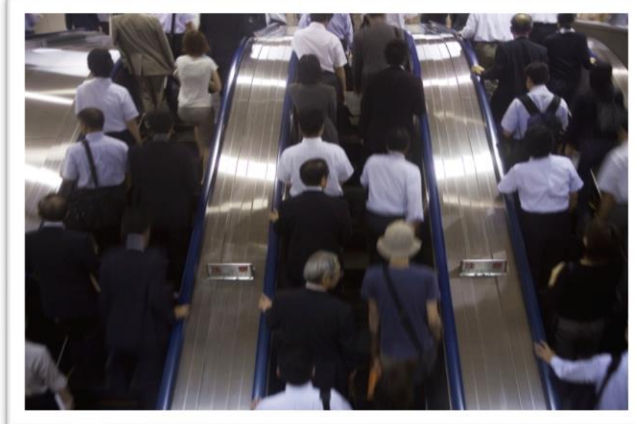
Wednesday, November 1, 2017

**The future of the  
Golden State?**



# The Higher Education Cycle

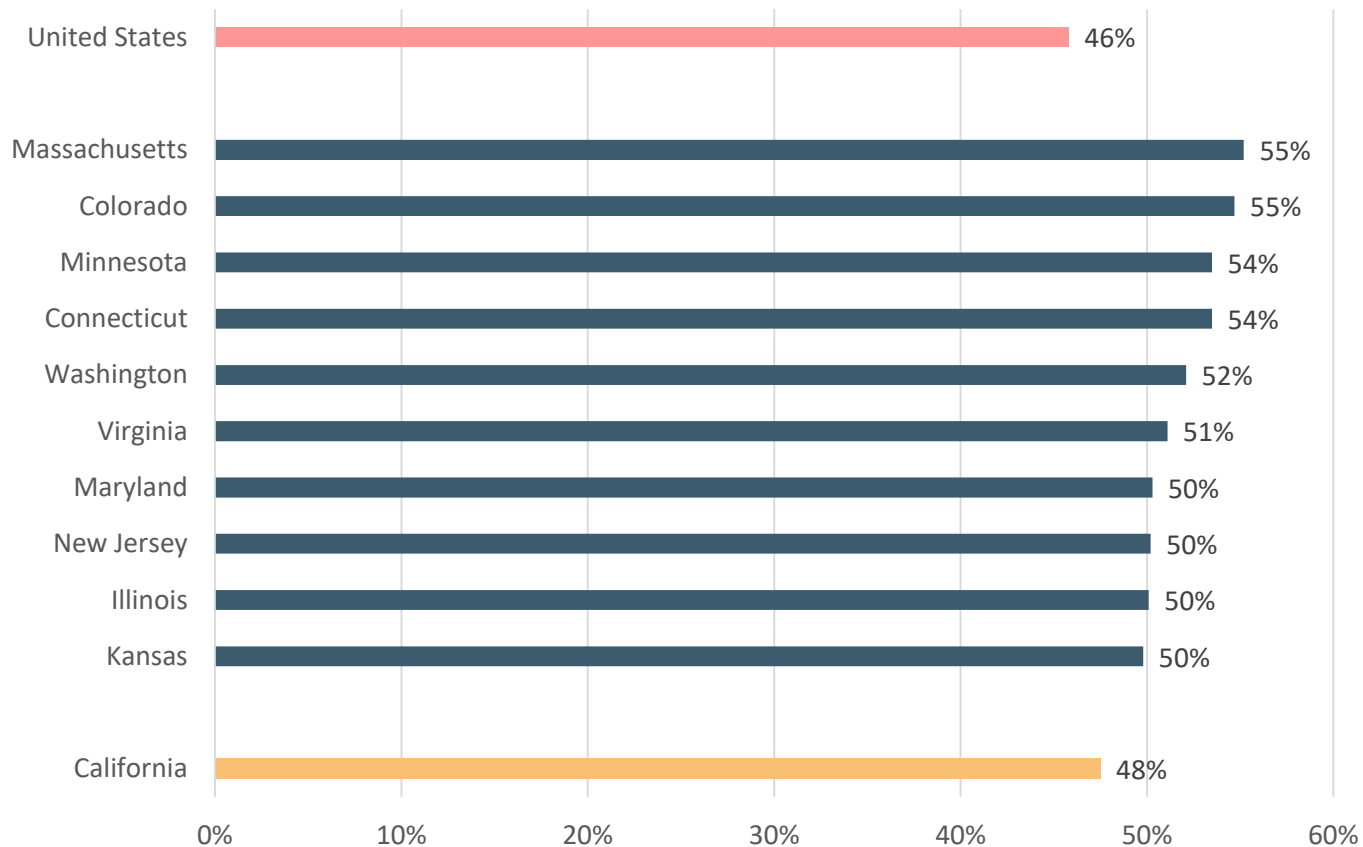
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# What does it take to be Top 10?

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## Share of Residents With Associate's Degree or Higher by State



# Mind the Gap

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Our research shows that California is slated to produce 9.5 million degrees and credentials by 2025.

Our goal is for 55% of Californians to have a credential by 2025, which would equal 11.9 million people with credentials.

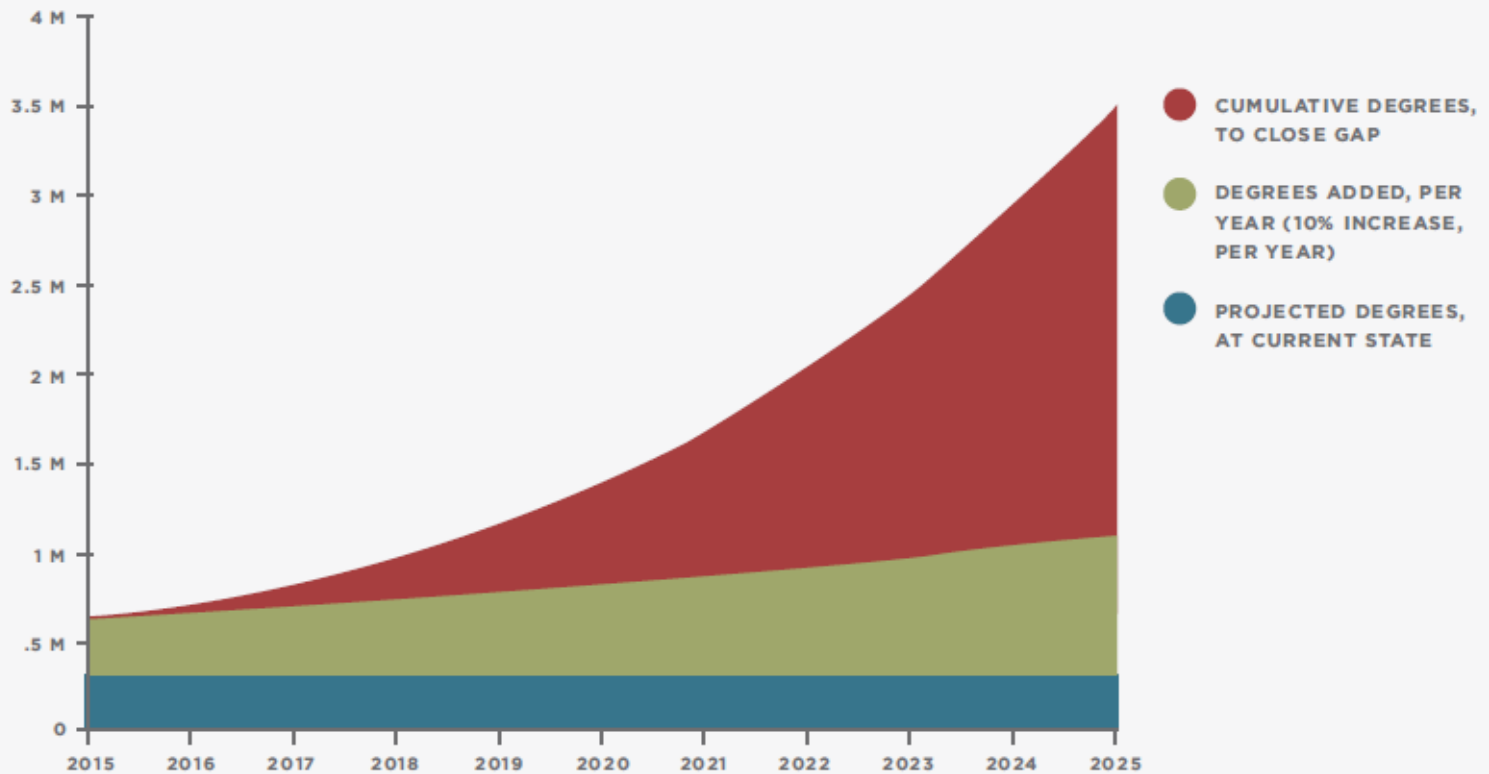
Therefore, if all trends continue, California will face a degree attainment gap of 2.4 million by 2025.



# The Degree Gap

FIGURE 1

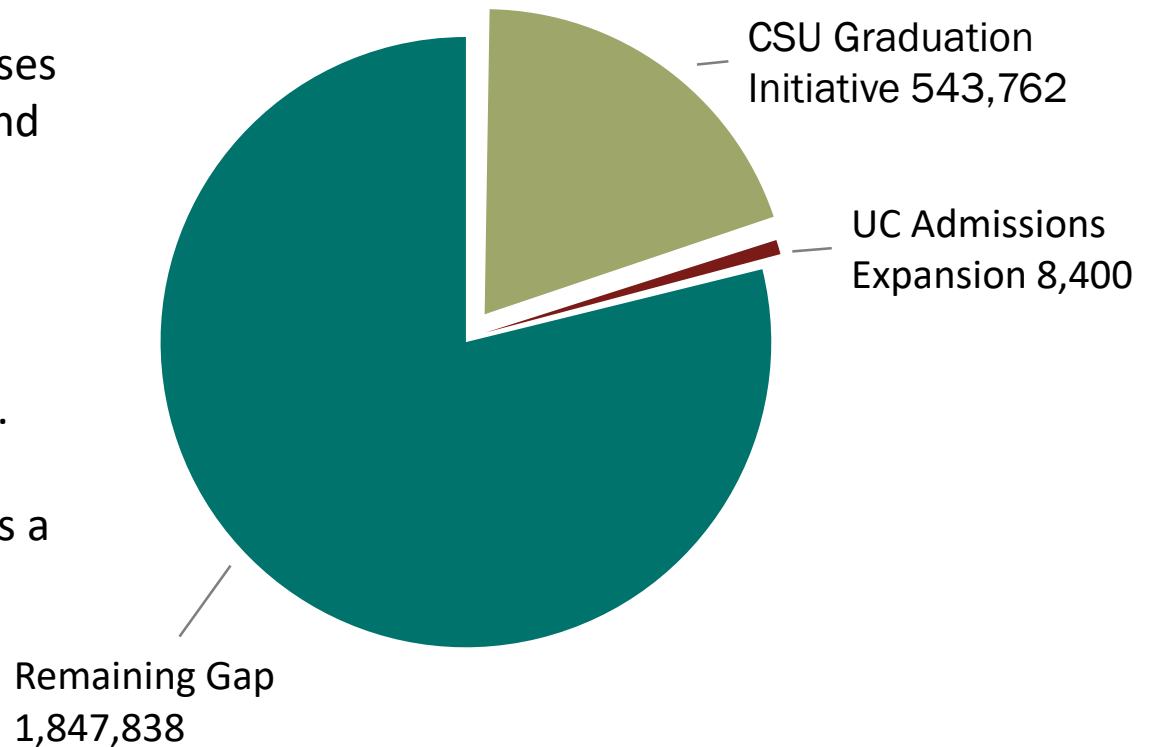
## The Degree Gap: Projected, Needed & Cumulative



# Institutional goals are key to increasing degree attainment

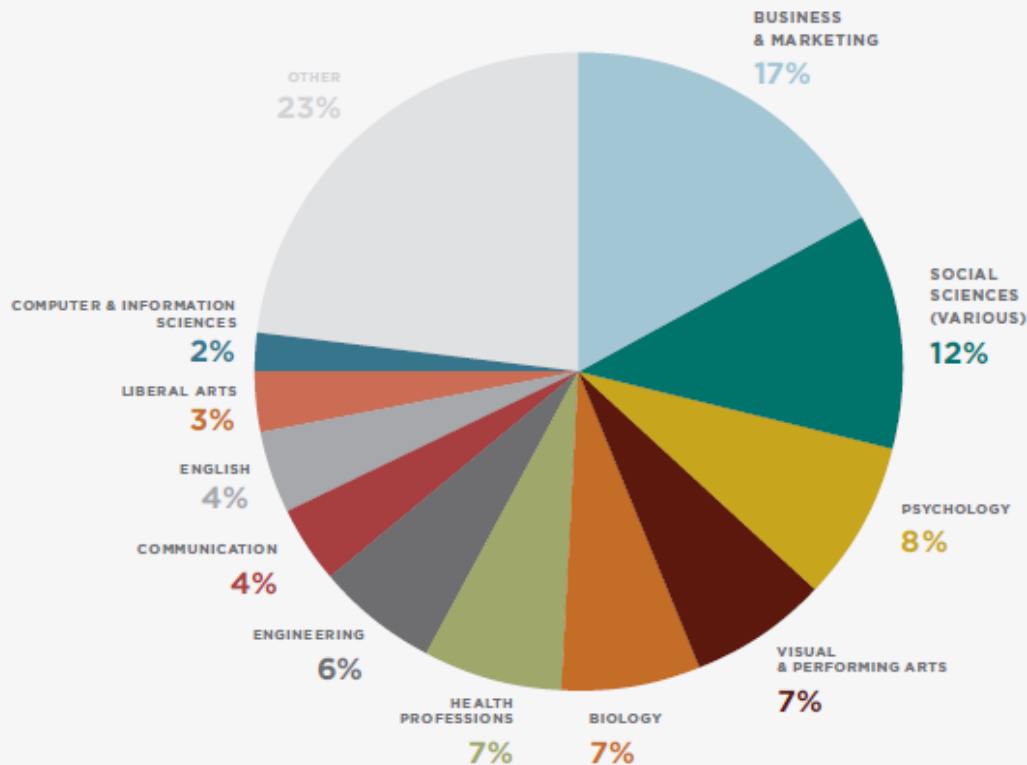
CSU's Graduation Initiative has potential to reduce the degree gap.

- If enrollment increases at projected rates and all campuses meet stretch targets, CSU could produce an additional 500,000+ BA degrees by 2025.
- Our analysis predicts a much lower gain.



# A look at Baccalaureate majors

Top Ten Bachelor's Degree Majors in 2013



- Business and marketing remains most popular
- Rise of Health Professions major
- Decline of liberal arts computer science majors



# BA majors by race

Top Majors Among Bachelor's Recipients Overall and by Race/Ethnicity, 2013

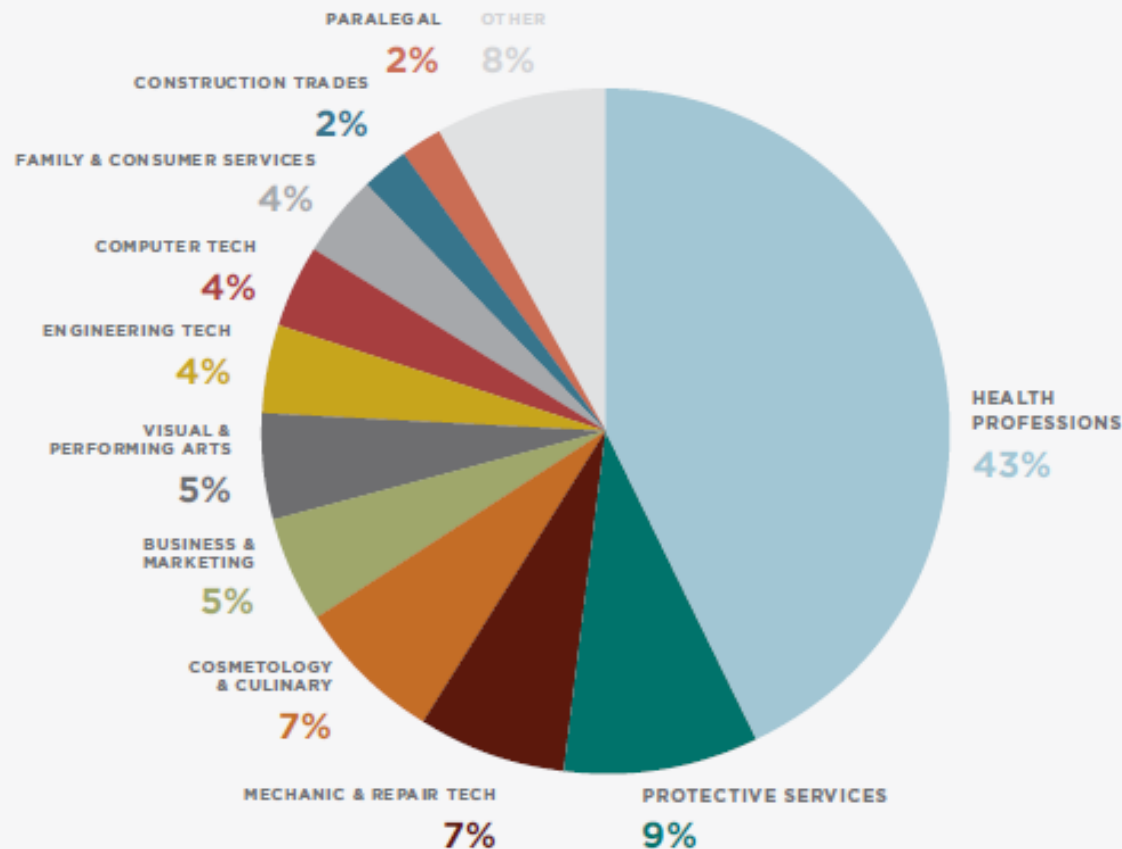
Majors	OVERALL RANK	ASIAN	BLACK/AFRICAN AMERICAN	HISPANIC/LATINO	WHITE	NONRESIDENT ALIEN	AMERICAN INDIAN/ ALASKA NATIVE	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	TWO OR MORE RACES	UNKNOWN
Business, Management, Marketing & Related Support Services	1	1	1	1	1	1	N/A	N/A	N/A	N/A
Social Sciences	2	3	2	2	2	2	N/A	N/A	N/A	N/A
Psychology	3	6	3	3	4	5	N/A	N/A	N/A	N/A
Visual & Performing Arts	4	7	5	4	3	3	N/A	N/A	N/A	N/A
Biological & Biomedical Sciences	5	2	8	9	6	6	N/A	N/A	N/A	N/A
Health Professions & Related Programs	6	4	4	5	5	10	N/A	N/A	N/A	N/A
Engineering	7	5	15	11	8	4	N/A	N/A	N/A	N/A
Communication, Journalism & Related Programs	8	8	6	8	7	7	N/A	N/A	N/A	N/A
English Language & Literature/Letters	9	12	9	10	9	15	N/A	N/A	N/A	N/A
Liberal Arts & Sciences, General Studies & Humanities	10	15	12	7	10	13	N/A	N/A	N/A	N/A
Homeland Security, Law Enforcement, Firefighting & Related Protective Service	11	18	7	6	17	27	N/A	N/A	N/A	N/A
Computer & Information Sciences & Support Services	12	9	11	19	14	9	N/A	N/A	N/A	N/A
Parks, Recreation, Leisure & Fitness Studies	13	14	16	15	11	17	N/A	N/A	N/A	N/A

The numbers for American Indian/Alaska Native, Native Hawaiian/Pacific Islander, two or more races and unknown were too small for ranking analysis.

# A look at Sub-Baccalaureate majors

- Overall, health professions major grew from 32% of all credentials in 2004 to 43% in 2013
- Largest increase seen at for-profits with a 250% increase (~7K in 2004, ~24.5K in 2013)
- The top producer of all of these degrees (with the exception of the paralegal major) is the for-profit segment.
- 92% of all sub-baccalaureate credentials awarded are in one of the top ten majors

Top Ten Vocational Sub-baccalaureate Majors in 2013



# Sub-Baccalaureate majors by race

Top Majors Among Sub-Baccalaureate Credential Recipients Overall and by Race/Ethnicity, 2013

Majors	OVERALL RANK	ASIAN	BLACK/AFRICAN AMERICAN	HISPANIC/LATINO	WHITE	NONRESIDENT ALIEN	AMERICAN INDIAN/ALASKA NATIVE	NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	TWO OR MORE RACES	UNKNOWN
Health Professions	1	1	1	1	1	2	N/A	N/A	N/A	N/A
Protective Services	2	6	2	2	3	8	N/A	N/A	N/A	N/A
Mechanic & Repair Tech	3	2	4	3	4	7	N/A	N/A	N/A	N/A
Cosmetology & Culinary	4	4	3	4	6	6	N/A	N/A	N/A	N/A
Business & Marketing	5	8	7	8	10	4	N/A	N/A	N/A	N/A
Visual & Performing Arts	6	3	5	7	2	1	N/A	N/A	N/A	N/A
Engineering Tech	7	9	8	5	7	9	N/A	N/A	N/A	N/A
Computer Tech	8	5	6	10	5	5	N/A	N/A	N/A	N/A
Family & Consumer Sciences	9	7	9	6	8	3	N/A	N/A	N/A	N/A
Construction Trades	10	11	10	9	11	11	N/A	N/A	N/A	N/A
Paralegal	11	10	11	11	9	10	N/A	N/A	N/A	N/A

The numbers for American Indian/Alaska Native, Native Hawaiian/Pacific Islander, two or more races and unknown were too small for ranking analysis.

# Persistent Challenges to California's Higher Education System

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# Implications for Policy

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<b>FOCUS</b>	<p>Focus on overall degree attainment, and majors within degrees</p> <ul style="list-style-type: none"><li>• Improve guidance for students</li></ul>
<b>ALIGN</b>	<p>Align course curricula with economic needs</p> <ul style="list-style-type: none"><li>• Address temporal challenges between workforce and higher ed</li></ul>
<b>RE-ENGAGE</b>	<p>Re-engage adult learners, most of whom are already in the labor market but lacking a degree or credential</p>

# California Competes

Higher Education for a Strong Economy

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