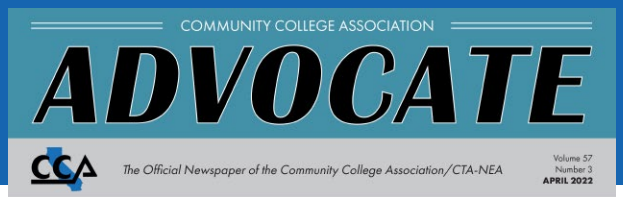
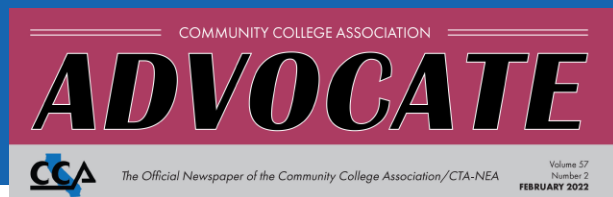


ADVOCATE

2022-2023 MEDIA KIT



FUNDING WOULD IMPROVE COMMUNITY COLLEGE AFFORDABILITY & ENROLLMENT

Gov. Gavin Newsom's proposed 2023 budget provides a total of \$12.7 billion in Proposition 98 funding and property taxes for community colleges, an increase of \$560 million, or 4.6 percent, compared to 2021-22. This increase would drastically improve affordability and enrollment, making the community college system more equitable for students to finish college. Specific spending proposals include:

- APORITIONMENTS** — The budget includes an increase of \$49.4 million in Prop. 98 funding for a 5.31 percent cost-of-living adjustment (COLA) for appropriations and \$24.9 million ongoing Prop. 98 funding for 0.5 percent enrollment growth.
- STUDENT CENTERED FUNDING FORMULA (SCFF)** — The SCFF's total increases provisions, which ensures community colleges receive the greater of the formula's cost-of-living adjustment or their 2017-18 funding level annually adjusted by a cost-of-living adjustment (COLA), is currently set to expire after 2024-25. To prevent fiscal declines between 2024-25 and 2025-26, the budget proposes to create a funding floor for districts that allows all districts to transition to the cost formula over time. The proposal allows funding rates to continue to increase by the summary COLA, but removes its application to

the total budget provision commencing with 2025-26 and permanently extends the revised health care provisions. The administration also supports the recommendations made by the Student-Centered Funding Formula Oversight Committee to improve an unfulfilled four-generation student metric within the SCFF's supplemental student metric and a reliable and stable data source is available.

- DEFERRED MAINTENANCE** — The governor's budget provides \$387.1 million one-time Prop. 98 funding to support deferred maintenance and energy efficiency projects at community colleges, of which \$168.7 million is from 2022-23, \$182.1 million is from 2021-22, and \$56.3 million is from 2020-21.
- PART-TIME FACULTY HEALTH INSURANCE** — The governor's budget includes an increase of \$20 million ongoing Prop. 98 funding to support the Part-Time Faculty Health Insurance Program to expand health care coverage provided to part-time faculty by community college districts.
- STUDENT ENROLLMENT AND RETENTION** — The 2021-22 budget included \$130 million one-time Prop. 98 funding for community colleges to address student enrollment and retention, due to the condition declines during the pandemic. The proposed 2023 budget includes an additional

\$150 million one-time Prop. 98 funding to continue to support community college efforts and focused strategies to increase student retention rates and enrollment.

- HEALTH CARE VOCATIONAL EDUCATION** — The budget proposes an increase of \$1.8 million one-time Prop. 98 funding, of which \$30 million is for 2022-23, \$30 million is for 2023-24, and \$50 million is for 2024-25, to support health care-focused vocational pathways for English learners across all levels of English proficiency, through the Adult Education Program.
- CALIFORNIA COMMUNITY COLLEGES (CCC) TECHNOLOGY MODERNIZATION AND SENSITIVE DATA PROTECTION** — The budget includes an increase of \$300 million Prop. 98 funding, of which \$75 million is one-time and \$225 million is ongoing, to address modernization of CCC technology infrastructure, including sensitive data protection efforts at the community colleges.
- EMERGENCY FINANCIAL ASSISTANCE GRANTS** — The budget provides an increase of \$20 million one-time Prop. 98 funding to support emergency student financial assistance grants to eligible and unenrolled students.
- PATHWAYS GRANT PROGRAM FOR HIGH-SKILLED CAREERS** — The governor's budget provides an increase of \$30 million one-time Prop. 98 funding for a grant program that incentivizes public-private partnerships that prepare students in grades 9-14 for the high-skill fields of education and early education, science, technology, engineering and mathematics (STEM), and health care.
- CCC TEACHER CREDENTIALING**

"The proposed budget is a clear indicator that community college investment continues to be a top priority for our state. We are proud of our continued partnership with Gov. Newsom in ensuring fair and equitable access to a community college education."

—CCA President Eric Kalljumbi

Continues on PAGE 3 ▶

CCA MAKING STRIDES TO ENSURE MEMBERS ARE HEARD IN SACRAMENTO



ANNOUNCED DURING A virtual press conference on April 4, two Long Beach City College (LBCC) educators filed a class-action lawsuit charging LBCC with violating minimum wage laws with the way it pays part-time faculty, in a case that is likely to shine a light on the lack of pay parity for part-time instructors at California's community colleges. The plaintiffs, Sara Robles and Karen Roberts, described the many additional duties their teaching assignments require beyond the classroom rate for which they are actually paid.

Some community colleges unlawfully treat part-time

community college instructors throughout the state," said Robles, an art history instructor at both Long Beach City College and Cypress College. "It's long past time for adjunct faculty to be treated fairly and compensated for all the work that goes into teaching a community college class."


"Adjunct instructors at community colleges have the same qualifications as their full-time colleagues and need to be paid accordingly. They should not be expected to perform the same required work for less," said Roberts, who has taught art history at LBCC for more than 20 years. "This lawsuit will force the college to comply with the law and hold them accountable to creating an equitable working environment."

The lawsuit has the potential to benefit more than 650 current part-time faculty at LBCC, as well as former faculty. The practice of paying part-time faculty only for hours spent in the classroom is widespread throughout California's community colleges, despite the colleges evaluating the job performance of these instructors based on work outside the classroom for which they are not compensated, including grading, planning lectures and meeting with students.

"California's community college system is the largest higher education system in the world. More than half of classes in the system are taught by part-time instructors being paid far less on an hourly basis than their full-time counterparts," said CCA President Eric Kalljumbi. "The current system forces many part-time instructors to work multiple jobs just to eke out a living. The exploitation is unfair, and when compensation drops below the minimum wage, it is illegal."


Since last year, CCA leadership and members have been meeting with legislators to ask that part-time faculty be compensated for the work they are required to do in and out of the classroom.

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"My hope is this lawsuit will not just rectify the situation for my colleagues at Long Beach City College, but that it will raise awareness of a systemic problem that impacts thousands of part-time community college instructors throughout the state."

—SARA ROBLES, Art History Instructor



"Adjunct instructors at community colleges have the same qualifications as their full-time colleagues and need to be paid accordingly. They should not be expected to perform the same required work for less."

—KAREN ROBERTS, Art History Instructor



"California's community college system is the largest higher education system in the world. More than half of classes in the system are taught by part-time instructors being paid far less on an hourly basis than their full-time counterparts."

—ERIC KALLJUMBI, CCA President

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The Community College Association (CCA) is the higher education affiliate of the California Teachers Association (CTA) and the National Education Association (NEA). With over 10,000 members, CCA has become one of the most powerful voices for community college faculty, striving to improve teaching conditions and the quality of the community college system through collective bargaining, lobbying and representation activities.

ADVOCATE



The Advocate is the official publication of CCA. Published four times a year, the Advocate provides member stories, news, advocacy, information about benefits and other faculty resources.

2022-2023 Advocate Issue Rates and Specifications

SIZE	WIDTH	HEIGHT	RATE
Full Page	9.85"	16"	\$1,650
Half Page	9.85"	7.35"	\$1,200
Quarter Page	5"	7.35"	\$895

*This is a newspaper sized publication. Advertising space is limited and must be approved by the CTA.

ISSUE	SPACE DEADLINE	MATERIALS DEADLINE	MAIL DATE
FALL 2022	9/6/22	9/15/22	9/20/22
WINTER 2022	12/6/22	12/15/22	12/20/22
SPRING 2023	3/21/23	3/30/23	4/4/23
SUMMER 2023	6/13/23	6/22/23	6/27/23

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