

For Immediate Release Contact:  
January 5, 2008

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**MEDIA ADVISORY**

**CALIFORNIA FACULTY ASSOCIATION TO RELEASE REPORT:  
"CALIFORNIA AT THE EDGE OF THE CLIFF: THE FAILURE TO INVEST IN  
PUBLIC HIGHER EDUCATION IS CRUSHING THE ECONOMY AND  
CRIPPLING OUR KIDS' FUTURE"**

**Who:**

- Thomas G. Mortenson, Senior Scholar at The Pell Institute for the Study of Opportunity in Higher Education
- Lillian Taiz, President, California Faculty Association
- Rita Ledesma, California Faculty Association Los Angeles Chapter President

**What:** In today's global economy, prosperity is no longer driven by brawn, but by the brains of college educated workers and the industries that employ them. We've left the Industrial Age for the High Tech Age driven by research and development and creativity. Success in today's "Human Capital Economy" will depend on the higher educational attainment of the workforce.

California, a state that has long been a signpost for the rest of the country, is now falling behind rapidly. A new report, "California At The Edge Of The Cliff: The Failure To Invest In Public Higher Education Is Crushing The Economy And Crippling Our Kids' Future," looks at how far California has fallen behind over the last decade and the difficult uphill battle the State faces in getting its economy back on track.

The report finds that California, which ranked 46th among states in the share of its 19-year-olds enrolled in college in 2004, is slipping toward educational and economic mediocrity when it comes to state competitiveness, prosperity and success in the Human Capital Economy.

The report recommends what California must do to reverse course, including critical choices to make on how much to invest in higher education and in what form to make those investments.

*Note: CFA will comment on the Governor's "State of the State" address in the context of the report that will be released on January 7.*

**When:** Wednesday, January 7, 2008 11am-Noon

**Where:** Cal State Los Angeles, Simpson Tower  
Applied Gerontology Institute, Room C 100

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