



# Public Trust in Higher Education

and

# A Media Review of Press Articles in California

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## *Executive Summary*

The Center for Studies in Higher Education at the University of California, Berkeley, as part of a FIPSE sponsored project on identifying best practices in higher education accountability, is exploring the issue of public trust in higher education. Accountability programs are expanding at the state level, at institutions, and are being considered at the federal level as well. The Best Practices for Accountability Project is focusing on three issue areas: controlling the cost of education, reporting and documenting student outcomes and access, and restoring public trust in higher education. This report focuses on the latter, and reviews the daily articles on higher education in the press that influence public perception as a method of indirectly gauging public trust in public higher education. It is assumed that the existence of public trust would influence policy makers to support public higher education since they are responsible for it, and families and students to expand consumption of its educational services. The Chronicle of Higher Education has reported in its national survey (May 7, 2004) that the public's confidence remains high overall, with some concerns. California, because of its size, fiscal problems, racial and ethnic diversity, growing demand for access to college, and rising fees, faces several challenges to maintain or improve trust in public higher education. To determine what issues are being reported to the general public, and their general tone, a media scan was conducted over a six-month period (from August 1, 2003 to January 31, 2004) on a sample of four California newspapers: the Los Angeles Times, the San Francisco Chronicle, the Sacramento Bee, and the Porterville Recorder. In order to gauge the extent to which the media attitude, and by extension public opinion, towards public higher education was favorable or unfavorable, from thousands of articles a total of 291 articles were reviewed and several primary and secondary themes identified. Irrespective of the theme, the majority of articles on higher education examined were written from a neutral and impartial standpoint. Broadly speaking, it was apparent from the media scan that there was a relatively high level of trust and satisfaction on the part of the public towards higher education.

In California, budget cuts to public colleges and universities and articles in the general press on admissions have led to the perception that high school graduates will have difficulty getting into the University of California or California State University, and that the community colleges are crowded. Judging from these articles, access to public institutions, which is the historical hallmark of the Master Plan, is the critical issue. The findings indicated that there was a high level of general support for higher education, and specifically for access to a high quality university education and for a diverse student population that reflects the population of the state. In addition, it was evident that affordability was an important issue; college costs should be reasonable and there should be some level of financial support in place for those who could otherwise not afford a college education. Articles on lower state revenues and budget cuts for public campuses clearly affect this and other issues. News media reports reflected a degree of skepticism towards higher education on the part of the public related to the admission process of the University of California, as well as a concern about the preparation of

high school students. Management practices of national research laboratories was another issue of concern.

While the public level of trust in the enterprise of higher education appears relatively high, in order to continue this level of support, higher education must meet the demands made by the people of California for access. The State of California should be clearer about public higher education funding and levels of student charges. Higher education should not only demonstrate an ongoing dedication and commitment to providing student access, diversity in enrollment, an affordable higher education system that appears attainable, and one which does not compromise quality, but higher education should also demonstrate greater transparency and accountability to the public.

## *Introduction*

The purpose of this report is to better determine the level of general public trust in public higher education and the content of published articles in the press that may influence and reflect public confidence. By conducting a six-month media scan of four California newspapers, an overview is provided of the key concerns and issues facing higher education today.

At a time when California is confronted by severe financial difficulties generally, public higher education is undergoing significant cuts in funding which are only likely to worsen, especially given the competition for limited resources with other services such as K-12 and prisons (Immerwahr, 2004). Yet, despite the harsh reality of a post-9/11 economy, a recent national poll conducted by the Chronicle indicates that the public is satisfied with the quality of higher education that universities and colleges provide (Selingo, 2003). This report explores the extent to which readers in California view positive or negative articles concerning higher education, and provides a sense of the issues in the general press.

The report takes the following format: section 2 on methodology outlines the way in which the media scan was conducted. What is of current key interest in relation to higher education can be surmised not only from the content of what is being reported, but, in addition, by the extent of coverage on a specific topic. A number of primary and secondary themes are identified in section 3 and a broad overview of each theme provided. Section 4 concludes the report, stating that irrespective of the theme, the majority of articles on higher education examined are written from a neutral and impartial standpoint. Broadly speaking, the media scan indicates that there is a relatively high level of trust and satisfaction on the part of the public towards higher education.

## *Methodology*

A media scan was conducted over a six-month period (from August 1, 2003 to January 31, 2004) on a sample of four newspapers comprising three urban newspapers (the LA Times, the San Francisco Chronicle, and the Sacramento Bee) and one rural newspaper (the Porterville Recorder). In order to gauge the extent to which the media attitude, and by extension public opinion, towards higher education was favorable or unfavorable, an archival search was conducted on each newspaper. What was of current key interest in relation to higher education was surmised not only from the content of what was being reported, but also from the extent of coverage on a specific topic. Once topics (or themes, as they will be referred to henceforth) were identified, the more subjective process of measuring the media attitude towards that theme was considered by ascertaining the extent to which an article was positive or negative in tone.

The archival search was carried out by searching for keywords<sup>1</sup> relating broadly to higher education in order to raise relevant articles over the six-month period. Although this produced over 8,000 newspaper article abstracts, only 321 articles were downloaded for further review as many of the archival searches generated repeated or irrelevant articles. Of the 321 articles downloaded, only 291 article summaries appear in the appendices, again due to repetition. Provided in the appendices is a summary of each article in addition to the source and date of publication.

The themes identified in the report have been divided into primary and secondary themes (see table 1). The rationale underpinning the selection criteria for type of theme was the extent of coverage. Those selected as primary themes were covered by the news media most frequently (10 times or more) over the six-month period, whilst those assigned to secondary theme status were covered by the media fewer than 5 times over the same time span. The former comprise: the impact of the fiscal crisis on higher education, admissions policy, student diversity, new appointments, business news, union action and strikes, California's national nuclear weapons laboratories, and the death of Clark Kerr. The latter group includes: the soaring cost of textbooks and journals, dealings with the law, an international perspective, and undergraduates' lack of basic academic skills. The articles assigned to the miscellaneous group (totaling 42) were not easily allocated to any of the above themes due to their unrelated and distinct content.

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<sup>1</sup> Keywords comprise the following: University of California, California State University, community colleges, higher education, undergraduate, student, student fees, student aid, financial aid, Cal grant, student diversity, student access, postsecondary education, and higher education accountability.

## SECTION 2

**TABLE 1 Primary and secondary themes and extent of media coverage**  
(August 1, 2003-January 31, 2004)

Theme	extent of media coverage*
<b>Primary themes</b>	
The impact of California's fiscal crisis on higher education	104
Admissions policy	42
Student diversity	22
New appointments	16
Business news	15
Union action and strikes	13
California's national nuclear weapons labs	12
The death of Clark Kerr	10
<b>Secondary themes</b>	
The soaring cost of textbooks and journals	5
Dealings with the law	5
International perspective	4
Undergraduates' lack of basic academic skills	3
Miscellaneous	42

\* refers to the number of articles reported



## *Data presentation and analyses*

The following section of the report presents the primary and secondary themes identified from the archival search, the extent of news media coverage, and a broad overview of the content. Finally, the media attitude towards each theme is discussed.

### **3.1. Primary themes**

#### **3.1.1. The high impact of California's fiscal crisis on higher education**

The impact of the fiscal crisis in California on higher education received extensive coverage and was the most frequently reported of all the themes identified. In the LA Times (which seemed to focus on this issue the most), the San Francisco Chronicle, the Sacramento Bee, and the Porterville Recorder, there were 38, 21, 35, and 10 articles, respectively, relating to the higher education budget crisis over the six-month time span examined. This issue appears to influence most other issues in this review.

In his January 2004 budget outline, Governor Arnold Schwarzenegger proposed a number of factors that would directly and negatively impact higher education if enacted. Having already been knocked by budget cuts, it was identified by the news media that higher education now faced a situation in which students paid higher fees and competed for fewer places while receiving less financial aid.

One of the major concerns documented by the media was the soaring cost of college in the form of student fee hikes. Specifically, students at the University of California and California State University would pay 10% more annually (at UC, students would pay \$5,482, while at CSU, students would pay \$2,251). The rise in tuition fees, however, would be experienced most acutely by graduate students, non-resident students, and community college students. Graduates would pay 40% more, non-resident students would pay an extra 20%, and community college students would pay nearly 50% more (community college fees could increase from \$18 a unit to as much as \$26 a unit). Moreover, it was proposed that the University of California and California State University cut freshman enrollment by 10%. That would be equal to 3,200 fewer and 4,200 fewer students, respectively, resulting in eligible high school seniors being turned away or diverted to community colleges.

The third major proposal was a cut in student financial aid *vis-à-vis* a substantial decline in the number of eligible students. Governor Arnold Schwarzenegger's plans may lead to the elimination of outreach and recruitment programs that have played a key role in diversifying the undergraduate population. Budget cuts were proposed for the Cal Grant program, which is focused on students in need. Moreover, it was alleged that there were discrepancies in terms of the amount of financial aid paid out to universities. For instance, in a case reported by the San Francisco Chronicle, CSU Fresno received less financial aid than Stanford.

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The news media recognized that the proposals outlined above have come at a difficult time. A growing college-age population was identified as a major cause for concern since California's college age population is projected to rise 36% between 1998 and 2010. Moreover, some media commentators suggested that the 1960 California Master Plan for higher education, which promised access and affordability for every student, was under attack. Yet despite the problematic tone of many of the articles on budget problems, it was acknowledged that both UC and CSU remained two of the most affordable university systems for residents of California. Overall, the findings indicated that there was a high level of support for continued access to a high-quality and affordable university education.

**3.1.2. Admissions policy**

Over the six-month period, articles relating to the University of California's admissions policy received extensive coverage in the LA Times (totaling 29 articles) and some coverage in the San Francisco Chronicle, the Sacramento Bee, and the Porterville Recorder (4, 5, and 4 articles, respectively).

John Moores, Chairman of the UC Board of Regents, criticized the University of California's process of admissions, otherwise known as the "comprehensive review". In a controversial report, Moores alleged that the University of California, Berkeley admitted more than four hundred students with sub-par SAT scores in the name of racial diversity and that such admission procedures violated the state-ban on race-related affirmative action. Moores stated that, "public institutions are accountable to the people, and I think we owe it to the public to make our processes as clear and understandable as possible". In addition, the viewpoints of disgruntled parents were published in the LA Times, stating that university entrance procedure should rely on objective-based qualifications rather than subjective criteria.

Both UC President Robert Dynes and UC Berkeley Chancellor Robert Berdahl publicly defended the University's admission policy. Specifically, Robert Berdahl accused John Moores of doing "singular damage" to the University as a result of the critical report. He stated that the report served to undermine public trust in entrance policy and that the public was entitled to a broader understanding of the admission process. Arguing along similar lines, UC's Board of Regents criticized Moores' report, stating that not only had it damaged the reputation of the University but had caused great public confusion.

The rationale for why some students with high SAT scores might be rejected by UCB was outlined by the news media; for instance, out-of-state applicants or students applying for particularly competitive courses faced a tougher time. In addition, factors other than SAT scores taken into account by the 'comprehensive review' were outlined (such as hardships overcome, extra-academic background, leadership, talent, and persistence). Interestingly, the claim that SAT scores were not a reliable predictor of student performance at university was mentioned in a number of articles.

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Despite Moores' rather damning criticism of the University of California and the backlash from disgruntled parents whose highly qualified children were rejected from UCB, the news items regarding the University's admissions policy were either neutral or positive in their perception of the 'comprehensive review'. A number of related problems were identified, however. The first of these, and one which is recurrent, was that the number of qualified applicants outstrips the capacity of the state's higher education system, a problem that will be exacerbated by increased cuts in student enrollment. In addition, there was skepticism over the allegedly arbitrary and opaque nature of UC's admission criteria and, consequently, a call for the university entrance procedure to be made more transparent.

**3.1.3. Student diversity**

The theme of student diversity was inextricably linked to the aforementioned 'cuts in student financial aid', since more often than not aims to recruit a diverse student population were targeted at minority populations in terms of race and socio-economic background. Student diversity was identified as an important theme and one that deserved discussion in its own right, given that a number of newspaper items focused solely on the topic. Over the six-month period, the LA Times ran a total of 16 articles that explicitly discussed the theme, although the San Francisco Chronicle and the Sacramento Bee ran only 5 articles and 1 article, respectively. The remaining newspaper, the Porterville Recorder, did not examine the theme as a 'stand alone' one.

It was evident from analyses of the broad range of articles that, in relation to student diversity, the targeted populations were racial minorities and students from a low socio-economic background. The defeat of Proposition 54, which aimed to bar state agencies (including the higher education system) from collecting data on race, received strong support from the San Francisco Chronicle on the basis that racial discrimination is still evident. Anti-affirmative action activists were discussed, although the newspaper reports were neutral in tone. Broadly speaking, there was a commitment to diversifying the student body which resonates with the media's general support of UC's 'comprehensive review' process of admissions.

In terms of other factors related to diversifying the student body, gender and nationality played secondary roles to race and socio-economic background. Nevertheless, attracting girls into science and technology was viewed as important. Moreover, concern was expressed in relation to recruiting international students. As the news media pointed out, tough immigration policies following the attacks of 9/11 served to discourage university applications from overseas. A shortage of such applicants to U.S. universities may well be harmful to higher education resources, given the high tuition fees paid by international students.

Since Governor Arnold Schwarzenegger's proposals in relation to higher education included cutting student financial aid and slashing student enrollment, this runs somewhat counter to the recruitment of a more diverse student population. Broadly

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speaking, though, support for a diverse student population was evident from the media scan.

**3.1.4. New appointments**

The number of articles detailing new appointments in higher education totaled 16. The LA Times and Sacramento Bee ran the majority of articles, followed by the San Francisco Chronicle (6, 7, and 3, respectively). The Porterville Recorder did not report on new appointments.

During the six-month period examined, it was evident that a number of new appointments were made. UC President Richard Atkinson left his post and was replaced by Robert Dynes; in addition, Thomas J. Nussbaum, Chancellor of the California Community Colleges, was succeeded by Mark Drummond. UCB Chancellor Robert Berdahl announced that he will be resigning from his position in June 2004.

The articles were overwhelmingly positive in all cases reported, indicating a high level of support for the new appointments. Furthermore, the hiring of Christopher Edley as the new dean of Boalt Hall School of Law at UCB attracted much attention; he is the first African American to be appointed to the position and the media response was extremely favorable, thus signaling a commitment to racial diversity in academia.

**3.1.5. Business news**

The number of reports detailing higher education-related business news totaled 15. With the exception of one article downloaded from the San Francisco Chronicle and one from the Sacramento Bee, all items were derived from the LA Times.

The main story covered in the reports was that of the University of California's failed bid to keep private its returns from private equity investments. UC was sued by a UCB professor, the San Jose Mercury News, and the Coalition of University Employees, who argued that investment information should be made public for review. In addition, chronicled under the theme of 'business news', was coverage of gifts and donations made to both Cal State Northridge and UC Irvine. Finally, the placement of various community colleges on a fiscal watch list due to financial instability was detailed.

In relation to the latter story regarding the fiscal watch list, the media was negative in tone; as pointed out, only two years ago no community colleges were viewed as fiscally unstable, demonstrating the detrimental impact of budget cuts on higher education. With regard to the other two stories covered, the media was largely neutral and impartial in its reporting.

**3.1.6. Union action and strikes**

Examination of the articles over the six-month period indicated that politicized events in the form of union action and strikes were covered by the media, although most

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extensively by the Sacramento Bee. The LA Times and the San Francisco Chronicle ran 4 and 2 news items on the topic, compared to 7 by the Sacramento Bee; the Porterville Recorder did not report on political action.

Across the University of California campuses, teaching assistants, tutors, and readers refused to take classes for one day to protest unfair labor practices by the university. At Yale, more than 4000 employees also protested in relation to pensions. In addition, the media reported that UCLA students demonstrated over the UC Board of Regent's consideration of tuition hikes and enrollment cuts and, consequently, disrupted their meeting. Finally, the UC Students Association asked for funds to be reallocated to education following to the reinstatement of the vehicle license fees paid prior to the Schwarzenegger administration. Irrespective of the story covered, the media appeared non-aligned in their treatment of union action and strikes.

**3.1.7. California's national nuclear weapons laboratories**

The San Francisco Chronicle held a monopoly in relation to coverage of California's national nuclear weapons laboratories, probably as a consequence of the relatively close proximity of the newspaper to one of the labs. While a total of 11 news reports covered the nuclear weapons laboratories in the San Francisco Chronicle, only 1 report was written explicitly on the subject in the LA Times, and none in the Sacramento Bee or Porterville Recorder.

Following security lapses at California's national nuclear weapons laboratories, the Department of Energy stated that future management of the labs would be open to competition. In order to compete for the continued running of the labs, the University of California has to place a bid for new contracts, adding pressure to already strained resources. The reports indicated that this comes at a particularly difficult time for UC financially, when fees are being raised and enrollment slashed to deal with the budget deficit. In addition, comment was made that Foley, a former top energy department official hired by UC to help win the contracts, will receive a salary almost equal to that of the UC President.

The media acknowledged that loss of the contracts would be a misfortune for the prestige of the University of California. Moreover, it was evident that although the media was unimpressed by the security track record of the labs and the financial decisions made, it was generally sympathetic to the plight of UC.

**3.1.8. The death of Clark Kerr**

The media covered the sad news of the death of Clark Kerr. The LA Times dedicated 3 articles to him, whilst the San Francisco Chronicle and the Sacramento Bee ran 4 and 3 articles, respectively.

On examination of the articles relating to the death of Clark Kerr, it was evident that the media paid tribute to a great man. He was attributed with developing the world's

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greatest public university through the Master Plan and was responsible for creating a blueprint for higher education. All articles discussed at length Kerr's vision of higher education, focusing especially on access and affordability of the tripartite system.

The findings indicated that the news media were wholly positive in their reporting of Kerr's achievements, which were outlined fully. What was also evident was the ironic timing of his death -- at a time when the higher education system he helped produce is in jeopardy due to the fiscal crisis. Media commentators called for California to commit to, embrace, and sustain the higher education system set in place by Clark Kerr.

**3.2. Secondary themes****3.2.1. The soaring cost of textbooks and journals**

Although not a frequently reported theme, the soaring cost of textbooks and journals was one picked up by the media. It received most attention from the San Francisco Chronicle (3 news items), while the LA Times and Sacramento Bee ran 1 article each on the topic. The Porterville Recorder did not report on the topic.

In terms of the soaring cost of textbooks, the media reported that textbook publishers were charging too much money for their textbooks, especially when compared to the cheaper prices of the same books overseas. In addition, unnecessary new editions were further hiking the cost up. The media was particularly scathing about the soaring cost of textbooks, especially as it was recognized that students were now paying more for their education. Moreover, the boycott of academic journals by scientists received limited attention from the media but was viewed favorably, as access to journals should be more open.

**3.2.2. Dealings with the law**

Reports related to dealings with the law totaled 5 and all were run by the LA Times.

Reports of police arrests and raids, alongside suspicious behavior on the part of people related to higher education in some way (faculty, counselors, and officials) were common to these articles. Although neutral in tone, it was interesting to note that the media highlighted that it was taxpayers' money that was allegedly used by the accused.

**3.2.3. International perspective**

Newspaper reports relating to higher education internationally were limited. The LA Times and the San Francisco Chronicle ran 2 articles each.

Tony Blair, the Prime Minister of the U.K., was set to increase tuition fees for undergraduates even though the university funding bill passed the House of Commons by only a tiny majority. Compared to the U.S., the proposed tuition rate was low and financial support will still be offered to students from low socio-economic backgrounds.

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Implicit in the media reports was the notion that higher education should be paid for, at least to some extent, by students themselves; this runs counter to the attitude in the U.K., where payment of university historically has fallen on the state.

In addition, the LA Times reported on the university admissions process in Brazil regarding the introduction of a new racial quota system and was impartial in its report. The San Francisco Chronicle was nonaligned in its reporting of the rejuvenation of Iraq's higher education system.

**3.2.4. Undergraduates' lack of basic academic skills**

Although not a frequently reported theme, undergraduates' lack of academic skills was one that attracted some attention. The San Francisco Chronicle and the Porterville Recorder did not report on the topic, but the LA Times and the Sacramento Bee ran 2 and 1 articles, respectively.

Although fewer students withdrew from California State University for failing basic English and Mathematics this academic year compared to previous years, it was apparent that many students remained unprepared for university work.

The theme of undergraduates' lack of academic skills warrants discussion here because the media coverage indicated an unsympathetic attitude towards this problem.

**3.3. Miscellaneous news items**

There was a total of 42 miscellaneous news items relating to higher education from all four newspapers, though more could have been identified. These articles relate to student life on campus, new programs, capitol construction projects, research projects, and related K-12 issues. They underscore general interest in higher education activities, often at the local level.

## Conclusions

In California, the conventional wisdom seems to be that college costs are a challenge and that it is difficult to get into selective public campuses. A search of newspaper articles from the northern and southern parts of the state results in themes of importance to Californians, including the concerns about access to college, the admissions process, tuition costs, and the most dominant theme, the impact of the fiscal crisis on higher education.

These issues, reported in articles around the state, both reflect and help form public attitudes about higher education. After the entry of keywords about higher education into a media search, thousands of articles appeared, of which about 300 were selected from four newspapers as specifically about higher education issues. Public California colleges and universities still appear to be a desirable goal for increasing numbers of students, but the impact of the amount of falling state revenues, budget cuts, and rising fees seems to be affecting the way the public views higher education. A solid base appears to exist upon which stronger public trust in higher education could build if these concerns were addressed by higher education, the public media, and the State of California.

Accountability models for higher education should take into account the actions of both public campuses and the state government, as well as their ability to provide timely, transparent information about key issues. These newspaper articles appear to document public concerns about the future and whether or not students will have a fair chance for college. This is important because of the fact of California's racial and ethnic diversity, the desire for equal and fair opportunity for college, and the general concern that state budget cuts make this more difficult.

The Chronicle of Higher Education recently reported strong public support for higher education. Their findings indicated that, "at a time when Americans are anxious about the direction in which the country is headed, when they widely mistrust corporations and Congress and express little confidence in their public schools, their faith in American higher education remains at extraordinary levels" (2003). This report is in agreement with the view expressed by the Chronicle of Higher Education.

Irrespective of the theme, the majority of articles on higher education examined were written from a neutral and impartial standpoint, for instance, articles in relation to business news, union action and strikes, national nuclear weapons labs, international perspectives, and dealings with the law. Broadly speaking, it is evident from the media scan of papers from different areas of the state that there is a relatively high level of trust and satisfaction on the part of the public towards higher education. But it is a two-way relationship — the people of California invest billions of taxpayers' dollars into the higher education system and, as such, expectation levels run high. As the primary



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themes indicate, concern and expectation is high for student access to college for increasing numbers of students from diverse backgrounds.

The findings indicate that there is a high level of support for continued access to a high quality university education, especially at a time when the college-age population is growing rapidly, over and above the rate with which the current higher education system can cope. There also appears to be support for a diverse student population, which is in line with the 2004 report examining public attitudes on higher education produced by the National Center for Public Policy and Higher Education. This report stated that public concern over access to higher education was growing and was especially prevalent among African Americans and parents of high school students.

It was evident that affordability is an important issue as well, that college costs should be reasonable, highlighted by the resistance to the rise in tuition fees and the soaring cost of textbooks. In addition, it was observed that there should be some level of financial support in place for those who could otherwise not afford a college education. Other research shows concern over the impact of college costs on middle-class families, since they are not eligible for financial aid but are hit hard by increases in tuition and fees (Immerwahr, 2004). Rising costs to students and families was a theme of many articles.

There were, however, some areas of weakness outlined by the news media, reflecting skepticism on the part of the public about admissions, equal access, and fairness. One major concern seems to be the need for greater transparency, which is important for accountability models. For instance, it appears the University of California should ensure its admission process is less arbitrary and opaque to the public. Furthermore, some undergraduates' lack of basic academic skills received media coverage which, given the current strain on resources and cuts in student enrollment, was unsympathetic and somewhat negative in tone. More complete information on why college costs are increasing and what assistance is available are both areas where it appears improvement could be made.

The impact of the state fiscal crisis on California public higher education appears to have affected much of the newspaper reporting. The large budget shortfall (estimated at \$14-15 billion) could affect the public's perception of the difficulty of getting into college, especially as companion articles reported on rising tuition. The pervasiveness of the issue cuts through other issues such as access, admissions, and the quality of programs. Greater clarity and public comment from colleges, universities, and the State of California appear to be called for in light of this fiscal exigency.

Colleges and universities are accountable for producing educated students and a responsible and well-educated workforce. While the public level of trust in the enterprise of higher education appears relatively high, in order to continue this level of support, higher education must meet the demands made by Californians for access. The State of California should be clearer about funding public higher education and levels of student charges. Higher education should demonstrate an ongoing dedication and commitment

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to providing student access, diversity in enrollment, an affordable and accessible higher education system that seems attainable, and one that does not compromise quality. Higher education should also demonstrate greater transparency and accountability to the public.

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Selingo, J. (2003, May 2). "What Americans Think About Higher Education." The Chronicle of Higher Education. <http://chronicle.com/prm/weekly/v49/i34/34a01001.htm>.

Provided below are website addresses for the newspapers reviewed in the study:

The LA Times: <http://www.latimes.com/>

The San Francisco Chronicle: <http://www.sfgate.com/chronicle/>

The Sacramento Bee: <http://www.sacbee.com/>

The Porterville Recorder: <http://www.portervillerecorder.com/>

## *Appendices*

### **Appendix I: The impact of California's fiscal crisis on higher education**

1. UC Regents warned that the state's continuing financial crisis means they are likely to face bleak budget choices in the coming year, ranging from another round of students fee hikes to turning away thousands of eligible applicants (LA Times, 09.19.03: news).
2. Class cutbacks at community colleges around the state prompted an estimated 90,000 students to either drop out or avoid enrolling in the 2-year schools, according to a report written by the California Community Colleges chancellor's office. This pattern could continue this year as fee increases and further class reductions are unavoidable at the state's 109 community colleges (LA Times, 09.10.03: news).
3. Two key Republican congressmen will release a report that states that tuition increases are outpacing the rate of inflation, family income, and state and federal financial aid. The report may be a first step in a campaign by Republican lawmakers and the Bush administration to hold colleges and universities more accountable for their cost and performance (LA Times, 09.04.03: news).
4. Faced with severe cuts in the 2003/4 budget, UC was unable to consider the applications of about 1500 transfer students from community colleges and 100 freshmen seeking admission for winter term (LA Times, 09.03.03: news).
5. Viewpoint: we should reconsider how we are spending public education money, especially when it comes to over-investing in colleges and under-investing in primary and secondary schools. California spends just over \$6,000 a year per student in K-12 schools, CSU spends \$11,000, while UC spends more than \$16,000 (LA Times, 09.02.03: editorial).
6. As part of the recall campaign, candidates answer questions about higher education. Their ideas are sketchy at best; with the exception of McClintock, they shy away from talking about the budget crisis facing higher education (LA Times, 09.01.03: commentary).
7. Most of the 23 CSU campuses will curtail or eliminate their customary practice of admitting new students in the spring term as a result of spending cuts in the newly signed state budget (LA Times, 08.06.03: news).
8. Thousands of high school seniors are expected to be turned away from the state's public university system because of new enrollment caps, despite being academically eligible. This is at a time when the state's college-age population is projected to rise 36% between 1998 and 2010 (LA Times, 08.01.03: news).
9. Cal State Fullerton kicked out more than 900 students who had not paid the 30% fee increase as classes began, threatening the graduation of some seniors. Fullerton's problem shows how the 23 Cal State campuses had to struggle to collect the fee increase made necessary by the state's fiscal crisis that occurred after some students had already paid their bills (LA Times, 08.15.03: news).

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10. A congressional proposal to combat escalating college costs is expected to be introduced by California Rep. Howard P. 'Buck' McKeon. The proposal threatens penalties against schools that impose big tuition hikes and would enable the federal government to withhold some student grants (LA Times, 10.16.03: news).
11. Ventura County community college trustees have approved a \$181-million budget for the 2003/4 school year that restores some of the concessions made by employees in response to the state's fiscal crisis (LA Times, 09.18.03: news).
12. Enrollment is down at all 3 of Ventura county's community colleges (Oxnard, Ventura, and Moorpark colleges), due to 3 factors: a hike in student fees, a reduction in course offerings, and the decision to forgo the usual mass mailing of the college schedule for the fall semester (LA Times, 08.30.03: news).
13. The cost of higher education across the nation has risen more than 40% over the last 10 years, according to a report by the College Board. The report asserts that declines in state funding, endowments, and fund-raising contributed to soaring tuition costs at 4 year public and private universities (LA Times, 10.22.03: news).
14. Viewpoints on college funding: a) resources are still ploughed into private universities whilst the public higher education system continues to suffer, and b) the government is incapable of providing decent college opportunities for the young (LA Times, 10.16.03: editorial).
15. Public universities are struggling with budget cuts but some argue that cuts may be for the best. Although tuition has increased, many students receive grants or scholarships so they are not paying full college fees as such. There is now a narrower range of courses which increases specialization. Why should money be spent on such things as rock-climbing walls and giant hot tubs? (LA Times, 10.12.03: news).
16. More graduates are struggling to repay loans. About 1/3rd of recent college graduates are unprepared to make their first student loan payment, according to a survey commissioned by the Collegiate Funding in Washington. This is because students are more indebted than ever and the job market has taken a downturn (LA Times, 09.14.03: business).
17. The Independent 529 plan is the first ever national prepaid tuition plan offering the chance to buy college tuition 'units' at a discount at today's prices. No state run colleges participate in the plan but 225 private colleges are participating. However, at present, the money contributed to a pre-paid plan reduces the child's eligibility for aid on a dollar-for-dollar basis (LA Times, 09.21.03: business).
18. Review of 2003: cuts in funding alongside an increase in student fees and larger classes, plus questions raised over UC's admission policy (LA Times, 12.30.03: news).
19. Concern voiced at huge cuts to higher education budget by Governor Schwarzenegger (LA Times, 12.02.03: news).

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20. Concerns raised over cuts to the budgets of the University of California and California State University leading to an increase in student fees (LA Times, 11.20.03: news).
21. Cal State Fullerton is the fastest growing of 23 campuses of CSU university system: increase in parking, dorms, and buildings, but wary of growth due to budget crisis (LA Times, 11.30.03: news).
22. Increase in student fees – concerns raised as to whether or not students can afford to attend university (LA Times, 11.13.03: news).
23. Candidate who plans to run for president (Howard Dean) talks about moves to make university more affordable (LA Times, 11.14.03: news).
24. New bill withholds federal funds from public and private schools that raise fees by more than a certain margin – viewed as ridiculous (LA Times, 11.03.03: editorial).
25. Cuts in community college funding: increase in fees, cut in classes, shorter week for admin staff to keep down costs and cuts to faculty numbers (LA Times, 12.14.03: news).
26. There are disparities in spending among community colleges: whilst basic classes cut in one college, another has 'luxury' hobby classes financed (LA Times, 12.21.03: editorial).
27. New chancellor of California's community college system: report supportive of Drummond, who argues that community colleges need to train incoming 'tidal wave' of students (LA Times, 12.23.03: news).
28. At Ventura college, classes cut by 10% and worker's hours decreased. However, the good news is that the student government board is donating \$25,000 towards the college's summer school schedule, meaning that 8-10 classes will be added (LA Times, 01.24.04: news).
29. State treasurer Phil Angelides attacked Governor Schwarzenegger's proposed budget cuts to higher education as 'devastating to California's high-tech, education-dependent economy'. Governor Schwarzenegger, in Jan 9th budget, proposed reducing freshman enrollment at UC and Cal State by 10%, increasing student fees and decreasing student aid (LA Times, 01.21.04: news).
30. UC and Cal State remain two of the most affordable state-subsidized university systems in the nation for residents of California, and students should simply get loans to pay for education (LA Times, 01.12.04: editorial).
31. Governor Schwarzenegger's proposals, if enacted, would cut enrollment, raise student fees (most sharply for graduate students and community college students), and reduce financial aid, against a backdrop of a growing college-age population. It has been proposed that UC and Cal State cut freshman enrollment by 10%, equalling 3,200 fewer students at UC and 4,200 fewer students at Cal State (LA Times, 01.10.04: news).
32. If Governor Schwarzenegger's proposals are enacted, students at UC and Cal State would pay 10% more annually; at UC, students would pay \$5,482, while at Cal State students would pay \$2,251. Graduates would pay 40% more and non-resident students would pay an extra 20% (LA Times, 01.10.04: news).
33. Among proposals by Governor Schwarzenegger is a cut in financial aid which, according to the executive director of the California Student Aid Commission,

- will tighten qualifications for Cal Grants. The move is likely to eliminate financial aid for some students by lowering the ceiling used to determine which families are eligible for student aid (LA Times, 01.08.04: news).
34. Cal State is exploring ways to reduce enrollment by about 5% or 20,000 students because of the budget squeeze. Leaders of Cal State, in response to the budget proposal, are hoping to retain the outreach and academic assistance programs and instead absorb the spending cuts through reduced enrollment (LA Times, 01.28.04: news).
  35. Given widespread concern about college costs, many democrats see higher education as a primary issue. In a survey in May commissioned by the Educational Testing Service, 52% of U.S. adults considered rising tuition and other costs as the biggest problem facing colleges and universities (LA Times, 01.05.04: news).
  36. Viewpoint: a) the cuts proposed by Governor Schwarzenegger are the result of a spendthrift, Democrat-controlled Legislature, b) Governor Schwarzenegger's proposed cuts to higher education will have a detrimental impact on adults returning to education, c) the proposed cuts to higher education will affect low- and middle-income families the most, rather than those who are better off financially (LA Times, 01.11.04: editorial).
  37. Higher education budget cuts have led to a reduction of grants, cancellation of courses, an increase in tuition, and an increase in student paid work. In addition, many students at community colleges, who had planned to transfer to UC or CSU, are unable due to a cap on enrollments. Very anti (SF Chronicle, 09.11.03: editorial).
  38. Budget crisis in higher education means an increase in tuition and a decrease in student enrollment. One possibility for the UC system is to turn to out-of-state and foreign applicants (SF Chronicle, 09.10.03: news).
  39. Budget cuts have forced UC to slam the door on more than half its transfer and freshman student applicants for the winter term (SF Chronicle, 09.03.03: news).
  40. As colleges increase fees, more students apply for financial aid. Many state students will graduate with huge debts and many students now need to work their way through college (SF Chronicle, 08.22.03: news).
  41. The University of North Carolina at Chapel Hill is the first university to offer full support to students from low-income families. They will not incur any debt under a ground-breaking plan to reduce the burden of rising tuition costs (SF Chronicle, 10.02.03: news).
  42. Governor Schwarzenegger said he cannot commit to sparing the state's public universities from increased fees and slashed enrollment. In addition, the grim budget situation makes it impossible to promise that high school students with good grades have a guaranteed place at UC or CSU (SF Chronicle, 09.11.03: news).
  43. Cuts in the Higher Education budget will do irreparable harm to quality and affordability of public universities (SF Chronicle, 11.28.03: editorial).
  44. California's budget crisis has hit higher education particularly hard and has meant a reduction in student enrollment and cuts to outreach programs (SF Chronicle, 12.19.03: news).

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45. Governor Schwarzenegger's cuts to higher education will have a serious impact on UC's ability to contribute to the state economy and to provide access to qualified students (SF Chronicle, 11.25.03: news).
46. Governor Schwarzenegger faces tough choices with budget crisis which will result in huge cuts to higher education (SF Chronicle, 11.17.03: news).
47. CSU's 23 campuses face a 5% cut in enrollment; that equals turning away 20,000 qualified students because of budget cuts. This is the only option, says Chancellor Charles Reed, without sacrificing quality of education. Governor Schwarzenegger's proposed fiscal budget for 2004-5 trims CSU spending by \$240 million, or 9% (SF Chronicle, 01.28.04: news).
48. Concern over increases in tuition costs (10% for undergraduate programs and 40% for graduate programs) at both CSU and UC (SF Chronicle, 01.10.04: news).
49. The proposed budget means students will pay higher fees, receive less financial aid, and compete for fewer places. Some leaders of higher education have asked whether the state is fulfilling its promise of universal access to a college education, whereas the governor's office claims the budget still ensures access by diverting students to community colleges (SF Chronicle, 01.10.04: news).
50. Governor Schwarzenegger is expected to propose large fee increases for community colleges and state higher education systems (SF Chronicle, 01.09.04: news).
51. Governor Schwarzenegger has acknowledged that tuition at public universities has increased by more than 40% in the last 2 years, but says that he will try to ensure that fees do not increase by more than 10% in one year (SF Chronicle, 01.07.04: news).
52. In the proposed budget, UC undergraduate fees will rise from \$4,984 to \$5,482 whilst CSU fees will climb from \$2,046 to \$2,261. UC and CSU enrollment will be denied to 7,000 qualified freshmen (SF Chronicle, 01.10.04: news).
53. The hike in tuition fees, particularly for graduate and professional schools, will have long-term adverse effects on the economy. It may help to straighten out the fiscal crisis in the short-term, but it will damage California's competitive edge (SF Chronicle, 01.26.04: editorial).
54. Students accepted into UC will have voluntary choice to attend community college instead, free of charge for 2 years, before transferring to university. Good idea since, a) taxpayers would save several thousand dollars per student, and b) students who attend community college and then transfer to a university are more successful than students who enter UC from high school (SF Chronicle, 01.18.04: editorial).
55. Governor Schwarzenegger says that community college bound students will still pay 40% less, on average, than counterparts around the United States, making the community college system in California very affordable. But, says article, it should be noted that California pays its community colleges far less per student than many other states – it ranks 45th out of 49 states in its support for community colleges (SF Chronicle, 01.25.04: editorial).



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56. Crowded and cancelled classes are the norm at community colleges as a result of the budget deficit, yet Governor Schwarzenegger's proposed budget involves sending more students to colleges with no clear plan of how to serve them. This would only serve to strain community college finance to an even greater extent, especially as the fees would be waived for UC-bound students who will attend community colleges instead (SF Chronicle, 01.16.04: editorial).
57. Californians are being saddled with higher 'fees' for services once paid for by taxes. Governor Schwarzenegger proposes raising fees by 10%, nearly 50%, and 40% for undergraduates at CSU/UC, undergraduates at community colleges, and graduates, respectively (SF Chronicle, 01.14.04: editorial).
58. The budget slices into higher education; measures will include a \$900 million reduction to UC and Cal State that will result in fee increases (Sacramento Bee, 08.03.03: news).
59. College students will be taxed, in the form of increased tuition, and may even be 'taxed right out of a degree.' The promise of access to education for all looks to be on the verge of collapse (Sacramento Bee, 08.04.03: editorial).
60. Cal State is cutting back on enrollment; those affected include first-time freshmen, freshmen transfers, and sophomore transfers who must wait until fall 2004 for entry. The CSU Chancellor, Charles Reed, announced that the 23-campus system must deny admission to as many as 30,000 students for the spring 2004 term (Sacramento Bee, 08.06.03: news).
61. For the first time since the master plan was conceived 43 years ago, California will not provide a college place for all eligible students; enrollment will be slashed as money for enrollment growth is capped (Sacramento Bee, 08.11.03: news).
62. A judge based in San Francisco refused to halt a series of student fee hikes approved by the UC board of Regents. 8 UC students are suing over the fees which have increased 40% since fall 2002 (Sacramento Bee, 08.14.03: news).
63. Community college classes are overcrowded, many classes are full, and those with low enrollment have been cancelled. This is against a backdrop of budget cuts and increases in fees, and has resulted in students fighting over classes (Sacramento Bee, 08.24.03: news).
64. Between 13,000 and 15,000 students go to school for free as a means for the state to honor their parents. These are children of veterans or National Guard members who have been injured or killed in the line of duty. But the waiver may be costing too much since these students cost the system \$8.6 million (Sacramento Bee, 08.23.03: news).
65. Community colleges face a double hit: a rise in fees alongside a reduction in course offerings is hitting students hard. At Sierra college, for instance, students will take fewer classes because they can't afford the higher fees and many students who would have attended UC or CSU may not because of fee hikes, instead choosing community colleges (Sacramento Bee, 08.24.03: news).
66. The CSU system faced a 30% increase in tuition in 2003. Yet incoming freshmen at Chico State who were interviewed did not mention the rising costs (Sacramento Bee, 08.24.03: news).

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67. After 15 semesters of growth, enrollment at community colleges declined. College officials attribute the drop to course reductions and budget cuts (Sacramento Bee, 09.09.03: news).
68. As the cost of college education increases, state Treasurer Phil Angelides is advising parents to map out plans early to pay for children's higher education (Sacramento Bee, 09.16.03: news).
69. The 1960 California Master Plan for higher education, which promised a place for every student in a college or university, is tarnished. The guarantees of the Master Plan, e.g., that successful community college students can transfer to UC or CSU, and predictable fees, are now in jeopardy (Sacramento Bee, 09.17.03: editorial).
70. Following budget cuts, the UC regents face a number of painful coping options which include raising fees, turning away qualified students, and recruiting more out-of-state students who bring in more revenue (Sacramento Bee, 09.18.03: news).
71. Community colleges should receive 11% of education funds under Proposition 98. For years, community colleges have fallen short and community college officials now promise to fight for their legal share (Sacramento Bee, 09.24.03: news).
72. Robert C. Dynes became President of UC October 2nd, 2003. He states that if he is to protect the quality of education, he may have no choice but to cap enrollment. Before doing so, he'll plead the university's case before a fractious legislature and a public frustrated by the growing costs of public higher education (Sacramento Bee, 10.02.03: news).
73. The Legislature has not paid the 11% due to community colleges under Proposition 98, especially in 2003 when colleges will get some \$700 million less than they would have if they had been given their full Proposition 98 share (Sacramento Bee, 10.07.03: editorial).
74. The Master Plan boldly promised access, affordability, and a quality education. UC, CSU, and the community colleges were essentially free in the early years. The result of the budget crisis is that approx 20,000 seeking higher education will be shut out for at least a year and the pressure will only grow as Tidal Wave II hits California in the next 8-10 years (Sacramento Bee, 10.12.03: editorial).
75. More fee hikes: UC and CSU tuition has jumped by 40% since Jan 1, 2003 and community colleges have been hard hit with hikes from \$11-per-unit to \$18-per-unit (Sacramento Bee, 10.19.03: news).
76. Enrollment at UC Davis has seen a 3.8% increase since fall 2003. In addition, minority student enrollment increased slightly over the last fall (Sacramento Bee, 11.04.03: news).
77. Enrollment at California's community colleges declined for a second straight semester – proof, say college officials, that state budget cuts are barring students from higher education. Higher fees, they say, are likely to be keeping students away, although HE analyst Steve Boilard speculates that community college enrollment is simply volatile (Sacramento Bee, 11.05.03: news).
78. Report states that there is still plenty of money for those eligible for Cal Grants and this is a message that the California Student Aid Commission is keen to

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- spread. It doesn't want to get caught up in the misconception of the soaring costs of college (Sacramento Bee, 11.15.03: news).
79. With the current fiscal crisis, CSU officials state that they may have to turn away as many as 15,000 academically qualified applicants in fall 2004 (Sacramento Bee, 11.23.03: news).
  80. Governor Schwarzenegger's budget cutting plans will eliminate programs that have helped bring the poor and minority high school graduates into higher education. Governor Schwarzenegger is proposing the elimination of recruitment and outreach programs run by CSU and UC (Sacramento Bee, 11.26.03: news).
  81. More than 4,000 students were unable to get classes this fall at four Sacramento community colleges which, college officials state, is the result of budget cuts that forced administrators to slash course offerings (Sacramento Bee, 12.05.03: news).
  82. Governor Schwarzenegger is standing by his plans to ax state funds that help poor and minority students prepare for college, despite signs that he was softening his position. His stance has received harsh criticism from Democrats, students, and educators (Sacramento Bee, 12.11.03: news).
  83. The Cal Grant program, which can provide eligible students with \$9,700 a year, has been spared the budget cuts that have severely hit every other facet of public higher education (Sacramento Bee, 01.04.04: news).
  84. Access to public higher education has been the foundation of California's economic competitiveness and now it is being eroded as a result of the fiscal crisis. Report asks how this can be good for the California economy (Sacramento Bee, 01.04.04: editorial).
  85. Governor Schwarzenegger needs to make the cost of college more predictable to parents who want to send their child to college. The Governor is pushing to tie fees at UC and CSU to increases in per capita personal income, which would serve to increase fees every year – ending a tradition of lowering or keeping tuition stable during good economic times (Sacramento Bee, 01.08.04: news).
  86. The state's colleges and universities face another financial hit under Governor Schwarzenegger's proposal, three days after he stated that he wanted to 'work to expand the dream of college.' This will keep thousands of students from entering what has been described as a highly accessible and affordable public higher education system (Sacramento Bee, 01.10.04: news).
  87. The most 'painful' part of the proposed budget cuts to higher education is Governor Schwarzenegger's plans to make it more difficult for students to be eligible for a Cal Grant. Governor Schwarzenegger plans to lower the income ceiling for those who are eligible by 10% (Sacramento Bee, 01.11.04: editorial).
  88. Cal Grants pay for tuition and supplies for Californians under the age of 26 who meet income and achievement guidelines (Sacramento Bee, 01.13.04: editorial).
  89. A study indicates that fees must increase and politicians must invest more money into higher education if community colleges are to remain California's gateway to HE. In relation to funding, community colleges lose out to the more

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- prestigious UC and CSU and K-12 public schools (Sacramento Bee, 01.14.04: news).
90. Governor Schwarzenegger's proposals may keep as many as 8,000 freshmen out of UC in 2004 and financial aid may be scrapped for middle-income parents. The Governor's plans include raising fees at UC and CSU and cutting back enrollment and financial aid (Sacramento Bee, 01.15.04: news).
  91. Freshmen applicants to UC Davis fell for the first time in ten years while students applying to transfer from community colleges increased. The decline in applications was reflected across the other UC campuses (Sacramento Bee, 01.28.04: news).
  92. The opening of UC Merced is delayed due to budget cuts in higher education (Porterville Recorder, 08.07.03: news).
  93. Despite higher education budget cuts and increased tuition costs, students can still manage the cost of university. UC Berkeley has developed a website that documents real stories of students from low-income families and how they finance studies (Porterville Recorder, 08.07.03: news).
  94. Budget impacts freshmen as enrollment is capped by both UC and CSU. Report states that it is terrible to defer students' dreams of higher education because of mismanagement of funds (Porterville Recorder, 08.07.03: news).
  95. Reports that CSU Bakersfield is now open for enrollment for spring quarter following an announcement that enrollment was closed due to budget cuts (Porterville Recorder, 10.07.03: news).
  96. California State University is reducing student enrollment because of budget cuts in a bid to ensure that the quality of education is not threatened. Suggestion is to turn to alternative means of higher education, such as on-line learning (Porterville Recorder, 08.07.03: news).
  97. Report is anti legislators – states that students are squeezed due to increase in cost of tuition, they are denied admission, or their class sizes balloon (Porterville Recorder, 08.30.03: news).
  98. Student enrollment has decreased at Porterville college due to reduction in class offerings. This is exacerbated by the remaining classes being overcrowded (Porterville Recorder, 09.03.03: news).
  99. New budget means that students enrolled in community colleges face fee increases which are effective immediately (Porterville Recorder, 08.07.03: news).
  100. Governor Schwarzenegger's proposed budget means that community college fees could increase from \$18 a unit to \$26. Even if they do increase, there is an acknowledgement that California community college students pay the lowest fees in the U.S. (Porterville Recorder, 01.15.04: news).
  101. California students can apply for federal student aid and a Cal grant to help to cover the cost of higher education (Porterville Recorder, 01.07.04: news).
  102. The numbers of students recruited from high school needs to drop as it currently exceeds the percentage (12.5%) stipulated in the master plan (LA Times, 12.06.03: news).

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103. The numbers of students enrolling in the Cal State University System undergoes a freeze; hardest hit will be developing universities like Cal State Channel Islands (LA Times, 12.23.03: news).
104. The UC regents may have to consider the following: lowering faculty salaries (which already are behind those of comparable institutions); letting faculty go; asking faculty to teach more courses (a good idea, says report); raising out-of-state tuition; and cutting administration, outreach, and maintenance (Sacramento Bee, 09.20.03: editorial).

## APPENDIX II

**Appendix II: Admissions policy**

1. Response to UC Regent John Moores' attack on admission of students with modest SAT scores. In 30-page defense, 'comprehensive review' states that admission policy allows consideration of other factors such as leadership. In addition, SAT scores are not a good predictor of degree success (LA Times, 10.25.03: news).
2. Reports on self-identified students with low SAT scores. Tells stories of challenges and burdens faced by these students in a sympathetic light (LA Times, 10.24.03: news).
3. UC President Robert Dynes defends admissions policy and cites diversity as a goal. He states that the public needs more information about schools' rationale for accepting some students who have modest SAT scores (LA Times, 10.24.03: news).
4. UCLA also accepted students with low SAT scores while rejecting others with high scores. Defends policy, saying that current freshman are highest academic quality ever for UCLA. Outlines reasons why students with high scores might be rejected, i.e., out-of-state applicants and students who applied for competitive courses (LA Times, 10.23.03: news).
5. Students at UCB divided over admission policy – and provide differing viewpoints. Unlike UCB Chancellor Robert Berdahl, who strongly objected to the admissions report written by UC Board of Regents (LA Times, 10.22.03: news).
6. Viewpoints on UCB admissions: a) very anti UCB admitting students with low SAT scores, b) pro broader admission policy that takes into account other factors (LA Times, 10.18.03: editorial).
7. Berdahl accuses Moore of behaving 'irresponsibly' and doing 'singular damage' to UCB by issuing a report critical of UCB's admission policy. Says unfortunately it became public at a sensitive time, undermining public trust in entrance policy, just as new crop of students are applying. Dynes argues that there is a need to build on broader public understanding of admissions process (LA Times, 10.17.03: news).
8. Very pro admissions policies that look at other factors as well as SAT scores. Damning of Moores' criticism (LA Times, 10.13.03: editorial).
9. Viewpoints on UCB admissions: a) problem is not unqualified admissions, but that the population of qualified students outstrips capacity of state's postsecondary system, b) raises question of whether less qualified entrants will qualify, c) pro a learning environment in which students from all backgrounds and cultures can learn from each other (LA Times, 10.07.03: editorial).
10. UC will launch a comprehensive analysis of admissions at its 8 undergraduate campuses in response to a preliminary report on UCB's admission policy stating that 100s of students were admitted with SAT scores substantially below the campus norm (LA Times, 10.07.03: news).
11. Despite UCB's status as a top public university, the latest debate over admissions policies shows that the process is one largely hidden from public view. Students, parents and high school counselors often complain that the

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- process of applying to UC system is opaque, complex, and confusing, and decisions somewhat arbitrary (LA Times, 10.04.03: news).
12. Viewpoints on UCB admissions: a) from a disgruntled parent whose child did not gain admission to UCB despite top grades, b) if UCB accepts only those students with high SAT scores, then only the wealthy students will be admitted. A more transparent admission criteria is required (LA Times, 10.27.03: editorial).
  13. Viewpoints on UCB admissions: a) asks ‘what is surprise?’ that UCB recognizes that talent comes not only under the guise of high SAT scores, that most students would have high SAT scores if they attended high-performing schools, and that under-represented students tend to attend low-performing schools; b) disgruntled parent says her daughter was turned down by UCB because of checking the ‘Asian’ box on her UC application and, consequently, putting herself into the oversubscribed Asian Pacific American category; c) having 5% of the freshmen class coming from different cultural backgrounds is a good thing; d) marginally qualified students should be admitted to CSU or a community college and, after proving abilities, then transfer to UCB (LA Times, 10.11.03: editorial).
  14. Article outlining debate on admission: reports that there are some highly qualified students who have been rejected, but remains on the fence (LA Times, 11.20.03: news).
  15. A faculty oversight team will review cases in which students with very high or low SAT results get rejected/accepted – signifies move to accountability (LA Times, 11.13.03: news).
  16. SAT exams are one criteria of measuring a student’s aptitude. UCB takes into account other factors that serve to diversify the student body (LA Times, 12.07.03: editorial).
  17. University of California regents argue that admission is fair as one needs to take more than SAT results into account (LA Times, 11.21.03: news).
  18. Admission via the 4% plan: guarantees UC admission to the top 4% of graduates from every public and private California high school that participates in the plan in attempt to increase student diversity (LA Times, 11.03.03: news).
  19. College admission has to be about qualifications and must not rely on subjective criteria (LA Times, 11.24.03: editorial).
  20. College admission: debate over SAT results versus subjective criteria – 5 views covering wide range of opinion, 2 supportive of the latter (LA Times, 11.01.03: editorial).
  21. Sociologists at UCB find that social class is a determinant of admission to UC (LA Times, 11.19.03: news).
  22. California students, often rejected by UC, are applying to Canadian equivalent of Ivy League: much cheaper and admission relies on SAT results and GPA (LA Times, 12.01.03: news).
  23. A change in UC eligibility criteria will disadvantage Spanish students and lead to a decline in student diversity – anti change (LA Times, 12.07.03: news).
  24. Viewpoint: a) SAT scores do not predict student performance at university; b) get rid of Moores – very anti (LA Times, 01.30.04: editorial).

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25. President of Pitzer College writes to explain that her college made the SAT optional for all students applying for admission since the SAT blocks access to HE since it does 'nothing more than expose racial, gender and socioeconomic inequalities' (LA Times, 01.18.04: editorial).
26. The question of who gets admitted to UC is such a hot potato against a backdrop of cuts in enrollment and a larger college-age population. Moores says he would reject those with sub-par SAT college board scores. Moores claims that top campuses have been admitting students in the name of racial diversity, which is in violation of a state ban on race-based affirmative action (LA Times, 01.27.04: news).
27. Getting into your college of choice is a gamble. But the answer of what universities want from students is not cut and dried. 'It's hard to walk that tightrope of being involved but not too involved, smart but not brilliant and original but not desperate' (LA Times, 01.12.04: editorial).
28. Three Latino students rejected by Cal Poly San Luis Obispo have sued the state university alleging that its admission policy has discriminated against them by giving undue weight to SAT scores and favoring applicants from the geographic area around the campus. In relation to the former claim, Cal Poly's admission policy is discriminatory because Latinos in California score lower on the SAT, on average, than whites (LA Times, 01.09.04: news).
29. Admission practices: 400 students admitted UC with subpar SAT scores (despite evidence that shows they are poor predictor of academic success). More worrisome, says report, is huge budget cuts that deny students access to university (SF Chronicle, 10.24.03: editorial).
30. More than 400 students, nearly 90% minorities, admitted to UCB in 2001 with below average SAT scores. Admission policy may be an attempt to get around ban on racial and ethnic preferences (SF Chronicle, 10.10.03: news).
31. California's average math score rose to match national average. So too did the verbal score, although it remains below national average. At UC there is skepticism over value of SATs and a writing component is expected to be incorporated (SF Chronicle, 08.27.03: news).
32. The University of Michigan introduced a new admissions policy that preserves affirmative action but applies it less stringently, without assigning any numerical advantage or extra points to minority applicants (SF Chronicle, 08.29.03: news).
33. UC President, Robert Dynes, asserts that the public needs to understand how the complex process of choosing students for the prestigious system works. Criticism of UC's 'comprehensive review' process of admissions has been intense following the report written by UC Board of Regents Chairman John Moores in which he claimed that 100s of students were admitted into Berkeley last year with SAT scores far below Berkeley's average. In a speech to HE officials in Sacramento he stated, 'Public institutions are accountable to the people, and I think we owe it to the public to make our processes as clear and understandable as possible' (Sacramento Bee, 10.24.03: news).
34. Focusing on other criteria other than the SAT score in university admissions, such as hardships overcome and extra-academic background, serves to enrich the undergraduate experience. This is against a backdrop whereby the SAT 1 is



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- regarded as a weak indicator of student performance at university (Sacramento Bee, 11.19.03: editorial).
35. UC officials say that at UCB, the admissions system was designed to broaden the net of students considered for acceptance. In place since 1998, the 'comprehensive review' takes into account not just test scores, grades, and difficulty of course load, but also 'intangibles' such as leadership, talent, and persistence (Sacramento Bee, 11.20.03: news).
  36. UC Board of Regents lashed out at board chairman John Moores criticizing his report on admissions to UCB that have allegedly damaged the university reputation and caused public confusion. Regents stated that the report resulted in a perception that students with low SAT scores don't belong at UC, regardless of other achievements (Sacramento Bee, 11.21.03: news).
  37. Workshops held on the admission process to the University of California, Merced – the 10th university of the UC system (Porterville Recorder, 09.30.03: news).
  38. Advice to students regarding applications to the University of California or California State University warns students to apply to several universities should they not be offered their first choice (Porterville Recorder, 09.30.03: news).
  39. Report gives practical advice to parents and students regarding college admission (Porterville Recorder, 08.26.03: news).
  40. An invitation to the Ward Connerly lecture – regent of UC. Opposed to race and gender-based preferences in hiring and college admissions (Porterville Recorder, 09.09.03: news).
  41. CSU and UC move towards application for university via the internet, starting with students entering in the fall of 2005. Both are calling online applications a requirement, but will allow exceptions for students who lack internet access (LA Times, 09.16.03: news).
  42. Starting with students applying for college admission in fall 2005, all UC and CSU hopefuls must submit their applications electronically. Students who don't have access to a web-connected computer may still use paper applications (Sacramento Bee, 09.16.03: news).

## APPENDIX III

**Appendix III: Student diversity**

1. The number of minority students has more than doubled since 1981 but white students are still more likely to attend college, says the 'minorities in higher education' annual status report issued by the American Council on Education. Despite the gains, 40% of African Americans and 34% of Latinos attend college, compared to 46% of whites – so disparity still exists (LA Times, 10.09.03: news).
2. Summer programs/camps by IBM, HP, and others teach girls about technical professions and encourage them to pursue degrees in math, science and engineering. Proponents hope that the youngsters will return to the sponsoring companies and in the process help narrow a growing gender gap in the male-dominated tech industry (LA Times, 09.01.03: business).
3. International students are turning to Europe and Canada as new students in the US must apply for a visa, an arduous process post 9/11. In May 2003, the State told all US embassies and consular offices that nearly all visa applicants were to have face-to-face interviews in their home countries (LA Times, 08.27.03: editorial).
4. The University of Michigan, having been told by the US Supreme Court to scrap its admissions system of awarding bonus points to minority applicants, unveiled a new application that asks all students to write a short essay on diversity. The new admission plan is the latest effort in the long struggle over affirmative action (LA Times, 08.29.03: news).
5. Cuts to the outreach program make financial sense, but other programs – such as AVID (advancement via individual determination), which costs a fraction of the price and is aimed at recruiting minority students – need to be promoted (LA Times, 12.21.03: editorial).
6. Cuts to the outreach program problematic since program acts as a pipeline – designed to recruit minority students and students from a low socio-economic background (LA Times, 12.10.03: news).
7. The cuts in student outreach programs are problematic given the small numbers of students opting for science majors at university (LA Times, 12.18.03: editorial 7).
8. SAT workshops: aimed at students from under-privileged areas who hope to go to university (LA Times, 12.24.03: news).
9. One of 58 Pepperdine students is interviewed. He receives as much as \$1000 annually from a scholarship program for black students. This program has been branded as illegal by anti-affirmative action activists because it is not open to all races. But Pepperdine won't back down (LA Times, 01.22.04: news).
10. Commends Pepperdine for refusing to give up programs that serve under-represented groups – there is a need to support diversity, not discourage it (LA Times, 01.26.04: editorial).
11. Women are under-represented in terms of faculty positions in science, technology, engineering, and math, and this trend is true even in disciplines in which female doctorate recipients outnumber males, according to a newly released study (LA Times, 01.16.04: news).

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12. Local teenagers in LA are introduced to historically black campuses via an annual college fair. The organizer invites representatives of HBCUs, many of which were founded to educate freed slaves or to accommodate African Americans when they couldn't attend segregated universities in the South (LA Times, 01.27.04: feature).
13. Report on the growth of learning disabilities and students who 'swing the lead' with regards to their studies (SF Chronicle, 12.08.03: editorial).
14. Discrepancies uncovered in relation to the amount of financial aid paid to universities. For instance, Stanford receives more than CSU Fresno – very anti (SF Chronicle, 11.09.03: news).
15. Midyear cuts have reduced by millions of dollars the amount of money for outreach programs and additional cuts will serve to eliminate the programs altogether. The result will be about 750,000 students without the extra academic help and counseling they need to get to college (SF Chronicle, 01.27.04: news).
16. Defeat of proposition 54: the aim is to bar state agencies, including UC, from collecting data on race and ethnicity. Report argues for need to collect such data – very supportive of defeat (SF Chronicle, 10.09.03: editorial).
17. Proposition 54: chief promoter Ward Connerly (UC regent). Report argues that collection of race and ethnicity data vital as patterns of discrimination still in evidence (SF Chronicle, 10.05.03: editorial).
18. Proposition 54: California is not color blind. UC regent promoting it (SF Chronicle, 10.01.03: editorial).
19. There has been a huge drop in the number of foreign students because post-9/11 security discourages them from coming to US. Detrimental to US economy as foreign students not only pay full tuition fees but have a lot of spending power (SF Chronicle, 09.01.03: news).
20. Visa process extremely lengthy post-9/11 but problematic given that a large proportion of overseas students enroll in graduate science courses (LA Times, 12.23.03: news).
21. For the first time in more than ten years, the number of students applying to UC has decreased. This is said to be attributable to increased student fees and tougher immigration policies for overseas students (LA Times, 01.28.04: news).
22. The Student Exchange Visitor and Information Service (SEVIS) is a computerized tracking system designed to keep better tabs on international students. Implementation accelerated after 9/11 (Sacramento Bee, 08.31.03: news).

## APPENDIX IV

**Appendix IV: New appointments**

1. UCB Chancellor Robert Berdahl says he will leave post in June 2004. Berdahl, an expert in German history who has served as chancellor since 1997, plans to take a 1 year sabbatical from the university and return as a professor in public policy (LA Times, 09.26.03: news).
2. The UC President, Richard Atkinson, is ending his 8 year tenure in the post as he began it – amid crisis. In 1995, a debate over affirmative action was raging. Now UC is struggling to cope with budget cuts and increased student fees. Robert Dynes, the current Chancellor of UC San Diego, will be his successor (LA Times, 09.19.03: news).
3. Gov. Gray Davis has nominated a former faculty union president to the board of trustees of CSU, a move that brought about a quick denunciation from the chancellor's office of the 23-campus system. It was suggested that the nomination would create a conflict of interest (LA Times, 10.30.03: news).
4. UCB has a new dean of law: first African American to be appointed. Support for faculty diversity (diversity particularly problematic following the ban on affirmative action in 1996) (LA Times, 12.12.03: news).
5. Lack of minority campus leaders of 56 bowl teams who are involved in key-making positions (LA Times, 12.23.03: news).
6. Eric Norby's position as trustee was voided by a faculty petition due to a lack of faculty say in the decision (LA Times, 12.31.03: news).
7. New dean of law at UCB is first African American appointment – pro diversity among faculty (SF Chronicle, 12.12.03: editorial).
8. Governor Gray Davis withdrew a controversial nomination to the CSU board of trustees and appointed one of his cabinet secretaries to the post (SF Chronicle, 11.06.03: news).
9. Daniel Goldin, who was just one day from becoming president of Boston University, resigned amid reports of souring relations with school trustees and outgoing chancellor John Silber (SF Chronicle, 11.01.03: news).
10. In January 2004, Thomas J. Nussbaum will step down as chancellor of the California Community Colleges after nearly 8 years. In that time, enrollment grew by 400,000 students and the state invested \$10 billion (Sacramento Bee, 10.15.03: news).
11. Paul Zingg has been named as the new president of Chico State University. He aims to improve racial and ethnic diversity and make fund-raising a priority (Sacramento Bee, 11.04.03: news).
12. Christopher Edley has been named the new dean of UCB's Boalt Hall School of Law and has stated that a great public school should tackle public problems (Sacramento Bee, 12.12.03: news).
13. California community colleges have announced that Mark Drummond will become chancellor of the 108-campus California community colleges. He will replace Thomas J. Nussbaum, who is retiring after seven years in the post (Sacramento Bee, 12.23.03: news).
14. Mark Drummond has been appointed to the position of chancellor of the California community colleges. 'He is the public face of a system that has long

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been the forgotten workhorse of the California economy' (Sacramento Bee, 12.31.03: editorial).

15. Gonzalez, Chief of CSU Sacramento, is undeterred by the fiscal crisis that has hit higher education. He plans a dramatic makeover of CSUS to transform the campus into 'a destination campus for the West' (Sacramento Bee, 01.23.04: news).
16. At CSU Sacramento, there is a search for a new dean of the College of Business Administration and a selection committee is beginning a formal review of applicants (Sacramento Bee, 01.26.04: business).

## APPENDIX V

**Appendix V: Business news**

1. UC posted performance data for its private-equity portfolio on the web, becoming the latest institution to disclose such data. This comes after months of legal wrangling – UC was sued by San Jose Mercury News, the Coalition of University Employees, and a Berkeley professor who wanted investment information made public for review (LA Times, 10.17.03: business).
2. UC released its portfolio returns from money invested with venture capital and buyout funds after losing its legal battle to keep private the information (LA Times, 10.07.03: business).
3. UC lost its final attempt to keep confidential its returns from private equity investments as the state Supreme Court declined to hear the school's appeal of a lower court ruling. UC must now comply with California's Public Records Act and disclose returns from more than \$800 million of investments in venture capital and buyout funds (LA Times, 10.02.03: business).
4. UC, which lost its latest appeal to keep returns from its venture capital investments private, plans to take the case to the Supreme Court. UC has said that venture returns are a trade secret and that disclosing them would make some venture capital firms unwilling to participate in their funds – which could potentially cost hundreds of dollars (LA Times, 09.26.03: business).
5. UC used private insurance to lower the interest cost on \$918 million of tax-free bonds it sold (LA Times, 08.20.03: business).
6. A businessman who attended Cal State Northridge is donating a collection of Chinese antiquities to the campus in a gift the school estimates to be worth \$38 million. It is the biggest donation ever to a school in the CSU system (LA Times, 09.23.03: news).
7. CSU has realized full potential in the 'Cal Poly' moniker as the university has evolved into one of the most exclusive public colleges in the nation. Consequently, CSU wants the name 'Cal Poly' back from Bello's Sporting Goods, which has been selling 'Cal Poly' hats and sweatshirts for years (LA Times, 08.17.03: news).
8. UC missed out on \$2.5 billion or more in extra investment profits because its U.S. stock market portfolio performed far behind the Wall Street average for more than a decade, according to newly released UC records (LA Times, 01.15.04: news).
9. Cal State had its credit rating removed from possible downgrade by Moody's Investors Service. About \$1.8 billion of Cal State revenue bonds were removed from the watch list because the system has adequate financial reserves to cushion it from budget cuts sought by Governor Schwarzenegger. (LA Times, 01.29.04: business).
10. Glendale Community College has been put on a fiscal watch list by the California Community Colleges Chancellor's office. Just 2 years ago, none of the state's 108 community colleges were considered financially unstable and Glendale thrived on its reputation for sending many of its students to 4-year institutions. More than 500 Glendale faculty members agreed to a 1% pay cut;

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- 20 people, many clerical staff, were laid off; and 120 courses cut (LA Times, 01.08.04: news).
11. More than twelve community college districts across California have been placed on a state fiscal watch list because of their precarious financial condition (LA Times, 01.07.04: news).
  12. Filling out financial aid applicants incorrectly could cost people thousands of dollars in lost funds for college in terms of eligibility (LA Times, 01.04.04: business).
  13. A state superior judge ruled that UC must divulge detailed information about the investments it makes in venture capital funds, a ruling that UC officials said could cost the system's pension and retirement funds millions of dollars. Ruling is a victory for those who want greater financial transparency (SF Chronicle, 08.29.03: news).
  14. Gift of \$20 million to UC Irvine C.S. department will be used for 10 new faculty positions (LA Times, 12.17.03: news).
  15. UC Davis received private gifts of nearly \$72 million, a significant decrease from the previous year (Sacramento Bee, 11.12.03: news).

**APPENDIX VI****Appendix VI: Union action and strikes**

1. Thousands of unionized teaching assistants at UC campuses across the state refused to hold classes for one day, protesting unfair contract negotiation practices (LA Times, 10.04.03: news).
2. Unionized teaching assistants, tutors, and readers throughout UC system will not show for classes for one day after a breakdown in contract talks. They are protesting what union officials describe as a pattern of unfair labor practices by university negotiators (LA Times, 10.03.03: news).
3. Activists' weak agreement with USC – wants the university to provide a 'community benefits package' that would include affordable housing and jobs for local residents. The package is needed because the university has helped drive up the cost of community housing by not providing enough student housing (LA Times, 10.08.03: news).
4. The leader of a national union was arrested and hundreds of demonstrators blocked intersections at Connecticut campus (Yale) as an acrimonious strike by more than 4000 Yale University employees entered its 3rd day (LA Times, 08.30.03: news).
5. Unions representing clerical, technical and maintenance workers at Yale protest. Some progress has been made, but unions and Yale remain apart on issue of pensions (SF Chronicle, 09.14.03: news).
6. UC students and civil rights advocates want Governor Schwarzenegger's slashing of the state vehicle license fee overturned by the state Supreme Court and by extension see the reduction of higher education costs (SF Chronicle, 01.22.04: news).
7. UC Graduate teaching assistants plan to strike, protesting what they allege is bad-faith bargaining by the administration. The one-day strike follows the expiration of the first-ever contract for teaching assistants, readers, and tutors (Sacramento Bee, 10.03.03: news).
8. Student demonstrators disrupted a UC Board of Regents meeting at UCLA, demanding that regents refuse to consider raising tuition or slashing enrollment and student services (Sacramento Bee, 11.20.03: news).
9. Graduate assistants who teach at UC are planning strikes just as thousands of UC students are preparing for final exams. They are protesting about unfair labor practices by administrators (Sacramento Bee, 11.29.03: news).
10. Graduate TAs, tutors, and readers at UC are planning to strike to protest about fruitless labor negotiations with UC administration (Sacramento Bee, 12.03.03: news).
11. UC graduate TAs who were on the verge of striking called off the action after reaching a labor contract with UC administration (Sacramento Bee, 12.04.03: news).
12. Graduate TAs, tutors, and readers at UC finalized a three-year labor contract with UC administrators and the agreement averted a planned strike by student employees (Sacramento Bee, 12.09.03: news).



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13. UC Students Association asked the state Supreme Court to return vehicle license fees to their level before Governor Schwarzenegger's administration, and to reallocate the funds to education (Sacramento Bee, 01.22.04: news).

**Appendix VII: California's national nuclear weapons laboratories**

1. After security lapses at the Los Alamos laboratory in New Mexico, the Energy Department stated that UC would have to compete for future running of the lab. UC Board of Regents voted to allow Dynes to hire outside companies to help the university improve its business practices and help it prepare for future bids (LA Times, 01.16.04: news).
2. UC hires former top energy department official, Foley, in attempt to keep its long-held contract to run nuclear weapons lab. Foley will be paid almost as much as the UC President, in a climate in which UC is raising tuition and cutting programs (SF Chronicle, 10.21.03: news).
3. A financial officer was placed on leave at the Berkeley lab when an external audit found problems with record-keeping (SF Chronicle, 09.26.03: news).
4. UC has agreed to pay a settlement of nearly \$1 million to an investigator fired by Los Alamos national lab after exposing incidents of theft and fraud at the university-run weapons lab (SF Chronicle, 08.21.03: news).
5. University of California is viewed as a center of excellence against the backdrop regarding the continued management of nuclear laboratories' programs (SF Chronicle, 12.31.03: editorial).
6. The Lawrence Berkeley national lab could be run by an out-of-state university or a for-profit organization. Negative consequence for UC: hurt efforts to attract and retain top students, faculty, and investors (SF Chronicle: 12.04.03: news).
7. The loss of 10 disks containing classified information reinforced need for the running of the Los Alamos national lab to be open to competition, despite detrimental effect on UC (SF Chronicle, 12.11.03: news).
8. Missing disks at Los Alamos national lab comes at a particularly bad time for UC: follows a theft and fraud scandal last year (SF Chronicle, 12.10.03: news).
9. UC has to bid for running of labs and competing in bidding puts an enormous strain on resources that may not be available. Loss of labs would be a blow to UC's reputation (SF Chronicle, 12.03.03: news).
10. UC regents approve special panel to oversee nuclear weapons labs. The board's job will be to improve management of labs (SF Chronicle, 11.21.03: news).
11. Two members of the UC Board of Regents called for a discussion over whether UC should compete for contracts to continue running the nation's nuclear weapons labs. There has been no formal discussion yet regarding the pros and cons of competing for the new contracts in a climate in which UC is cutting back and raising fees to deal with the budget deficit (SF Chronicle, 01.16.04: news).
12. Federal inspectors will conduct a security audit at Lawrence Livermore National Lab and other U.S. nuclear weapons labs after adopting new security measures to prevent further mishaps (SF Chronicle, 01.03.04: news).

**Appendix VIII: The death of Clark Kerr**

1. Died at age 92 – speaks of his vision to widen access to university and establishment of UC tripartite system of higher education. Very supportive (LA Times, 12.03.03: editorial).
2. A legend in higher education – report gives overview of his life (LA Times, 12.02.03: news 7).
3. Master plan for higher education by Clark Kerr ensured diversity and affordability -- California must continue to embrace both (LA Times, 12.09.03: editorial).
4. Clark Kerr – must rebuild California to sustain and commit to the university system he envisaged (SF Chronicle, 12.03.03: editorial).
5. Clark Kerr made UC one of the world's greatest public universities by developing the Master Plan: made UC a research institution whilst CSU and community colleges were teaching institutions, meaning access to university for all (SF Chronicle, 12.02.03: news).
6. Clark Kerr set up a blueprint for education (SF Chronicle, 12.02.03: news).
7. SF Chronicle reporter honored for exposing FBI mischief in relation to Clark Kerr's dismissal as UC President (SF Chronicle, 11.23.03: news).
8. Clark Kerr died at the age of 92. He has often been referred to as the most influential educator of his time, responsible for the Master Plan for higher education – which in 1960 guaranteed all California high school graduates access to college (Sacramento Bee, 12.02.03: news).
9. The death of Kerr; while chancellor of UC, he oversaw creation of the master plan. Very positive about Kerr's achievements for California higher education (Sacramento Bee, 12.03.03: editorial).
10. Kerr was President of UC from 1958-1967 and author of the Master Plan for higher education. But at the time of his death, the promises of the Master Plan are in great danger (Sacramento Bee, 12.10.03: editorial).

**Appendix IX: The soaring cost of textbooks and journals**

1. Scientists call for a boycott of journals and launch 'open access' project: project opens access to scientific research which is largely funded by taxpayers' money (SF Chronicle, 10.27.03: news).
2. Report claims that textbook publishers are charging too much for unnecessary new editions. The average annual textbook cost for UC students is \$898, up from \$642 in 1996-97 (SF Chronicle, 01.30.04: news).
3. Students are importing American textbooks from overseas, where the same books often sell for half the U.S. price or less (Sacramento Bee, 11.07.03: editorial).
4. Asks, why do textbooks cost so much? Students are paying, on average, \$898 for books per year and this is against a backdrop of students paying more for their education (LA Times, 01.30.04: news).
5. Controversial reading lists for freshmen are banned. Report is anti, as students need to think for themselves (SF Chronicle, 08.14.03: editorial).

**APPENDIX X****Appendix X: Dealings with the law**

1. A UCLA classics professor was arrested by Simi Valley police for allegedly sending pornographic material through the internet to a detective posing as a 13-year old girl (LA Times, 10.03.03: news).
2. Officers with the LA County district attorney's office raided LA city college and the office of the LA community college district as part of a criminal probe (LA Times, 10.08.03: news).
3. Officials at Compton community college have spent thousands of taxpayer dollars in the last four years on contracts they refuse to explain, while receiving costly perks (i.e., free cars, personal credit card accounts) not commonly available to directors of much larger districts. Perks bring about district attorney probe (LA Times, 08.31.03: news).
4. A LA minister who counseled college-bound students on ways to defraud the federal student aid program was sentenced to 3 years and 5 months in federal prison. The Rev. Ozell Clifford Brazil advised students to falsely claim they were orphans or came from broken homes to qualify for federal grants and loans (LA Times, 10.21.03: news).
5. Investigation into the finances of Florida A&M University –plagued by problems including late payments of financial aid to students and sloppy business practices (LA Times, 12.01.03: news).

**Appendix XI: International perspective**

1. Blair revamps higher education system. The university funding bill, which passed the House of Commons by a vote of 316-311, will require British students to pay \$5,300 a year starting in 2006 (SF Chronicle, 01.28.04: news).
2. Blair is increasing student tuition. The bill only just got through the House of Commons, 316 to 311. The tuition rates proposed by New Labour would be low by U.S. standards and payment is deferred until students graduate and get jobs. Blair claims that the bill is coupled with significant financial support to encourage poorer students (LA Times, 01.28.04: news).
3. Brazil introduces new racial quota system. Race is now a criterion for admission to a Brazilian public university. 40% of admission slots were reserved for black and pardo students (blacks make up 2% of university students, even though nearly half of the population is black). But many withdrawing, as they cannot afford books or travel to and from university (LA Times, 10.01.03: news).
4. CSU Hayward wants to lead the first wave of American universities helping Iraq as part of a government program aimed at rejuvenating the American-occupied country's higher education system (SF Chronicle, 08.09.03: news).

**Appendix XII: Undergraduates' lack of basic academic skills**

1. Cal State threw out fewer freshman in 2003 for failing to master basic math or English skills, but most first year students still arrive on campus unprepared for college work (LA Times, 01.29.04: news).
2. Viewpoints: a) why should taxpayers pay salaries of college professors who are reduced to teaching basic math and English to unprepared students who should not have been accepted to Cal State or UC, and b) public higher education is very cheap and comparisons should be drawn so that people can appreciate how reasonable it is (LA Times, 01.30.04: editorial).
3. Nearly half those students at CSU who entered university in the fall of 2003 needed remedial courses in English, and nearly 40% needed help in Math (Sacramento Bee, 01.29.04: news).

## APPENDIX XIII

**Appendix XIII: Miscellaneous**

1. The new watchword is ‘interdisciplinary collaboration’ and new research institutions have been created in line with this approach (SF Chronicle, 10.20.03: news).
2. Stanford University has undergone a move towards interdisciplinary research: Bio-X has been designed to foster collaboration across disciplines (SF Chronicle, 10.20.03: news).
3. The Biotech lab is part of University of California – needs stable economy for growth and success (SF Chronicle, 10.28.03: editorial).
4. Recall in California makes for an exciting time to be a law student (SF Chronicle, 09.23.03: news).
5. Parents in the dark on college students’ desperation as privacy laws shield details on suicidal students. Perhaps there should be a move towards a softer, less legalistic approach that veers towards safety rather than privacy (SF Chronicle, 10.30.03: news).
6. Critique of an academic at UCLA: scholar made recommendation based on personal views rather than rigorous study – detrimental impact on students (SF Chronicle, 12.28.03: editorial).
7. Support given to the monitoring of federal funds given to international studies, although anti the representation of national security agencies on advisory board; pro increased accountability (SF Chronicle, 12.09.03: editorial).
8. K-12 system of education and higher education need to be better aligned than they are at present (SF Chronicle, 11.24.03: editorial).
9. Governor Schwarzenegger proposes to cut \$2 million in state funding from UC’s Institute for Labor and Employment at UCLA and UC Berkeley which would, says report, effectively eliminate it. The institute works on issues of concern to workers and so cut may be result of political ideology (SF Chronicle, 01.05.04: editorial).
10. Through a UCLA Law School center, Native Americans gain insight into making laws and students help tribes resolve legal issues (LA Times, 10.03.03: feature).
11. Debate raging about the selling of KOCE-TV, Orange County’s public television station. Brings formal and informal education to Orange County. Pros and cons are provided (LA Times, 10.12.03: editorial).
12. Hollywood and the record industry are taking legal action to halt illegal downloads by students on campus. Consequently, colleges are tightening rules and warning their students not to download music (LA Times, 08.30.03: feature).
13. UC Santa Barbara officials announced a new doctorate in Chicano Studies in what is being billed as the first program of its kind in the nation. The project has taken a long time to come to fruition as a result of institutional problems, academic digression, availability of faculty, and resistance (LA Times, 08.05.03: news).
14. The courtyards at Cal State Channel Islands will be restored following a courtyard restoration project. The University has teamed up with Sunset



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- magazine, calling for landscape designers and architects to return gardens to original splendor (LA Times, 10.26.03: news)
15. Despite cutbacks in state funding for the classroom, construction is moving forward on new libraries at Moorpark and Ventura colleges and a new theater on the Oxnard campus. Lots of students can't understand how there can be money for construction when their fees have been raised and classes cut (LA Times, 08.30.03: news).
  16. California's newest college campus, Cal State Channel Islands, is a 4 year university in the heart of Ventura County, which opened to upper-division students last fall and this year added its first class of freshmen (LA Times, 08.17.03: news).
  17. Since 1970, California's teacher-preparation programs have been shaped by the Ryan Act, which states that would-be teachers must first earn a bachelor's degree and then do a fifth year in how to teach. But the Ryan Act has come under attack from those who say that 'content classes' needlessly prolong teacher training and should be dropped or shortened. Emphasis should be given to practical classes on how to teach. Given that there is no shortage of teachers, why put less educated teachers in classroom? (LA Times, 10.27.03: editorial).
  18. 3 suicides in one semester at NYU – the largest private university in the country. It may be contagion, according to some, or due to the fact that there are now more students who have a history of mental illness managed by prescription drugs (LA Times, 10.27.03: commentary).
  19. With more undergraduates bringing cars onto campus, students face costly permits and parking violations as well as spending more time searching for a spot to park their cars. The problem is supply and demand – too many cars and too few spaces (LA Times, 09.21.03: news).
  20. Newcomers to CalArts, the highly regarded arts college in Valencia, are often unsettled by its unusual, labor-intensive registration process. CalArts students are expected to stand in lines to register rather than register on-line or over the phone (LA Times, 09.10.03: feature).
  21. The US News rankings rely on a weighted average of such factors as peer assessment, student retention rate, student selectivity, alumni giving rate, and financial resources. With the rankings holding such popular sway, university administrators are keen to enhance their college's reputation according to US News guidelines. But a more comprehensive measure of academic quality – one that considers a broader scope of factors such as student satisfaction and quality of life – should be considered and the ranking order dropped (LA Times, 08.25.03: editorial).
  22. When students go to university, it is often harder for the parents. There has been a shift now with universities trying to engage parents with parent orientation sessions, as parents not only want to see the payoff of months of research and the long college application process, but they also want to stay close to their kids (LA Times, 08.20.03: news).
  23. UC students attend conferences – report supportive of their involvement as it promotes academic research (LA Times, 11.23.03: feature).

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24. Rising stature of evangelical schools – gaining more acceptance partly stemming from growing diversity in academia (LA Times, 11.30.03: news).
25. More women are now entering medical school, attracted to the flexible working hours that the profession boasts (LA Times, 12.31.03: feature).
26. Cal State is responding to a runaway real estate market that has put housing out of reach for many employees. An increasing number of campuses are offering affordable housing for the system's growing workforce (LA Times, 01.04.04: news).
27. The new president of CSU Sacramento unveiled an ambitious campus agenda despite the fiscal crisis in higher education. His aims include: building a satellite campus in Placer County, more fund raising, examining the athletic program, and breaking down barriers that have isolated the school from the rest of the community (Sacramento Bee, 08.29.03: news).
28. Nellie Mae, a major student lender based in Braintree, Mass., continues to offer online loans with e-signature capability to families needing last-minute education-related funding for fall (Sacramento Bee, 08.31.03: business).
29. Two-year schools are constantly adapting to a changing student market. For instance, recent immigrants from the former Soviet republics have hit community colleges in the Sacramento region, and they want to learn English and take computer courses (Sacramento Bee, 10.09.03: news).
30. Two proposals to build universities in Placer County are proving problematic against the constraints of financial, transportation, and environmental realities (Sacramento Bee, 10.20.03: editorial).
31. Some are concerned about the proposed construction and accompanying housing projects of De La Salle University and the branch campus of CSU, Sacramento. They may cause losses of agricultural land, natural habitat and open space – things that Placer wants to retain (Sacramento Bee, 10.21.03: news).
32. UC will launch its first state government internship and academic program in January 2004 – just in time for the inaugural months of Governor Schwarzenegger's administration. As many as 24 students from the 8 campuses will intern in the Legislature, the Governor's Office, state agencies, and local government agencies (Sacramento Bee, 10.26.03: news).
33. CSU, Sacramento officials are working toward dispelling the myth of the college binge drinker. CSUS has embarked on a partnership with the San Juan Unified School District (Sacramento Bee, 11.02.03: news).
34. The partnership between UCB and a multinational biotechnology company, Novartis, expired in a whisper; whereas the deal was signed 5 years ago amidst uproar. Novartis gave researchers in Berkeley's Department of Plant and Microbial Biology \$25 million over five years and attracted a lot of negative attention about the relationship between academia and industry (Sacramento Bee, 11.20.03: business).
35. The UC Board of Regents gave final approval to major development projects at UC Davis, which will allow construction to begin on a new hotel and conference center and an on-campus neighborhood for students, faculty, and staff (Sacramento Bee, 11.21.03: news).

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36. Gonzalez, the President of CSU Sacramento, is remaining silent on the issue of the future direction of athletics at CSUS – i.e., whether it should have a new arena or stadium or remain a second wheel to the campus’s primary academic mission – until the athletics task force reports back to him (Sacramento Bee, 11.21.03: editorial).
37. UC regents and chief executives hire administrators who demand very high salaries that are vastly higher than what is paid to those who do the actual work at the university (Sacramento Bee, 12.15.03: editorial).
38. Gonzalez, the President of CSU Sacramento, is making a powerful pitch that the university is not just an academic and cultural hub but an institution that pumps intellectual, social, and economic capital into the region (Sacramento Bee, 12.28.03: news).
39. Folsom Lake College has become the newest accredited community college in California. In the Los Rios Community College District, it takes its place alongside Sacramento City, American River, and Cosumnes River campuses (Sacramento Bee, 01.27.04: news).
40. President of CSU Sacramento, Gonzalez, had his master plan to transform the campus accepted by the CSU board of trustees (Sacramento Bee, 01.28.04: news).
41. Report states that we must work towards independence of higher education from federal edicts. Promotes use of the ‘California ScholarShare College Savings Trust’ (Porterville Recorder, 10.01.03: news).
42. Discounts on computer software are available should students want to take advantage of good offers (Porterville Recorder, 09.22.03: news).