

# 1. INTRODUCTION

While California State University continues to face drastic reductions in its state funding, it becomes more important than ever to encourage the voting public to do what it can to save the college education of our future generations. In support of this, we believe our advertising campaign will help to educate voters about the funding crisis for California State University and motivate them to take action.

## 2. BACKGROUND AND HISTORY

### *2.a. Budget Crisis*

As a result of the state budget crisis, the State of California has been unable to uphold the Higher Education Compact Funding Agreement during the last three years of the agreement. This has resulted in a funding gap of approximately \$2 billion dollars.<sup>1</sup> Most recently, the 2011/12 Budget Act caused a cut in State funding of \$750 million dollars.<sup>1</sup> In order to cope with the loss of funding, the CSU has been forced to increase tuition and cut back significantly on enrollment. According to the CSU Budget Office, annual undergraduate tuition has increased by 26% over the last decade, from \$1,428 in 2001/02 to \$5,472 effective fall 2011.<sup>2</sup> The CSU has also periodically issued an enrollment freeze, preventing new students from entering. In an article by the Public Policy Institute of California, it was estimated that the number of eligible students who applied but were turned away from the CSU rose from 4,000 in 2008, to 12,000 in 2011.<sup>3</sup>

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<sup>1</sup> California State University, "Higher Education Funding and Mission in Crisis," *2013-2014 Support Budget*. CSU Budget Office, <http://www.calstate.edu/budget/fybudget/2013-2014/executive-summary/funding.shtml>

<sup>2</sup> California State University, "Historical Tuition Rates," *Financial Aid and Tuition Rates*. CSU Budget Office, <http://www.calstate.edu/budget/fybudget/2012-2013/documentation/13-historical-suf-rates.shtml>

<sup>3</sup> Hans Johnson, "Defunding Higher Education," Public Policy Institute of California (PPIC), [http://www.ppic.org/content/pubs/report/R\\_512HJR.pdf](http://www.ppic.org/content/pubs/report/R_512HJR.pdf)

### 3. PROJECT RESEARCH AND DEMOGRAPHICS

Considering the direct impact that voters can have on the California budget decision makers, it was important for us to closely examine the makeup of the voter block. The Public Policy Institute of California (PPIC), conducted a demographic study of “likely” California voters.<sup>5</sup> According to the study, 52% of likely voters are female. In addition, 38% of likely voters are between the ages of 35 to 54, while 44% are 55 and older. This means a full 82% of likely voters are 35 years of age and up. In regard to race, 66% of likely voters are Caucasian, 16% are Latinos, 10% are Asians, 6% are African American, while less than 3% are other races.

After determining that the largest segment of California’s likely voters is female, we obtained additional data about women. According to US Census data in 2010, 81% of women are mothers by the time they are in the 40-45 age range.<sup>6</sup> Concerning social media preferences, Facebook is used by more women than men, with 71% of its users being female.<sup>7</sup> Facebook also has a significant majority over all other social media sites, with 67% of all internet users preferring Facebook.<sup>7</sup> When considering retail locations for advertising opportunities, a survey by Nielsen shows that women are still the primary shoppers of the family, with between 62% to 72% of all shoppers at grocery stores, drugstores, supercenters, mass merchandisers and dollar stores being female.<sup>8</sup>

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<sup>5</sup> Mark Baldassare and Others, “California’s Likely Voters,” *Just the Facts*. The Public Policy Institute of California, [http://www.ppic.org/main/publication\\_show.asp?i=255](http://www.ppic.org/main/publication_show.asp?i=255)

<sup>6</sup> The U.S. Census Bureau, “Profile of America Facts for Features,” *Newsroom*. U.S. Department of Commerce, [http://www.census.gov/newsroom/releases/archives/facts\\_for\\_features\\_special\\_editions/cb12-ff08.html](http://www.census.gov/newsroom/releases/archives/facts_for_features_special_editions/cb12-ff08.html)

<sup>7</sup> Maeve Duggan, Joanna Brenner, “The Demographics of Social Media Users - 2012” *Report: Social Networking*. PEW Research Center, <http://www.pewinternet.org/Reports/2013/Social-media-users/The-State-of-Social-Media-Users.aspx>

<sup>8</sup> Todd Hale, “In U.S. Men are Shopping More Than Ever, While Women are Watching More TV,” *Newswire*. Nielsen, <http://www.nielsen.com/us/en/newswire/2011/in-u-s-men-are-shopping-more-than-ever-while-women-are-watching-more-tv.html>

Our advertising campaign will be called “Save CSU.” The campaign will target women voters aged 35 and up who have children in High School. Parents have a financial and emotional investment in the college education of their children. This is an issue that affects their families personally and directly. Our campaign makes an appeal to mothers about the very real prospect of their children being unable to attend college because the budget crisis has denied them a place at CSU.

### ***5.a. Print Advertisement***

Our print advertisement will feature a photo of a teenaged student, looking very worried about their future. The tagline will be “Without your vote, she won’t make it to college.” The ad copy will point out facts about the CSU budget crisis and guide the viewers to the campaign’s website for more information. Variations of the ad will have the same content and layout, but a different model. The models will include males and females of Caucasian, Latino, African American, and Asian races. The print ad will be placed in retail locations such as grocery stores, drugstores and mass merchandisers. The ad will also be placed in Parents Magazine and on the billboards of some of the busiest California highways.



**WITHOUT YOUR VOTE, SHE WON'T MAKE IT TO COLLEGE**

Thousands of California children will not grow up to attend university because it is no longer affordable

California State University lost more than 1 billion dollars in state funding in the last 4 years

You can make a difference.  
Support California's Higher Education  
Vote in support of funding for the CSU System

For information on how you can help, visit:

**savecsu.org**