



A campaign for social **justice**,
economic **opportunity**,
and community **recovery**

OVERVIEW

As the pandemic seemingly wanes, and our economy rebounds, **forecasters project 373,000 new jobs** in Washington over the next five years. An estimated 70% — the best positions, at least by measures of pay, benefits and potential stability — will require a post-high school credential. That could mean an associate or bachelor's degree. Or, considering the growing number of workplaces who value proven skills as much as degrees, it could also mean a professional certification or apprenticeship.

Community colleges like North, South and Seattle Central exist to serve our city's extraordinarily varied people as they seek to better their lives through higher education. As open-access institutions, we welcome students of every background. We take particular pride in being a springboard for those furthest from economic and social opportunity: people whose families are lower income, or who have faced marginalization because of their race, nationality, sexuality, gender identity, or disability.

- **45% of our students are from families of color.**
- **48% are first-generation college students.**

The years of COVID have been cruel to those who come to schools like ours. For many, loss has piled on loss. Black and Brown communities were not only hard-hit by the virus, but were likelier to lose jobs, income, childcare, and housing. To this add the emotional shock of deaths like those of George Floyd and Ahmaud Arbery, and one can begin to understand why many have, for now, set school plans aside.

Between school years 2019-20 and 2020-21, enrollment among students of color at the Seattle Colleges fell by 2,655, or 16%.

As the economy now recovers, there are jobs in abundance, and entry-level positions are commanding decent pay, even signing bonuses. *So why go to college?* Many will weigh this question, and some will, for now, opt out. But others will realize that, however well paid, most lower-rung roles provide little opportunity to rise, and even less to do something you love.

The Seattle Colleges need to be ready for these students, and for those who reach the same conclusions later: Ready with high-quality programs matched to student interests and schedules, and employers' needs for skills. Ready with scholarships and caring, individualized advising and mentoring. Ready with instructors passionate about their students' success, and in whom students can see their diversity mirrored. Ready with modern facilities that show students they are respected and valued.

Every person deserves access to the education that can help shape their preferred future. That self-determination is the essence of equity, and it's how we unleash the human talent we need for the urgent problems and opportunities all around us. Here, now, when it comes to higher education in Seattle, **Equity Can't Wait.**

Join us.

32,660 students

attend the Seattle Colleges.

28

is their average age. Twenty percent are **parents**.

\$30K to \$60K

is their typical family income. This compares to a median of \$113K for students at the University of Washington. Fifty-five percent of our students **work 16 hours a week or more** — often substantially more.

#1

Seattle's rank nationally among big cities in percentage of young adults with a bachelor's degree. Yet only 40% of Washington's young people earn a bachelor's by age 26.

Implication: **Local young people — more than half of whom are people of color — aren't competing for our region's best jobs.**

 **SEATTLE COLLEGES**
North • Central • South

\$50M
campaign to

- Support Students
- Power Innovation
- Strengthen Capacity





Did you know?

40% of Americans pursue higher education at community colleges like Central, North and South Seattle Colleges

1¢ of every philanthropic dollar given to higher education goes to community colleges

Isn't it time we close the gap?



\$50M for educational equity

Support Students

\$25M goal

- **Expand availability of scholarships** and safety-net grants, incorporating the flexibility to quickly help students whose circumstances change.
- **Enhance student support services**, acknowledging the mountain of evidence showing the huge difference well-resourced mentorship, counseling, tutoring and other assistance make in student success.
- **Bridge gaps in completion rates with targeted programs** like alternative math pathways and transfer opportunities to Historically Black Colleges and Universities.
- **Deliver fully on Seattle Promise**, the partnership among Seattle Colleges, the City of Seattle and Seattle Public Schools that provides the city's new high-school graduates with two years of free tuition and comprehensive support services.

Power Innovation

\$10.75M goal

- **Develop programs and curricula responsive** to fast-evolving employer and community needs, including additional pre-apprenticeship opportunities in the skilled trades and a new B.S. in Computer Science degree
- **Add flexible learning options**, including new online classes and credential programs.

Strengthen Capacity

\$9.25M goal

- **Recruit and retain diverse, talented faculty** who truly reflect our community.
- **Create the physical infrastructure for future-facing education**, including "smart" classrooms that support hybrid in-person/online instruction, improved or new facilities for student wellness, and state-of-the-art career services centers.

The overall campaign goal also includes **\$5 million in flexible funding** that can be applied where needs are greatest. Programs and students across the colleges will benefit from all aspects of *Equity Can't Wait*, but four high-opportunity fields will be special emphases: **information technology**, **healthcare**, the **skilled trades**, and **early childhood education**.



To learn more or to help, please contact us:

By email: advancement@seattlecolleges.edu

Online: equitycampaign.info

By telephone: 206/934.2939

130 FIELDS OF STUDY | 49,239 GRADS SINCE 2008 | >\$1B IN ECONOMIC IMPACT

