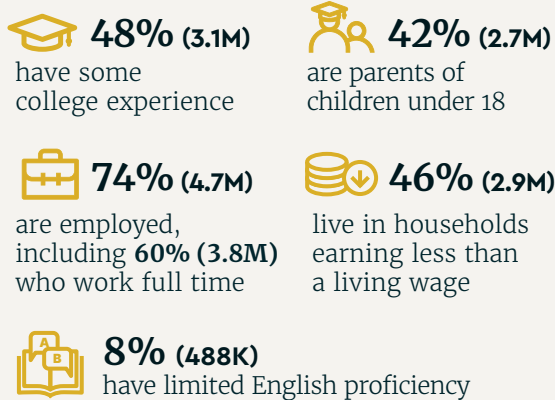


Untapped Opportunity: Meet California's 6.4 Million Potential Graduates

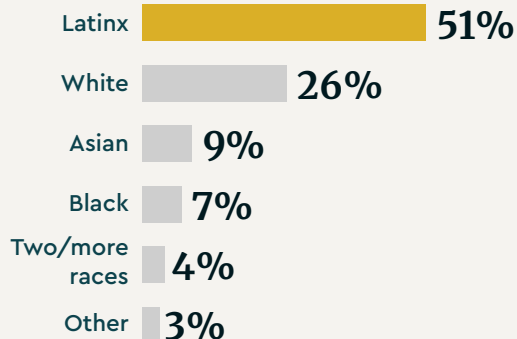
A POPULATION THE STATE CAN BETTER SERVE

Adults ages 25–54 with a high school diploma but no college degree represent a major opportunity to expand economic mobility, strengthen the workforce, and fuel California's economic future.

Who Are California's Potential Graduates?



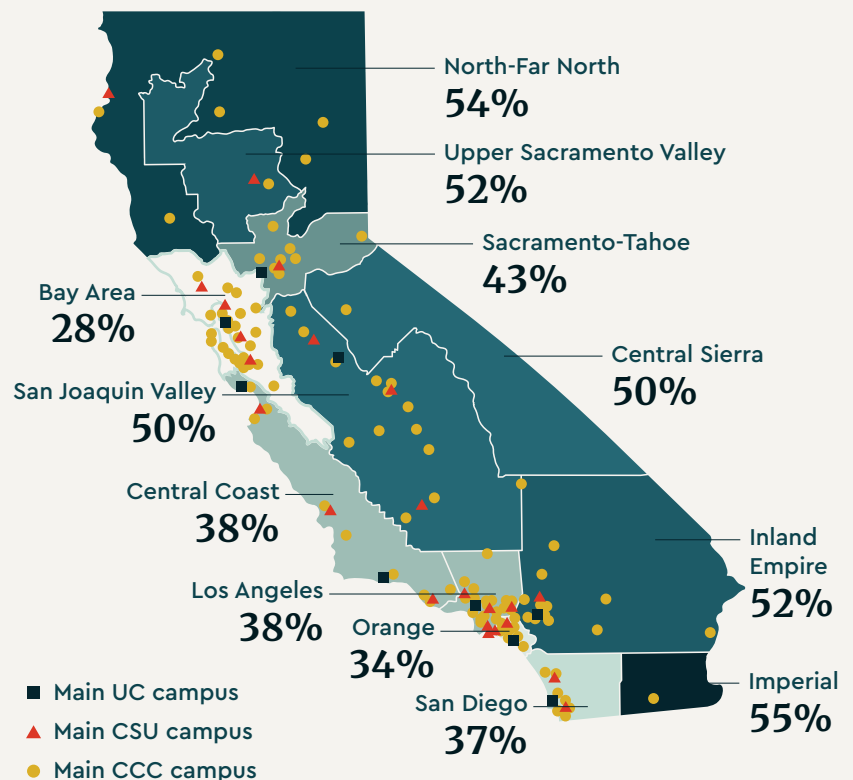
Over half of California's potential graduates are Latinx



Where Do They Live?

Predominantly in rural and inland areas, where there are fewer options for college.

Concentration of Potential Graduates by Region



Three Shifts to Build Stronger College Pathways

Build Flexible Pathways

Offer adults options to learn and earn credit on schedules that fit their work and lives.

Advance College Affordability

Improve uptake of financial aid and public benefits so cost is not a barrier to enrolling in and completing college.

Strengthen Student-Centered Supports

Design student supports around the needs and preferences of today's learners, including working adults, parents, and multilingual learners.

**The Opportunity
is Clear.**

California's long-term economic growth depends on shared prosperity. Higher education must evolve to better serve the Californians central to that future.

Learn more at WWW.CALIFORNIACOMPETES.ORG/UNTAPPED-OPPORTUNITY

