



The State of Latinos in Higher Education in California: The economic and social imperative for advancing Latino college achievement

SOCIAL MEDIA TOOLKIT

REPORT MATERIALS

The full report, infographic, and press release will appear on the Campaign's website at 9pm PST on Monday, November 4, 2013. The URL will be <http://www.collegecampaign.org/resource-library/our-publications/>

SUGGESTED FACEBOOK POSTS

<https://www.facebook.com/collegecampaign>

1. Our partners, The Campaign for College Opportunity, today released, the "State of Latinos in Higher Education in California" report which finds that despite national headlines indicating Latinos are going to college at record rates, Latino college completion is stalled. The report makes the case for why improving Latino college-going and completion is both an economic and social imperative for the state. Read the full report here: <http://bit.ly/16jYYTE>
2. Did you know that only 11% of Latino adults in CA have earned at least a bachelor's degree compared to 39% of Whites, according to a new report by the Campaign for College Opportunity? Read more on how California needs to act urgently to improve Latino college going and completion: <http://bit.ly/16jYYTE>
3. An additional 790,000 four year degrees could be produced in California if gaps in enrollment and achievement between underrepresented minority students and White and Asian students were to be closed. Read the Campaign for College Opportunity's new report to find out more: <http://bit.ly/16jYYTE>
4. The Campaign for College Opportunity's new report, "State of Latinos in Higher Education in California," finds that after six years, Latinos will complete at a rate of 40% at community colleges, 45% at the CSU, and 74% at the UC. Read the full report here: <http://bit.ly/16jYYTE>

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1. New report “State of Latinos in [#HigherEd](#) in [#CA](#)” finds only 11% of [#Latinos](#) have a BA <http://bit.ly/16jYYTE> [#CAHigherEd](#) [#latism](#) [#latinoedu](#)
2. 27% of Latino HS Grads in CA complete A-G & 10% enroll directly in CSU & 4% at UC. [@CollegeOpp](#) <http://bit.ly/16jYYTE> [#CAHigherED](#) [#latism](#)
3. 68% of all Latinos in college in [#CA](#) are enrolled in a [#Comm_college](#). [@CollegeOpp](#) <http://bit.ly/16jYYTE> [#CAHigherEd](#) [#latism](#) [#LatinoEdu](#)

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