



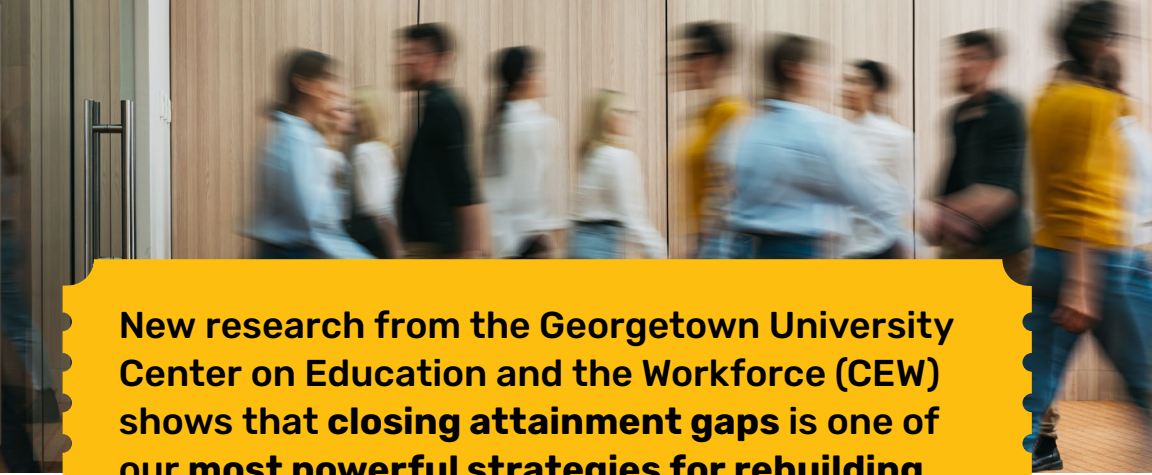
**TO REBUILDING THE  
CALIFORNIA DREAM**

**\$4.4 TRILLION**

**FOR CALIFORNIA'S  
ECONOMY IS WITHIN REACH**

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It's time to transform postsecondary education to better serve working learners and our state. That's *Our Golden Ticket* to shared prosperity—and it takes all of us to claim it.



**New research from the Georgetown University Center on Education and the Workforce (CEW) shows that closing attainment gaps is one of our most powerful strategies for rebuilding the California Dream:**

**California needs 70% of adults to have a credential.** Within five years, 85% of family-sustaining jobs will require postsecondary credentials. Lifetime after-tax earnings gains are consistently positive for Californians between ages 25 and 52 who have earned a credential, even after accounting for education and opportunity costs.

Raising attainment rates from 56% to 70% among people from all walks of life will be essential to:

Preparing a **FUTURE-READY WORKFORCE.**

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Securing higher **LIFETIME EARNINGS.**

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Increasing local and state **TAX REVENUE.**

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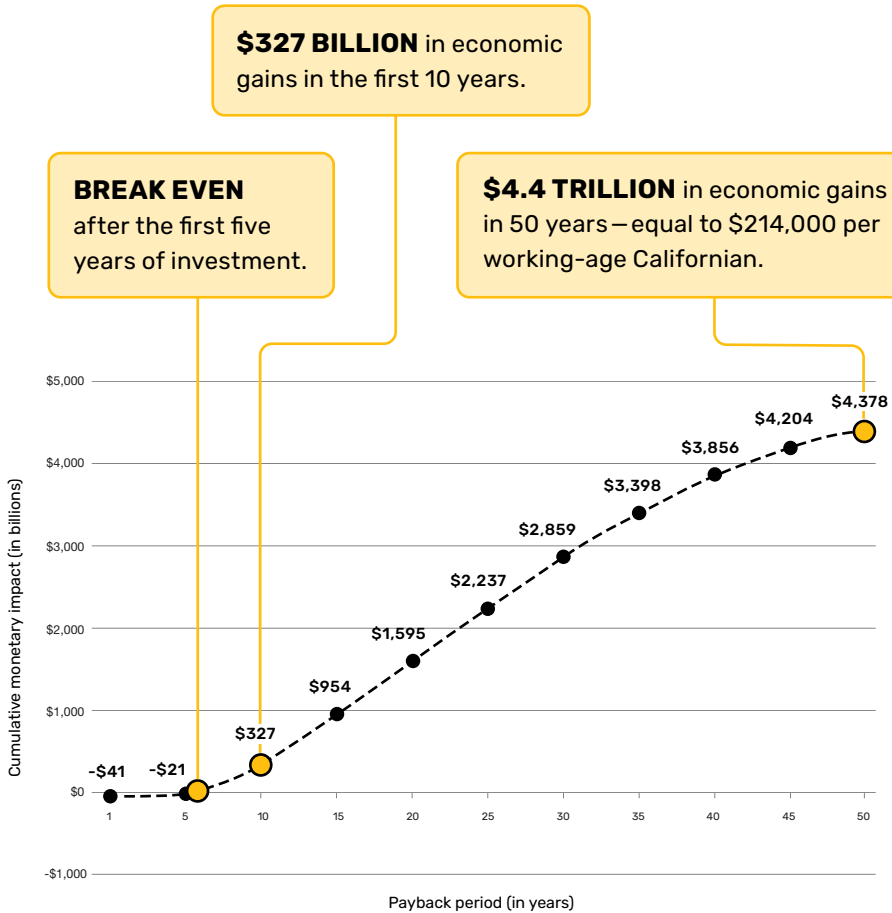
Strengthening **LOCAL COMMUNITIES.**

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Unlocking decades of **SHARED PROSPERITY.**

# The return on reaching *Our Golden Ticket* will be significant, near-term, and enduring.

Raising postsecondary attainment to 70% for all major demographic groups and narrowing attainment gaps across regions would create significant, ongoing economic impact for our state. Estimated returns:

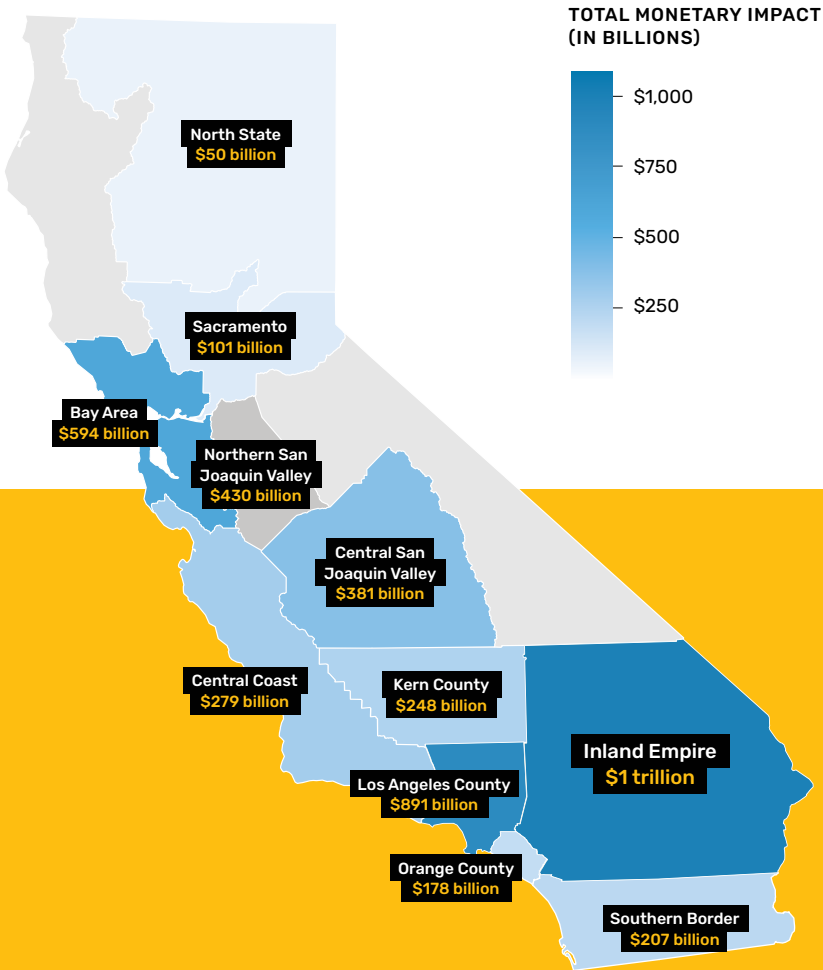


**These gains depend on all of us.** If California meets the 70% attainment goal overall, but not all demographic groups reach it, we slice this return in half—and miss out on \$2 trillion in economic gains.



**Every California region is critical** to reaching *Our Golden Ticket* to shared prosperity. But only three of our state's regions are on pace to hit our attainment target. And some furthest from it would have the greatest, most positive impact on our economy.

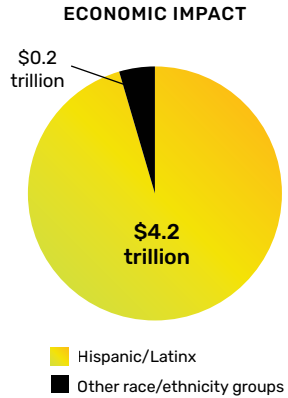
**THE INLAND EMPIRE** would contribute more than \$1 trillion in monetary impact if 70% of its residents of all demographic groups earned a degree, certificate, or other valuable credential.



**People from all walks of life** need real pathways to reach our attainment goal and widespread prosperity. Yet many of those who are the backbone of California’s workforce and families face the steepest barriers to education beyond high school. Half of all demographic groups are projected to fall below 70% attainment without intervention.

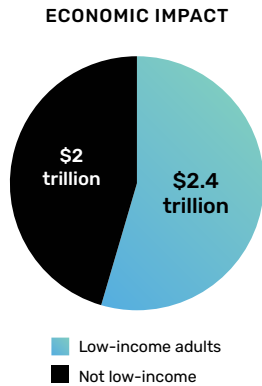
### **HISPANIC/LATINX ADULTS,**

who represent nearly 40% of the state’s working-age population, would add 1.7 million credentials to current projections. Accomplishing this milestone would account for nearly all (\$4.2 trillion) of the \$4.4 trillion statewide impact. Hispanic/Latino men alone would account for \$2.8 trillion.



### **LOW-INCOME WORKING ADULTS**

would generate more than half of the total monetary impact (\$2.4 trillion) despite representing less than 20% of California’s working-age population. As only one-third of this group currently holds a postsecondary credential, the additional attainment gains would deliver \$664,000 per person, far exceeding the \$117,000 per capita impact for higher-earning adults.



# Now is the time for a clear-eyed conversation

about how equitable attainment connects to economic mobility and shared prosperity. This conversation goes beyond access and completion—it's about creating good jobs, stronger communities, and a more inclusive economy.

The Golden Ticket study suggests we can generate \$4.4 trillion for California's economy with a \$198 billion public investment in postsecondary education. That's a 22x return. We can make it happen. Every region, sector, and leader has a role to play.



# STAKE YOUR CLAIM ON CALIFORNIA'S NEXT GOLDEN ERA.

Leaders from postsecondary education, workforce development, business, research, and policy are coming together to explore what this moment demands—and build the cross-sector partnerships needed to meet it.

Together we can spark collaborations and chart new paths that change the game for millions of learners and our state. This is our moment. This is *Our Golden Ticket*.

**HOW WILL YOU HELP REBUILD THE  
CALIFORNIA DREAM FOR EVERYONE?**



