

CCA STUDENT WALKOUT

WHAT YOU SHOULD KNOW



Why are CCA students holding a walkout on April 27?

The CCA Student Union organized a walkout on Thursday, April 27, followed by a blackout on Friday, April 28, in protest of the administration's announced staff layoffs. They will be hosting and participating in various protest-themed artistic projects in front of campus, from T-shirt screen printing to a "stitch and bitch." They will hold a speak-out at noon for students, staff, and faculty.

Their demands are attached in this packet, and include financial transparency, union representation in budget decisions, and resources for education: no layoffs, no tuition increases, no cuts to student services or programs.

What are the layoffs about?

That's what students are demanding to know.

On March 29, 2023, CCA President Stephen Beal sent the email in this packet to all faculty announcing administration's intention to lay off student-serving staff as a result of "enrollment declines," although earlier in the same month, he had painted a rosy picture of the college's finances at an all-faculty meeting, where he said student enrollments were recovering robustly and that the school would not suffer the same fate as cash-strapped peer institutions such as the Maryland Institute College of Art.

To date, administration has not provided transparency about their budget. The college is top-heavy, with nearly as many managers and administrators as line staff -- and yet faced with the need to make budget reductions, they have chosen to cut staff working in student-facing positions, keeping the studios, labs, and programs running rather than reducing the number of highly-paid administrators or cutting administrative salaries.

Bloated administrative salaries, low wages for everyone else...

Consider that prior to the contract CCA staff won after a four-day strike in 2022, 2/3 of CCA staff were considered “low-income” by San Francisco affordability standards.

Meanwhile, CCA President Stephen Beal is paid more than the mayor of San Francisco; more than the presidents of SFSU, CSU East Bay, SJSU, or any of the other Bay Area private colleges of similar budgets: \$541,679 in 2019-2020. Provost Tammy Rae Carland was paid \$280,193.

CCA makes a practice of hiring its own graduates at low pay with no pathway to career advancement--an exploitative “churn and burn” system that ill serves its alumni, many of whom owe exorbitant amounts in student loans.



Speculative real estate deals risk the College's future and legacy

The CCA “campus consolidation” plan, which involves selling off the Oakland campus and building on the existing San Francisco campus, is built on the shakiest of foundations: the Potrero Hill property is already collateral for over \$30 million in debt, which CCA is ill-equipped to pay off, in light of their tuition revenue and fundraising record. They are literally building a new campus--which is currently mortgaged to First Republic Bank--on top of a Native American cultural heritage site. It puts them squarely on a path toward bankruptcy or acquisition by another university, like we have seen with San Francisco Art Institute, Notre Dame de Namur University, Mills College, and most recently Holy Names University.

Meanwhile, students are treated like cash cows for a Texas real estate developer: CCA is contractually obligated to require all students to live in campus housing until 2050, the rental rates of which they control and which are rising rapidly. ***Even during the Omicron surge, when classes were being held on Zoom, students were required to live in expensive campus housing.***

These are just a couple of the most flagrant examples of why CCA staff and adjunct faculty need and deserve input into decision-making.

Learn more about CCA and its staff and adjunct unions: seiu1021higher.org/cca



@sfoakunite
@CCAAdjunctUnion



@cca_student_union
@cca_staff_union
@CCA_AdjunctUnion



----- Forwarded message -----

From: Presidents Office <presidents-office@cca.edu>

Date: Wed, Mar 29, 2023 at 12:15 PM

Subject: [All Faculty] Important message from the president

To:

Dear CCA Community,

I am writing to share an important update on CCA and work we must do in the coming weeks to ensure a vibrant future for our college. While our long-term outlook is strong, we are not insulated from the current pressures being felt across all of higher education. Nationwide, colleges have seen enrollment declines due to a long-anticipated drop in the college-going population, which has been compounded by pandemic-related enrollment and financial challenges. New student interest and enrollment is healthy, but our recovery from the pandemic has been slower than anticipated and today CCA's student body is nearly 20% smaller than before the pandemic.

Because CCA's annual budget is heavily dependent upon tuition, decreased enrollment means decreased revenue. We need to adjust our budget now to reflect this new reality to ensure a balanced budget for the coming year that allows us to continue to meet our educational mission.

Aligning Our Budget with Current Enrollment During the pandemic crisis we relied on college reserves for support but that is no longer possible. To achieve balance in our budget for the coming year, we must reduce CCA's total expenses by 10%. The Budget Office will be reaching out to budget managers today with guidance on the reductions that must be made to their operating budgets. This information will be followed by information sessions to provide those managers with support as they build budgets for the coming year. These reductions will not be easy, but they are essential. They also will not fully close the budget gap.

To balance the college budget, CCA will need to reduce the size of our staff to reflect the current size of our college. These reductions will not impact faculty, as the size of our faculty is adjusted in line with enrollment each semester.

Rethinking and Reinventing our Work To support this effort, Human Resources has started to work closely with division leadership to identify opportunities to rethink and restructure their approach to their particular plans, and to re-prioritize their work, which may include reducing workload to align with lower levels of staffing.

Over the next several weeks, we must think differently about how we staff and fund our educational mission. As a newly unified, residential campus anticipating the opening of a dynamic new facility in Double Ground, our budget and staffing models need to support an evolving model of education at CCA - one that serves today's and tomorrow's students as we pursue our mission to "shape culture and society through the practice and critical study of art, architecture, design, and writing".

Coming Together and the Work Ahead We recognize that these reductions will be felt by our entire community, and that CCA has experienced a great deal of change in recent years. The coming weeks will be a time for us to care for each other, not just as CCA employees but as colleagues and friends. We will honor the contract of collective bargaining for our union-represented staff as college leadership works with SEIU Local 1021.

We will move forward with thoughtfulness, urgency, and compassion, as we must complete our work by the beginning of the next fiscal year (July 1). We expect that the process of identifying the staff positions to be

eliminated will take place over the next 45 days. I will share an update on our progress in mid-April, at which point we will have identified the affected departments and job families, and we'll be reaching out to SEIU Local 1021. We are hoping to share outcomes of these reductions in May as they impact specific positions.

It is important that we gather as a community to process this news and discuss the work ahead. **The leadership team will host a staff and faculty town hall tomorrow at 11 am PDT** to provide an overview of the process ahead and open the floor for questions. Please feel free to also submit questions in advance anonymously using this form, which will be available as a resource going forward. This meeting will be followed by sessions for managers to provide them with information and resources. We recognize that this announcement will generate many questions so we have created a Portal page for the full community to access, where we will post updates and maintain an FAQ area, which we have started and will add to as questions arise.

Focusing on Our Mission, Our Students

Over the past several years, together we have laid the foundation for a strong future for CCA, and I remain deeply optimistic about that future. We have hard work to do, balancing our budget while focusing on the quality of education - the excellence - that our students, faculty, alumni, and community expect of CCA.

Thank you for what you do for our students, particularly at such a critical time for our college. The work we do together in the coming weeks will strengthen CCA's financial position and our ability to deliver on our mission for today and tomorrow.

Sincerely,
Steve Beal

CCA STUDENT UNION DEMANDS

What are we asking for?

Financial Transparency:

- Full budget transparency
 - Full disclosure of CCA's relationship with First Republic Bank and the terms of all debt with First Republic
 - How is the money being dispersed throughout the different programs?
 - A comparison of funds for each program from the last five years
 - A list of what the \$850 in tuition "fees" are going towards

Union Representation:

- Full representation of the entire CCA community (students, all staff, all ranked and unranked faculty) in budgeting decisions via a standing committee.
- Full disclosure of all budgeting decisions and changes in tuition to students, all staff, all ranked and unranked faculty via emails

Resources for Education:

- No layoffs
- No cuts to any student services
- No tuition raises
- "Chop from the top" - administrators and managers take pay cuts before front line staff are laid off
- No program cuts (we don't want any other programs getting treated the way the Glass Department was treated)



This factsheet was produced by CCA graduating senior in graphic design and CCA Student Union leader Mae Ware.

Housing Rates at California College of the Arts

Below is the difference in pricing between the 2022-2023 school year pricing and the 2023-2024 school year pricing. There are individual pricings as well as Whole Dorm Payout (How much the school is making overall for each dorm room based on the amount of students). The final cost and overall increase are based on the amount each student will be paying individually.

Blattner Hall rates 2022-2023 school year (Academic Year pricing)

	Individual Whole Dorm Payout	+Meal Plan = Individual Cost
Double in 4 bedroom -	\$15,180 \$121,440	+ \$3,162 = \$18,342
Double in a 2 bedroom-	\$17,710 \$70,840	+ \$3,162 = \$20,872
Single buyout in 4 bedroom-	\$19,734 \$78,936	+ \$3,162 = \$22,896
Single w/ corner view-	\$24,794 \$99,176	+ \$3,162 = \$27,956

Blattner Hall rates 2023-2024 school year (Academic Year pricing)

	Individual Whole Dorm Payout	+Meal Plan = Individual Cost	(Overall Increase)
Double in 4 bedroom -	\$16,182 \$129,456	+ \$3,383 = \$19,565	(\$1,223)
Double in a 2 bedroom-	\$18,792 \$75,168	+ \$3,383 = \$22,175	(\$1,303)
Single buyout in 4 bedroom-	\$20,880 \$83,520	+ \$3,383 = \$24,263	(\$1,367)
Single w/ corner view-	\$26,100 \$104,400	+ \$3,383 = \$29,483	(\$1,527)

Founder Hall 2022-2023 school year (Academic Year pricing)

(w/o is without a kitchenette which is two hotplates and sink)

	Individual Whole Dorm Buyout	+Meal Plan = Individual Cost
Double Studio (w/o)	\$14,168 \$28,336	+ \$5,876 = \$20,044
Double in 2 bedroom (w/o)	\$15,180 \$60,720	+ \$5,876 = \$21,056
Single in 2 bedroom (w/o)	\$17,457 \$34,914	+ \$5,876 = \$23,351
Single in 4 bedroom (w/o)	\$16,445 \$65,780	+ \$5,876 = \$22,321
Single in 3 bedroom (w/o)	\$17,457 \$52,371	+ \$5,876 = \$23,333
Small Private Studio (sink only)	\$20,240 -----	+ \$5,876 = \$26,116
Single in 3 bedroom	\$18,722 \$56,166	+ \$3,162 = \$21,884
Private small studio	\$20,746 ----	+ \$3,162 = \$23,908
Private studio	\$23,023 -----	+ \$3,162 = \$26,185

Founder Hall rates 2023-2024 school year (Academic Year pricing)

(w/o is without a kitchenette which is two hotplates and sink)

	Individual Whole Dorm Buyout	+Meal Plan = Individual Cost	(Overall Increase)
Double Studio (w/o)	\$14,877 \$29,754	+ \$6,287 = \$21,164	(\$1,120)
Double in 2 bedroom (w/o)	\$16,182 \$64,728	+ \$6,287 = \$22,415	(\$1,359)
Single in 2 bedroom (w/o)	\$18,531 \$37,062	+ \$6,287 = \$24,818	(\$1,503)
Single in 4 bedroom (w/o)	\$17,487 \$69,948	+ \$6,287 = \$23,774	(\$1,453)
Single in 3 bedroom (w/o)	\$18,513 \$55,539	+ \$6,287 = \$24,800	(\$1,467)
Small Private Studio (sink only)	\$21,402 -----	+ \$6,287 = \$27,689	(\$1,573)
Single in 3 bedroom	\$19,836 \$59,508	+ \$3,383 = \$23,219	(\$1,335)
Private small studio	\$21,924 ----	+ \$3,383 = \$25,307	(\$1,327)
Private studio	\$24,273 -----	+ \$3,383 = \$27,656	(\$1,471)

Meal Plan Rates

2022-2023 school year

	Term Pricing Academic Year Pricing
Micro (commuter students Optional)	\$406 \$812
Mini (commuter students Optional)	\$819 \$1,638
Makers (Required Blattner Hall & 5th floor Founders)	\$1,581 \$3,162
Essential (Required Founders 1st-4th floors)	\$2,938 \$5,876
Ultimate (Optional Upgrade)	\$3,395 \$6,790

2023-2024 school year

	Term Pricing Academic Year Pricing	(Overall Increase)
Micro (commuter students Optional)	\$434 \$869	(\$57)
Mini (commuter students Optional)	\$935 \$1,870	(\$232)
Makers (Required Blattner Hall & 5th floor Founders)	\$1,692 \$3,383	(\$221)
Essential (Required Founders 1st-4th floors)	\$3,144 \$6,287	(\$411)
Ultimate (Optional Upgrade)	\$3,633 \$7,265	(\$475)

Tuition and Fees

All Pricing varies on what housing and meal plans are chosen. All of this information can be found on CCA's Portal.

Undergraduate estimated rates 2022-2023 school year (On Campus)

Tuition	\$53,856
Fees	\$870
Housing	\$14,186-\$24,794
Food	\$3,162-\$6,790
Miscellaneous	\$2,196
Transportation	\$155-\$1,602
Books/Supplies	\$1,500-\$2,200

Total: \$75,925-\$92,308

Undergraduate estimated rates 2023-2024 school year (On Campus)

Tuition	\$57,096
Fees	\$850
Housing	\$14,877-\$26,100
Food	\$3,383-\$7,265
Miscellaneous	\$2,196
Transportation	\$155-\$1,602
Books/Supplies	\$1,500-\$2,200

Total: \$80,057-\$97,309

Total Increase: \$4,132-\$5,001

Graduate estimated rates 2022-2023 school year (On Campus)

Tuition, fees, and supplies are estimated differently for each MFA program and housing rates are from CCA's estimates on housing in the Bay Area.

Tuition	\$34,056-\$68,112
Fees	\$520-\$920
Housing	\$14,400-\$16,782
Food	\$5,877-\$6,530
Miscellaneous	\$2,440-\$2,860
Transportation	\$1,780-\$2,150
Books/Supplies	\$1,320-\$2,640

Total: \$60,393-\$99,994

Graduate estimated rates 2023-2024 school year (On Campus)

Tuition	\$36,108-\$72,216
Fees	\$440-\$900
Housing	\$15,120-\$20,160
Food	\$6,987-\$8,385
Miscellaneous	\$2,440-\$3,432
Transportation	\$1,780-\$2,580
Books/Supplies	\$1,320-\$2,640

Total: \$64,195-\$110,313

Total Increase: \$3,802-\$10,319

Bay Area and Art College President Salaries

CCA's President Stephen Beal's salary and benefits compared to other private art institutions based in the Bay Area.

All information below can be found on publicly available Form 990s

School	President	Year	Salary	Benefits	Private/ Public	# Students	Revenue (millions \$)	Tax-Exempt Bond Liabilities (millions \$)	Net Assets (millions \$)
CCA	Stephen Beal	2020	\$580,224	\$104,498	Private	1,600	119	38*	125
Otis	Bruce W. Ferguson & Randall Lavender	2020	\$391,826	\$47,258	Private	1,200	66	32	62
Art Center	Lorne Buchanan	2020	\$615,311	\$76,823	Private	2,300	136	112	190
Mills College	Elizabeth L. Hillman	2020	\$300,855	\$144,564	Private	700	71	27	273
Holy Names	Michael Groener	2020	\$202,577	\$35,417	Private	1,300	48	0	46

Dominican	Mary Marcy	2020	\$390,691	\$245,320	Private	1,800	85	26	94
St. Mary's	James Donahue	2020	\$422,164	\$25,170	Private	3,900	195	56	255
RISD	Rosanne Somerson	2020	\$562,804	\$86,859	Private	2,500	217	204	452
MICA	Samuel Hoi	2020	\$611,364	\$34,485	Private	1,500	136	91	210
MCAD*	Karen Wirth	2020	\$248,636	\$21,082	Private	8,00	37	7	78
MIAD	Jeffrey Morin	2020	\$233,337	\$31,045	Private	1,600	36	0	10
Cal Arts	Ravi Rajan	2021	\$447,564	\$38,404	Private	1,500	109	n/a	n/a

*This number should be \$90 million higher if you count the shell company CCA used for Founders Hall. Shell company does not need to be disclosed on 990 since it is a separate entity.

*executive compensation doubled at MCAD, as a percentage of revenue, from 2019 to 2020

Stephen Beal has the second highest paying package out of all twelve schools, with there being a difference between him and third place, RISD, which has **close to double** the amount of students that CCA has.