Educational Opportunity Program
Stages of Development
1960’s – 2012

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Adapted from a presentation by Luz Borjon Montalvo,
EOP Counselor, CSULA
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40 YEARS OF EXCELLENCE
EDUCATIONAL OPPORTUNITY PROGRAM
PAST, PRESENT & FUTURE
1969-2009
“You can’t truly know where you are, or where you’re going, unless you understand where you’ve come from.”
Stages of EOP Development

Selected Events that had an impact on the development of EOP from its inception to present day:

• Stage 1: Creation (1960’s)

• Stage 2: Growing Pains (1970 – 2002)

• Stage 3: Crisis/Opportunity (2003-2012)

• Developed with Steve Teixeira, CSULA EOP office
Stage 1: Creation (1960’s)

<table>
<thead>
<tr>
<th>Cost of Living</th>
<th>1959</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Income Per Year</td>
<td>$5,010</td>
<td>$8,550</td>
</tr>
<tr>
<td>Average Rent</td>
<td>Not available</td>
<td>$135</td>
</tr>
<tr>
<td>Average Cost of New House</td>
<td>$12,400</td>
<td>$15,550</td>
</tr>
<tr>
<td>Price for New Car</td>
<td>$2,200</td>
<td>$3,270</td>
</tr>
<tr>
<td>Gas per Gallon</td>
<td>.25¢</td>
<td>.35¢</td>
</tr>
</tbody>
</table>

Source: http://www.thepeoplehistory.com
Creation: **Open it Up or Shut it Down**

- 1954  Brown v. Board of Education
- 1956  Rosa Parks & Montgomery Bus Boycott
- 1959-61 California Master Plan for Higher Education
- 1964  The War on Poverty
  - UC Berkeley Free Speech Movement
  - Civil Rights Act, Title VI: Desegregate Higher Education

Source: *Historical Timeline: Roots of the Educational Opportunity Program at CSU Los Angeles*
# Creation: Open it Up or Shut it Down

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
</table>
| 1965 | Federal Higher Education Act  
Watts Uprising  
Cesar Chavez organizes United Farm Workers |
| 1967 | Gov. Ronald Reagan -> implements tuition at UC and CSU  
Black Student Union (BSU) &  
United Mexican American Students (UMAS) form statewide chapters |
| 1968 | Special Admit Students: 2% Rule |

Source: Historical Timeline: Roots of the Educational Opportunity Program at CSU Los Angeles
Creation: **Open it Up or Shut it Down**

- **1969**
  - HARMER BILL (Senate Bill 1072) established EOP at all CA Colleges and Universities
  - 3rd World Strike at SF State
    - Pan African Studies and Mexican American Studies become departments
  - MEChA created (UCSB Chicano Youth Conference)

Source: *Historical Timeline: Roots of the Educational Opportunity Program at CSU Los Angeles*
Creation: **Open it Up or Shut it Down**

Then:
- **1970** LA State College less than 10%
  African American, Mexican American,
  Native American Students

Now:
- **2010** CSULA: 51% Hispanic; 6% African American
  <1% Native American

Source: *Historical Timeline: Roots of the Educational Opportunity Program at CSU Los Angeles*
Power to the People!

<table>
<thead>
<tr>
<th>Cost of Living</th>
<th>1979</th>
<th>1989</th>
<th>1999</th>
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<tbody>
<tr>
<td>Average Income Per Year</td>
<td>$17,500</td>
<td>$27,450</td>
<td>$40,810</td>
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<tr>
<td>Average Rent</td>
<td>$280</td>
<td>$420</td>
<td>$645</td>
</tr>
<tr>
<td>Average Cost of New House</td>
<td>$58,100</td>
<td>$120,000</td>
<td>$131,750</td>
</tr>
<tr>
<td>Price for New Car</td>
<td>$8,000</td>
<td>$15,350</td>
<td>$21,050</td>
</tr>
<tr>
<td>Gas per Gallon</td>
<td>.86¢</td>
<td>.97¢</td>
<td>$1.22</td>
</tr>
<tr>
<td>CSU Student Fees (year)</td>
<td>$144</td>
<td>$708</td>
<td>$1428</td>
</tr>
</tbody>
</table>

*Source: CSU Office of Public Affairs*  
*Source: http://www.thepeoplehistory.com*

- Changing CA Demographics
- Prop 187 and Prop 209 passed
- 1994: First in a series of major budget cuts hits the CSU
- Summer Bridge and EOP grants are cut

- EOP Celebrates 30th Year Anniversary (1999)
1992 Rodney King and L.A. Uprising
### Support for Propositions 187 and 209 by Race and Ethnicity

<table>
<thead>
<tr>
<th></th>
<th>Prop 187</th>
<th></th>
<th>Prop 209</th>
<th></th>
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<tbody>
<tr>
<td>Yes</td>
<td>65%</td>
<td>No</td>
<td>62</td>
<td>38</td>
</tr>
<tr>
<td>White</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>35</td>
<td>Yes</td>
<td>27</td>
<td>73</td>
</tr>
<tr>
<td>Black</td>
<td>59%</td>
<td></td>
<td></td>
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<tr>
<td>Yes</td>
<td>31%</td>
<td>No</td>
<td>30</td>
<td>70</td>
</tr>
<tr>
<td>Hispanic</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>69</td>
<td>Yes</td>
<td>45</td>
<td>55</td>
</tr>
<tr>
<td>Asian</td>
<td>55%</td>
<td></td>
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</tbody>
</table>

Educational Equity
Ethnic Studies
Educational Access
Equal Opportunity
Affirmative Action
Bilingual Education
Curriculum Relevance

Courtesy of Renee Martinez, CSUN
## Stage 3: Crisis/Opportunity

<table>
<thead>
<tr>
<th>Cost of Living</th>
<th>2003</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Income Per Year</td>
<td>$45,016</td>
<td>$40,925</td>
</tr>
<tr>
<td>Average Cost of New House</td>
<td>$246,300</td>
<td>$202,100</td>
</tr>
<tr>
<td>Gas per Gallon</td>
<td>$1.83</td>
<td>$3.89</td>
</tr>
<tr>
<td>CSU Student Fees (year)</td>
<td>$1,507</td>
<td>$4,335</td>
</tr>
</tbody>
</table>

*Source: CSU Office of Public Affairs*

Source: [http://www.thepeoplehistory.com](http://www.thepeoplehistory.com)
Crisis/Oppportunity (2003-2012)

• Arnold Schwarzenegger is elected Governor of California in a recall election
• Extreme series of state education budget cuts and fee increases enacted
  – Summer Bridge and EOP grants continue to be cut
• Gov. Schwarzenegger proposes the elimination of EOP and Outreach
• CSU fees nearly triple 2003-2012
• EOP Celebrates 40th Year Anniversary (2009)
Crisis/Opportunity

CRISIS

A time of danger;

危机

A time of opportunity;
Over 200,000 EOP students have graduated from the CSU since EOP was formed in 1969!