

Vote Yes for PSU

More scholarships. More classes.
More teaching. **A better community.**

Portland State University gives us access to high-quality education without leaving home.

PSU students are primarily in-state (79%), and most come from the tri-county region. AND, fully 66% of PSU graduates remain right here in our community after graduation. It serves all kinds of people, at all ages. PSU is unique, and uniquely ours.

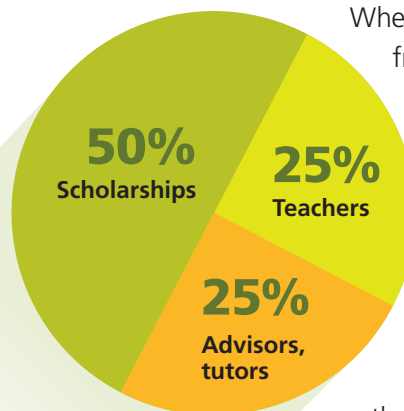
But for all the good PSU does, we have a problem.

Young people and adults work hard, get good grades and are willing to hold down a job while going to PSU. But even with financial aid, they can't afford it. Did you know that 1 in 3 PSU students must drop out in the first 2 years because of cost? Many returning adults can't get through career retraining needed for employment. Many college grads who make it through leave school deeply in debt.

- ◆ Right now, Oregon is 46th out of the 50 states in state funding for higher education.
- ◆ Within Oregon, PSU gets less funding per degree than any Oregon university.
- ◆ The state used to provide 80% of PSU's funding. Now that figure is 25% — meaning higher tuition. And the state has no plan to make it better.

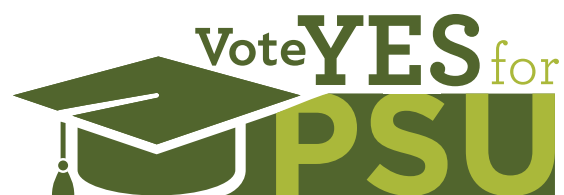
Fortunately, there is a solution: A Local Ballot Measure this November for PSU.

This November, we can vote to help PSU keep doing its job. The measure makes PSU more affordable for local students with scholarships that close the financial gap. And a "yes" vote hires and retains more college teachers, as well as more advisors. No money can be spent on PSU administration or buildings.



Where does the money come from? A tiny tax on local businesses – one tenth of one percent (.001) of a company's payroll. How small is .001? A company with a payroll of \$1 million would pay only \$1,000 a year. If you are self-employed, you don't pay the tax.

And since so many PSU grads stay here, local businesses get great benefit – they hire PSU grads and don't have to import people from out of state.



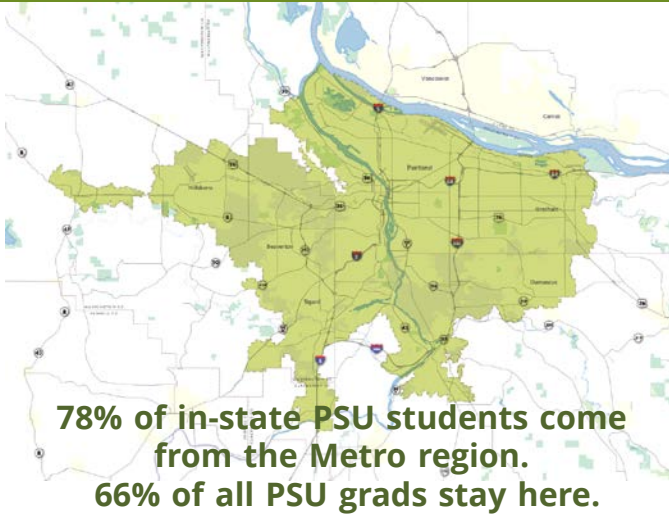
TINY INVESTMENT.

MASSIVE RETURN.

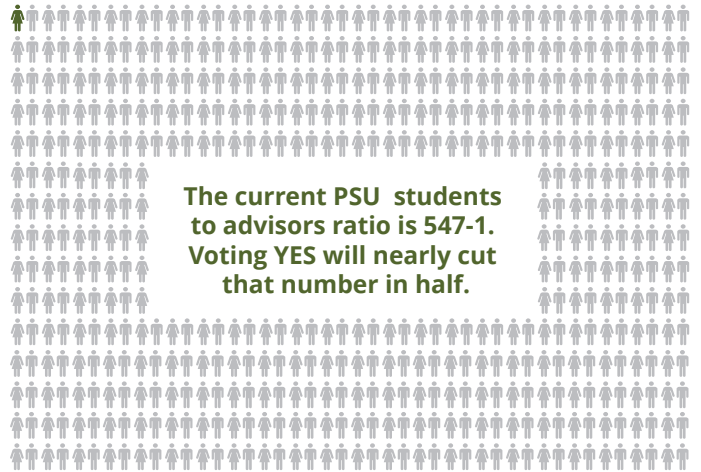
Learn more at www.YesForPSU.org.

What does the Yes for PSU measure do? And why is it important?

PSU STUDENTS ARE FROM HERE AND STAY HERE.



547 TO 1 IS A REALLY BIG NUMBER.



WE ARE LOSING SOME OF OUR BEST AND BRIGHTEST.



1 in 3 students drops out of PSU because of money.

GOOD TEACHERS MAKE A DIFFERENCE.

Voting Yes for PSU will attract and retain high quality teachers. That's important because of large class sizes and students currently being shut out of required classes due to lack of teachers.

THE MONEY COMES FROM HERE AND STAYS HERE.



.001 IS A REALLY SMALL NUMBER.



The payroll tax is only 1/10th of 1% and is paid by businesses, not workers.

[That's the same as 1/10th of a penny on a dollar!]

THE MONEY GOES EXACTLY WHERE IT'S NEEDED. IT CAN ONLY BE SPENT ON:

- ◆ Need-based scholarships that will close the financial gap, enabling our community's students to get a university education that would otherwise be out of reach.
- ◆ Retaining and attracting quality teachers to strengthen and increase educational offerings.
- ◆ Adding advisors and counselors to help ensure students graduate.
- ◆ Regular independent audits and public reports on the use of the money.
- Also,**
- ◆ NO money can be spent on PSU administration or buildings.
- ◆ The tax must be re-authorized by voters or is discontinued after 8 years.

Learn more at www.YesForPSU.org.