



For Immediate Release

Contact: Jeff Heyman

Phone: 510-499-1420

Email: heyman4students@gmail.com

Website: <http://www.heyman4students.com>

Peralta Colleges Veteran, Jeff Heyman, Runs for Peralta Community College District Trustee, Area 1, Representing Alameda, Oakland

The only contested Peralta Trustee seat on the November Ballot

ALAMEDA CALIF., August 31, 2020 — Backed by the Peralta Colleges Chapter of the SEIU 1021 labor union, and five former presidents of College of Alameda, Jeff Heyman has announced his candidacy for Peralta Community College District Trustee, Area 1. The seat represents the City of Alameda and a portion of Oakland. The race is the only contested Peralta Trustee seat on the November 3 General Election ballot.

Running on a slate to bring reform to the troubled Peralta Community College District – which in addition to College of Alameda, includes Laney and Merritt colleges in Oakland, and Berkeley City College – Heyman brings more than 18 years of on-the-ground experience at the District leading a diverse, student-focused department and teaching journalism at Laney College. The Peralta Colleges, which educate 20,000 students each semester, have been reeling from years of Board and administrative mismanagement. Fiscal misappropriations have resulted in tens of millions of dollars disappearing from college classrooms. The State’s [Financial Crisis & Management Assistance Team](#) had to step in to quell the out-of-control spending.

The Peralta Colleges have been put on probation for the second time in ten years by the [Accrediting Commission for Community and Junior Colleges](#). And, a new Chancellor hired by the Board to clean up the District, [resigned after only nine months on the job, issuing a scathing letter](#) outlining the Board’s dysfunction and inability to follow its own policies.

“Enough is enough,” Heyman said. “We need to change the downward spiral caused by a clear lack of leadership on Peralta’s Board of Trustees.” He continued, “I’ve thrown my hat in the ring because I care deeply for our students and they deserve more than this from our elected officials.”

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“Every dollar that has been misspent by this Board is a dollar less that goes into our classrooms to educate our students, depriving them of the opportunities they need to succeed,” said Heyman, who became so concerned with the situation at Peralta that he filed a [whistleblower complaint](#) in 2017 prior to his retirement.

Heyman, who also served as staff to the District’s Citizens Bond and Parcel Tax Oversight Committee, added, “I intend to work to clean up the financial and administrative mismanagement that I witnessed and to ensure that our students get the education they deserve – and what our taxpayers are paying for.”

Heyman is running against the incumbent, Bill Withrow, who has served on Peralta’s Board for 16 years.

“I am proud to be backed by Peralta’s SEIU 1021 Chapter, faculty, staff, former college presidents, and former chancellors of the Peralta Community College District,” Heyman said. “I hope the community will join our effort to reform the Peralta Colleges and bring stability and sound fiscal leadership to the District. Our students deserve no less.”

Heyman, a longtime columnist for the East Bay Times, lives in Alameda with his wife Sari and is the Communications Analyst for the City of Lafayette. You can find out more about Heyman’s campaign, his stand on the issues, his full list of endorsements, key financial reports and documents, and news stories about the Peralta Colleges, on his website, <http://www.heyman4students.com>.

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Note to editors:

Here is a link to a suggested photograph:

<https://heymanfoto.smugmug.com/Heyman4Students/i-wR5hZ87/A>

Suggested caption:

Jeff Heyman, a candidate for Peralta Community College District Trustee, Area 1, holds a resolution from Peralta's Board of Trustees that he received when he retired from the District after 18 years of service. He also received proclamations from the Mayors of Oakland and Alameda, and Special Congressional Recognition from Congresswoman Barbara Lee honoring his work on behalf of community students. (Photo: Peralta Colleges)

Other photographs can be found here:

<https://heymanfoto.smugmug.com/Heyman4Students>