
THIRD READING

Bill No: AB 2504
Author: Bauer-Kahan (D), et al.
Amended: 6/30/26 in Senate
Vote: 21

SENATE EDUCATION COMMITTEE: 7-0, 6/24/26

AYES: Pérez, Ochoa Bogh, Cabaldon, Choi, Cortese, Gonzalez, Reyes

SENATE PRIV., DIGITAL TECH. & CONS. PROT. COMMITTEE: 9-0, 6/29/26

AYES: Cabaldon, Seyarto, Gonzalez, McNerney, Ochoa Bogh, Padilla, Reyes,
Umberg, Wiener

SENATE APPROPRIATIONS COMMITTEE: 7-0, 8/13/26

AYES: Cervantes, Seyarto, Cabaldon, Dahle, Grayson, Richardson, Wahab

ASSEMBLY FLOOR: 78-0, 5/26/26 - See last page for vote

SUBJECT: Community colleges: artificial intelligence: pilot program

SOURCE: William Morris Endeavor

DIGEST: This bill, upon appropriation by the Legislature, requires the California Community Colleges Chancellor's Office (CCCCO) to establish the Future of Creative Industries Pilot Program with the goal of supporting workers in the state's creative and entertainment industries who have been or are at risk of being displaced by generative artificial intelligence (AI) by providing structured reskilling and upskilling opportunities through the California Community Colleges (CCC) system.

ANALYSIS:

Existing law:

- 1) Establishes the CCCs, a postsecondary education system in this state, under the administration of the Board of Governors (BOG), and specifies that the

CCC system consists of community college districts (CCDs). (Education Code (EC) § 70900)

- 2) Requires that a CCD be under the control of a governing board; requires the governing board of a CCD to establish, maintain, operate, and govern one or more CCCs in accordance with law; and requires CCDs to establish policies for and approve courses of instruction and educational programs. (EC § 70902)
- 3) Establishes the California Online Community College, under the administration of the BOG, for specified purposes, and requires the college to develop a Research and Development Unit to, among other things, focus on using technology, data science, behavioral science, machine learning, and AI to build out student supports. (EC § 75000 - 75012)

This bill:

- 1) Creates an article to be known, and may be cited, as the Future of Creative Industries Pilot Program.
- 2) Requires the CCCCCO to establish the Future of Creative Industries Pilot Program, which shall be operative only upon an appropriation by the Legislature in the annual budget act or another statute for its purposes.
- 3) Requires the pilot program be developed in partnership with labor unions representing creative workers and with industry representatives.
- 4) Requires the pilot program be developed to achieve all of the following goals:
 - a) Supporting workers in the state's creative and entertainment industries who have been or are at risk of being displaced by generative AI, as specified, by providing structured reskilling and upskilling opportunities through the CCCs.
 - b) Ensuring that each participating college's program is designed and implemented in meaningful partnership with labor unions representing creative workers and with industry representatives so that curriculum and training models reflect the real tools, conditions, and career pathways of the workforce being served.

- c) Establishing a coordinated, outcomes-driven model that CCCs and workforce systems can replicate across sectors facing AI-driven employment disruption.
- 5) Requires the CCCCCO, by June 30, 2027, to establish eligibility criteria for CCCs seeking to apply to participate in the pilot program.
- 6) Requires the pilot program to be limited to up to 10 colleges statewide, to be selected by the CCCCCO.
- 7) Encourages the CCCCCO, in selecting colleges for participation in the pilot program, to ensure that there is equitable access to the pilot program between the northern, central, and southern regions of the state.
- 8) Requires the implementation of the pilot program for the selected colleges commence by July 1, 2028.
- 9) Requires the CCCCCO, by January 1, 2032, to submit a report to the Legislature evaluating the effectiveness of the pilot program at colleges participating in the pilot program.
- 10) Requires the submitted report to include, but not be limited to: the number of participants who completed the pilot program; a comprehensive list of the certificates or degrees awarded to participants who completed the pilot program; and outcomes and job placement rates of participants who completed the pilot program. Requires the specified data to be disaggregated by student demographics.
- 11) Requires the submitted report to include outcomes and legislative recommendations, and to be submitted in compliance with Section 9795 of the Government Code.
- 12) Requires that this program remains in effect until January 1, 2033, and repeals the program on that date.

Comments

Need for the bill. According to the author, “AB 2504 supports and upskills professional staff within the creative and entertainment industries by creating the Future of Creative Industries Pilot Program. The introduction and rapid advancement of generative artificial intelligence (GenAI) is fundamentally

reshaping California's creative economy and the careers within it. Capable of producing text, images, video, and audio that emulates the expressive works used to train it, GenAI is driving early but significant disruption across these fields. The scale of what is at stake is far from abstract, these concerns were central to the 2023 Hollywood strikes, and a structural shift in production activity continues to deepen the challenge for the region's creative workforce."

This bill seeks a CCC pilot program to upskill and reskill workers displaced by generative AI. As a response to the recent rise of generative AI, including widespread and rapidly evolving large language models that can quickly generate text, images, and video, this bill aims to create a pilot program to help workers who have been displaced by AI, specifically in the creative and entertainment industries. The proposed pilot program would be developed in partnership with labor unions representing these workers and with industry representatives. This bill indicates that if this program proves successful, this type of pilot program may be able to be replicated across sectors facing AI-driven employment disruption.

The author's office indicates that upskilling or training displaced workers on how to use generative AI in their current positions or related positions is an important component of the bill, but states that the bill itself does not specifically prioritize upskilling or reskilling. According to the CCCCCO, they are not aware of any current coursework in the CCC system that is upskilling workers displaced by generative AI. This bill could lead to CCCs seeking to create those types of courses or certificates that reflect the real tools, conditions, and career pathways of the workforce being served.

The 2026 Budget Act includes funding for this purpose. Upon an appropriation by the Legislature in the annual budget act or another statute, the pilot program would be operative, and funding would be allocated to up to 10 colleges statewide, with the CCCCCO ensuring equitable access to the pilot program between the northern, central, and southern regions of the state. The 2026 Budget Act includes \$15 million on a one-time basis for the Future of Creative Industries Pilot Program.

Related/Prior Legislation

AB 2544 (Gabriel of 2026) would require the Governor's Office of Business and Economic Development to establish and administer a pilot program to develop a model for delivering high-quality, workforce-centered AI literacy instruction focused on careers in the entertainment industry. The bill would require the pilot program, among other things, to create a connected training pipeline that links learning directly to employment opportunities. This legislation was referred to the

Assembly Committee on Economic Development, Growth, and Household Impact and has not been set for a hearing.

AB 2487 (Ahrens of 2026) would establish the Artificial Intelligence Education and Workforce Development Act to accomplish specified goals, including, among others, empowering and supporting CCC instructors in using and deploying AI responsibly in administrative and classroom settings, and strengthening the state's AI and technology workforce pipeline by upskilling and educating all workers so they can benefit from AI. The author held AB the bill in the Assembly Committee on Higher Education.

FISCAL EFFECT: Appropriation: No Fiscal Com.: Yes Local: No

According to the Senate Appropriations Committee:

While the bill's provisions would be subject to an appropriation, the 2026 Budget Act includes \$15 million in Proposition 98 General Fund on a one-time basis for the Future of Creative Industries Pilot Program.

SUPPORT: (Verified 8/14/26)

William Morris Endeavor (source)

Adobe

Association of Talent Agents

California Arts Advocates

California Community Colleges Chancellor's Office

Faculty Association of California Community Colleges

OPPOSITION: (Verified 8/14/26)

None received

ASSEMBLY FLOOR: 78-0, 5/26/26

AYES: Addis, Aguiar-Curry, Ahrens, Alanis, Alvarez, Arambula, Ávila Farías, Bains, Bauer-Kahan, Bennett, Berman, Boerner, Bonta, Bryan, Calderon, Caloza, Carrillo, Castillo, Chen, Connolly, Davies, DeMaio, Dixon, Elhawary, Ellis, Flora, Fong, Gabriel, Gallagher, Garcia, Gipson, Jeff Gonzalez, Mark González, Hadwick, Haney, Harabedian, Hart, Hoover, Irwin, Jackson, Johnson, Kalra, Krell, Lackey, Lee, Lowenthal, Macedo, McKinnor, Nguyen, Ortega, Pacheco, Papan, Patel, Patterson, Pellerin, Petrie-Norris, Quirk-Silva, Ramos, Ransom, Michelle Rodriguez, Rogers, Blanca Rubio, Sanchez, Schiavo, Schultz,

Sharp-Collins, Solache, Soria, Stefani, Ta, Tangipa, Valencia, Wallis, Ward,
Wicks, Wilson, Zbur, Rivas
NO VOTE RECORDED: Muratsuchi, Celeste Rodriguez

Prepared by: Michelle Nguyen / ED. / (916) 651-4105
8/15/26 11:19:27

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