

CSAC



CALIFORNIA
STUDENT AID
COMMISSION

Outreach and Marketing Unit Update

Michael Lemus, CSAC

Program Outreach and Marketing Manager
Outreach and Marketing Unit

Edwin Chikukwa, CSAC

Cash for College Coordinator
Outreach and Marketing Unit



Cash for College Program Outreach and Data

Student Outreach

- MailChimp
- Post Cards
- CSAC Partner Outreach
- Paid Social Media Advertisements

Partner Outreach

- MailChimp
- Social Media Toolkits
- Legislative Resolution
- Superintendents Outreach
- C4C Sponsorship requests

Cash for College Workshops Update

**(Prior to 2/26/2021)*

- Statewide Workshops: **7**
- Workshops hosted by local sites: **776**
- Total Workshop Hosted/Planned: **793**
- Students served: ***8000 plus**



Cash for College Statewide Webinars

- Total: 7
- Students/parents registered: 2965
- Students/parents attended: 1264



Train the Trainer Statistics

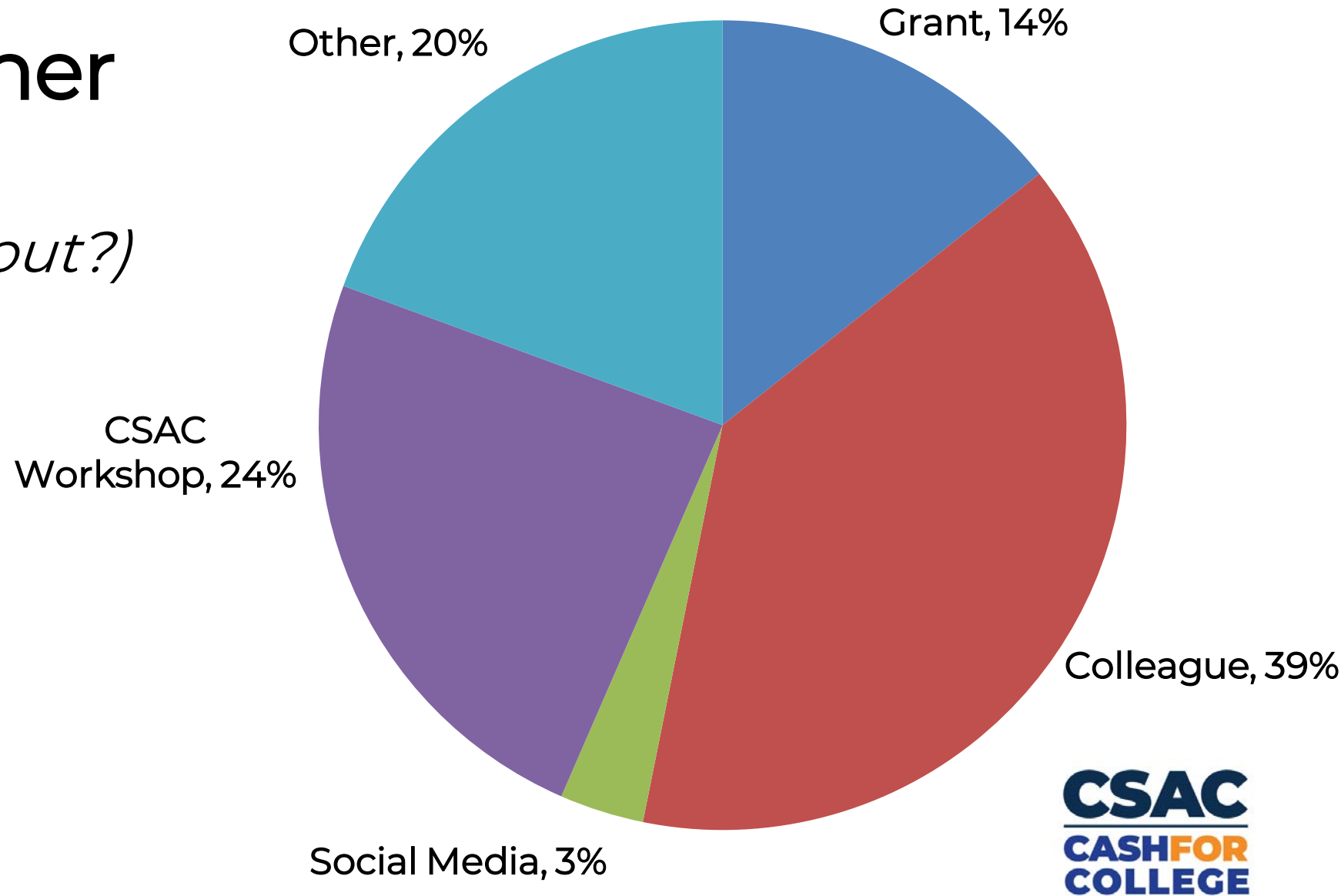
- Total: 11
- Organizations Trained: 147
- Individuals Trained: 526
- Organizations registered in WMS: 68
- Individuals certified: 228



Train the Trainer Workshop

(How did they find out?)

- Grant: 34
- Colleague: 92
- Social Media: 8
- CSAC Workshop: 57
- Other: 46



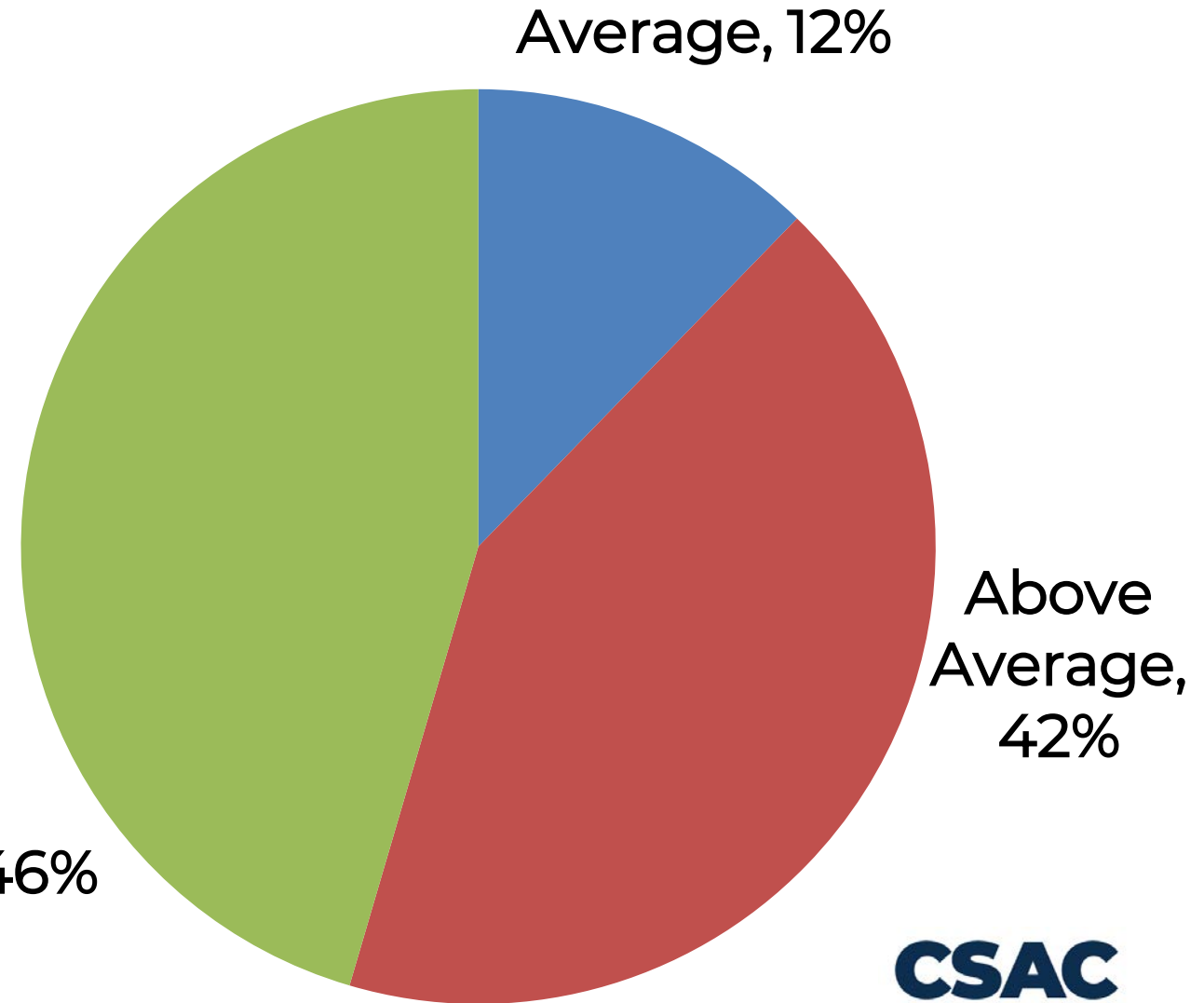
Train the Trainer Reviews

Average:27

Above Average:93

Excellent:100

Excellent, 46%



CSAC
CASHFOR
COLLEGE

Social Media

Social Media Platforms



@CAStudentAid



@CAStudentAid



@CAStudentAid



<https://www.facebook.com/calstudentaid>



<https://www.linkedin.com/in/california-student-aid-commission-69978764>



<https://www.youtube.com/user/CaStudentAid>



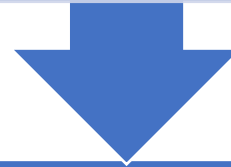
Launch of Outreach/Communications Plan

October 2020-March 2021



Platforms Used

Social Media, PSA's, Traditional Media, Emails, Cash for College Webinars, Postcards, etc.



Goals

Registration of Cash for College Webinars and Increase in FAFSA/CADAA applications

Social Media Analytics

Top Performing Posts (Facebook)



@California Student Aid Commission

Jan 22 • 1:29 PM

Amber Gonzales-Vargas of the Latino Community Foundation here to let you know that #FinAid through the #FAFSA and #CADAA is still available! Visit <https://www.csac.ca.gov/> to apply and register to get help on your application through one of our #CashforCollege webinars at



@California Student Aid Commission

Feb 3 • 2:59 PM

Catch up with us on #Educatelosmiércoles today!



@California Student Aid Commission


Jan 15 • 1:03 PM

Ky Mazyck-Holmes at Cosumnes River College says "Financial Aid is the sole reason I am able to afford college." #FinAid is still available and if you need help filling out the #FAFSA or #CADAA, you can register for a #CashForCollege webinar at bit.ly/38AgyrT #CASTudentsSpeak

Social Media Analytics


Top Performing Posts (Instagram)



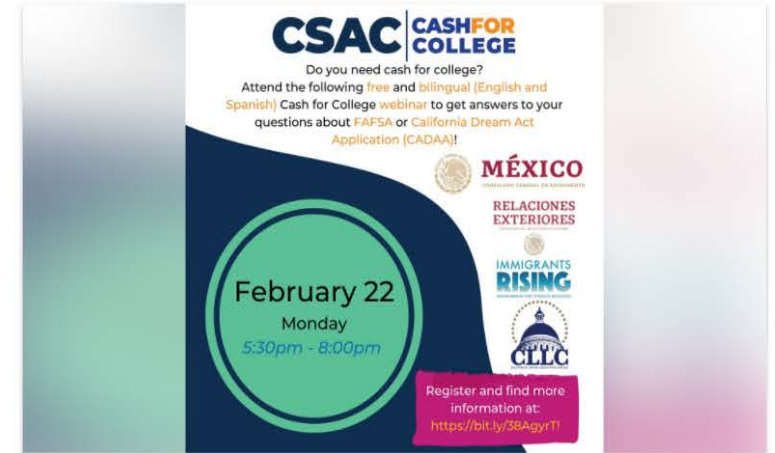
 @CA Student Aid Commission
Jan 7 • 10:33 AM


Need #CashforCollege? Get answers to your questions about the #FAFSA or #CADAA applications through a free virtual #CashforCollege event! Available in English and Spanish/Bilingual! Register via the link in our bio.



 @CA Student Aid Commission
Feb 12 • 3:30 PM

The state of California wants to help college students pay for school! You could be eligible for money that you don't have to pay back. All you have to do is submit your #FAFSA or #CADAA by March 2. Learn More!
<https://www.csac.ca.gov/how-apply>



 @CA Student Aid Commission
Feb 16 • 5:00 PM

March 2 is the priority deadline for financial aid! Get answers to your questions about #FAFSA or #CADAA live through a free and virtual Bilingual #CashforCollege workshop on Monday, February 22 at 5:30 pm-8:00pm! Sign up today via the link in our bio. ¡El 2 de marzo es la fecha límite de prioridad

Social Media Analytics

Top Performing Posts (Twitter)

 **CA Student Aid Commission** @castudentaid · Feb 16

Worried you can't afford college without help from your parents?

California is offering thousands of dollars in grants to eligible students. Sign up for one of our FREE Cash for College webinars and learn how to apply.

Deadline is March 2.

Register Now!



Cash For College Webinar
ca.gov

 **CA Student Aid Commission** @castudentaid · Feb 17

Sign up for one of our FREE Cash for College webinars and learn how to apply by March 2!



Get Help Paying For College
ca.gov

 **CA Student Aid Commission** @castudentaid · Feb 16

The state of California wants to help college students pay for school!

You could be eligible for money that you don't have to pay back. All you have to do is submit your [#FAFSA](#) or [#CADAA](#) by March 2.

Learn More!



Complete Your FAFSA or CADAA Application Today
ca.gov

So did it work?

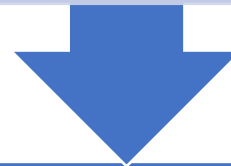
Launch of Outreach/Communications Plan

October 2020-March 2021



Nov. 2020 FAFSA First Time Filers (HS Seniors)

November 2020: Apps were down -16.7 percent



Mar. 2021 FAFSA First Time Filers (HS Seniors)

March 2021: Apps were down -5 percent

Launch of Outreach/Communications Plan

October 2020-March 2021



Nov. 2020 CADAA Filers

November 2020: Apps were down -49.8%



Mar. 2021 CADAA Filers

March 2021: Apps were down -12%

Social Media Analytics

Cross Channel Overview
October 1st, 2020 – March 2nd, 2021

Total fans ⓘ

Compared to previous period

6.35k

↑ 26%

Total posts ⓘ

Compared to previous period

806

↑ 254%

Total impressions ⓘ

Compared to previous period

2.39M

↑ 1517%

Total video views ⓘ

Compared to previous period

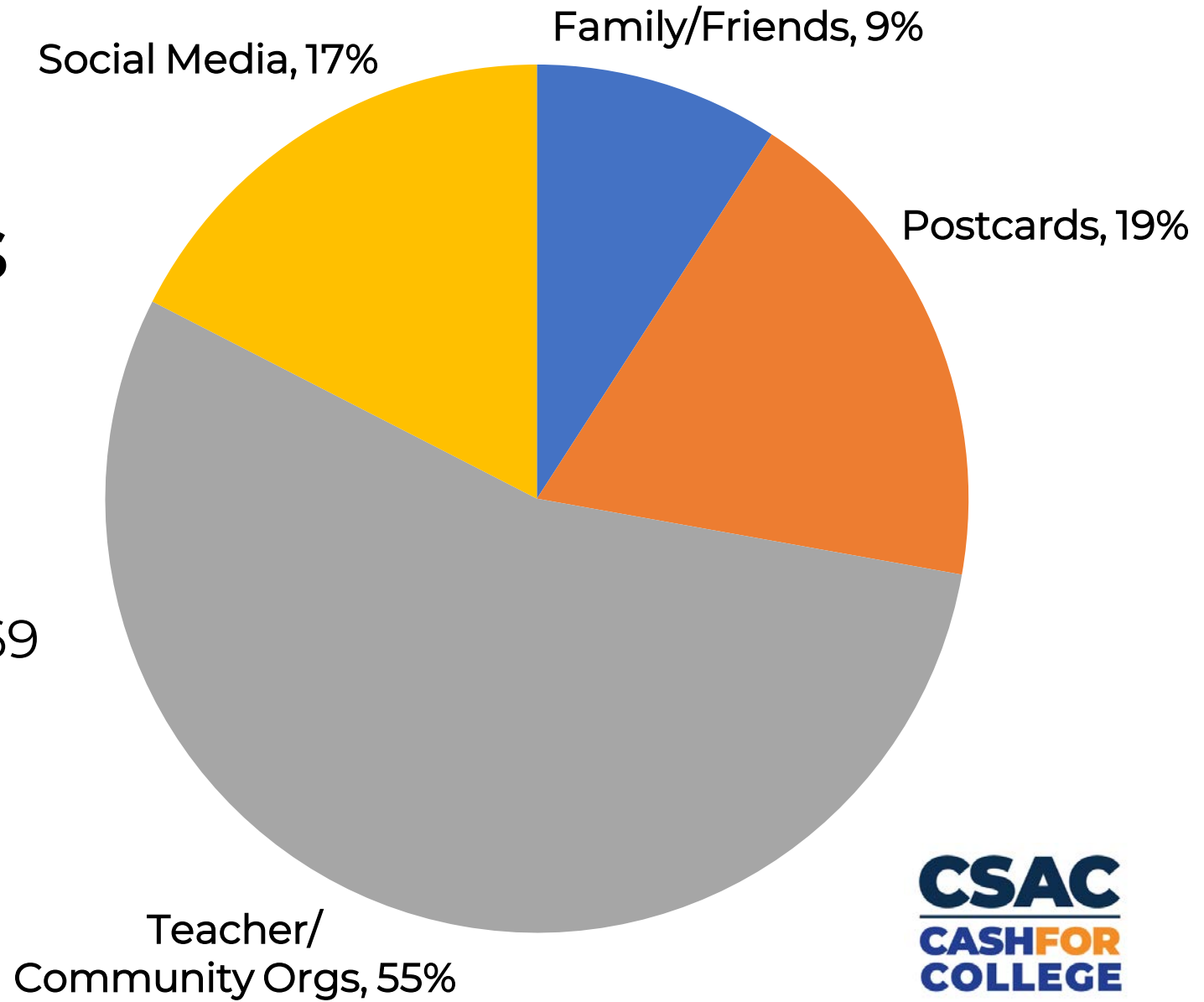
13.1k

↑ 86973%

Cash for College Statewide Webinars

(How did they find out?)

- Social Media: 214
- Postcards: 228
- Teacher/Community Orgs: 669
- Family/Friends: 112



Spanish Media Requests/Collaborations



- Instagram Live with Immigrants Rising
- Facebook lives with Mexican Consulates in Sacramento, Fresno and San Bernardino
- Interviews with Univision and Telemundo

