



CSAC



CALIFORNIA
STUDENT AID
COMMISSION

Outreach and Marketing Unit Update

Michael Lemus, CSAC

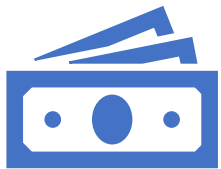
Program Outreach and Marketing Manager
Outreach and Marketing Unit

Edwin Chikukwa, CSAC

Cash for College Coordinator
Outreach and Marketing Unit



Cash For College Outreach, Marketing and Data Update



Cash for College Workshops Update Post March 2nd

- Total Statewide Workshops Hosted/Planned: 12 Total (+5)
- Total Workshop Hosted/Planned: 847 (+49)
- Students Served: *12,000 plus (+4000*)



Train the Trainer Statistics Post March 2nd

- Total Planned: 16 (+5)
- Organizations Trained: 158 (+11)
- Individuals Trained: 683 (+157)
- Organizations registered in WMS:
74 (+6)
- Individuals certified: 247 (+19)



Data Moving Forward

- Collecting, connecting, and reflecting on data
- Stronger partnership with Data, Assessment, and Research Team (DART)
- Data Matching
- Identifying Data Gaps
- Targeted Outreach

Train the Trainer Targeted Outreach

- Asian American Pacific Islander
- Black and African American
- LatinX
- Native American
- Community College Chancellor's Office

JOIN US!

FREE California Community Colleges Financial Aid “Train the Trainer” Workshops to Help Your Community



Black and African American students have reported that the reason they don't attend college is the lack of access to financial aid. We want to address this issue and allow our communities to have the access to help these students achieve their goals. It's up to us to acknowledge this, educate ourselves and make a change. Here's how you can help.

What is the Financial Aid “Train the Trainer” Program?

The Train the Trainer program provides the training and resources for community partners to host financial aid workshops and assist Black and African American students and families in completing their financial aid applications for fall 2021.

Participants complete training and become eligible to conduct financial aid workshops on behalf of their organization with members of their community in order to increase Black & African American enrollment in California community colleges throughout the state.

Expansion of Cash for College Partners

- Immigrants Rising
- Mexican Consulates across California
- Latino Legislative Caucus
- First Gen Empower
- Parent Institute for Quality Education (PIQE)
- Youth Law Center (YLC)
- Rising Scholars Network
- California Community College system Undocu Coalition


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Cash for College Marketing Team

Begin June 2021. Consult with Regional Coordinating Organizations (RCO's), Cal SOAPs, foster and formerly incarcerated youth orgs., segment representatives, and community-based partners.



Material Development

Social Media, PSA's, Ad Buys, Traditional Media, Cash for College Calendar, etc.



Goals

Equip partners with tools necessary to conduct and market Cash for College workshops

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>



