



CALIFORNIA STUDENT AID COMMISSION
STUDENT IMPACT, OUTREACH AND COMMUNICATIONS COMMITTEE
MEETING MINUTES

March 10, 2021
10:30 am
Virtual Meeting
Marlene L. Garcia (Executive Director)

COMMISSIONER

PRESENT:

Caroline Siegel-Singh (Chair)
David Valladolid (Vice Chair)
Isaac Alferos
Juanita Doplemore
Debra Maxie
Steve Ngo

1. Call to Order and Roll Call

Committee Chair Caroline Siegel-Singh called the meeting to order at 10:34 a.m.

2. Public comment on items not on the agenda (Information)

There was no public comment.

3. Committee Chair's Oral Report (Information)

Committee Chair Siegel-Singh did not have an oral report.

4. Approval of the Student Impact, Outreach and Communications Committee (formerly Student Impact Committee) minutes of December 2, 2020 (Action)

Commissioner Doplemore **moved to approve** the minutes. **Seconded by** Commissioner Valladolid.

In Favor: (6): Alferos, Doplemore, Maxie, Ngo, Siegel-Singh, and Valladolid

Carried (6 to 0)

The Committee **APPROVED** the minutes of the Student Impact (SI) Committee December 2, 2020 virtual meeting.

5. Cal-SOAP Project Directors Report (Information)

Committee Chair Siegel-Singh invited Yesenia Castellon, Cal-Soap Coordinator, and Cindy Porter, Higher Education Pathways Manager and North Coast Cal-SOAP Program Director, to present on item 5.

Ms. Castellon invited Ms. Porter to present the Cal-SOAP Project Director's report. Ms. Porter presented an update and best practices on behalf of the Cal-SOAP team.

6. Update on new programs (Information)

Committee Chair Siegel-Singh invited Tae Kang, Deputy Director of the Program Administration and Services Division, Steve Caldwell, Assistant Deputy Director of the Customer Relations Branch, and Alessandra Morrison, Assistant Deputy Director of the Program Support Services Branch, to present on item 6.

Mr. Kang presented an updated on the new programs enacted in the state budget for 2020-21.

7. Update on outreach and social media (Information)

Committee Chair Siegel-Singh invited Edwin Chikukwa, Cash for College Coordinator, and Michael Lemus, Program Outreach and Marketing Manager, to present on item 7.

Mr. Chikukwa presented an update on Commission outreach efforts and Mr. Lemus presented an update on social media efforts.

8. Update on the Grant Delivery System Modernization Project and other emerging technology (Information)

Committee Chair Siegel-Singh invited Gurinder Bains, Chief Information Officer, and Tae Kang, Deputy Director of the Program Administration and Services Division, to present on item 8.

Mr. Bains provided an update on the Grant Delivery System Modernization (GDSM) project.

9. **New business to be considered at future meetings (Information/Action)**

Executive Director Garcia suggested to add a follow up agenda item on prospective plans on outreach and social media efforts.

10. **Adjournment**

Committee Chair Siegel-Singh adjourned the meeting at 12:10 p.m.

CAROLINE SIEGEL-SINGH
COMMITTEE CHAIR