



Program Communications

Program Administration & Services
Division
California Student Aid Commission

Student Communications

1. System Generated Notification
 - E-mail or
 - Paper Letter
2. Custom emails via Mail Chimp Service
3. Postcards Campaigns



System Generated Notifications

Automated by WebGrants when an applicant meets certain programming rules and/or conditions:

- Missing FAFSA/CADAA information
- Complete requirement for Cal Grant award process
- Preliminary Award Notification
- Confirmed Award Notification
- Renewal Notifications
- Final Cal Grant payment

System Generated Notifications

- 15 different types of system generated notifications
- Majority via email, but some paper letters
- ~700,000 emails sent for the 2020-21 Academic Year

PROS

- Automated
- Minimal cost

CONS:

- Not aesthetically appealing
- No CSAC logo or letterhead
- Unable to quickly change content
- No delivery status capability

Mail Chimp Notifications

Customized e-mail messages for applicants, students and offered awardees **with** different statuses. Requires data pull assistance from the DART team.

- Incomplete FAFSA/CADAA
- GPA needed to complete Cal Grant application
- Dream Act Application started, not submitted
- Complete requirement for Cal Grant award process
- Ineligible or closed school
- Unreported payments on Cal Grant
- Late GPA appeal
- Create a WebGrants for Students account

Mail Chimp Notifications

- 40 different types of mail chimp notifications
- Approximately 2 million+ emails sent
- Used recently for CalFresh collaborative outreach

PROS

- Customizable with CSAC logos and letterhead
- Can make edits quickly
- Able to track delivery status (received, bounced, rejected)
- Easy to use in collaborative efforts

CONS:

- Requires staff time and coordination (DART and PASD)
- Cost

Workplace Assessment

Workplace Assessment identified “Communications” as an area of opportunity for CSAC.

Communications Committee formed to address:

- Review student notifications/letters
- Recommend content and graphic changes
- Identify solutions for message deliveries
- Annual letter review including student input
- Create a centralized communications calendar

New Communications

Chatbot – new version of CSAC chatbot launched this week

- Self-service options during busy phone hours or when closed
- Continuing to add to the knowledge base to address various use cases

Student Text Messaging

- In process of procuring texting service
- Enable quick, targeted communications
- Estimated launch in Fall 2021