

California Student Aid Commission Goals for 2021-2022.

Draft June 15, 2021

Goal 1: Improve CSAC operations and enhance CSAC's capacity to deliver Cal Grants and state financial aid smoothly and efficiently.

Key Activities:

- *Automate and streamline key organizational and program processes as recommended in the agency workplace assessment.*
- *Implement GDSM Operations and Maintenance phase of the project and prioritize future enhancements.*
- *Develop a technology plan that supports core business needs by setting short and long-term priorities to guide future work.*
- *Develop robust professional development program for staff.*
- *Prepare for implementation of the FAFSA/CADAA completion requirement, if adopted, and other new financial aid programs.*
- *Work with the USDOE to implement the new FAFSA Simplification Act and Pell Grant eligibility requirements.*

Goal 2: Strategically target outreach efforts to inform students of financial aid opportunities and drive greater FAFSA/CADAA completion.

Key Activities:

- *Expand the number of state and regional educator training workshops, Cash for College and Train-the-Trainer workshops.*
- *Continue building community-based partners to reach deeper into low-income, first generation communities and help them complete a FAFSA or a CADAA.*
- *Work closely with Cal-SOAP consortia to help students and families complete the FAFSA or CADAA.*
- *Continue working with community colleges to increase financial aid uptake among all students with need.*
- *Develop Cash for College and Train-the-Trainer workshops in more languages.*

Goal 3: Strengthen policy and advocacy leadership to advance key issues that more effectively address the financial needs of students and leverage every dollar possible to cover the full cost of attendance.

Key Activities:

- *Launch the Undocumented Student Work Group to increase completion of the CADAA and overall uptake of financial aid for undocumented students.*
- *Advocate for state and federal implementation of the Commission's CalFresh Work Group recommendations.*
- *Advocate to advance key policy recommendations from the Student Loan Debt Relief Work Group report to be submitted September 2021.*
- *Advocate for "Doubling the Pell Grant" in Congress.*

Goal 4: Leverage the Commission's student data base to develop critical financial aid research that helps better inform Commission policies that serve the needs of today's students.

Key Activities:

- *Develop new data-sharing MOU agreements with CDE to match students on Free and Reduced Federal Meals Program to financial aid opportunities.*
- *Begin distribution of the 2022 Student Expenses And Resources Survey for release in the fall 2022.*
- *Develop research that assesses the impact of new financial aid programs and initiatives on financial aid uptake and college enrollment.*
- *Continue using surveys to measure student attitudes and key issues in a post-Covid environment.*

Goal 5: Expand CSAC's media communications capacity to inform students, families, and the public about financial aid opportunities and how to plan for financing college costs utilizing a wide array of communications platforms, especially social media.

Key Activities:

- *Launch expansive statewide social media campaign urging all high school students and adult learners to complete their FAFSA or CADAA applications.*
- *Implement phase two of the website updating content and improving the user experience.*

- *Partner with the education segments and other partners to co-promote financial aid deadlines and opportunities.*
- *Develop a new media relations communications policy strategy that helps amplify key policy issues developed and supported by the Commission.*