



California Student Aid Commission Strategic Planning Session

Goals and Priorities for 2021-2022

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Executive Director

2020-21
Strategic
goals &
Accomplishm
ents

Operational Efficiency and Capacity

Targeted Marketing & Outreach

Policy & Advocacy

Student data and research

Digital & Media Communications

Goal 1: Improve Operational Efficiency & Capacity

Adapted to a new, 100% telework environment

Launched GDSM.

Secured \$750,000 College Futures Grant

Completed Workplace Assessment

Implemented several new financial aid programs

Made significant improvements to business practices

Implemented new regulations

Established new data sharing protocols

Established new Equal Employment Opportunity Program

Goal 2:
Expand
Targeted
Marketing &
Outreach

Re-envisioned Virtual Statewide Cash for College Workshops.

Created educator Training Workshops

Established New Train-the-Trainer Program

Granted 30-day Extension for Cal Grant FAFSA/CADAA filers

Convened Virtual College Affordability Summit

Goal 3:
Actively Lead
Policy
Development
& Advocacy

*Cal Grant Equity Framework – AB 1456
(Medina/McCarty/Leyva)*

Cal-SOAP Modernization Legislation introduced

Student Loan and Debt Service Review Work Group

Cal-Fresh Work Group

Goal 4:
Leverage
Student Data
& Research to
Improve
College
Affordability

Race and Ethnicity Now Collected

COVID-19 Initial and Follow-up Student Survey

Cal-SOAP Data Collection

Tableau FAFSA/CADAA Tracking Tool

SEARS Spotlights

Goal 5:
Expand
Effectiveness of
Digital/Media
Communications

Launched New Commission Logo and Child Logos

Launched Social Media Campaign to support FAFSA/CADAA Completions

Increased Social Media Policy Presence

Convened several webinars on key issues

Executive Director Public Affairs Newsletter

2021-22 Strategic Goals

Operational Efficiency and Capacity

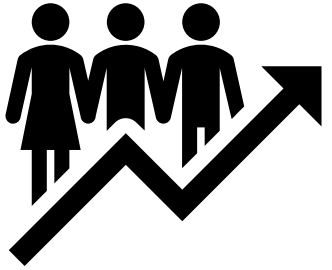
Targeted Marketing & Outreach

Policy & Advocacy

Student data and research

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GOAL 1: Improve Operational Efficiency & Capacity



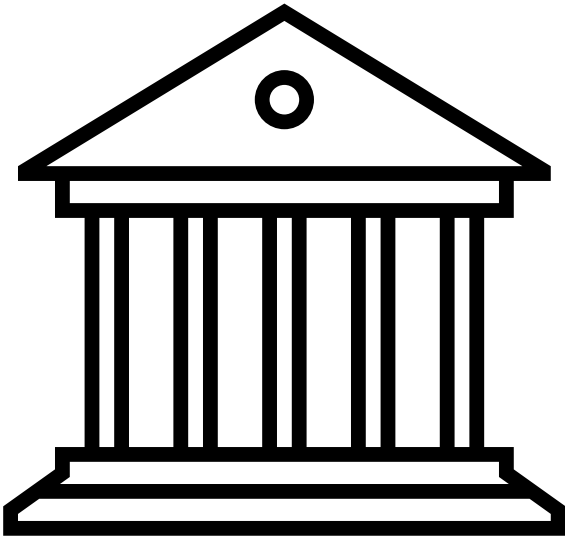
- Automate and streamline key organizational and program processes
- Implement GDSM Operations, Maintenance and enhancements.
- Develop a technology plan that supports core business needs.
- Develop robust staff professional development program
- Implement the FAFSA/CADAA completion requirement

GOAL 2: Expand Targeted Marketing & Outreach



- Expand state and regional educator training, Cash for College and Train-the-Trainer workshops.
- Continue building community-based partners to reach deeper into low-income, first-generation communities.
- Support Cal-SOAP consortia to help students and families complete the FAFSA or CADAA.
- Increase community colleges financial aid uptake.
- Offer outreach program in more languages.

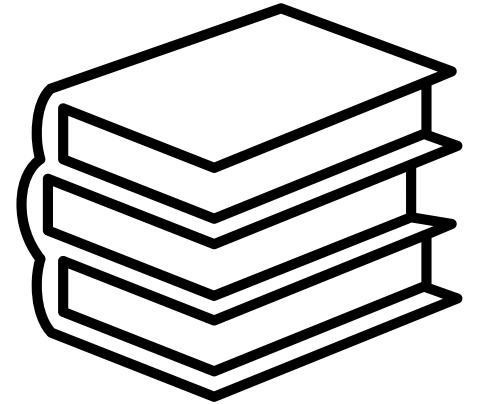
GOAL 3: Actively Lead Policy Development & Advocacy



- Launch the Undocumented Student Work Group to increase Cal Grant uptake for undocumented students.
- Advocate for Commission's CalFresh Work Group recommendations.
- Advocate for Student Loan Debt Relief Work Group report recommendations.
- Advocate for "Doubling the Pell Grant" in Congress.

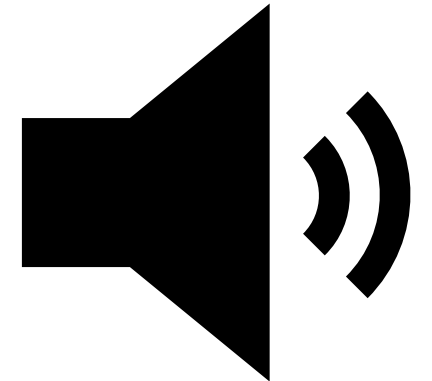
GOAL 4: Leverage Student Data & Research to Improve College Affordability

- Develop new data-sharing agreements to increase financial aid and access to public benefit 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.
- Continue using surveys to measure student attitudes



GOAL 5: Expand Effectiveness of Digital & Media Communications

- Launch statewide social media campaign targeting high school students and adult learners to apply for financial aid.
- Implement phase two of the website redesign to strengthen content and enhance user experience.
- Work with educational partners to co-promote financial aid deadlines and opportunities.
- Strengthen media relations communications policy strategy to amplify key policy issues.





CALIFORNIA
STUDENT AID
COMMISSION



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