

California Student Aid Commission  
Student Impact, Outreach and Communications Committee

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## Item 5

### (Information Item)

#### Update on Outreach and Marketing Plans for October 1st

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**SUMMARY:**

This item provides an update on the California Student Aid Commission's (CSAC) outreach and social media activities, including Cash for College statewide events to support students and families in successfully completing the Free Application for Federal Student Aid (FAFSA) and California Dream Act Application (CADAA) for the 2021-22 academic year as well as the beginning of the 2022-23 application year. Commission staff will present updated information on the most recent Cash for College workshops, number of participating students, and other data related to this coming year's outreach activities.

**RECOMMENDATION:**

This is an information item. No action is required.

**BACKGROUND:**

Strategic Outreach Efforts

The CSAC Program Outreach and Marketing Team (Team) is working with local marketing firm, Uptown Studios, to increase public awareness about the state's Free Application for Federal Student Aid (FAFSA), California Dream Act Application (CADAA), Chafee Grant for Foster Youth applications, Statewide Cash for College Workshops, and the Train the Trainer program. Uptown Studios developed digital graphics advertising the September 2<sup>nd</sup> deadline for community college students to apply for a Cal Grant and released them as paid advertising on CSAC social media platforms beginning August 1<sup>st</sup>. Uptown Studios developed digital graphics advertising to promote the September 2<sup>nd</sup> deadline for community college students to apply for a Cal Grant. The digital graphics were used as paid advertising on CSAC social media platforms beginning August 1<sup>st</sup>. CSAC will continue to work with Uptown Studios to strategically develop a digital media plan for the October 1 financial aid application launch.

Additionally, the Team has been working with the Community College Chancellor's Office to promote the September 2 Cal Grant deadline to encourage community students to apply and qualify for the new expanded Cal Grant award. Statewide Cash for College webinars have been scheduled to assist as many students and their families who have not yet submitted the 2021-22 FAFSA or CADAA.

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### CHAFEE Marketing Update

CSAC is partnering with the California Department of Social Services (CDSS) to develop a strategic outreach plan to raise awareness and increase application rates for the Chafee Grant. The outreach plan is a nontraditional approach to CSAC's overall marketing efforts, specifically creating Chafee-specific advertisements for social media platforms and streaming services like iHeart Radio and Spotify.

### October 1<sup>st</sup> Outreach Plan

The Team has developed a proposal to increase awareness about the FAFSA and CADAA applications opening on October 1<sup>st</sup>. During the month of September, the Team will conduct a social media countdown to October 1<sup>st</sup> and use it to highlight Regional Coordinating Organizations (RCO's) and Cal-SOAPs as regional resources to help students complete the FAFSA or CADAA. The Team plans to coordinate a webinar with all the different education segments in California to inform them about our Outreach efforts for the new financial aid cycle and to provide them with the necessary resources they will need to help promote the information to students.

In the final week leading up to October 1<sup>st</sup>, the Team will send out physical and digital post cards to students across California that will arrive before October 1<sup>st</sup>. These post cards will have QR codes that will direct students to register for Cash for College workshops and encourage them to complete their applications. During this week, the team intends to distribute a video to all high schools, which will feature Executive Director Garcia encouraging students to apply and complete their applications. Finally, the Team will host an in-person Cash for College event at a local high school that will also function as a pep rally to kick off the new application season.

### **RESPONSIBLE PERSON(S):**

Edwin Chikukwa, Cash for College Coordinator  
Executive Office

Judith Gutierrez, Outreach and Marketing Coordinator  
Executive Office

Michael Lemus, Program Outreach and Marketing Manager  
Executive Office

### **ATTACHMENT(S):**

Outreach and Marketing presentation presented on September 8, 2021