

# CSAC



CALIFORNIA  
**STUDENT AID**  
COMMISSION

# Outreach and Marketing Update

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# Continued Cash for College Efforts and Program Outreach Post-March 2<sup>nd</sup>

## Student Outreach

- Post Cards
- CSAC Partner Outreach
- Paid Social Media Advertisements
- MailChimp Newsletters
- In Person Outreach Events

## Partner Outreach & Engagement

- MailChimp Newsletters
- Social Media Toolkits
- Outreach to Superintendents
- Cash for College (**C4C**) Sponsorship requests

# Cash for College Statewide Webinars

*\*(April – August 2021)*

- **Target Audience:** CA Community College students
- **Statewide Workshops:** 5
  - 3 in English
  - 2 in Spanish / Bilingual
- **Students/Parents Attended:** 209
- **Students/Parents Registered:** 741



# Cash for College Statewide Webinars

*\*(April – August 2021)*

Average number of registrations prior to paid ads:

Registration Date	# of Registrants
April 13th, 2021	145
May 13th, 2021	127
June 17th, 2021	165
July 15th, 2021	101

\*On Average 134.5 registrations per webinar

\*+91 registrations for Aug. 12th webinar once ads went live

Actual number of registrants after paid ads

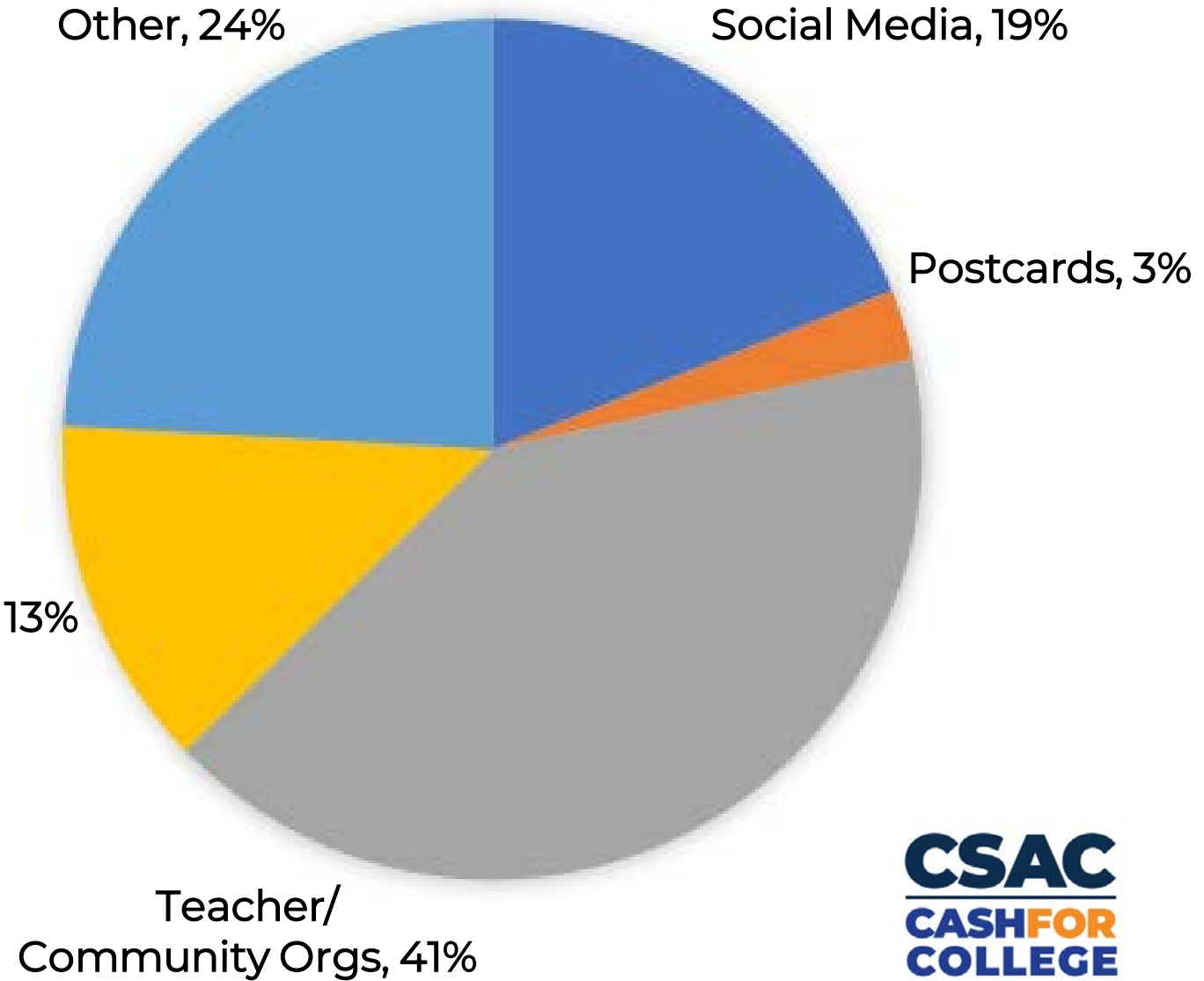
Registration Date	# of Registrants
August 12th, 2021	203



# Cash for College Statewide Webinars Update #'s

*How did you hear about us?*

- Social Media: 137
- Postcards: 19
- Teacher/Community Orgs: 296
- Family/Friends: 95
- Other: 174



Statewide Cash  
for College  
Partners,  
Thank you!

# SPECIAL THANK YOU TO OUR PARTNERS



**MÉXICO**  
CONSULADO GENERAL EN SACRAMENTO

**CSAC**  
CALSOAP



**SRE**  
SECRETARÍA DE  
RELACIONES  
EXTERIORES

**IMMIGRANTS  
RISING**  
TRANSFORMING LIVES THROUGH EDUCATION



FOUNDATION for CALIFORNIA  
COMMUNITY COLLEGES

**SCOE**  
Sacramento County Office of Education  
EDUCATION EMPOWERS



California  
Community  
Colleges

**CLBC**  
CALIFORNIA LEGISLATIVE BLACK CAUCUS



COMMUNITY COLLEGE LEAGUE OF CALIFORNIA

CALIFORNIA  
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# Train the Trainer Statistics

- Total: 6
- New Organizations Trained: 39
- Attendees: 209
- Individuals Certified: 93



# Social Media

# Social Media Platforms



@CAStudentAid



@CAStudentAid



@CAStudentAid



[facebook.com/calstudentaid](https://facebook.com/calstudentaid)



[linkedin.com/in/california-student-aid-commission-69978764](https://linkedin.com/in/california-student-aid-commission-69978764)



[youtube.com/user/CAStudentAid](https://youtube.com/user/CAStudentAid)



# Shares/Website Clicks

- Facebook Engagement : 27.6k (+2,303%)
- Instagram Engagement: 4.86k (+120%)
- Twitter Engagement: 10.6k (+21%)

# Social Media Analytics

## Cross Channel April – September 3, 2021

### Total fans ⓘ

Compared to Apr 1, 2020 - Sep 3, 2020

7.08k

↑ 48%

### Total posts ⓘ

Compared to Apr 1, 2020 - Sep 3, 2020

454

↑ 104%

### Total impressions ⓘ

Compared to Apr 1, 2020 - Sep 3, 2020

1.06M

↑ 564%

### Total video views ⓘ

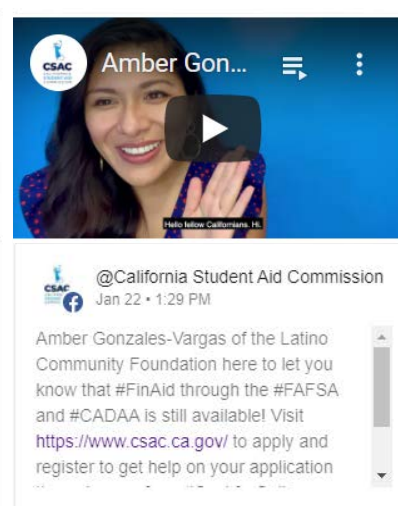
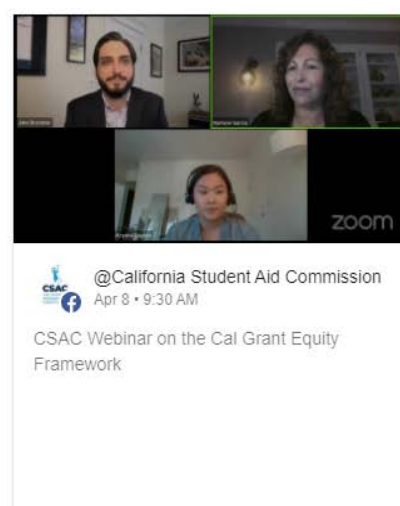
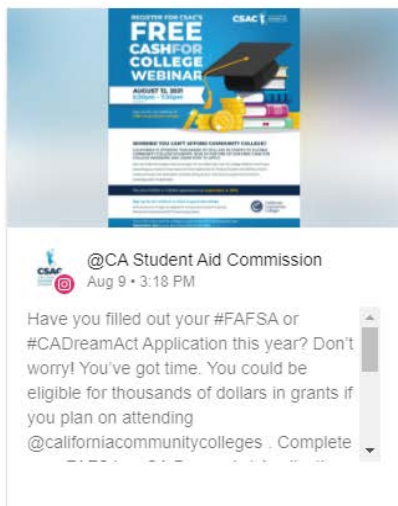
Compared to Apr 1, 2020 - Sep 3, 2020

5.37k

↑ 35680%

# Social Media Analytics

- High engagement and high performing posts on platforms like Instagram and Facebook – predominantly younger audiences.
- Organic Content & Paid Advertisements
- Moving forward: *Evergreen approach*





- Downloadable creative content for outreach on social media platforms.
- Each Toolkit Includes:
  - Downloadable .png graphics
  - Sample captions / short messaging points
  - Email templates (*if applicable*)
- For partner organizations
- Updated in real time
- Public Service Announcement (PSA) Videos

# Social Media Toolkits



**2021-22 ANNUAL STATEWIDE FINANCIAL AID WORKSHOPS ARE NOW OPEN. REGISTER TODAY!!!**

CALIFORNIA STUDENT AID COMMISSION

STUDENTS SCHOOLS & COUNSELORS **PROGRAMS & OUTREACH** DATA & REPORTS PUBLICATIONS NEWS & EVENTS ABOUT

**PROGRAMS & OUTREACH**

**Social Media Toolkits**

- California Student Opportunity and Access Program (Cal-SOAP)
- California Student Loan and Debt Service Review Workgroup
- Child Savings Account
- Every Kid Counts
- Cash For College
- Steps to College
- Research/Inside Track

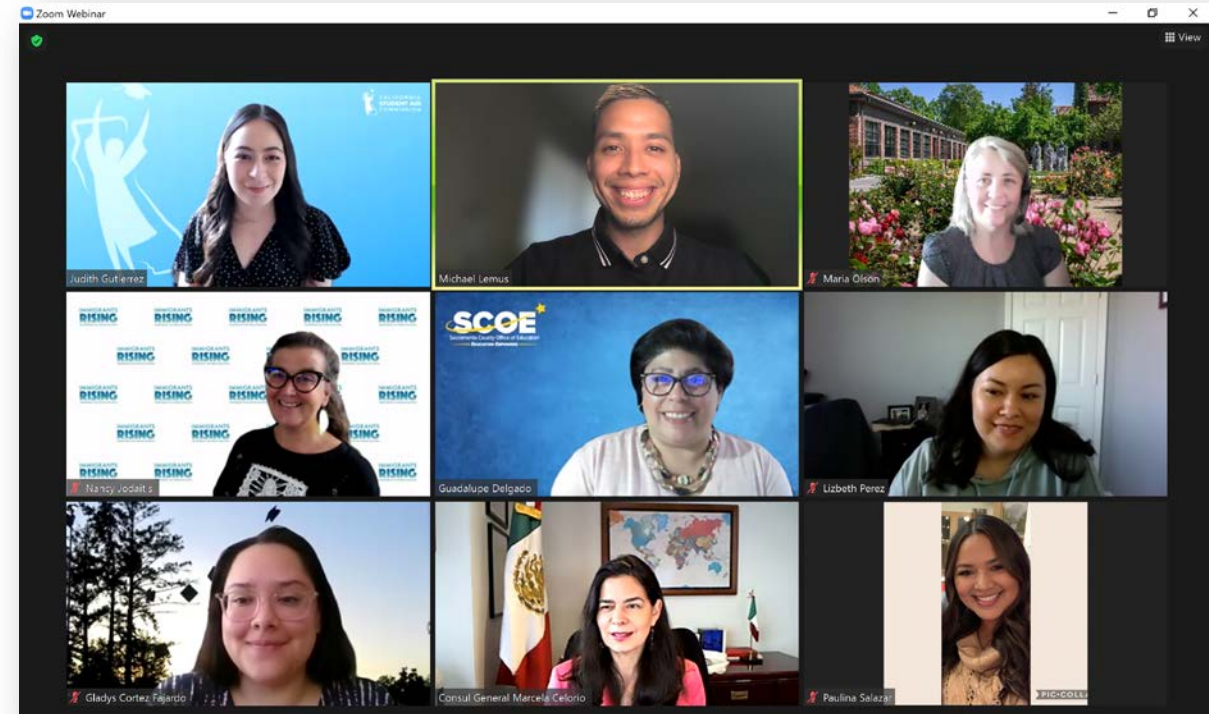
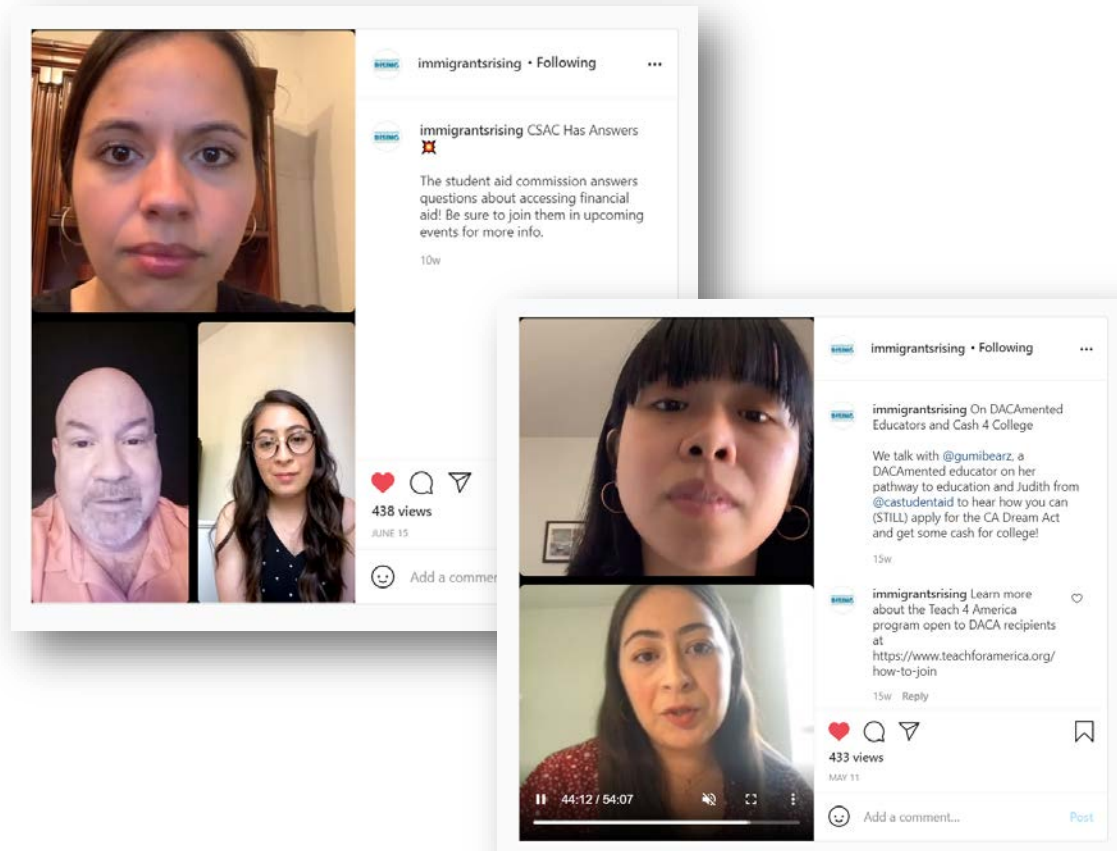
**SOCIAL MEDIA TOOLKITS**

The California Student Aid Commission (CSAC) has designed social media toolkits for you and your organizations to download and share widely. Now you can also help get the word out about all the amazing financial aid resources available to California students. If you have any questions or would like to partner with CSAC on a specific CSAC-run program, please do not hesitate to email us at [OutreachandMarketing@csac.ca.gov](mailto:OutreachandMarketing@csac.ca.gov).

**Social Media Toolkits**

- Cash for College English
- CSAC Financial Aid Media & Graphics
- Cash for College Spanish

# Spanish Media Requests/Collaborations



- *In addition to Spanish / Bilingual Cash for College workshops*
- Instagram Lives with Immigrants Rising
- Interviews w/ Univision 19 promoting *Feria de Educación*, where CSAC will host C4C workshops in English & Spanish.



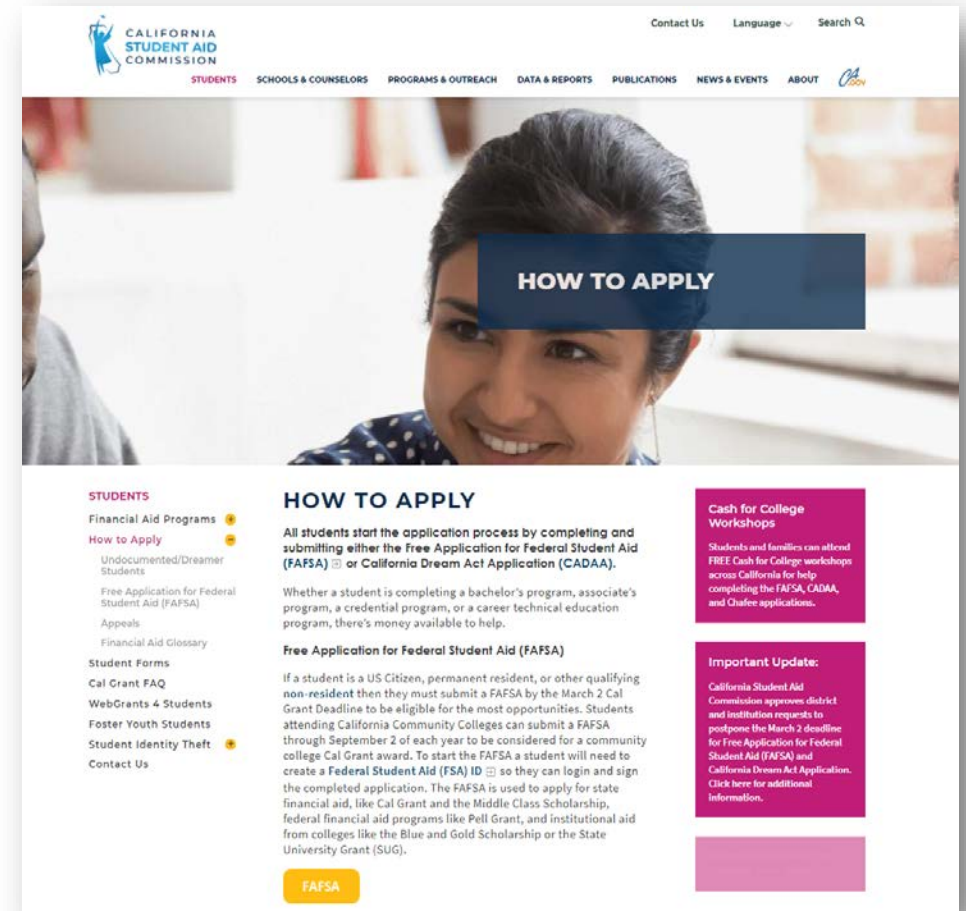
# FAFSA/CADAA Application Submission Rate

- Total FAFSA/CADAA Completed 2020: 2,470,567
- Total FAFSA/CADAA Completed 2021: 2,451,385
- FAFSA 2020 – 2,425,500
- FAFSA 2021 – 2,411,515
- CADAA 2020 – 45,067
- CADAA 2021 – 39,870

Aug. 1st	Sept. 2nd
718,932 (2021)	798,844 (2021)
779,191 (2020)	845,253 (2020)
Gap: 60,259	Gap: 46,409

Closed the gap by  
**22.9%**

\*Figures are taken from Aug. 1st – Sept. 2nd



# Next Steps

October 1, 2021 – March 2, 2022

# Launch of Outreach/Communications Plan

October 1, 2021-March 2, 2022



## Expected Platforms Used

Digital / Social Media, PSA's, Traditional Media, Cash for College workshops, etc.



## Goals

Registration of Cash for College Webinars and Increase in FAFSA/CADAA applications

# Notable Partnerships for the 2021/2022 Cycle

- Youth Law Center and Rising Scholars
- Santa Rosa Junior College
- Foundation for Community Colleges
- Community College Chancellor's Office
- Targeted BIPOC Outreach



# Chafee Grant Marketing Project



- Two short-form contracts with 3Fold Communications and RSE
  - Targeted social media outreach and advertisements
  - Non-traditional targeted outreach through audio advertisements on Spotify, CBS, iHeart Radio, and more.
- Targeting current and former foster youth ages 16-26, as well as foster parents and guardians
- Evergreen content for year-round use at CSAC

