

California Student Aid Commission
Student Impact, Outreach and Communications Committee

Item 5

(Information Item)

Update on outreach and marketing for 2022-23 application year

SUMMARY:

This item provides an update on the California Student Aid Commission's (CSAC) outreach and digital marketing efforts, 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 2022-23 application year. Commission staff will present updated information on the most recent targeted outreach efforts and their impact on financial aid application submission rates.

RECOMMENDATION:

This is an information item. No action is required.

BACKGROUND:

Strategic Outreach & Marketing Efforts

The CSAC Program Outreach and Marketing Team is working with Uptown Studios marketing firm, to increase public awareness about the state's Free Application for Federal Student Aid (FAFSA), California Dream Act Application (CADAA), the Chafee Grant for Foster Youth, Statewide Cash for College Workshops, and the Train the Trainer program. CSAC staff continue to promote the importance of applying for FAFSA, CADAA and Chafee, in preparation for next year's financial aid application requirement for all California high school seniors.

The outreach communication plan includes following up with students who register for the Statewide Cash for College webinars to ensure they complete their application. Students will also receive postcards reminding them to apply providing available resources to help them complete their applications.

California Dream Act Application (CADAA) Outreach

Considering the low CADAA submission rates for the 2022-23 application year, the team is providing a new "Undocu Training" program, designed to provide a high-level overview of the CADAA and the CA Dream Act Service Incentive Grant (DSIG) Program to campus Dreamer Resource Center liaisons who work directly with undocumented students. CSAC staff understands that undocumented students are comfortable seeking help in their campus Dreamer Resource Centers or Educational Opportunity

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Program (EOP) Offices. which is why we work directly with these offices. The Undocu Training solely focuses on providing information for immediate financial aid support for undocumented students and encourages Dreamer Liaisons to refer students to their campus Financial Aid Offices for all financial aid questions.

CHAFEE Marketing Update

The CSAC has partnered 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 for Foster Youth. The marketing campaign approach included creating Chafee-specific advertisements for social media platforms and streaming services such as iHeart Radio and Spotify. Advertisements for the Chafee Grant ran from October 1, 2021 – November 1, 2021.

Cash for College Updates

The first statewide Cash for College webinar for the 2022-23 application cycle was launched on November 17, 2021. The webinar was focused on providing financial aid application information to formerly incarcerated individuals as well as to youth who went through the juvenile justice system. There are currently eight (8) webinars scheduled for the statewide cycle and the CSAC team is rolling out social media advertisements to market the webinars. In addition to the Statewide Cash for College webinars, the team is presenting Train the Trainer workshops to train and encourage individuals to host Cash for College workshops for their organizations and communities. The team hosted five (5) Train the Trainer workshops with plans to host four (4) additional ones.

The team continues to partner with the Community Colleges Chancellor's Office to provide the Train the Trainer workshops that specifically target Black, Latinx, Indigenous, and Asian American and Pacific Islander community-based organizations.

A total of 490 Cash for College workshops are scheduled to date. The number of workshops will continue to increase as Regional Coordinating Organizations and Cal SOAP Projects schedule events.

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):

Program Outreach and Marketing Update Presentation presented on December 1, 2021