



# Program Outreach and Marketing Update

December 1, 2021

# Outreach and Marketing Update

## **Michael Lemus, CSAC**

Program Outreach and Marketing Manager

*Program Outreach and Marketing Unit*

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## **Judith Gutierrez, CSAC**

Outreach and Marketing Coordinator

*Program Outreach and Marketing Unit*

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Cash for College Coordinator

*Program Outreach and Marketing Unit*



## Student Outreach

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

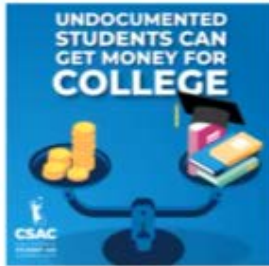
## Partner Outreach & Engagement

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

# C4C Outreach Plan Overview



## Preview of Upcoming Graphics



- Audience: HS Counselors, Community Based Organizations, Registered WMS Users, RCO's, Cal-SOAP's.
- Provided an update on outreach materials, events, and marketing campaigns.
- Showcased some data/analytics on previous cycle and outlined benchmarks for evaluating this year's cycle.



# C4C Train the Trainer Data

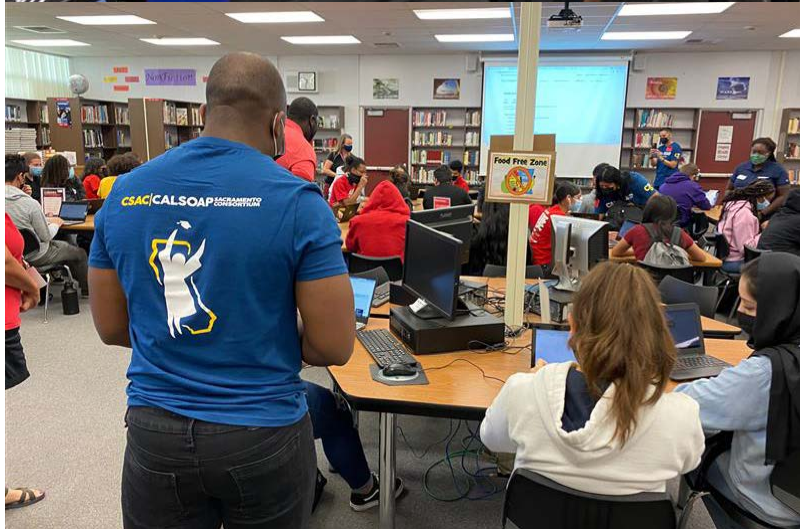
*\*(August – Present )*

Date	Registrants	Attendees
8/20/21	71	47
9/17/21	116	83
9/29/21	98	62
10/15/21	78	57
10/20/21	39	31
11/5/21	142	95
Total:	544	375

Organizations Trained: 88  
Volunteers Certified: 128



# Financial Aid Cycle Launch Event



- Held on Oct. 1st at Cordova High School
- Partnered w/ Cal-SOAP Sacramento
- Marlene provided opening remarks
- Outreach Team promoted our Social Media Platforms
- Roughly 50+ students in attendance



# Specialized Outreach

- Partnered with Jasmine Miller at the Youth Law Center (YLC) to host financial aid workshops/trainings geared toward juvenile justice involved students.
- 2 separate events: Statewide Webinar – Nov. 17th and Train the Trainer - Nov. 5th
- Partnered with the Community College Chancellor's Office to host financial aid workshops/trainings geared toward Community College Students.
- 2 separate events: Statewide Webinar – Dec. 7th and Train the Trainer – Oct. 15th



# Local C4C Workshops/Statewide Webinars

- Local Workshops:

- Total Workshops: \*573

- Average local workshop lasts between 1 – 1.5 hours with varying levels of attendance.

- Statewide Webinars:

- Total Webinars: 8

- Statewide Webinars are 2 hours long with varying levels of attendance.
- Our first Webinar for this cycle which was geared toward juvenile justice youth garnered 51 attendees.





# Cash for College Outreach Efforts

## C4C Increase Initiatives:

Data Project

Post Cards

PTA

New RCO's

Legislative Partnerships

**SPECIAL THANK YOU  
TO OUR PARTNERS**



**CALIFORNIA  
STUDENT AID  
COMMISSION**

# Digital Marketing



# October 1, 2021 – March 2, 2022 Cycle Social Media Efforts



REGISTER FOR CSAC'S  
**FREE CASH FOR COLLEGE WEBINAR**

**MULTIPLE DATES AVAILABLE**  
5:30pm - 7:30pm  
via Zoom

Sign up for the webinar at  
[CSAC.ca.gov/cash-college](https://CSAC.ca.gov/cash-college)

**WORRIED YOU CAN'T AFFORD COLLEGE, UNIVERSITY, OR VOCATIONAL SCHOOL?**  
CALIFORNIA IS OFFERING THOUSANDS OF DOLLARS IN FINANCIAL AID TO ELIGIBLE STUDENTS. SIGN UP FOR ONE OF OUR FREE CASH FOR COLLEGE WEBINARS AND LEARN HOW TO APPLY

Join the California Student Aid Commission for our Statewide Cash for College Webinar! You'll learn everything you need to know about the Free Application for Federal Student Aid (FAFSA) and the California Dream Act Application (CADAA). Bring all your financial aid questions and invite a parent/guardian if applicable.

File your FAFSA or CADAA application by **March 2, 2022**.

Sign up for the webinar at [CSAC.ca.gov/cash-college](https://CSAC.ca.gov/cash-college)

Who knows! You might be eligible for thousands of dollars in grants.  
(Grants are money you DON'T have to pay back.)

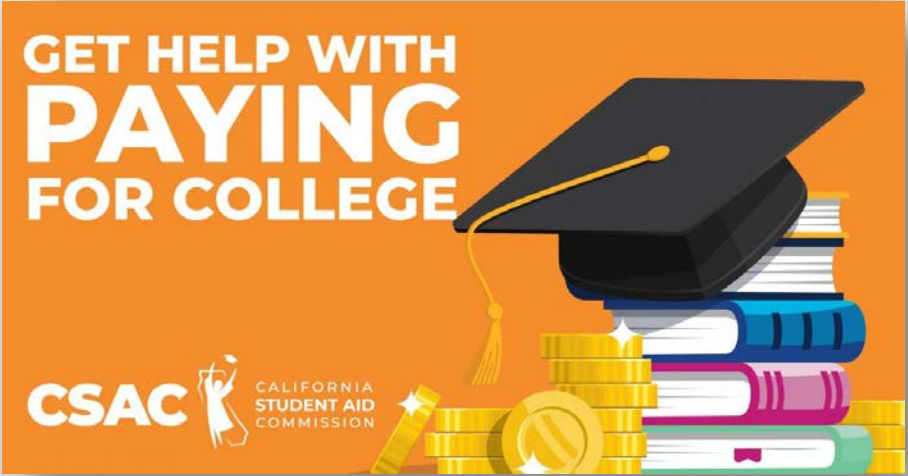
\*If you're planning to attend a California Community College, **September 2nd** is your last chance to apply for a Cal Grant.



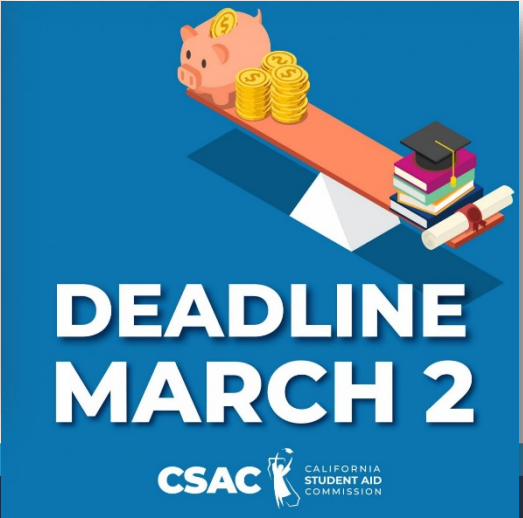
**CSAC CAN HELP YOU PAY FOR THEIR COLLEGE**



**GRANTS AREN'T LOANS**



**GET HELP WITH PAYING FOR COLLEGE**



**DEADLINE MARCH 2**

# Executive Director Marlene Garcia, PSA



# Senator Alex Padilla PSA



Alex Padilla

# Social Media Analytics

Facebook 

Total Fans: 964 **5% ↑**

Total Posts: 36 **100% ↑**

Total Impressions: 700k **8% ↑**

Instagram 

Total Followers: 2.74k **5% ↑**

Total Posts: 61 **126% ↑**

Total Impressions: 250k **91% ↑**

Twitter 

Total Followers: 3.78k **2% ↑**

Total Posts: 126 **68% ↑**

Total Impressions: 97.3k **150% ↑**

\*Overall, we are posting more, gaining followers quicker than last year, and have more impressions compared to this time in the cycle last year.

# 'Financial Paid' Podcast



- With Hosts Michael Lemus & Judith Gutierrez
- 4 Episodes Recorded so far...
  - 'Let's Get #FinancialPaid'
  - 'Free #CashforCollege'
  - 'Affordable Education for All'
  - 'Building Community through Educational Equity'
- Available now on Spotify, Google Podcasts, iHeart, YouTube (video), and more!

# Chafee Grant for Foster Youth



- California Department of Social Services (CDSS) & CSAC
- Two short-form contracts with 3Fold Communications and RSE
  - Targeted social media outreach and advertisements
  - Non-traditional 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
- Marketing Campaign ran from October 1, 2021 – November 1, 2021



# Student Aid Commission - Digital Advertising Report

Reporting Date Range: Oct 1, 2021 - Oct 31, 2021

rse

# Marketing Campaign Analytics

## Digital Ad Delivery and Engagement

Impressions	Listens	Clicks	CTR
250,055	219,563	461	0.18%

## Top Performing DMAs

1. San Francisco-Oakland-San Jose, California
2. Sacramento-Stockton-Modesto, California
3. Los Angeles, California

## Performance Breakdown by Placement

Placement	Impressions	Listens	Clicks	CTR
Digital Audio	250,055	219,563	461	0.18%

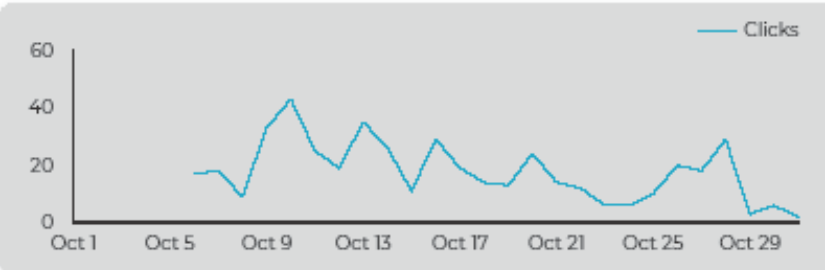
## Top Performing Day of Week

Thursday

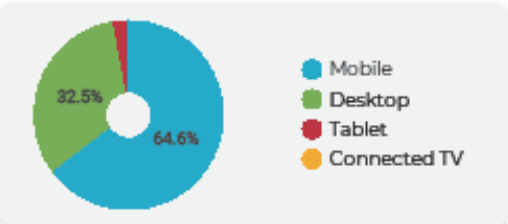
## Impression Delivery by Day



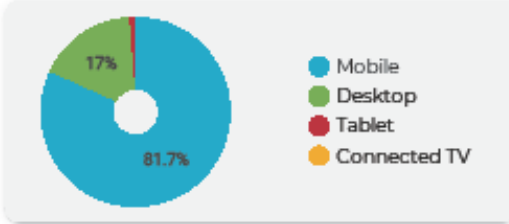
## Clicks by Day



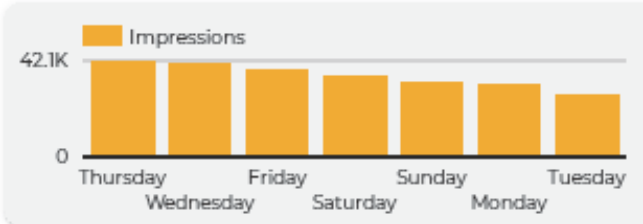
## Impression Delivery by Device



## Clicks by Device



## Impression Delivery by Day of Week



## Appendix and Benchmarks

Impressions - number of times users saw the advertising.

Clicks - number of times users clicked an ad link

Click-through Rate (CTR) - rate at which people clicked on the ad

Cost Per Click (CPC) - average cost per link click

Sessions - number of times users visit/engage with the site

Users - users who have initiated at least one session

New Users - number of first-time users

Pageviews - number of pages viewed

# Campaign Summary

**Overview:** The Chafee Grant campaign utilized a combination of social media ads on Facebook and Instagram to generate awareness and engagement for qualified, former foster youth. Paid search ads focused on capturing those exposed via social and proactively searching for foster youth educational services.

**Takeaways:** The collective efforts resulted in 504,155 impressions, 2,321 clicks, and reached target audiences an average of 5.3 times over the course of the campaign on social media channels. Paid search ads saw nearly a 2x more efficient cost-per-click and click-through rate than industry standard.

Additionally, social media ads recorded 73 social reactions, 5 social shares, and 9 post saves, illustrating relevancy and intent to apply.

## Considerations:

**504,155**  
Impressions

**2,321**  
Clicks

**\$2.15**  
CPC

**73**  
Reactions

**5**  
Shares

**9**  
Saves

**3fold** COMMUNICATIONS  
MARKETING  
ADVERTISING

# Marketing Campaign Analytics

**3Fold**

Paid Social Media Advertisements

+

**Impact**

## Overall Impact

- October 2021 = 285 | October 2020 = 275
- BOOST - The first 10 days (Oct. 1 – Oct. 10) we had a spike of 125 applications compared to 65 applications the cycle prior.

SIOC Committee

Presented on December 1, 2021

# 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)

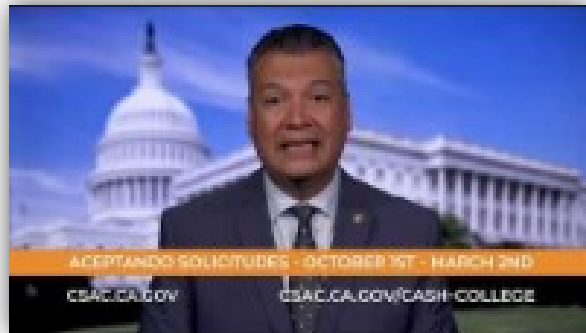
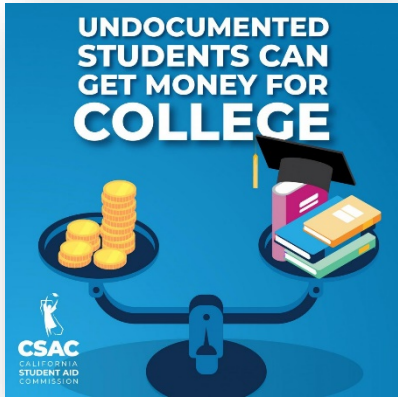
 [youtube.com/user/CAStudentAid](https://youtube.com/user/CAStudentAid)



Targeted Efforts:  
California Dream Act Application  
(CADAA)



# Targeted Social Media- CADAA



- Social Media Advertisement – CADAA
  - Reach: 4,907
  - Total Impressions: 7,654
- Organic Post – CADAA
  - Reach: 287
  - Impressions: 311


As of Nov. 28, 2020  
2021 – 22 (last cycle) 7,320

As of Nov. 28, 2021  
2022 – 23 (this cycle) 5,793



# Undocu Training 2021

- Formerly known as, “Dreamer Convening”.
- High-level training of the Financial Aid process for practitioners working with California undocumented students.
  1. California Dream Act Service Incentive Grant (DSIG)
  2. Top 5 things to know about Financial Aid for undocumented students
  3. California Dream Act Application (CADAA)
- In partnership with Immigrants Rising
- Tailored 2-hour training for California Community College practitioners on November 3 and 4, 2021.
- **517** people registered total on Events.com and **347** attended both trainings total - an approximate **67% turnout rate**.





High-Level Training of the Financial Aid process for Professionals working with California Undocumented Students.


## Undocu Training


November 3 or 4 via Zoom


\*Training will NOT be recorded.



 CALIFORNIA STUDENT AID COMMISSION

 FOUNDATION for CALIFORNIA COMMUNITY COLLEGES

 IMMIGRANTS RISING  
TRANSFORMING LIVES THROUGH EDUCATION

 California Community Colleges

**Register now:**  
[Events.com/r/en\\_US/registration/undocu-training-csac-820767](https://events.com/r/en_US/registration/undocu-training-csac-820767)

\*This is a high-level overview of California's financial aid process with a focus on the CA Dream Act Application (CADAA) and the CA Dream Act Service Incentive Grant (DSIG) for professionals working with undocumented students. For all financial aid inquiries, please refer students to their campus' Financial Aid Office.

