



CALIFORNIA STUDENT AID COMMISSION  
STUDENT IMPACT, OUTREACH AND COMMUNICATIONS COMMITTEE  
MEETING MINUTES

September 8, 2021

11:00 am

Virtual Meeting

Marlene L. Garcia (Executive Director)

COMMISSIONER

PRESENT:

Angel Rodriguez (Chair)  
David Valladolid (Vice Chair)  
Juanita Doplemore  
Shannon Gary  
Debra Maxie  
Steve Ngo  
David O'Brien

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1. **Call to Order and Roll Call**

Committee Chair Angel Rodriguez called the meeting to order at 11:01 a.m.

Roll call was taken and a quorum was recognized.

2. **Public comment on items not on the agenda**

There was no public comment.

3. **Committee Chair's Report**

Committee Chair Rodriguez thanked the Commission for the opportunity to chair the Student Impact, Outreach and Communications Committee. Committee Chair Rodriguez introduced

new Commissioner, David O'Brien. Commissioner O'Brien shared a few words.

**4. Approval of the Student Impact, Outreach and Communications Committee minutes of June 23, 2021 (Action)**

Commissioner Valladolid **moved to approve** the minutes. **Seconded by** Commissioner Doplemore.

**In Favor:** (6): Doplemore, Gary, Maxie, Ngo, Rodriguez, and Valladolid,

**Abstain** (1): O'Brien

**Carried (6 to 0)**

The SIOC Committee **APPROVED** the minutes of June 23, 2021 virtual meeting.

**5. Update on Outreach and Marketing Plans for October 1st (Information)**

Committee Chair Rodriguez invited Michael Lemus, Program Outreach and Marketing Manager, Judith Gutierrez, Outreach and Marketing Coordinator, and Edwin Chikukwa, Cash for College Coordinator, to present item 5.

Mr. Chikukwa presented an update on student outreach and partner outreach and engagement. He also provided an update on Cash for College and Train the Trainer workshops.

Ms. Gutierrez presented an update on the Commission's targeted community-outreach efforts through digital marketing campaigns on CSAC's existing social media platforms, as well as an analysis of their impact on financial aid application completion rates.

**6. Update on Cal-SOAP program and data implementation (Information)**

Committee Chair Rodriguez invited Yesenia Castellón, Cal-SOAP Coordinator to present item 6.

Ms. Castellón provided an update on the Cal-SOAP program and data implementation.

**7. New business to be considered at future meetings (Information/Action)**

Committee Chair Rodriguez would like to add a study or review of the Commission's messaging to students and outreach.

8. **Adjournment**

Committee Chair Rodriguez adjourned the meeting at 12:34 p.m.

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ANGEL RODRIGUEZ  
COMMITTEE CHAIR