

California Student Aid Commission  
Student Impact, Outreach and Communications Committee

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## Item 5

### (Information Item)

#### Update on Cash for College Workshops

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##### **SUMMARY:**

This item provides an update on the California Student Aid Commission's (Commission) 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 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:**

Leading up to the March 2nd deadline, the Cash for College program has conducted extensive outreach to the general student population as well as targeting activities for various specialized groups. A phone banking campaign was launched in mid-January targeting schools that had not registered to host a Cash for College Workshop. Staff followed-up with each of the high schools provided information and resources about local and statewide Cash for College webinars and encouraged them to support their students in completing the financial aid applications by the March 2<sup>nd</sup> Cal Grant deadline. Since calls began, over 60 Cash for College workshops have been scheduled.

Commission staff hosted several statewide Cash for College webinars and supported numerous local Cash for College workshops leading up to the March 2nd Cal Grant deadline. The Commission partnered with:

- Local schools, districts and community-based organizations to host a total of 753 (in person, virtual, and hybrid) local Cash for College workshops across the state, along with six statewide Commission-led Cash for College webinars. A total of 1,106 students and families registered for the Statewide Cash for College webinars. Commission staff is in the process of collecting attendance reports from local sites to report the total number of students served.

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- The Mexican Consulates across the state on the statewide Steps to College event. This event had over 1,323 registrants and over 1,142 views and included a direct partnership with Senator Alex Padilla's office.
- The California Community College Chancellor's Office (CCCCO), Assemblymember Kevin McCarty, and the Black and African American Advisory Panel to host two Cash for College workshops targeting Black and African American students. The Commission is also partnering with the CCCCO to execute Cash for College workshops for the Asian American and Pacific Islander and Latinx communities.
- The CCCCO, Youth Law Center, and the Rising Scholars Program to host Cash for College Train the Trainer workshops that reached participants from 38 out of 59 counties in the state, certified individuals representing over 100 community-based organizations and had 784 participants register for the workshops since August 2021. The workshops targeted community-based organizations that work with youth impacted by the juvenile justice system, Black students, American Indian and Alaska Native students, Latinx students, and Asian American and Pacific Islander students.
- The National College Resources Foundation Black College Expos in San Diego, Los Angeles, and Oakland. The Commission assisted over 300 students at the San Diego, Los Angeles, and Oakland expos with FSA ID and survey completion.
- The Sacramento State University to educate k-12, two-year, four-year, and transfer-ready community college Asian Pacific Islander Desi students on financial aid at the fourth annual Asian Pacific Islander Desi American College Day.
- The Parent Institute for Quality Education (PIQE) to host a financial aid workshop targeting parents in the Los Angeles, Inland Empire and Central Valley regions.
- Several government officials to co-host Cash for College workshops, recruit students from their districts to attend workshops and provide welcoming remarks for the workshops. These public officials included Assemblymember Mia Bonta, Assemblymember Sabrina Cervantes, Assemblymember Chris Ward, Assemblymember Jesse Gabriel, Assemblymember Medina, Assemblymember Lisa Calderon, Senator Roth, Senator Lena Gonzalez, Assemblymember Cottie Petrie Norris, Senator Dave Cortese, Assemblymember Thurston Smith, Assemblymember Kevin Mullin, Senator Umberg, and Speaker Rendon.
- To prepare high schools for the upcoming FAFSA and California Dream Act Application filing requirement, Commission staff identified school districts with the lowest financial aid application completion rates. Staff worked with the Cash for College Regional Coordinating Organizations to establish targeted financial

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aid workshops in those areas. In addition, staff continues to collaborate with Cal-SOAP Consortiums on local Cash for College workshops.

- To provide an incentive to students and families in completing their FAFSA or CA Dream Act Application and in registering for Cash for College webinars/workshops, the Commission received funding to market \$1000 scholarships to students. Marketing for these scholarships started in early 2022 and contributed to an increase in application completion rates as well as an increase in attendance for Cash for College webinars/workshops.

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

Michael Lemus, Program Outreach and Marketing Manager  
Executive Office

Edwin Chikukwa, Statewide Cash for College Coordinator  
Executive Office

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

Outreach and Marketing Update Presentation Presented on March 9, 2022