



Outreach and Marketing Updates

SIOC MARCH 9, 2022

Program Outreach and Marketing Unit



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Cash for College Outreach Overview

October 2021-March 2022 Financial Aid Cycle



Cash for College Student and Partner Outreach



Postcards



Texting Campaign



Paid Social Media
Advertisements



In-Person
Outreach Events

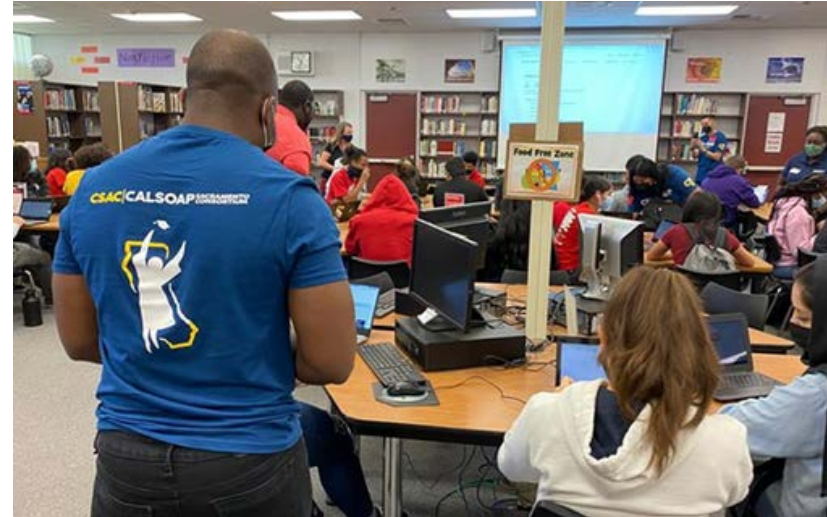


Phone Banking
Campaign



MailChimp Newsletters

Cash for College Webinars & Workshops



1,354 Local Workshops
254 more compared to pre-pandemic
record of 1,100 C4C Workshops

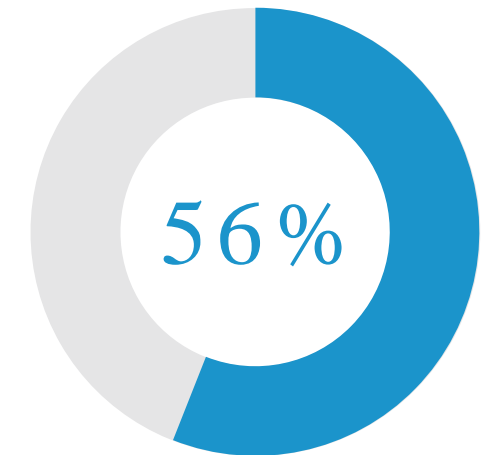
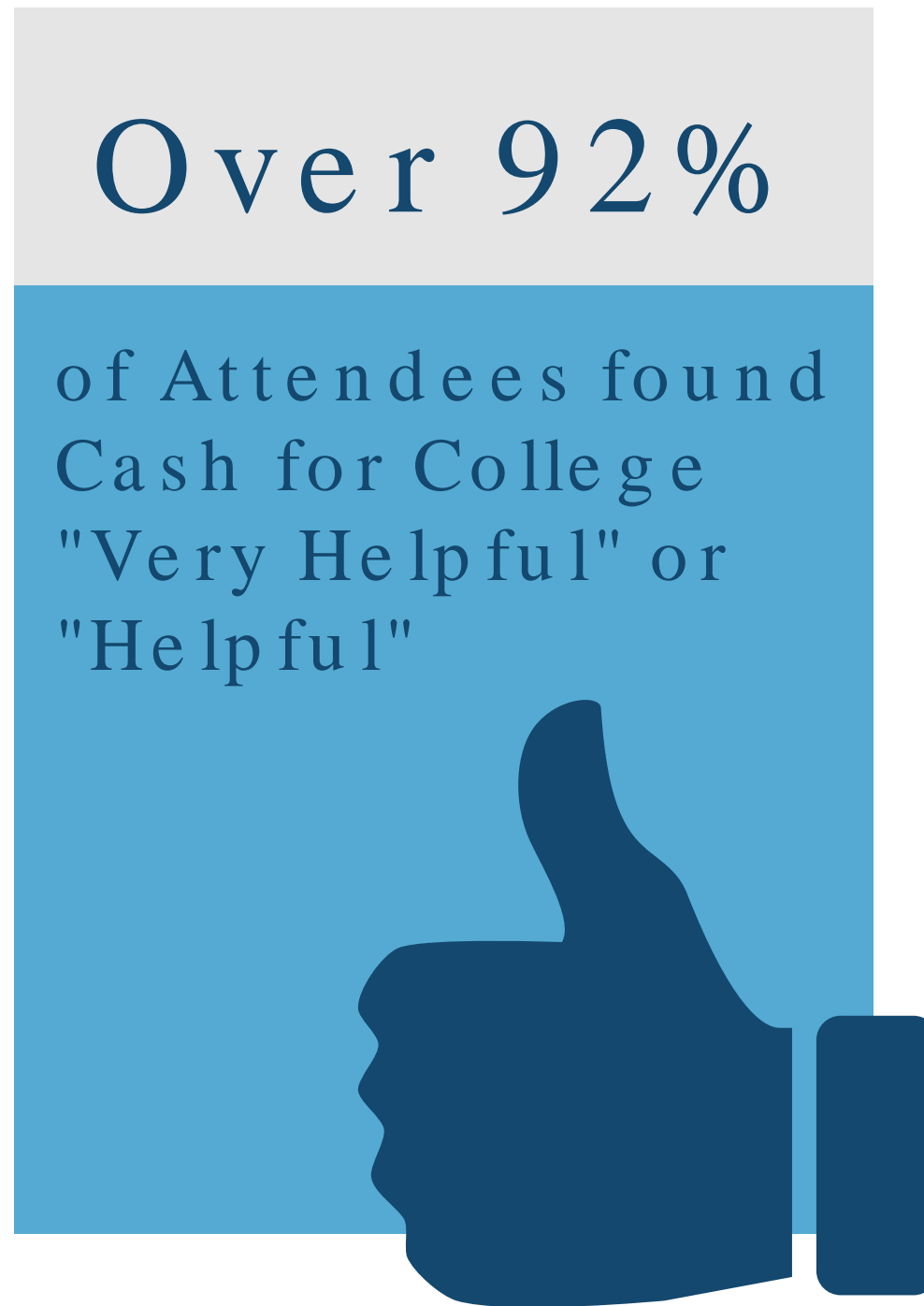
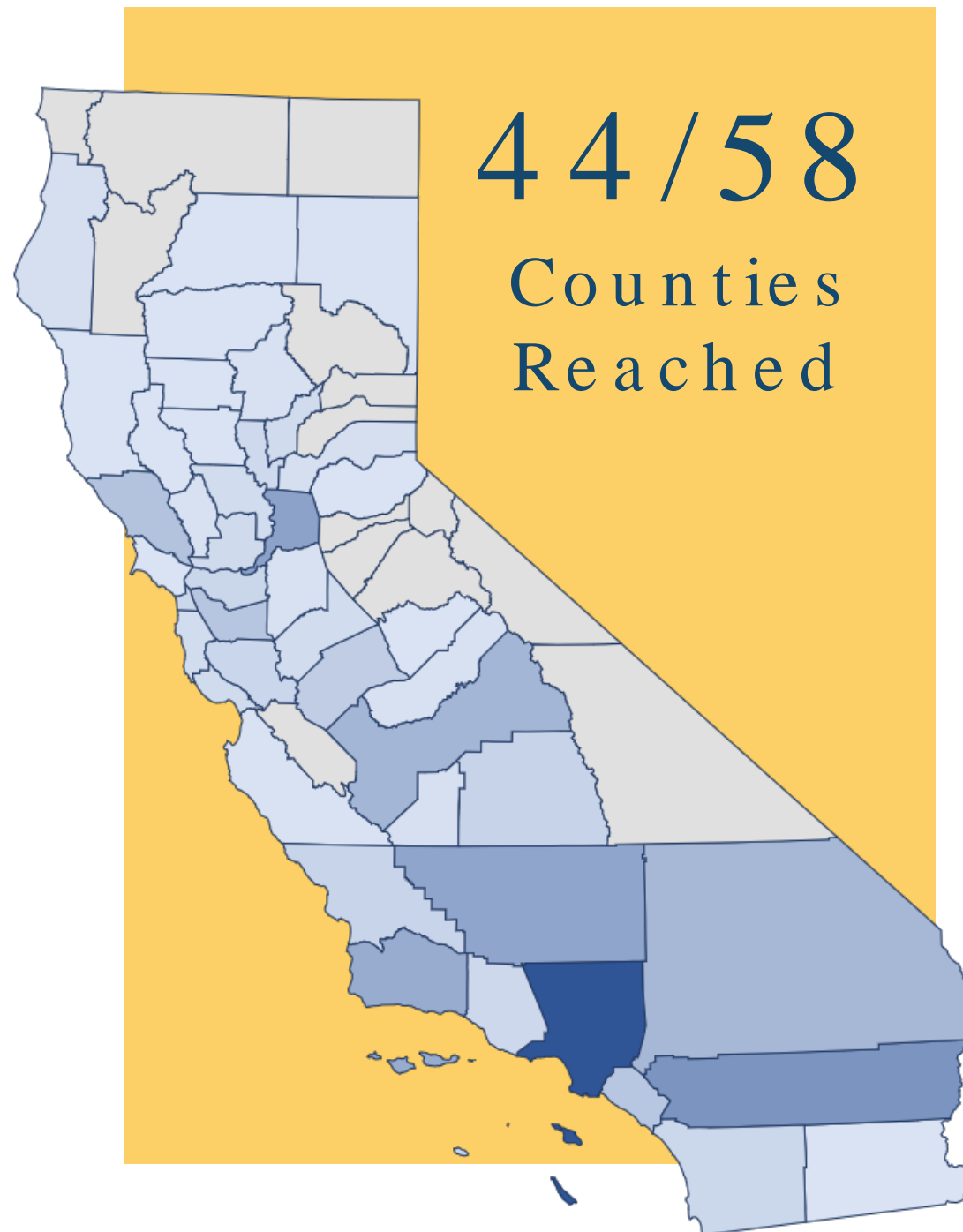


8 Statewide Webinars
407 Attendees
1,625 Registrants

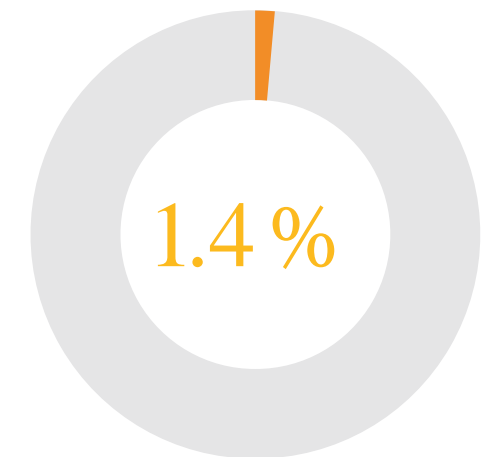


23+ Ad Hoc Webinars
Supporting Schools and
Government Officials' Constituencies

What we've learned: 7,428 Surveys



First Gen Students

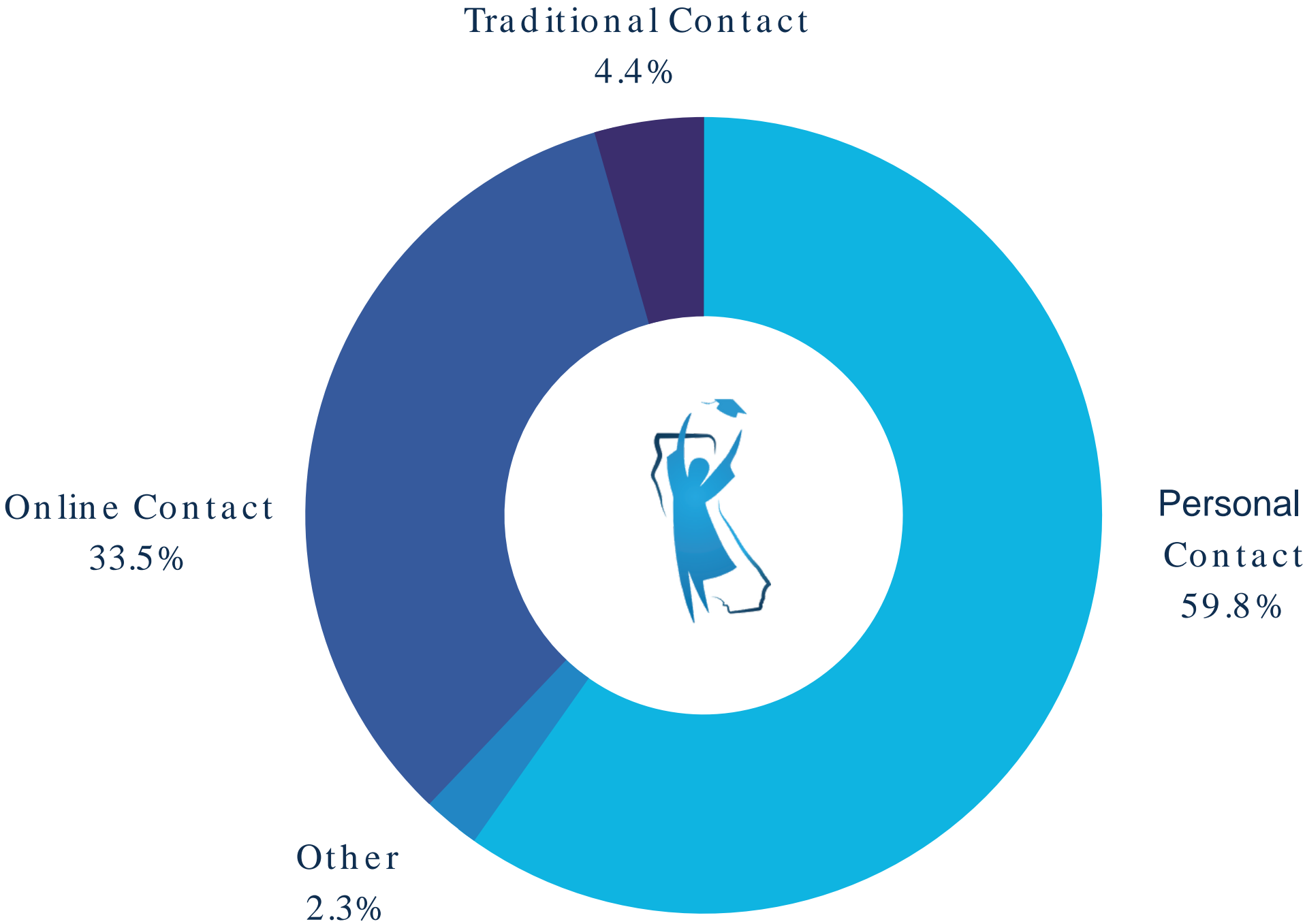


Current or Former
Foster Youth

C4C Marketing Feedback

"How did you hear about our Cash for College Workshop?"

- 1 Personal Contact
School Staff, Counselors, Teachers,
Community Organizations
- 2 Online Contact
Emails, Social media, Websites
- 3 Traditional Contact
Phone Calls, Mailings, Postcards
- 4 Other



3,503 Survey Question Respondents

Presented on March 9, 2022

Specialized Outreach and Training Events



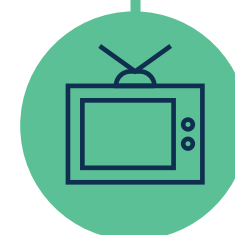
Cash for College Parent Outreach



Parent Institute for
Quality Education (PIQE)
Partnership



Podcast Episode 7:
"Students and Parents,
CSAC Has Your Back!"



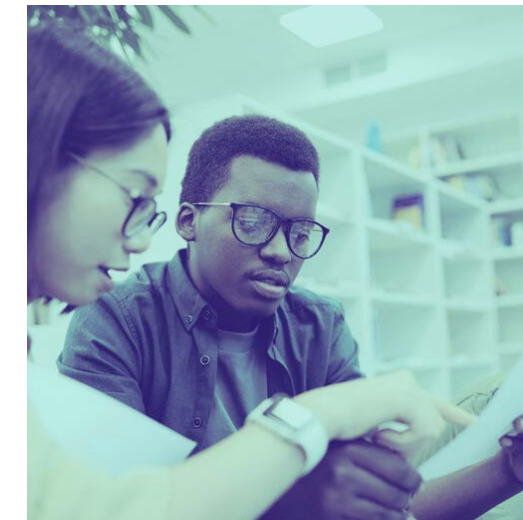
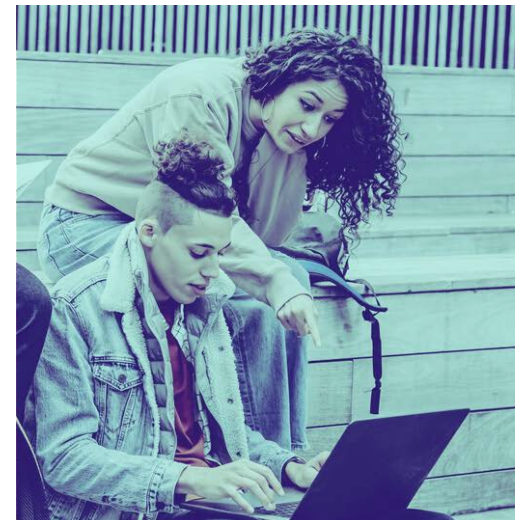
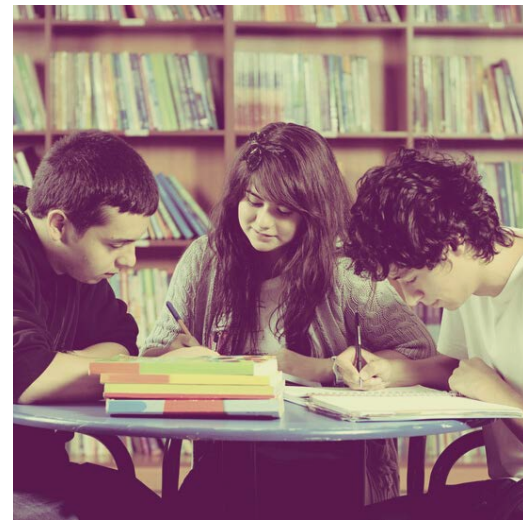
News Segments & Articles
Univision, Telemundo, LA
Times en Español



Tailored Social Media
Content - Facebook



Highlights - Specialized Cash for College Webinars and Workshops*



Nov 17
2021

Dec 7
2021

Feb 5
2022

Feb 7
2022

Mar 1
2022

Youth Impacted by Juvenile Justice System

- Youth Law Center
- Rising Scholars

Black Community Focused*

- Community College Chancellor's Office
- Black and AA Advisory Panel
- Office of Asm Kevin McCarty

Steps to College Latinx Event

- Mexican
- Consulates across the state

Black Community Focused*

- Community College Chancellor's Office
- Black and AA Advisory Panel
- Office of Asm Kevin McCarty

Asian American & Pacific Islander Student Focused

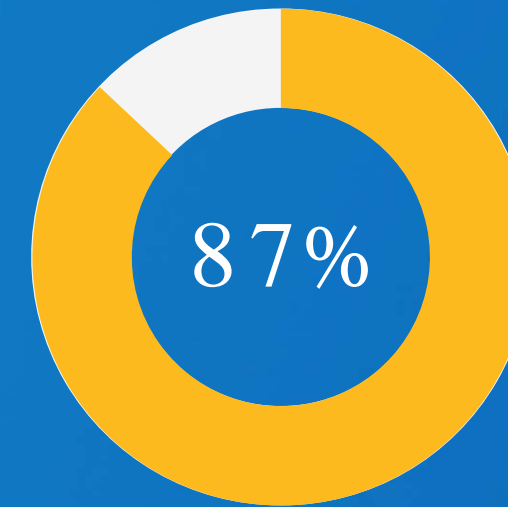
- CSAC Commissioner Ngo
- Sacramento State Dr. Vang



Asian American & Pacific Islander Webinar

3/1/2022

81
Attendees
474
Registrants



of Asian American & Pacific Islander attendees found C4C

Helpful & Very Helpful

Black College Expos

2/17/22

San Diego: 84 Survey Respondents

2/19/22

Los Angeles: 225 Survey Respondents

2/26/22

Oakland: 112 Survey Respondents





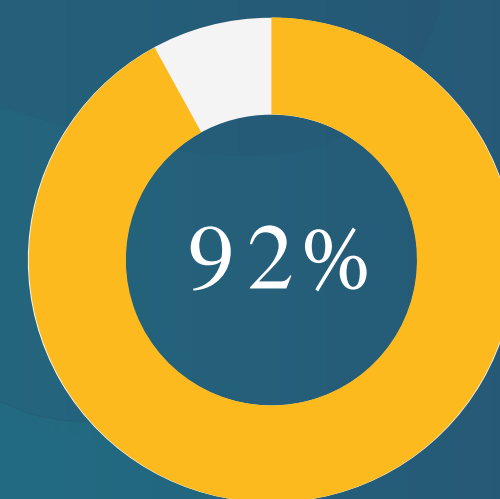
STEPS TO COLLEGE
PASOS A LA UNIVERSIDAD **2022**

Steps to College
Latinx Event



261 C4C Attendees
1,323 Registrants

- Total Page Views: 36,807
- C4C Views (Live): 1,142



of Hispanic/Latinx
Attendees found C4C
**Helpful &
Very Helpful**

Notable Partners

Mexican Consulates
California Community College
Chancellor's Office
Black and African American
Advisory Panel
Immigrants Rising
Youth Law Center
Rising Scholars Program
National College Resources
Foundation Black College Expos
Sacramento State University
Parent Institute for Quality Education
Unite LA (RCO)
Sacramento Cal Soap (RCO)
San Diego Cal Soap (RCO)
East Bay Consortium (RCO)
Santa Rosa Junior College (RCO)
Inland Empire Economic
Partnership (RCO)
Youth 2 Leaders (RCO)
Cal Soap Consortiums

Office of U.S Senator Alex Padilla
Office of Assembly Speaker A. Rendon
Office of State Senator Umberg
Office of State Senator Dave Cortese
Office of State Asm Reggie Sawyer
Office of State Asm Thurston Smith
Office of State Asm Dr. Joaquin Arambula
Office of State Asm Jesse Gabriel
Office of State Asm Cottie Petrie-Norris
Office of State Asm Kevin Mullin
Office of State Asm Sabrina Cervantes
Office of State Senator Lena Gonzales
Office of State Senator Limon
Office of State Asm Mia Bonta
Office of State Asm Jose Medina
Office of State Asm Lisa Calderon
Office of State Senator Richard Roth
Office of State Asm Kevin McCarty





Cash for College Scholarships

April Pool

\$3,000 Black Focused Workshops, AAPI
Statewide Webinar, Latinx Steps to College

\$7,000 General Pool

September Pool

\$5,000 California Community College Students

\$10,000 Workshops for Lowest Performing Districts

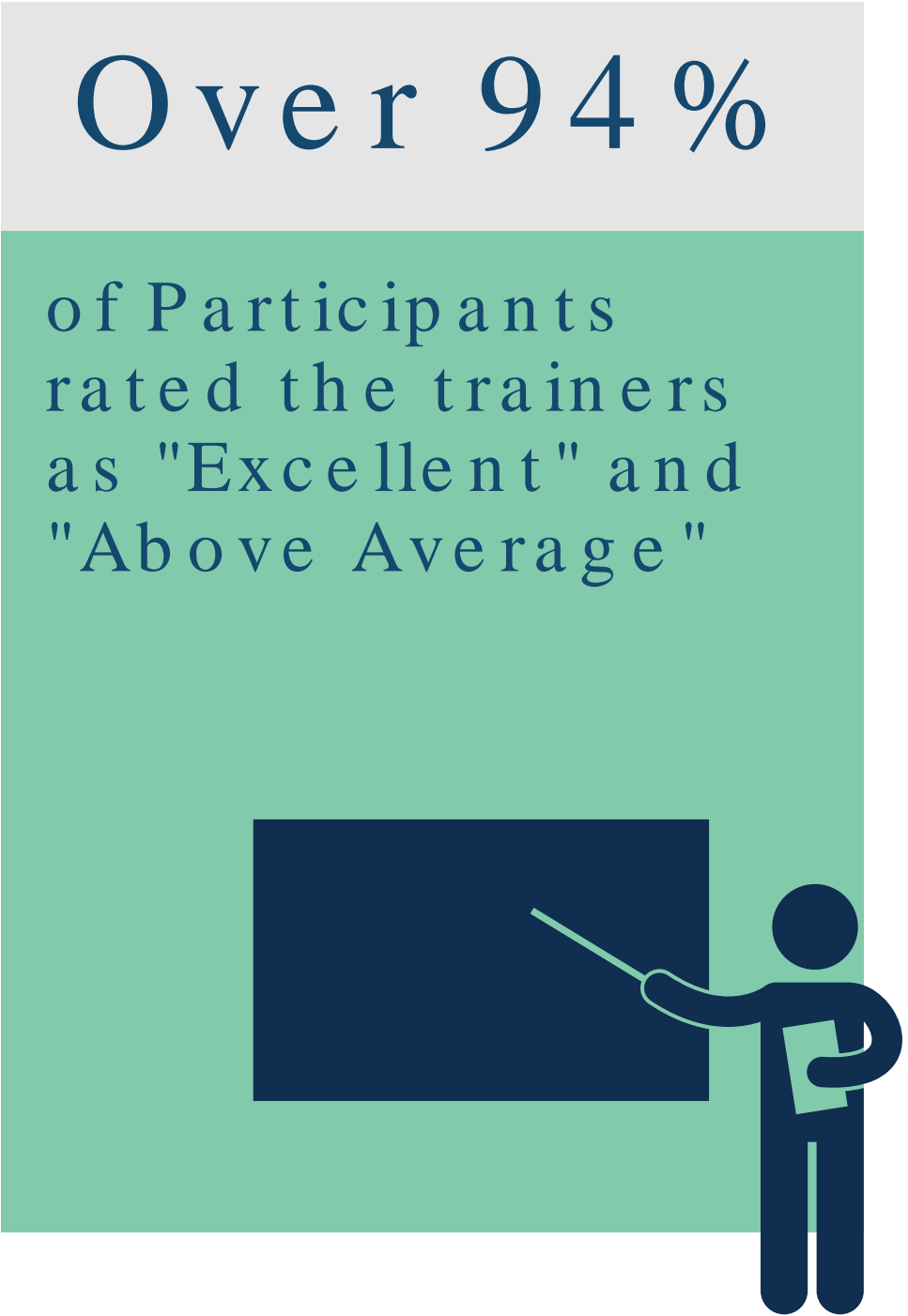
56% Increased Survey Submissions

Post-**\$1,000 Scholarship** Announcement on January 26th

Train the Trainer Overview



Over 7 sessions, we've trained
450 participants representing 197 organizations





Highlights - Specialized Cash for College Train the Trainer Workshops



Nov 5
2021

Feb 4
2022

Mar 11
2022

Mar 25
2022

Black Community Focused

- Community College Chancellor's Office
- Black and AA Advisory Panel

Youth Impacted by Juvenile Justice System

- Youth Law Center
- Rising Scholars

American Indian Alaska Native Community

- Community College Chancellor's Office

Asian American Pacific Islander Community

- Community College Chancellor's Office

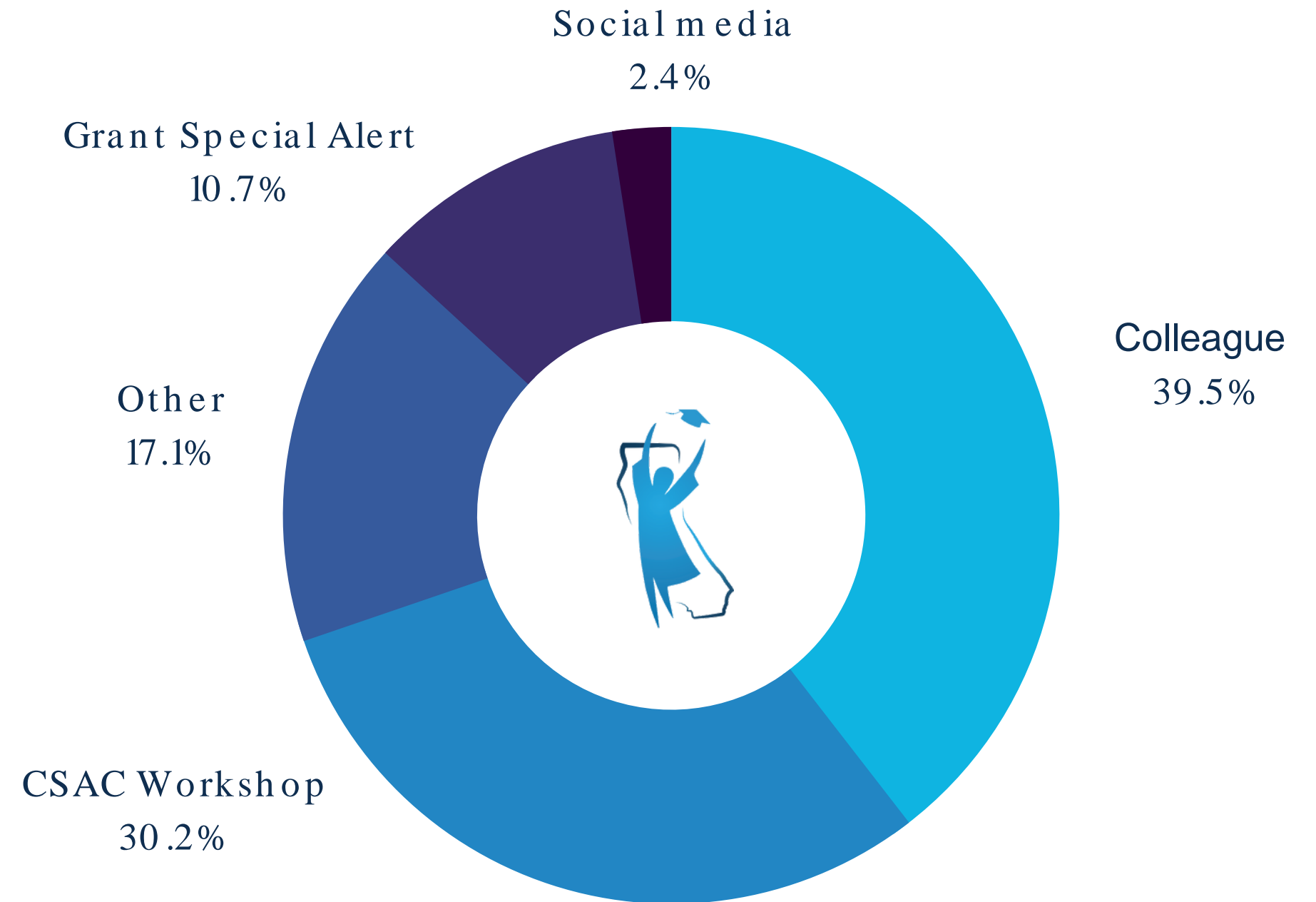
Latin x Community

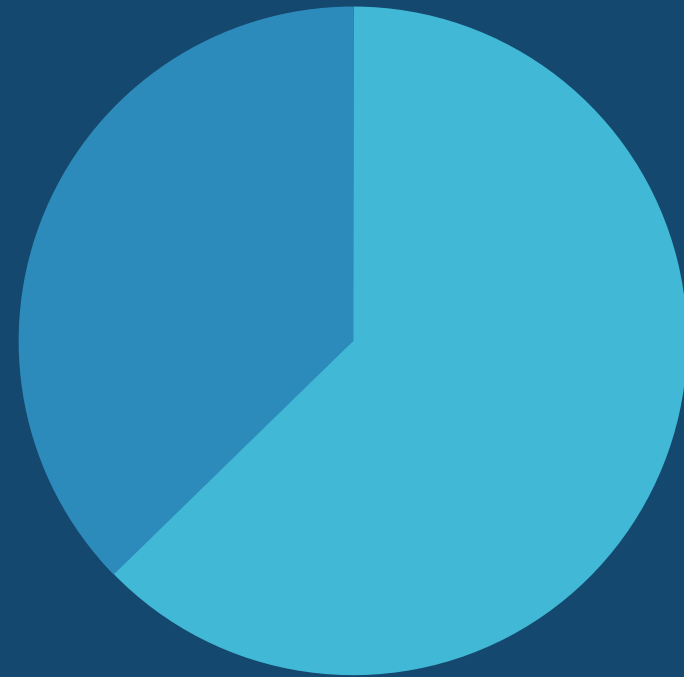
- Community College Chancellor's Office

TTT Marketing Feedback

"How did you hear about our Train the Trainer Workshop?"

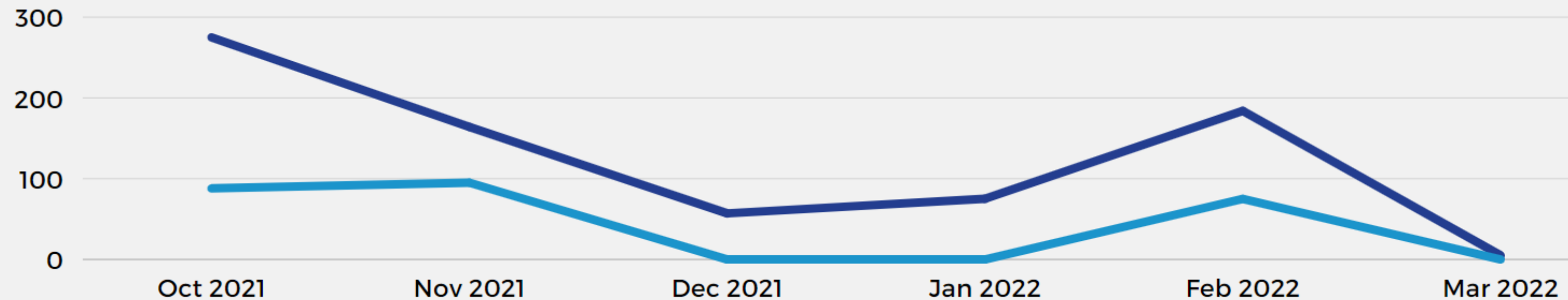
- 1 Colleague
- 2 CSAC Workshop
- 3 Other
- 4 Grant Special Alert
- 5 Social Media





62.7% Participants
Planning on hosting their own workshops

37.3% Participants
Unsure



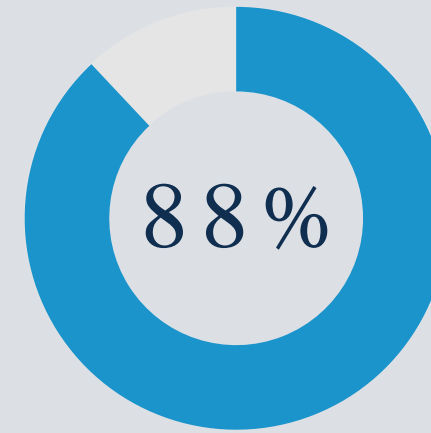
Potential 88.8% Positive Correlation between
number of participants trained & number of local workshops hosted

TTT Successful Outcomes



Los Rios Model and CCCCO Partnership

165
Attendees
426
Registrants



of surveyed Black/African
American attendees found C4C
Helpful &
Very Helpful

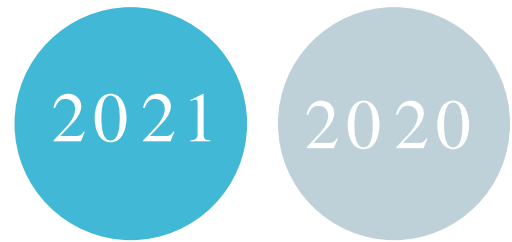
Registrations from
100+ Cities Statewide

20+ Social Media Posts
Gained 111,000+ Views

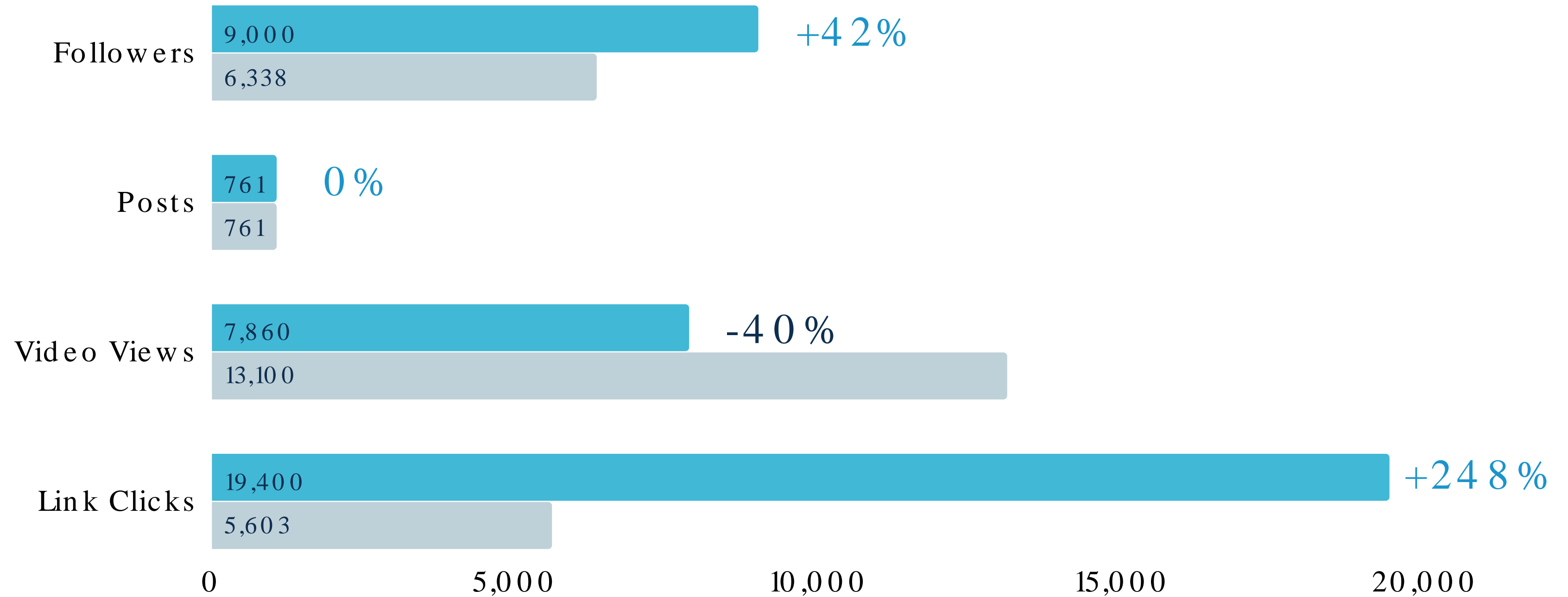
Financial Aid Experts at the 2 Workshops
Answered 100+ Financial Aid Questions

Marketing & Analytics Overview

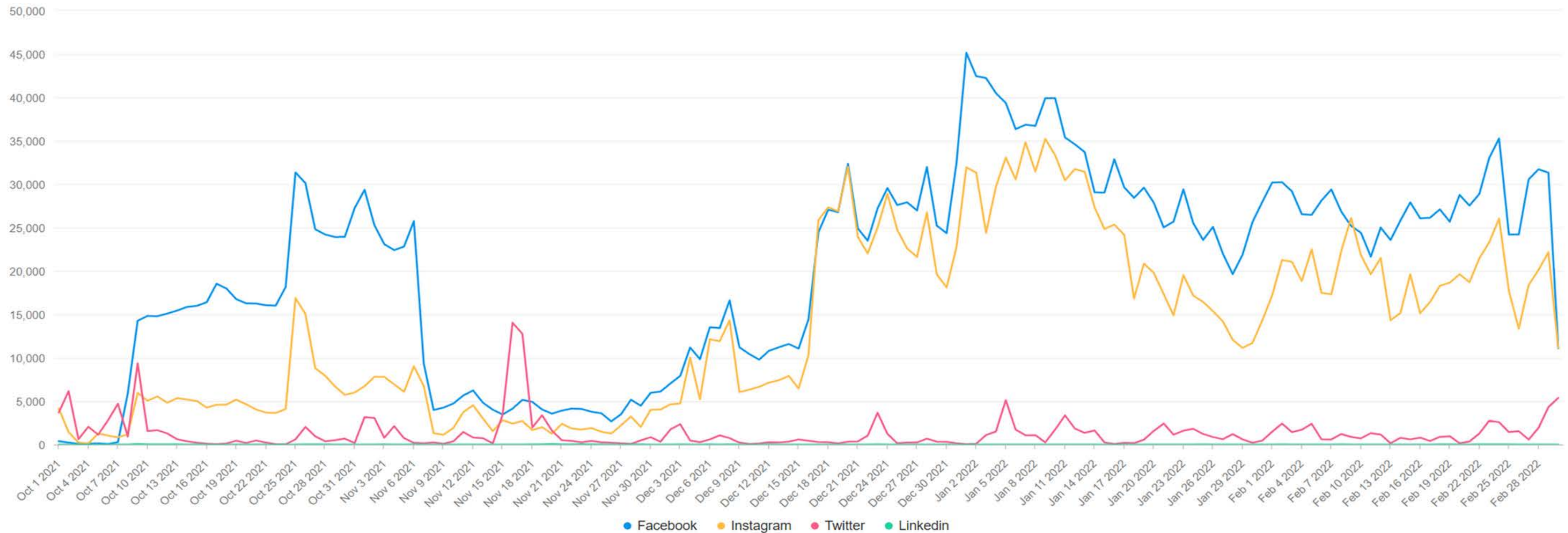




Overview of Marketing Analytics



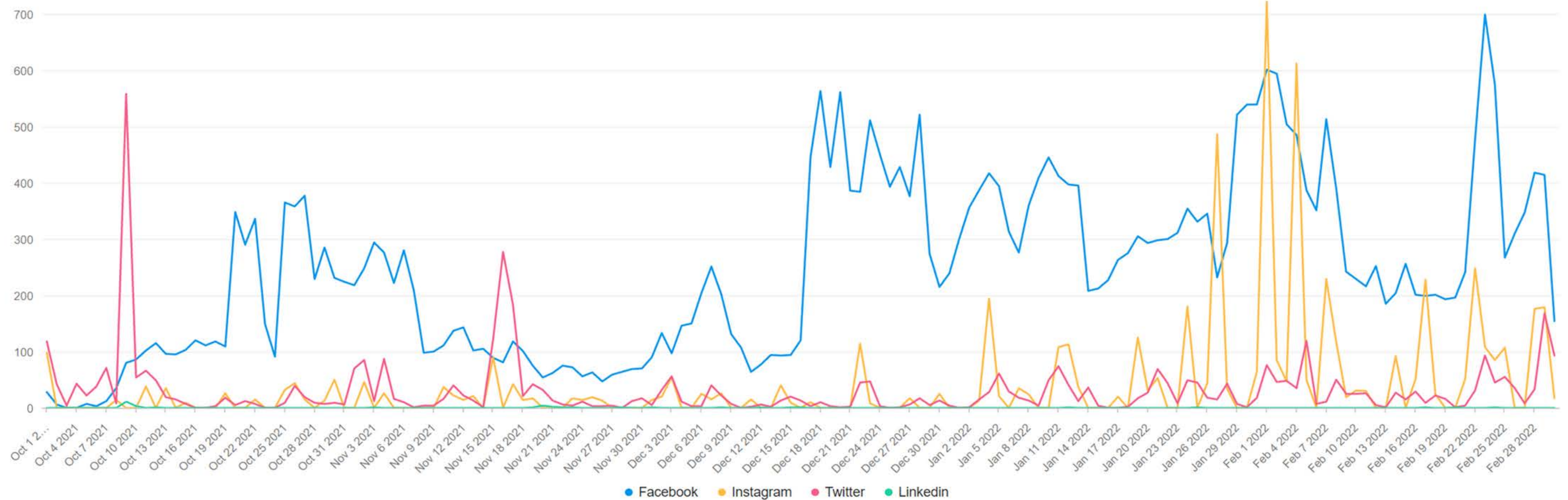
How are our Impressions Changing?



+123%

Overall impressions up by 5.35M, with Facebook performing at a higher rate & Instagram at close 2nd

Overview of our Engagements



+ 88 % | Overall engagement is up 88% by 48.2K,
with Facebook performing at a higher rate

Content in Multiple Languages



Vietnamese



Simplified Chinese



Spanish



Russian



Arabic

Financial Paid Podcast Analytics

8 Total Episodes

New episode released every other Friday
via YouTube & Major Podcast Applications

Topics Discussed

- Cash for College
- Resources for Undocumented Students
- Chafee Grant for Foster Youth
- March 2nd Priority Deadline

Notable Guest Speakers

- Student Commissioners
 - Caroline Alvarez and Leonardo Rodriguez
- California Youth Connection





Thank you!

Q & A Discussion



@CASTUDENTAID

VISIT US AT WWW.CSAC.CA.GOV

OUTREACHANDMARKETING@CSAC.CA.GOV