



**CALIFORNIA STUDENT AID COMMISSION
TELECONFERENCE MEETING MINUTES**

March 9, 2022

11:00 am

Virtual Meeting

Marlene L. Garcia (Executive Director)

COMMISSIONER

PRESENT:

Angel Rodriguez (Chair)
David Valladolid (Vice Chair)
Caroline Alvarez
Shannon Gary
Steve Ngo
David O'Brien
Leonardo Rodriguez

1. Call to Order and Roll Call

Committee Chair Angel Rodriguez called the meeting to order at 11:02 a.m.

Roll call was taken and a quorum was recognized.

2. Pubic comment on items not on the agenda

Commissioner Doplemore wanted to thank the Committee for their work and expressed her gratitude working on this Committee.

3. Committee Chair's Report

Committee Chair Rodriguez thanked former Commissioners who were part of the Committee. He proceeded to the first item on the agenda.

4. Approval of the Student Impact, Outreach and Communications Committee minutes of December 1, 2021 (Action)

There was no public comment.

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

Roll call vote:

In Favor (7): Alvarez, Gary, Ngo, O'Brien, A. Rodriguez, L. Rodriguez and Valladolid

Carried (7 to 0)

The Committee **APPROVED** the minutes of December 1, 2021.

5. Update on Cash for College Workshops (Information)

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

Mr. Lemus noted that the presentation will highlight an update on the financial aid cycle from October 2021 thru March 2022. Mr. Chikukwa presented an outreach overview of the Cash for College workshops for this financial aid cycle. Mr. Lemus presented an overview of the marketing analytics.

There was no public comment.

6. New Cal Grant texting initiative (Information)

Committee Chair Rodriguez invited Leslie Glover, Customer Services and Processing Unit Manager, and Kristen Trimarche, Enterprise Strategy and Performance Officer, to present item 6.

Ms. Trimarche presented an overview of the texting campaign kick off. Ms. Glover presented the targeted demographic of students and future phases.

There was no public comment.

7. Cal-SOAP Project Directors Report (Information)

Committee Chair Rodriguez invited Humphrey Manasca, Cal-SOAP Coordinator, Michael Lemus, Program Outreach and Marketing Manager, and Sonia Ramos, San Jose Cal-SOAP Project Director, to present item 7.

Mr. Manasca introduced and invited this year's Cal-SOAP's lead Project Director, Sonia Ramos, to present an update on Cal-SOAP. Ms. Ramos presented a 3-year trend of Cal-SOAP, regional efforts to encourage

financial aid completion, COVID-19 and great resignation impact to outreach efforts, and recommendations.

There was no public comment.

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

There was no new business to consider.

9. Adjournment

Committee Chair Rodriguez adjourned the meeting at 12:43 p.m.

ANGEL RODRIGUEZ
COMMITTEE CHAIR