

Item 6

(Information Item)

Update on outreach and marketing

SUMMARY:

This item provides a summary of the California Student Aid Commission's (Commission) Outreach and Marketing initiatives for the 2022-2023 financial aid application cycle and provides an update on the outreach plans for the September 2nd Community College Cal Grant deadline and the implementation of Assembly Bill 469 for the upcoming 2023-24 application year.

RECOMMENDATION:

This is an information item; no action required.

BACKGROUND:

The Cash for College (C4C) Program executed the most amount of workshops in its history during the 2022-23 application cycle. The previous record, set prior to the pandemic, was 1,100 workshops. As of May 27, 2022, a total of 1,374 workshops have been hosted and additional ones continue to be organized and held. The increased number of workshops correlated with an increased number of completed first-time high school senior financial aid applications which has improved California's national ranking for first-time Free Application for Federal Student Aid (FAFSA) filers from 20th to 15th in the country.

Throughout this application cycle, the Commission's Outreach and Marketing Team has released various communications, including postcards, emails and text messages to hundreds of thousands of students encouraging them to complete their applications. The Commission also utilized \$1,000 scholarships related to C4C workshops to increase attendance. 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 high schools, districts and community-based organizations to host a total of 1,374 (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 virtual event had over 1,323 registrants. Our Cash for College workshop had over 1,142 views and included a direct partnership with Senator Alex Padilla's office.
- The California Community Colleges 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 CCCCCO to execute Cash for College workshops for the Asian American and Pacific Islander and Latinx communities.
- The CCCCCO, 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.
- 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.
- Commissioner Steve Ngo and Sacramento State Director of Educational Equity Access and Equity Strategist, Dr. Chao Vang to host an Asian American and Pacific Islander (AAPI) centered virtual Cash for College workshop.
- 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

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Petrie Norris, Senator Dave Cortese, Assemblymember Thurston Smith, Assemblymember Kevin Mullin, Senator Umberg, and Speaker Rendon.

September 2nd Community College Cal Grant Deadline

The Outreach and Marketing Team is implementing the Community College student outreach plan in partnership with the CCCCCO. The goal is to communicate the September 2nd Community College Cal Grant deadline through the #ICanGoToCollege campaign. The campaign has partnerships with various media outlets such as iHeart Radio and is currently buying advertisements on television, radio, streaming platforms, community events, and entertainment festivals. These ads will be used to drive students to CSAC led Cash for College workshops beginning in August 2022.

Implementation of AB 469 (FAFSA/CADAA Requirement)

The Outreach and Marketing Team has been gearing up for the 2023-2024 financial aid application cycle. In preparation for AB 469 implementation, Commission staff are working on:

- Creating new Cash for College regional coordinating organizations to provide financial aid assistance in areas that are currently not covered.
- Developing various marketing materials, inclusive of digital and print media for partners across the state, that will center financial aid literacy, inclusive of how to fill out the FAFSA and California Dream Act Application (CADAA).
- Expanding upon its new texting platform to reach more students across California.
- Reaching out to school districts with the lowest financial aid application completion rates to prepare them for the upcoming application cycle.
- Collaborating with Cal-SOAP Consortiums on local Cash for College workshops.

RESPONSIBLE PERSON(S):

Edwin Chikukwa, Statewide Cash for College Coordinator
Policy and Public Affairs Division

Michael Lemus, Program Outreach and Marketing Manager
Policy and Public Affairs Division

ATTACHMENT(S):

Outreach and Marketing Presentation