



Outreach and Marketing **Updates**

Student Impact, Outreach and
Communications (SIOC) Committee
June 22, 2022



Outreach and Marketing Unit



Michael Lemus
Outreach and Marketing
Manager



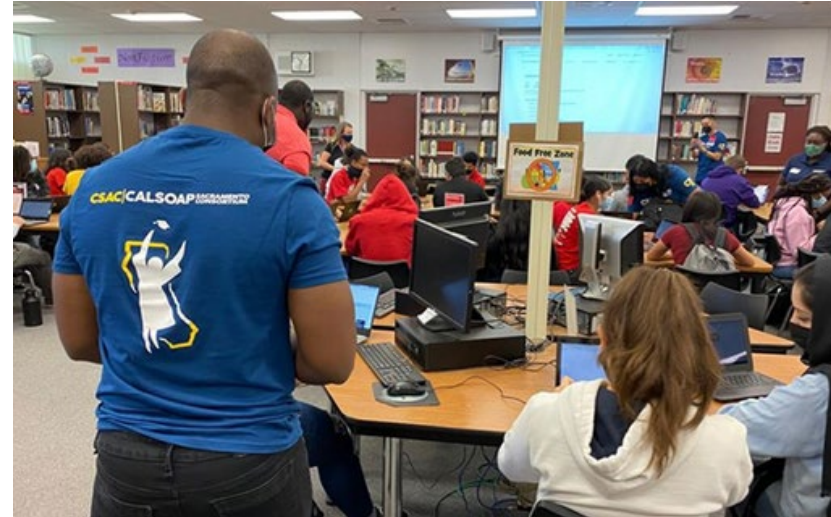
Edwin Chikukwa
Cash for College
Coordinator

Cash for College Outreach Overview

October 1, 2021-April 1, 2022



Cash for College Webinars & Workshops



1,376 Local Workshops
276 more compared to pre-pandemic
record of 1,100 Cash for College
Workshops

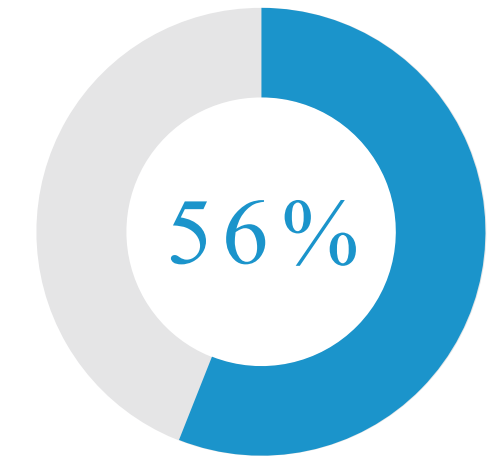
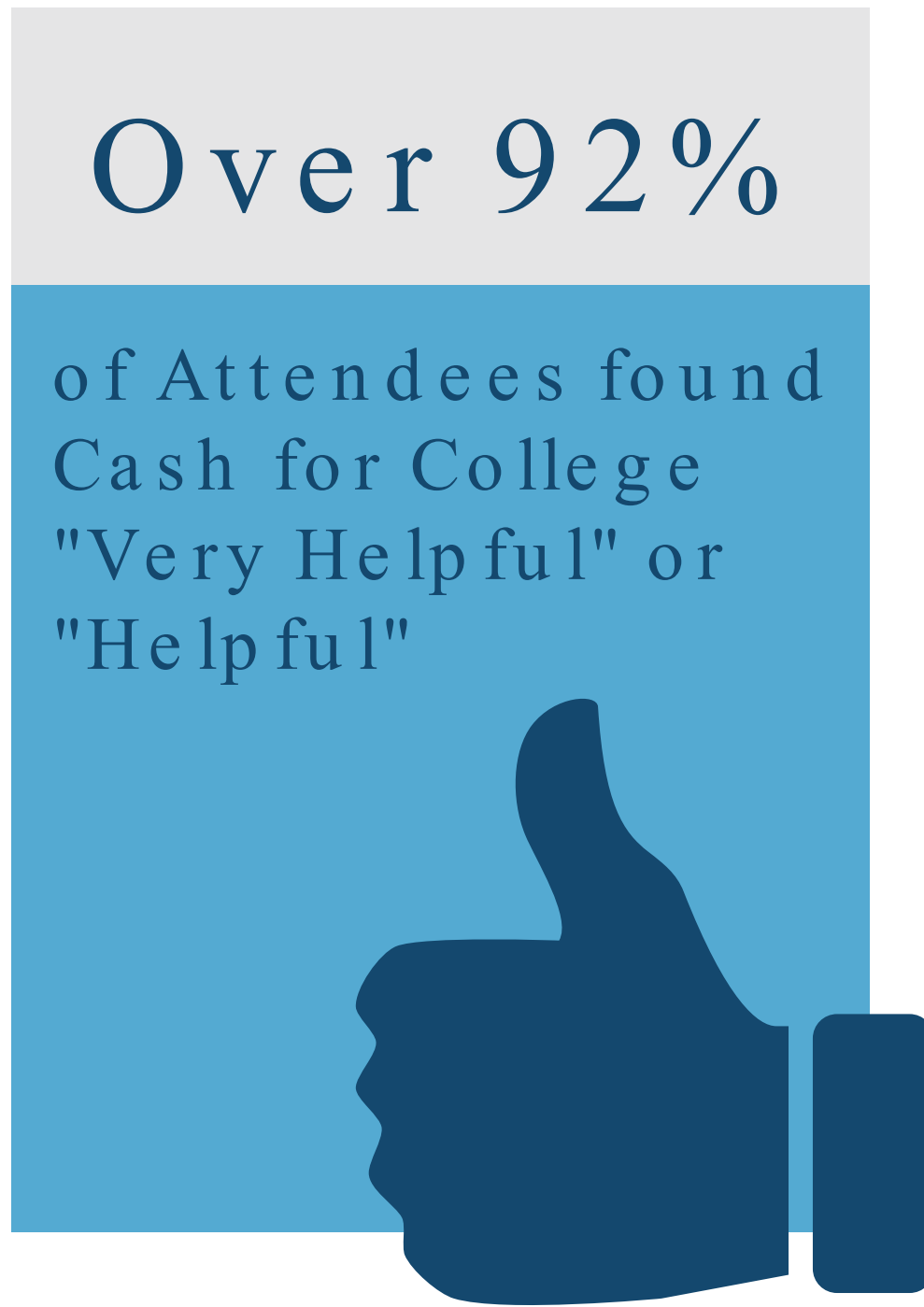
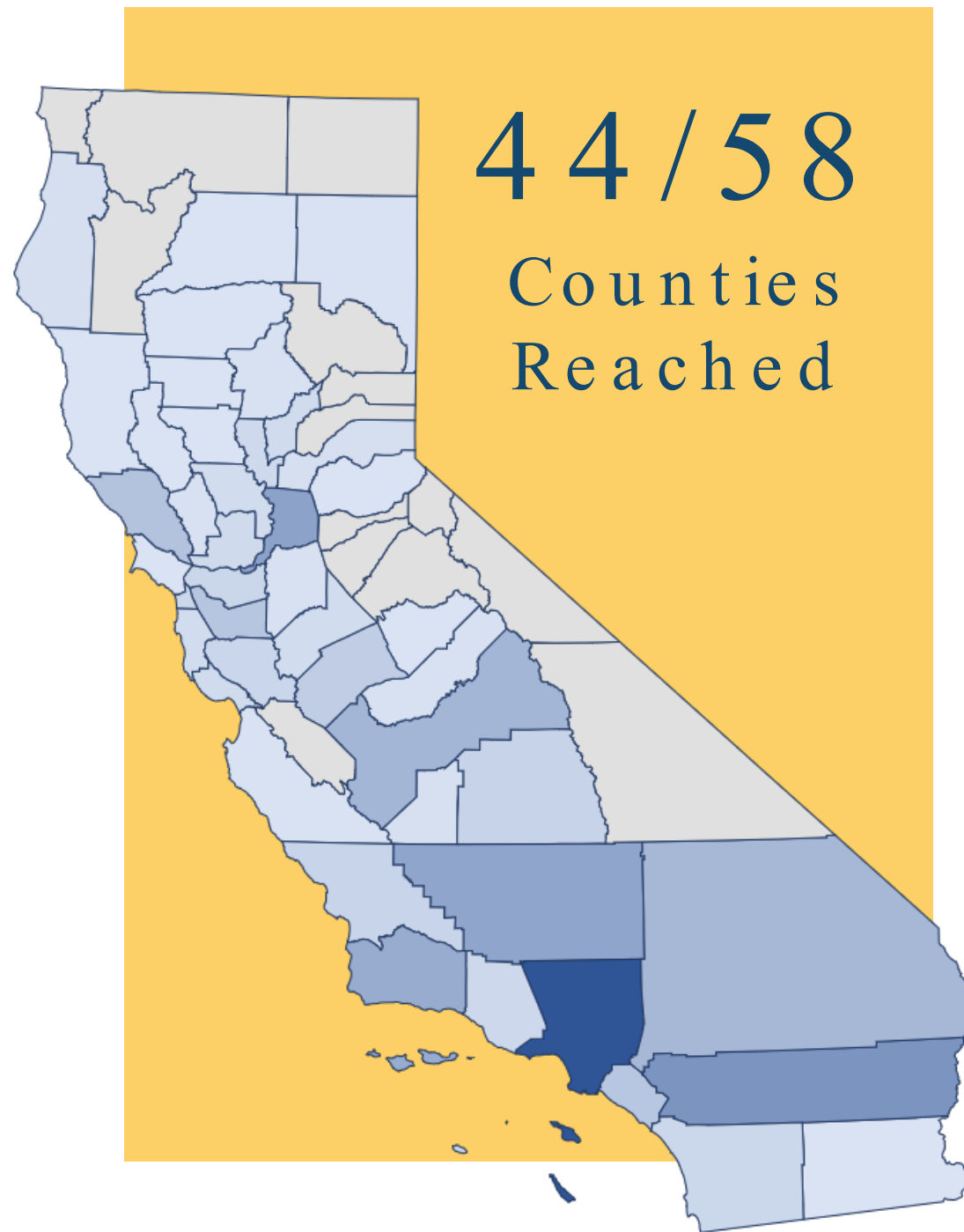


8 Statewide Webinars
407 Attendees
1,625 Registrants

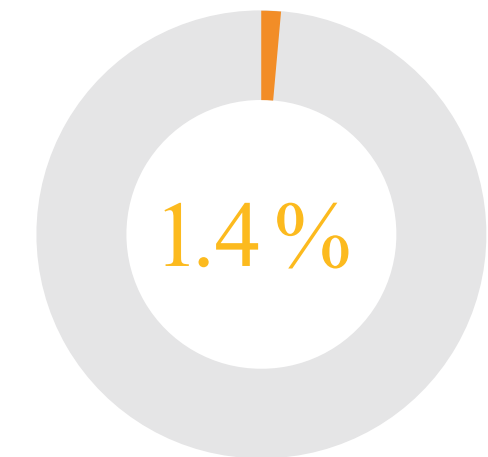


23+ Ad Hoc Webinars
Supporting Schools and
Government Official Constituents

What we've learned: 7,428 Surveys



First Gen Students



Current or Former Foster Youth

Train the Trainer (TTT)



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



Over 84%

of Participants
rated the training
as "Excellent" and
"Above Average"



Over 94%

of Participants
rated the trainers
as "Excellent" and
"Above Average"



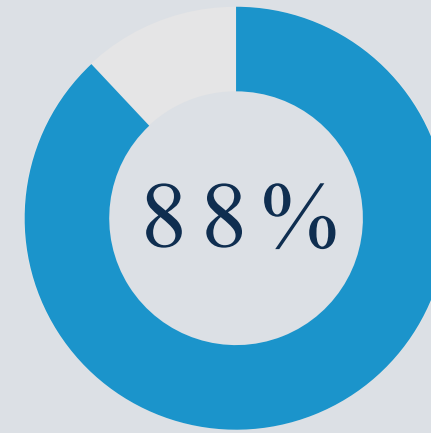
TTT Successful Outcomes



Los Rios Model and CCCCO Partnership

165
Attendees

426
Registrants



of surveyed Black/African
American attendees found
Cash for College

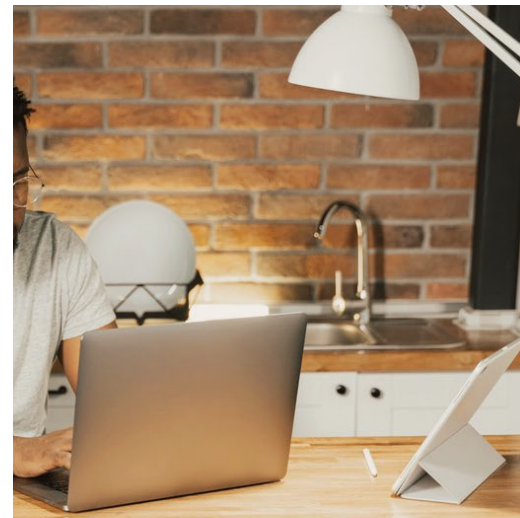
Helpful &
Very Helpful

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**

Lead up to September 2nd Community College Cal Grant Deadline



Pre-March 2nd
2021-2022

Aug 9
2022

Aug 16
2022

Aug 18
2022

Community College Focused

- Black Student Focused*
- Asian American & Pacific Islander Student Focused

Other Statewide Events

- Steps to College (Mexican Consulates)
- Youth Impacted by the Juvenile Justice system

American Indian Alaska Native Community

- Community College Chancellor's Office

Latinx Community

- Community College Chancellor's Office

Black Community

- Community College Chancellor's Office

“All in For
FAFSA/CA Dream Act”
(Assembly Bill 469)
Implementation





Regional Coordinating Orgs.

- 01 Sacramento
- 02 College Options
- 03 Santa Rosa
- 04 East Bay
- 05 Los Angeles
- 06 San Diego / Imperial
- 07 Inland Empire
- 08 South San Joaquin Valley / Kern
- 09 10,000 Degrees
- 10 Cal-SOAPs



CSAC Oct. 1 Launch 2022-23



TV, Radio, Public Transit Ads



Social Media Tool Kits



Paid Social Media
Advertisements



Design Marketing Material



Scholarships for
local/hybrid events



In-Person
Outreach Events



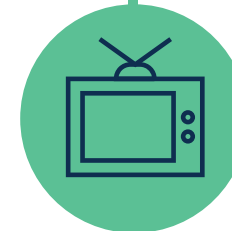
CSAC Marketing Materials



"All in For FAFSA/CA
Dream Act" (AB 469)
Landing Page



Educational/Informational
Materials



Communications Plan



Texting Opt-In



How Can Commissioners Help?





Thank you!

Q & A Discussion



@CASTUDENTAID

VISIT US AT WWW.CSAC.CA.GOV

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