

Item 6

(Information Item)

Update on All-In FAFSA/CA Dream Act campaign

SUMMARY:

The California Student Aid Commission (CSAC) staff will share an update on the “All In for FAFSA/California Dream Act” (“All-In”) campaign efforts underway. This campaign supports local education agencies in their continued implementation of AB 469 and universal financial aid applications for high school seniors in the 2022-23 academic year for the 2023-24 application year.

RECOMMENDATION:

This is an information item; no action is required

BACKGROUND:

Assembly Bill 469, which requires high schools, continuation schools, and school districts (i.e., local education agencies) to ensure that all California high school seniors complete a financial aid application unless the student has formally submitted an opt-out waiver, is now in effect for the 2022-2023 academic year. To support this new requirement, the CSAC has:

- Published a model form that local education agencies may utilize in providing students, parents, and counselors the ability to opt-out for applying for financial aid.
- Developed a model acceptable use policy for the secure handling of parent, guardian, and student personal information gathered by the local educational agencies.
- Finalized a data sharing agreement with the California Department of Education to improve the accuracy of the financial aid application completion data shared with local education agencies, and,
- Created a new WebGrants report that will assist in tracking financial aid application completion data for each student by high school.

The CSAC has branded its efforts to support implementation of AB 469 as the “All In for FAFSA/CA Dream Act” campaign to be more inclusive of a wider audience of students, families, educators, community-based organizations, elected officials, and more. The goal of “All In” is to expand access to financial aid to thousands of students who may

California Student Aid Commission Student Impact, Outreach and Communication Committee

have otherwise not been aware of these opportunities. CSAC is positioning itself as the central resource to our partners in assisting them with the implementation of the “All In” campaign using workshops, social media, training events, resources, and virtual webinars.

The CSAC has also created an “All-In” landing page to centralize the various resources available to our partners that includes information on:

- Cash for College workshops and webinars
- Train the Trainer Program
- Data resources
- Various marketing materials
- Educator toolkits
- Local organizations who provide support and resources such as the project consortia supported by the California Student Opportunity and Access Program and Cash for College Regional Coordinating Organizations

CSAC staff are partnering with local entities to host several events to help bring attention and media coverage to the start of the “All In” campaign and California’s new approach to ensuring that students access the financial aid available to them.

RESPONSIBLE PERSON(S):

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

Jake Brymner, Deputy Director
Policy and Public Affairs Division