

# Item 12

## (Information Item)

### Update on Black Students outreach efforts

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**SUMMARY:**

Commission staff will present on a new Black Student Outreach Initiative and other efforts to help support Black students in applying for financial aid.

**RECOMMENDATION:**

This is an information item; no action required.

**BACKGROUND:**

To address the financial aid equity gaps that Black students face, California Student Aid Commission (Commission) Executive Director Marlene Garcia convened an internal staff workgroup. This workgroup first met in the Fall of 2022 and has launched a Black Student Outreach Initiative with a projected timeline through March 2, 2024. The workgroup efforts include roundtable discussions with Commissioners Debra Maxie and Juanita Doplemore and other Black leaders from across California representing various organizations, outreach for specific communities in targeted counties, and marketing campaigns.

The first roundtable meeting was held on Jan 17, 2023, and brought together 20 leaders representing education, financial aid professionals, faith leaders, and more to provide feedback to the Commission. The roundtable produced rich conversation on next steps, including parent and student involvement, addressing parental trust issues, and adjusting marketing messaging. The workgroup will continue to meet internally and will meet again externally with the roundtable group later this spring.

Additionally, the Commission has partnered with the California Community College Chancellor's Office, Assemblymember Mike Gipson's Office, the California Legislative Black Caucus, and various Black community-based organizations to coordinate a statewide Cash for College webinar focused on reaching Black students and their families. The Commission has also participated in various Black College Expo events across the state including those held in Sacramento, Los Angeles, Oakland, and San Diego.

**RESPONSIBLE PERSON(S):**

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

Jake Brymner, Deputy Director  
Policy and Public Affairs Division

# California Student Aid Commission

## ATTACHMENT(S):

Black Student Outreach Efforts presentation presented on March 9, 2023