



Update on Black Students Outreach Efforts



Disproportionate Access to Quality K-12 Education

- Overcrowded classrooms
- Racial disparity
- Fewer college prep courses



Community College Attendance

- 72% of Black undergrads attend California Community Colleges
- Only 3% transfer within 2 years; only 35% within 6 years
- High need for remedial math and English courses



Completion

- 66% of Black adults have attended college
- 34% of Black adults have an associates or bachelor's degree

State of Higher Education for Black Californians

Black Student Outreach Efforts

Purpose



Purpose: The California Student Aid Commission recognizes the persistent equity gaps faced by Black students in California in both K-12 educational settings and higher education. As the state agency tasked with promoting and administering financial aid for all students in California, we want to address the disconnect between the services we offer and communities who could benefit from them, including Black students and families.





Black Student Outreach Efforts

Vision



Vision: All students deserve the opportunity to pursue higher education. Every student can be college bound, and we have the financial resources to help. We believe that students and professionals should work together to increase the access to information about financial aid to Black communities.



Black Student Outreach Efforts

Commitment



Commitment: We are committing to expanding our existing programming to better serve Black students and their families. This means:

- Offering more workshops for families and students
- Reaching out to support existing community organizations such as youth groups, churches, and Black fraternities and sororities
- Developing specific messaging campaigns for Black families.

How is the Commission Responding?

CA Student Aid Commission



Presented on March 9, 2023

Deliverables



Creation of Black Student Outreach Initiative



Convene Roundtable with Black leaders from across the state



Targeted Cash for College workshops with Community College Chancellor's Office



Black College Expos

Presented on March 9, 2023

CA Student Aid Commission



Creation of Black Student Outreach Roundtable



Bring various Black community leaders across the state to:

- ✓ Listen to community leaders to understand existing resources and systemic barriers
- ✓ Explore access to financial aid for Black families
- ✓ Discuss solutions to address racial disparity in the community



What we learned from Black Student Outreach Roundtable



Key takeaways from roundtable held in January 2023:

- ✓ Cultivate additional attention on parent and student voices within the community to get the message across
- ✓ Develop a list of financial aid talking points for community leaders to share
- ✓ Create and amplify distinct messaging for Black students and families
- ✓ Gain parental trust as it pertains to submitting documents for financial aid purposes (e.g., tax documents)

What's next?

- ✔ Continue dialogue with roundtable participants
- ✔ Specialized outreach & partnership building
- ✔ Cash for College event planning
- ✔ Create distinct advertising campaigns
- ✔ Develop PSAs and engage influencers to amplify the message
- ✔ Maintain relationships with community leaders and build rapport with parents





Thank you!



@CASTUDENTAID

CA Student Aid Commission
Department: Outreach and Marketing
Email: outreachandmarketing@csac.ca.gov

Presented on March 9, 2023