



CSAC|CALSOAP

Program Updates

What is Cal-SOAP?

CA Student Aid Commission

Presented on March 9, 2023



Cal-SOAP

Purpose



Purpose: The California Student Opportunity and Access Program (Cal-SOAP) was created to increase accessibility of postsecondary educational opportunities for students who are from low-income families, first in their families to attend college, students who are from schools or geographic regions with documented low-eligibility or low college participation rates, and students who are homeless youth in various communities throughout California. There are 16 Cal-SOAP consortia across the state.





Cal-SOAP Services



Services: Every year, Cal-SOAP's plan activities and services that support students in college access, admission, and financial aid completion. COVID-19 exacerbated the need to support students in completing financial aid applications and Cal-SOAP has been instrumental in supporting students and their families complete financial aid applications remotely and in-person.



Cal-SOAP Modernization

Senate Bill (SB) 737



SB 737: The 2022-2023 academic year showed how Cal-SOAP consortia continue to adjust and innovate during the implementation of the Commission's sponsored-bill, SB 737 (Limón), which requires Cal-SOAP projects to focus primarily on providing financial aid awareness and application assistance in addition to college preparation services to students and families through targeted outreach metrics and data collection.

What has the implementation of SB 737 looked like?

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Presented by Nisha...

Deliverables



Adoption of a Cal -SOAP wide student database, known as Lacai



Expansion of financial aid activities and services



Direct role in the implementation of “All in for FAFSA/CA Dream Act” campaign.



Data

- Usage of statewide Cal -SOAP student database known as Lacai
- Continuous work with WestEd on data reporting, learning outcomes, and program evaluation
- Continuous work on targeted outreach based on FAFSA/CADAA completion rates
- Race to Submit



Data

- Students that received some type of Cal -SOAP service had a FAFSA/CADAA completion rate of 60.2% compared to 48.2% for students that didn't receive a service
- Over 180k reported services from Lacai
- Various targeted events have involved Cal -SOAPs across the state in outreach and marketing efforts

Cal-SOAP and Cash for College

Focus on Regional Partnerships



Working directly with 16 Cal-SOAP Consortiums (CA Student Opportunity and Access) and 10 Cash for College RCOs (Regional Coordinating Organizations) in **expanding our reach** by:

- ✓ Staffing various outreach events (fairs, expos, etc.)
- ✓ Hosting Cash for College workshops (online and in person)
- ✓ Developing key partnerships with schools, community-based organizations, etc.



Cal-SOAP and RCOs recruiting folks to get trained & certified to host Cash for College Workshops through the Train the Trainer Program



Cal-SOAP

Best Practices

Sacramento Consortium

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Cal-SOAP Sacramento Outreach



- ✓ Completed 122 FAFSA/CA Dream Act Application (CADAA) classroom visits
- ✓ “Ask An Expert” Virtual Office hours for local school districts
- ✓ Cash for College Days at Cal-SOAP serving schools with additional outreach to schools with lowest FAFSA/CADAA completion rates
- ✓ Dedicated “All in for FAFSA/CA Dream Act” campaign Cal-SOAP Consortium meetings
- ✓ Expanded on partnerships and went into new schools
- ✓ Partnered with CSAC on Feria de Educación, Steps to College, and statewide Cash for College webinars

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Cal-SOAP Sacramento Data

- ✓ Adoption of Lacai student database system
- ✓ Usage of WebGrants reports to make data informed decisions
- ✓ Partnered with CSAC on outreach campaign dedicated to reaching schools with 40% or less FAFSA/CADAA completion rates within the Sacramento region
- ✓ Usage of CSAC data tools such as Tableau and Race to Submit

Cal-SOAP Sacramento Social Media

- ✓ Promotion of Cash for College Workshops
- ✓ Creation of educational materials
- ✓ Showcasing of events
- ✓ Cross-marketing of CSAC social media marketing including “All in for FAFSA/CA Dream Act” campaign materials
- ✓ Used for recruiting of college success coaches

Cash 4 College Workshops
THIS WEEK

FREE Help on your FAFSA/CA Dream Act Application!

Tuesday 12/6	Delta High *IN PERSON Time: 6:00 - 8:00 PM Address: 52810 Netherlands Rd, Clarksburg, CA 95612
Wednesday 12/7	MET Sacramento *IN PERSON Time: 6:00 - 8:00 PM Address: 810 V St, Sacramento, CA 95818
Wednesday 12/7	Foster Youth Event *IN PERSON Time: 5:30 - 7:30 PM Address: 925 Del Paso Blvd. Suite #500 Sacramento, CA 95815 (back of SETA building)
Wednesday 12/7	Vista Nueva High *IN PERSON Time: 6:00 - 7:30 PM Address: 2035 North Ave, Sacramento, CA 95838
Thursday 12/8	Franklin High *VIRTUAL Time: 6:00 - 8:00 PM Zoom ID: 941 8178 9912

CSAC CALSOAP SACRAMENTO CONSORTIUM **SCOE** Sacramento County Office of Education **CSAC CASH FOR COLLEGE**

What's next for Cal-SOAP?

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Cal-SOAP

High Level Updates

- ✓ Adoption of grant proposal and one-year contracts
- ✓ Adoption of upfront funding process
- ✓ Continuous development of student level data reporting
- ✓ Targeted outreach and expansion of CSAC/Cal-SOAP partnership
 - E.g. Northstate Event
 - E.g. Merced Event
 - E.g. San Diego Event
- ✓ Expansion of marketing and social media for all Cal-SOAPs



Thank you!



@CASTUDENTAID

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