



California Student Aid Commission Goals and Activities for 2023-24

Overarching Goals:

1. Build sustainable systems and structures to carry forward the work of CSAC.
2. Focus on improving how we communicate and reach all students by meeting them where they are.
3. Simplify the financial aid process for students, parents, and educators.

Goal 1: Improve CSAC's capacity to deliver Cal Grants and state financial aid smoothly and efficiently, particularly in light of the new FAFSA/CA Dream Act Application completion requirement and the Better FAFSA.

Key Activities:

- Expand texting initiative to urge high school seniors to complete their FAFSA or CA Dream Act Applications and follow-up with those who have submitted but not completed.
- Improve website management to keep pace with new information and changes needed to serve the needs of students, K-12 and higher education institutions, parents, researchers, and policy experts.
- Strengthen the effectiveness of student communications once a student applies for financial aid and develop more coordinated approach to communicating with them.
- Expand number of educator workshops that meet the field's needs to help students complete the Better FAFSA and CADAA.
- Convene the College Affordability Summit with the goal of doubling in-person participation and providing timely information on the Better FAFSA/CADAA and launch date.
- Launch K-12 AI chatbot at 20-25 school districts to work with students to complete a FAFSA or a CA Dream Act Application.
- Launch a community college AI chatbot that targets first-year students at a select number of community colleges to complete a FAFSA or a CA Dream Act Application and apply for CalFresh benefits.
- Design and implement new budget bill changes specifically for Middle Class Scholarship expansion for foster youth, Golden State Teachers expansion and

the financial aid priority deadline extension to accommodate delays in the Better FAFSA/CA Dream Act Application.

- Design and implement the new Public Interest Attorney Loan Repayment Program in the 2023-24 year.

Goal 2: Strategically target outreach and marketing efforts to inform students of financial aid opportunities and drive greater FAFSA/CADAA completion, especially targeting hard to reach populations.

Key Activities:

- Conduct research to understand how to reach underserved populations, such as non-A-G high school seniors, undocumented students, men of color and adult learners.
- Develop new outreach and marketing efforts that target specific audiences using specific platforms, such as TikTok, Instagram, Facebook, billboards and others.
- Develop a parent outreach strategy to urge involvement in the FAFSA/CADAA completion process.
- Increase the number of community partners that sign-up for Train the Trainer and host Cash for College workshops. Provide each with community partner tool kits.
- Send educator tool kits to all high schools and provide to educators at workshops.
- Building internal Marketing and Outreach team capacity.

Goal 3: Strengthen policy and advocacy leadership to advance key issues that more effectively address the financial and basic needs of students and leverage all resources to make postsecondary education accessible.

Key Activities:

- Work with the college affordability coalition to seek the final investment in 2024 that fully funds and implements the Cal Grant Reform Equity Framework.
- Make progress in advancing key recommendations from the Commission's CalFresh Report recommendations.
- Continue implementing policy and communications recommendations from the Renewing the Dream report.

Goal 4: Leverage the Commission's student data base to develop critical financial aid research that helps better inform Commission policies that serve the needs of today's students.

Key Activities:

- Conduct data analysis and research to determine ROI of a Cal Grant as one factor in student success.
- Expanding the use of dashboards internally and externally to illuminate student data trends.
- Leverage the food and housing survey to amplify the continuing basic needs of students.
- Build out community college financial aid completion data dashboard modeled similarly to the K-12 Race to Submit Dashboard.
- Continue building the Commission's data base that provides FAFSA/CADAA completion and submission rates by race and ethnicity.
- Work with researchers to determine first-year impact on student completion of a FAFSA or CADAA.
- Leverage internal data analytics for the continuous improvement of programs and outreach efforts.

Goal 5: Continue building internal organizational finance and administrative infrastructure, increasing staff resources, improving automation of key agency functions and strengthening cyber security.

Key Activities:

- Fill key IT vacancies and build out robust recruitment strategy.
- Strengthen security protections for CSAC.
- Complete a 3-year strategic roadmap for IT.
- Strengthen career advancement classification ladders for retaining CSAC talent.
- Strengthen succession planning for key leadership roles at CSAC.
- Continue assessing organizational chart to optimize staff performance in achieving priority goals and deliverables.
- Continue developing Administrative and IT policy manuals and procedures.
- Update IT infrastructure to ensure sustainability and scalability.
- Streamline and automate internal operations and staff support systems.
- Provide training and documentation of key business processes to strengthen the governance of the organization.
- Develop regulation framework and complete necessary regulations for new programs and program changes.