

CSAC



CALIFORNIA
STUDENT AID
COMMISSION



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SOIC Committee

Presented on September 6, 2023

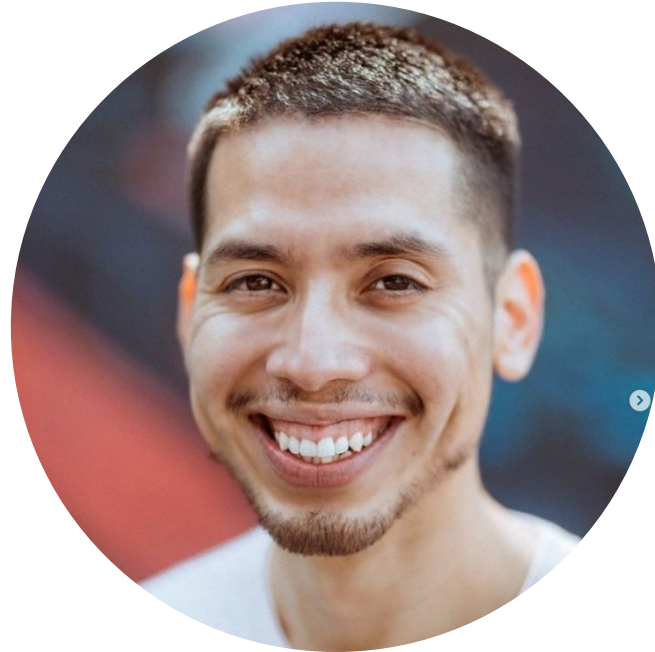


Outreach and Marketing Updates

SIOC Committee | September 6, 2023



Outreach & Marketing Unit



Michael Lemus

Outreach & Marketing
Manager



Jake Brymner

Policy & Public Affairs Division
Deputy Director

Cash for College (C4C) Outreach Overview

Post-March 2nd Priority Deadline



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Presentation Curriculum

Value Proposition of College



Influencers & Entrepreneurs

Majoring in **Marketing, Communications, and Business** can help with building up foundational skills and networking!



Gamers

Majoring in **Video Game Design, Software Engineering, and Special Effects Technical Art** can set you apart from the competition!



Athletes

Majoring in **Kinesiology, Sports Management, and Sports Medicine** will keep you around the active lifestyle and sports you love!

Put Your Degree to Use!

Why Go to College?

Sacramento State (CSUS)

BA in Communication & Minor in History

- First Gen, transfer student
- Used on-campus resources:
 - Dream Center, Associated Students, TKE Fraternity

Networking is a huge part of the college experience!



Israel

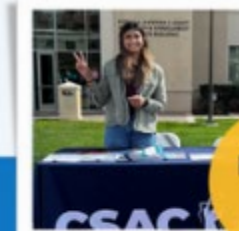
CADAA Filer

UC Davis

BA in Nutrition Science, Exercise Bio, & Public Policy

- First to leave home
- Most aid covered; took some loans & a job
- Work study at Financial Aid office

Found my way back to financial aid to help support students



Komal

FAFSA Filer

San Diego State University

BA in Communication & Minor in History

- Student Identity
- On-campus resources utilized
- Skills acquired

Most important takeaway!



Jared

FAFSA Filer



Presentation Curriculum

Shared College Resources Available to Students!



Do colleges offer services to help me with basic needs?

CA community colleges help students meet basic needs so they can spend more energy on their education

Supports include:

- ✓ On-Campus Housing
- ✓ Food Pantries/Free Money for Groceries
- ✓ CalFresh Benefits
- ✓ Transportation

Visit [ICanGoToCollege.com](https://www.icango.college.com) to locate a basic needs support services contact at your local community college

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Extended Opportunity Programs & Resources (EOPS)

- Academic Advising
- Counseling
- Get connected with other on-campus resources
- Build community and connect with other students in the program

Services for Students with Disabilities (DSPS)

Services can include:

- ✓ Priority registration
- ✓ Specialized counseling and scheduling
- ✓ Mobility assistance
- ✓ Specialized tutoring and test proctoring
- ✓ Transcription services
- ✓ Interpreter services for hearing impaired or deaf students
- ✓ ...and more!

Next steps: Contact your college's DSPS office to schedule an intake appointment with their counselor



Dreamer Resource Centers

Examples of Services


- Counseling Services
- Immigration Services
- Financial Aid Counseling

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NextUp

Real opportunities for foster youth

- Assists nearly **13,000** current or former foster youth enrolled in California's community colleges
- Services can include:**
- ✓ Help with books and supplies
- ✓ Tutoring
- ✓ Transportation
- ✓ Food and emergency housing





Student Health & Counseling

Resources

- ✓ Health
- ✓ Psycho
- ✓ Crisis in
- ✓ First aid
- ✓ Comm


CALIFORNIA COMMUNITY COLLEGES HEALTH & WELLNESS



IMMIGRANTS RISING

TRANSFORMING LIVES THROUGH EDUCATION

Empowering undocumented students in their college & career path



Educators Are Talking About Immigrants Rising

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Rising Scholars Network

- Opportunity to relaunch your life and make new contacts, friends, and networks
- Connect with staff and students that understand your story and get connected with resources

JOE LOUIS HERNANDEZ
RISING SCHOLAR COORDINATOR
CALIFORNIA COMMUNITY COLLEGES

CALIFORNIA COMMUNITY COLLEGES

Student Support



American Indian & Alaska Native Student Support

Asian American & Pacific Islander Student Support

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Cash for College Webinars & Workshops



1,448+ Local Workshops
From October 1, 2022 to August 30, 2023



17 Statewide Webinars

- 640 Attendees
- 2,014 Registrants



14+ Ad Hoc Webinars

Partnering with Schools, Organizations,
and Government Officials



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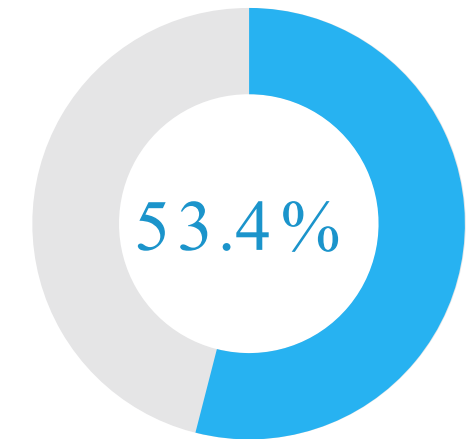
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What we've learned: 8,225 Surveys

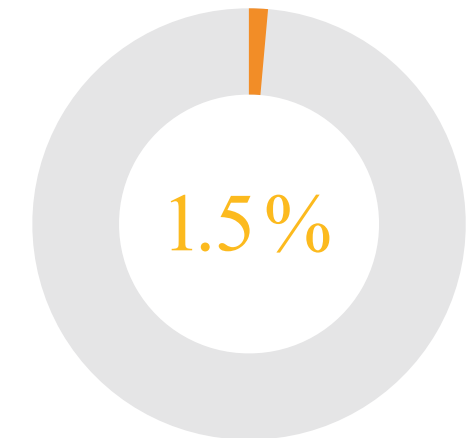


Over 88%

of Attendees found
Cash for College
Very Helpful
or Helpful



First Gen Students



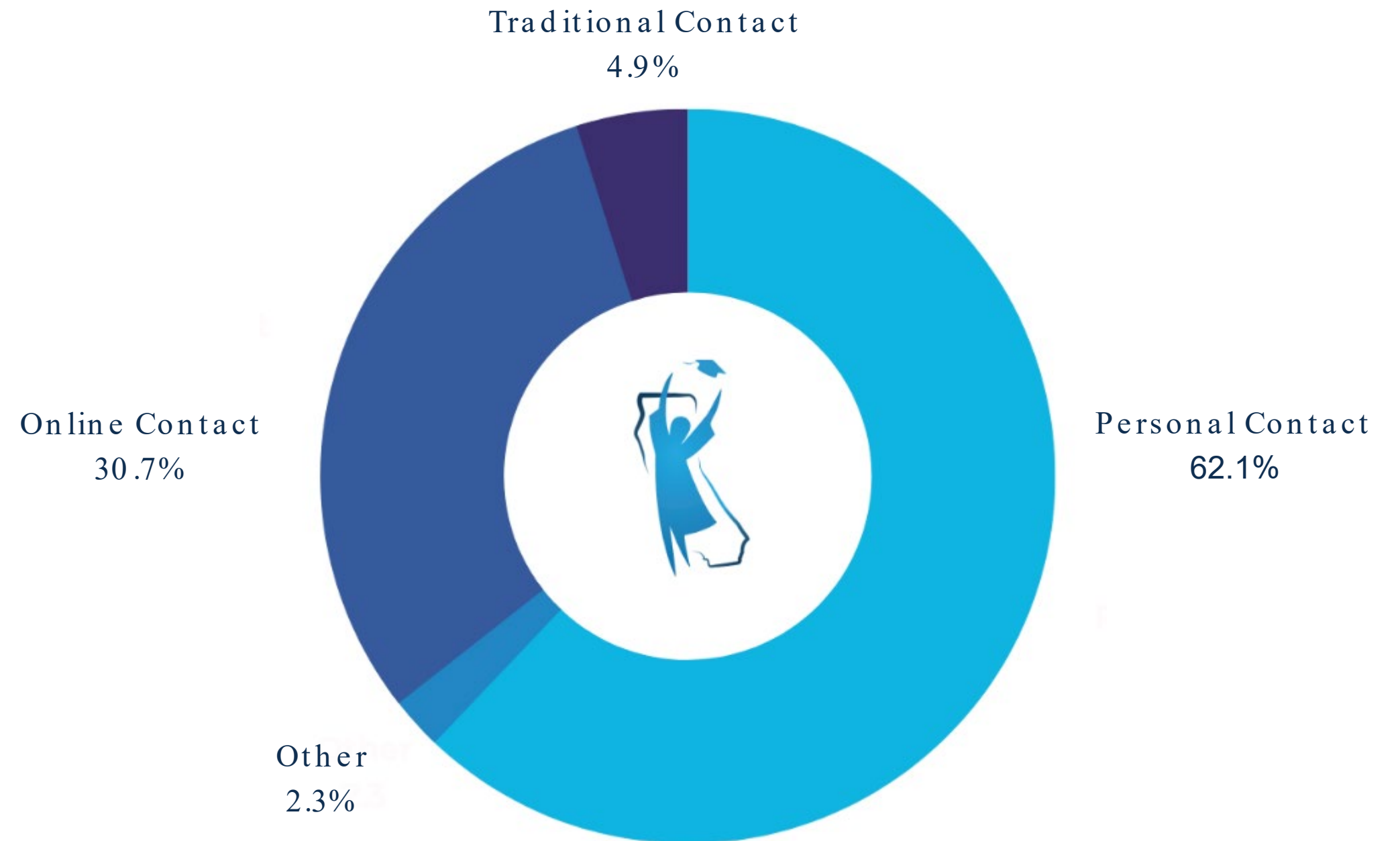
Current or Former
Foster Youth



C4C Marketing Feedback

"How did you hear about our Cash for College Workshop?"

- 1 Personal Contact (62.1%)**
School Staff, Counselors, Teachers,
Community Organizations
- 2 Online Contact (30.7%)**
Emails, Social media, Websites
- 3 Traditional Contact (4.9%)**
Phone Calls, Mailings, Postcards
- 4 Other (2.3%)**

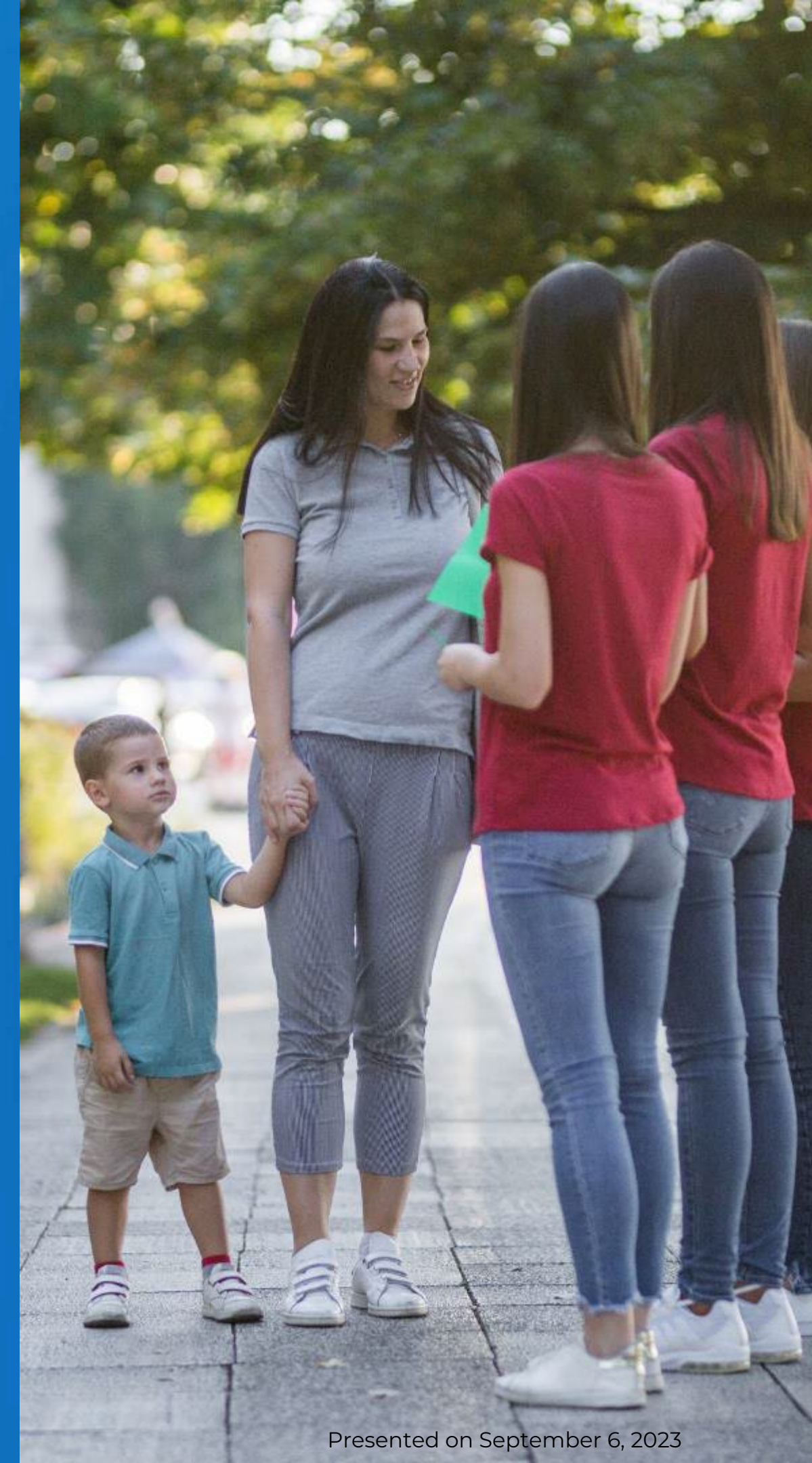


All in for FAFSA/CADAA September 2 Campaign



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Sept. 2 Outreach Efforts

72% CA Dream Act & FAFSA Completion Rate



In-Person Outreach Events

Santa Rosa Junior College Welcome Day
Black Girl Joy Festival



Statewide Webinar Events

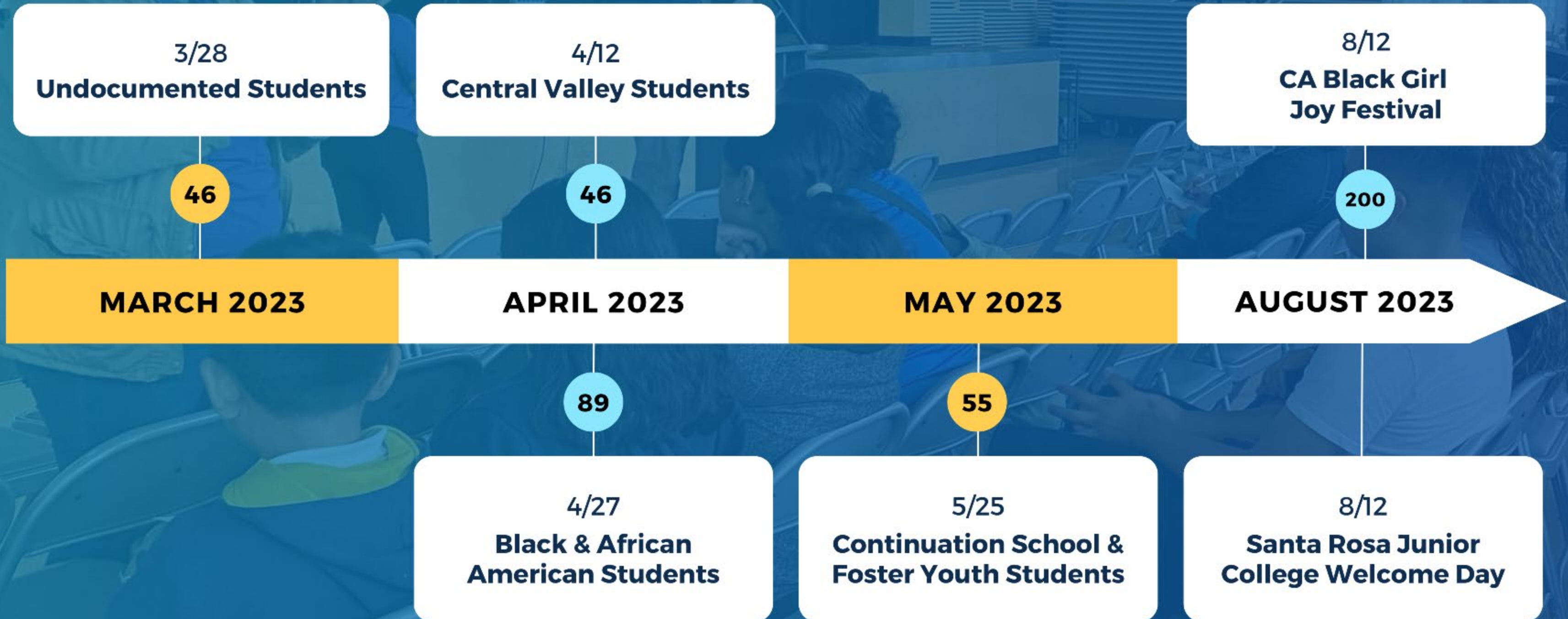
Co-hosted with Community College Chancellor's Office



Partnered with Regional Coordinating Organizations

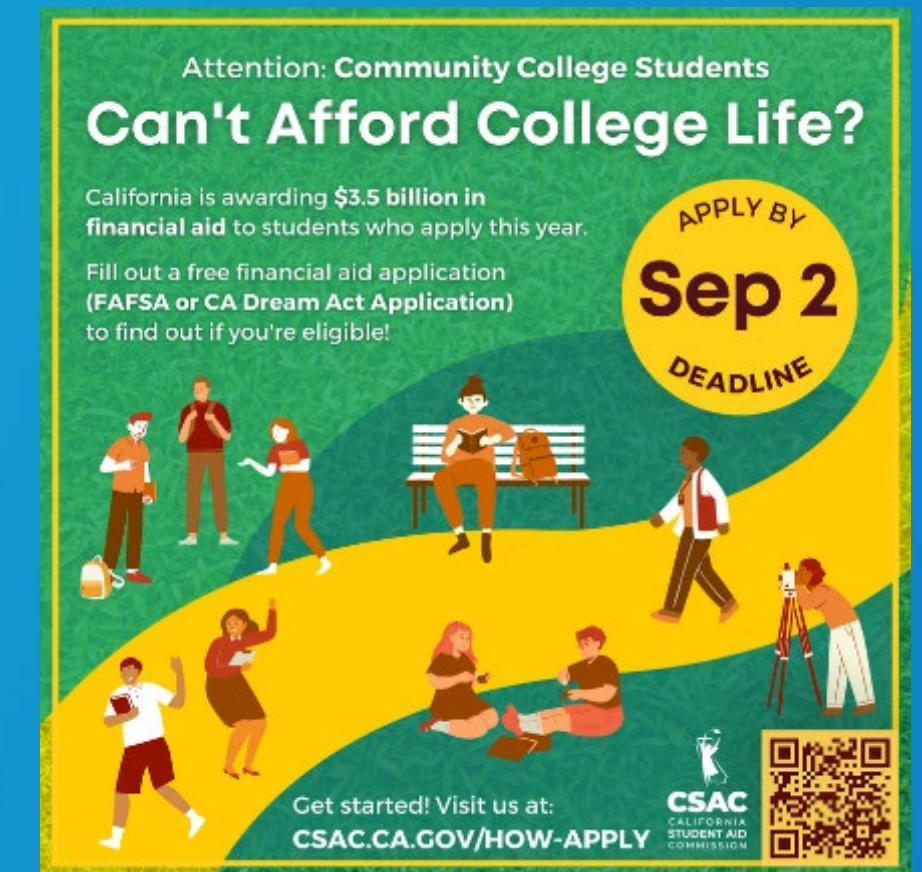
5 RCOs opted in to assist with our campaign and received additional funding to continue hosting workshops and marketing through 9/2 deadline

Specialized Outreach Overview



Marketing Efforts

- 01 New Sept. 2 Graphics & Posters
- 02 Email Marketing to 3,000+ People
- 03 Paid Ads on Social Media
- 04 Postcards
- 05 PSA Videos
- 06 Texting Campaign



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Paid Advertising

\$26,100

Amount Spent

1,050

Followers Gained

4,300,000 Impressions

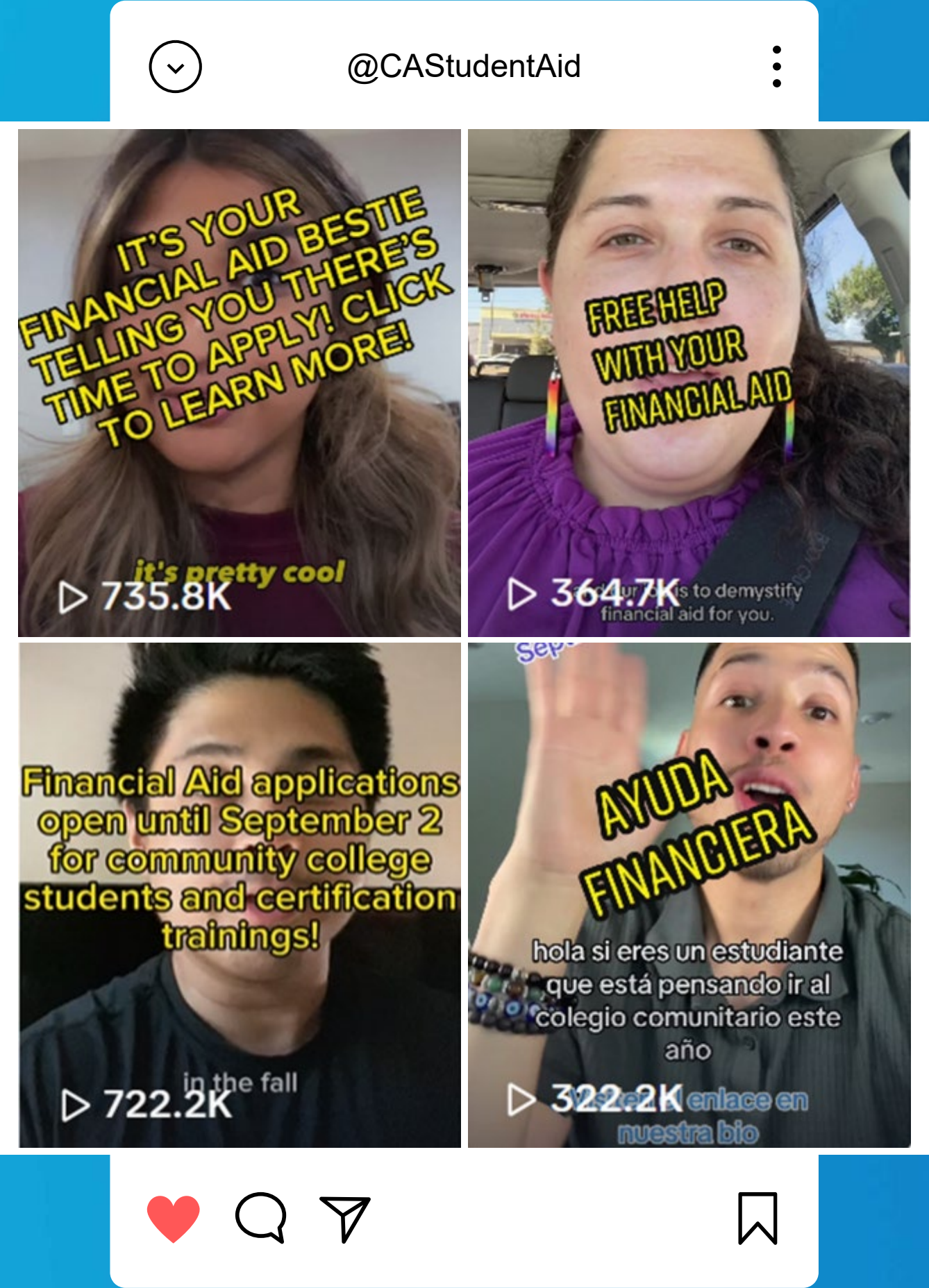
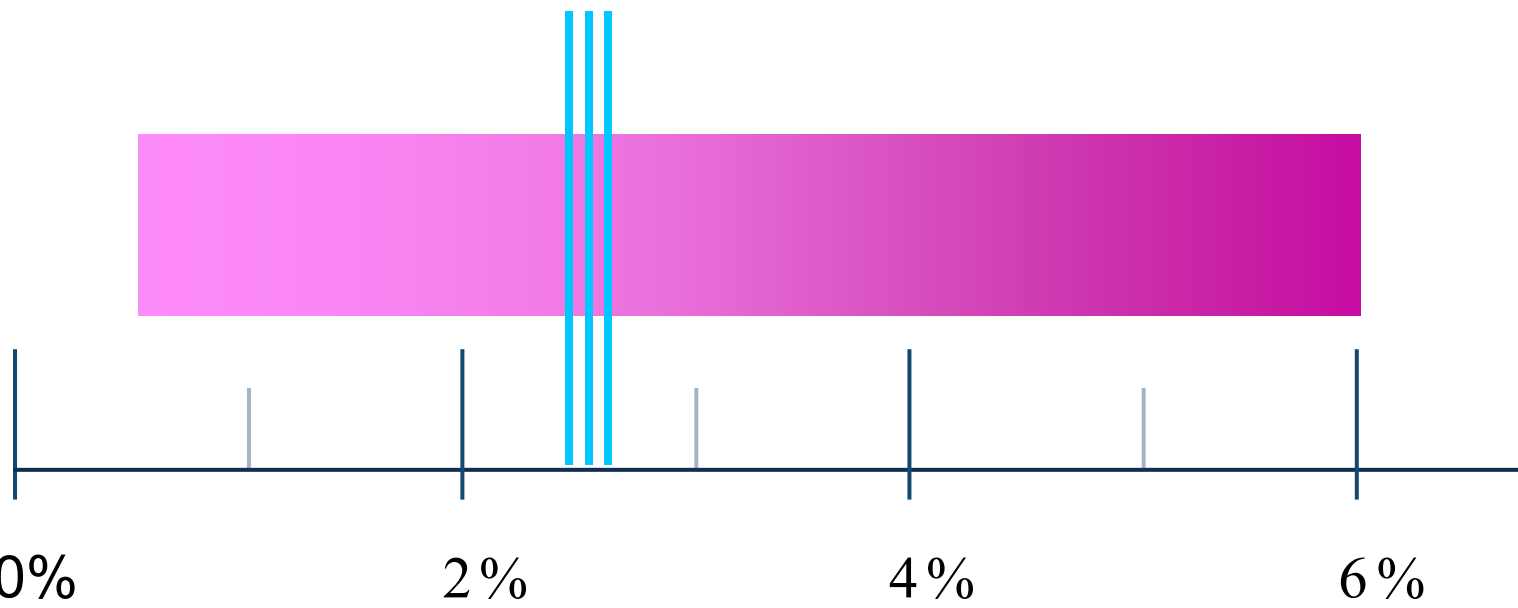
95.2K

Clicks

2.2% Click Rate

compared to

0.5-6% Industry Standard



Postcards & Texts

64,500 Postcards Mailed
to potential students

Text Message Reminders

Students who opted in received
3 text messages prior to Sept. 2 deadline

380 Opt-Ins Received!

P
O
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A

Want help paying for
Community COLLEGE or CAREER training?
Submit your FAFSA or California Dream Act by **Sept. 2nd**

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Text AID to 72753
Opt-in to receive information from CSAC and stay up to date on important next steps related to your financial aid.

RECEIVE
Receive federal and state funds for college or career training.

LEARN
Learn about grants, scholarships,

SCAN

WANT HELP PAYING for COLLEGE or CAREER TRAINING?
California invests lots of \$\$\$ to help you pay.
Submit your FAFSA or California Dream Act by Sept. 2nd

Text GRANTS to 72753
Opt-in to receive text messages from CSAC and stay up to date on important next steps related to your state financial aid.

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By texting 72753, you agree to receive automated informational messages. This agreement isn't a condition of receiving any CSAC services. Terms and privacy policy can be found at <https://www.csac.ca.gov/post/terms-terms-and-conditions>. You may receive up to 5 msg/mo. Reply STOP to end or HELP for help.

P
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Train the Trainer Overview



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Over 8 Training Workshops During the 2022-2023 Cycle, We've Trained **220** participants Representing **114** Organizations





Train the Trainer Program Updates



24-25 FAFSA/CADAA Launch: December 2023



Trainings to return Fall 2023



Marketing campaign to launch soon!



Strategic Partnerships



Black Advisory Council:
Black Student
Outreach Initiative

Black & African American
community leaders
across California

National College
Resources Foundation
(Host of Latino and
Black College Expos)

CA Black Women's
Collective Org.



Im m i g r a n t s
Rising

Cash for College
workshops for im m i g r a n t
com m u n i t i e s

CA Dream Act
App l i c a t i o n (CADAA)
Boot Camps



CA Association
for Bilingual
Education (CABE)

Launching pilot
program : Financial
Aid Literacy Parent
Leadership Workshops

Session series begins
October 2023 and
ends February 2024



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Notable Partners

Colleges, Universities, & Community-Based Organizations

10,000 Degrees (RCO)

Black and African American Advisory Panel

CA Association for Bilingual Education (CA|BE)

CA Community College Chancellor's Office

California Department of Education

California State University, Sacramento

Cal KIDS

Cal-SOAP Consortia

College & Career Options (RCO)

Compton College

East Bay Consortium Cal-SOAP

Education Trust West

Growing Inland Achievement (RCO)

Immigrants Rising

Inyo County Office of Education (RCO)

Mexican Consulate de Sacramento

Mexican Consulate de San Diego

National College Resources Foundation

Parent Institute for Quality Education

Rising Scholars Program of the CCCs

Sacramento Cal-SOAP

San Diego and Imperial Counties Cal-SOAP

Santa Rosa Junior College (RCO)

ScholarShare 529

UC Merced

UNITE LA (RCO)

Youth 2 Leaders Education Foundation (RCO)

Youth Law Center



Notable Partners

Elected Officials

Office of Assemblymember Alex Lee

Office of Assemblymember Ash Kalra

Office of Assemblymember Jesse Gabriel

Office of Assemblymember Mike Fong

Office of Assemblymember Mike Gipson

Office of Assemblymember Rebecca Bauer-Kahan

Office of Assemblymember Reggie Sawyer

Office of Assemblymember Cottie Petrie-Norris

Office of Congressman Scott Peters

Office of LAUSD School Board VP Scott Schmerelson

Office of State Senator Bob Wieckowski

Office of State Senator Caroline Menjivar

Office of State Senator Dave Cortese

Office of State Senator Scott Wilk

Office of State Superintendent Tony Thurmond



Cal-SOAP Overview



Cal-SOAP Impact

2022-2023 Academic Year

From 7/1/2022 to 8/24/2023 :



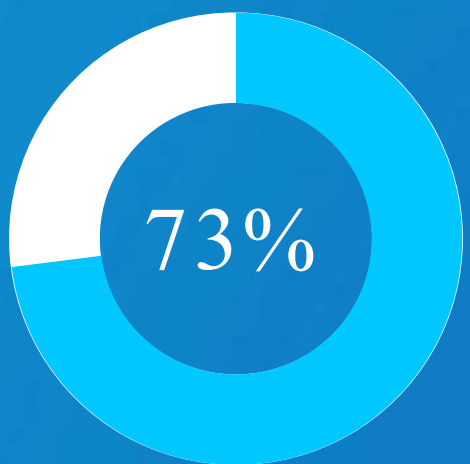
Cal-SOAP supported over
113,214 HS Seniors



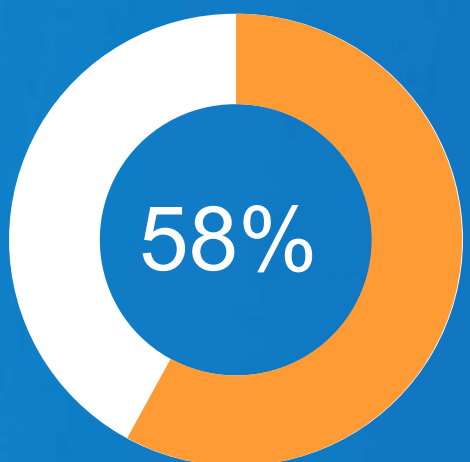
From hosting workshops, 1-on-1
meetings, outreach events, & more,
Cal-SOAP has provided over
455,790 Services



Cal-SOAP Services Work!



application completion by students
who received ANY type
of Cal-SOAP service



application completion by students
who did NOT receive
Cal-SOAP services

Cash for College & Cal-SOAP August 2023 Retreat

We held a 2-day retreat for our partners across the state with the purpose to:



Encourage productive discussions & foster innovative thinking



Align expectations & goals & resolve any questions or concerns



Collaborate beyond boundaries



Retreat Topics Included



Building Strategic Partnerships
Making a collective impact by sharing resources & expertise to amplify statewide efforts



Marketing with Traditional & Digital Media
Harnessing insights & new tools to market our services & information



Data-Informed Decisions & Budgeting
Navigating financial landscapes & effectively strategizing with resources



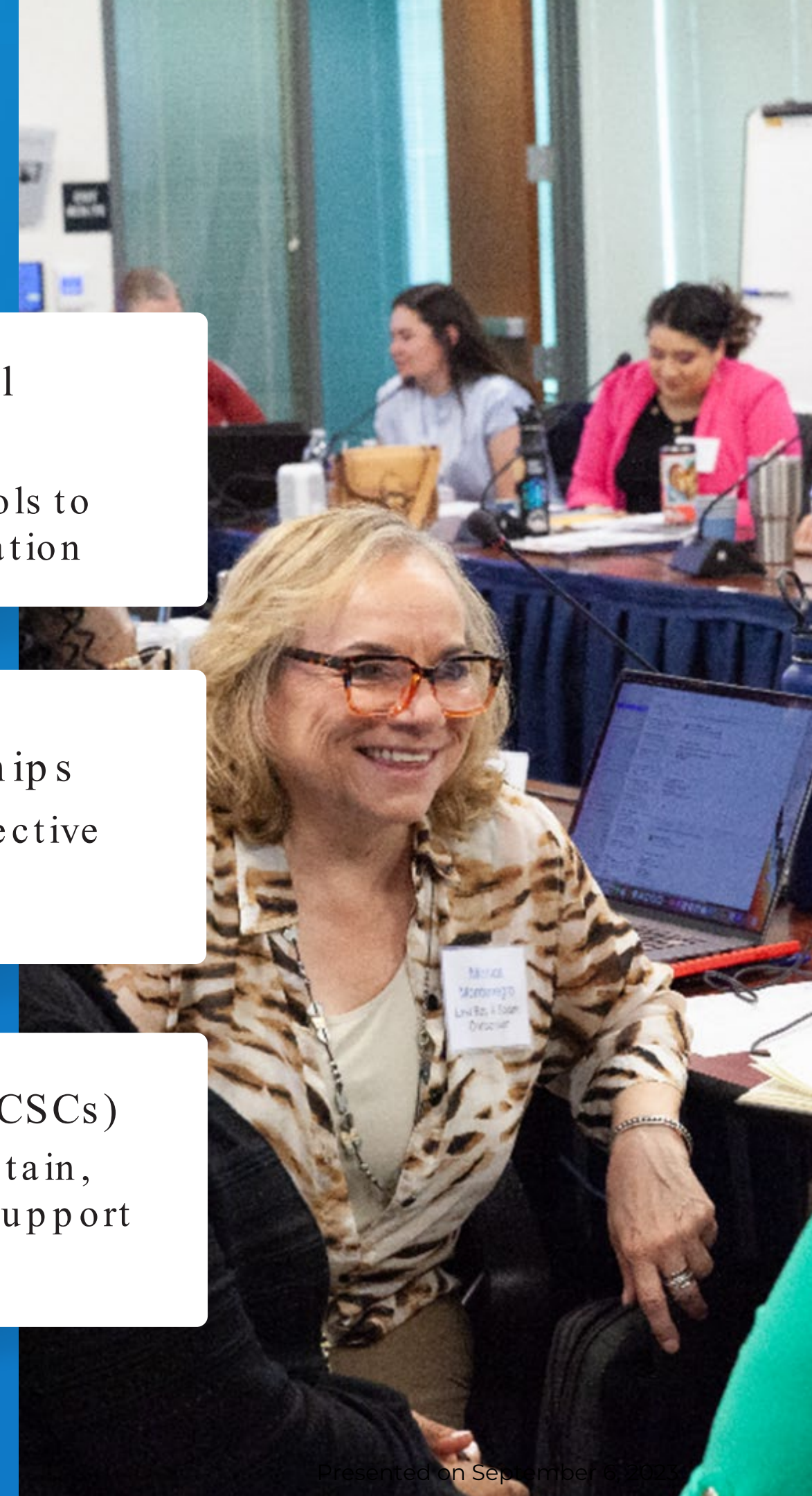
Team Building & Partnerships
Strengthening bonds for collective achievements



Best Practices
Project Directors guiding us toward excellence



College Success Coaches (CSCs)
Collaborate on how to hire, retain, & train CSCs & how they can support other efforts



Marketing Overview



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Billboards

- 01 Heavily discounted billboard placement from the Outdoor Billboard Association
- 02 1st round of billboards: August 2023
Highly visible freeway locations in Los Angeles and Orange County
- 03 2nd round of billboards:
December 2023 - January 2024
- 04 Tracking data using customized URLs



Coach Mosley PSA



Featuring Coach John Mosley



Connected to community



Appeared on Netflix's
"Last Chance U"



Professor in Kinesiology
& Basketball Coach at East
Los Angeles College (ELAC)



Apply Now!
Costs Nothing!

The Free Application for Federal Student Aid (FAFSA)
is for US Citizens and Permanent Residents.

The CA Dream Act Application (CADAA)
is for qualified immigrants and undocumented students.

castudentaid.org/ApplyNow



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What Financial Aid Means to Me



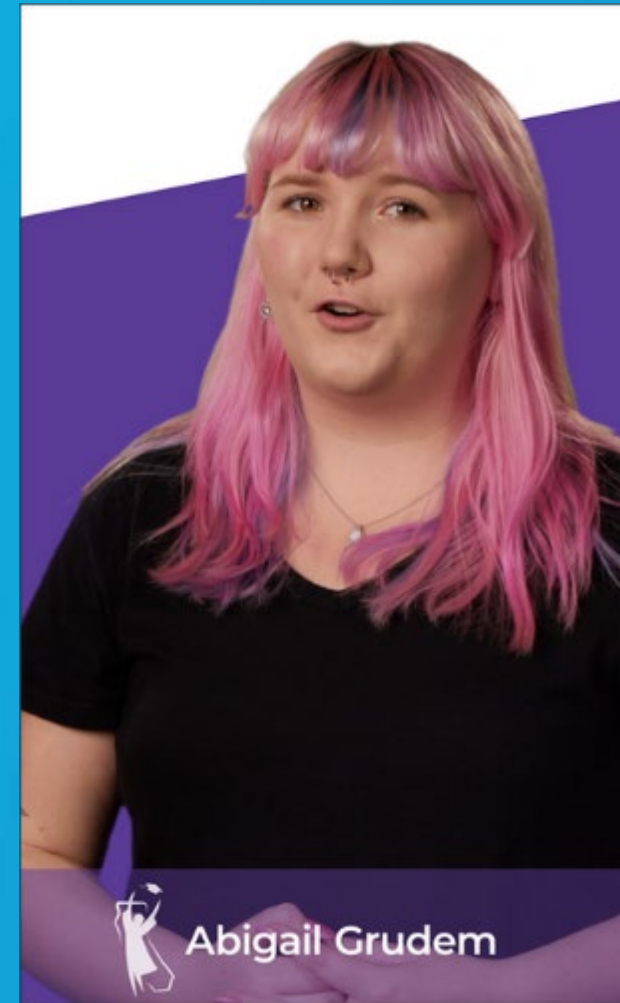
Student Voices
from a variety of experiences



Videos available on
Youtube, Facebook, Linked In,
Instagram, & TikTok



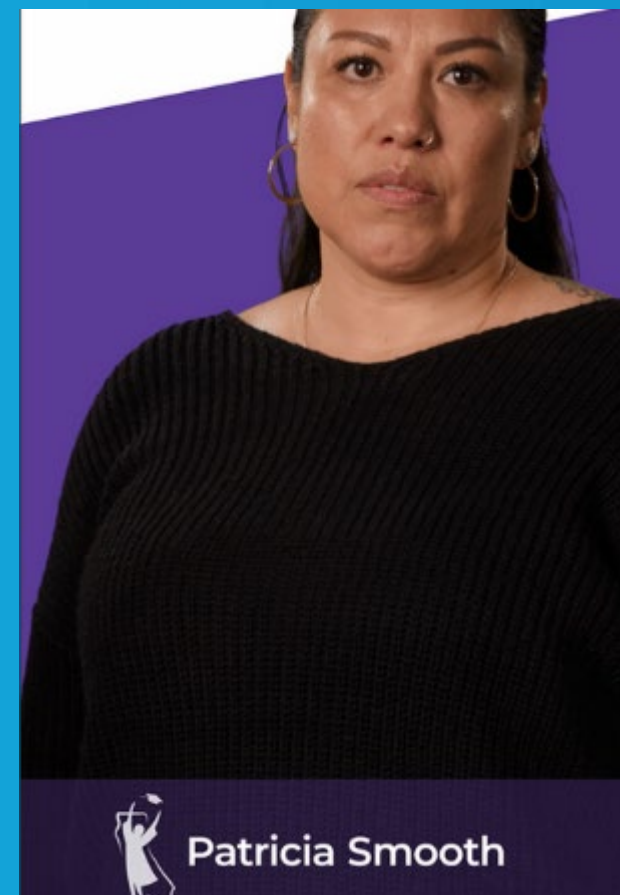
Evergreen Resource
we can use for years to come



Abigail Grudem



Kendall Matthews



Patricia Smooth



Cody Van Felden



Advertising for Chafee Grant



New Chafee Advertising in 2023 -24
Multimedia campaign with
social media & postcards



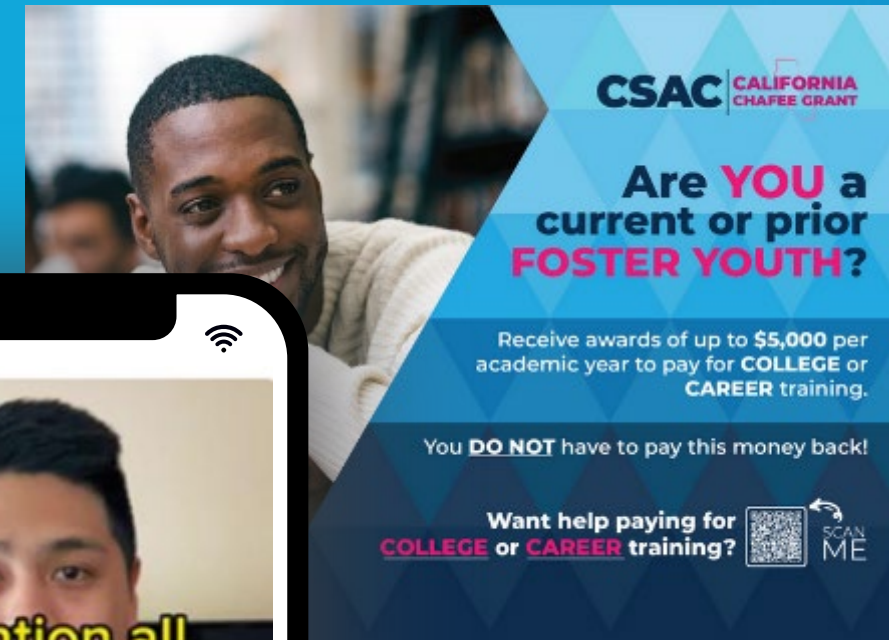
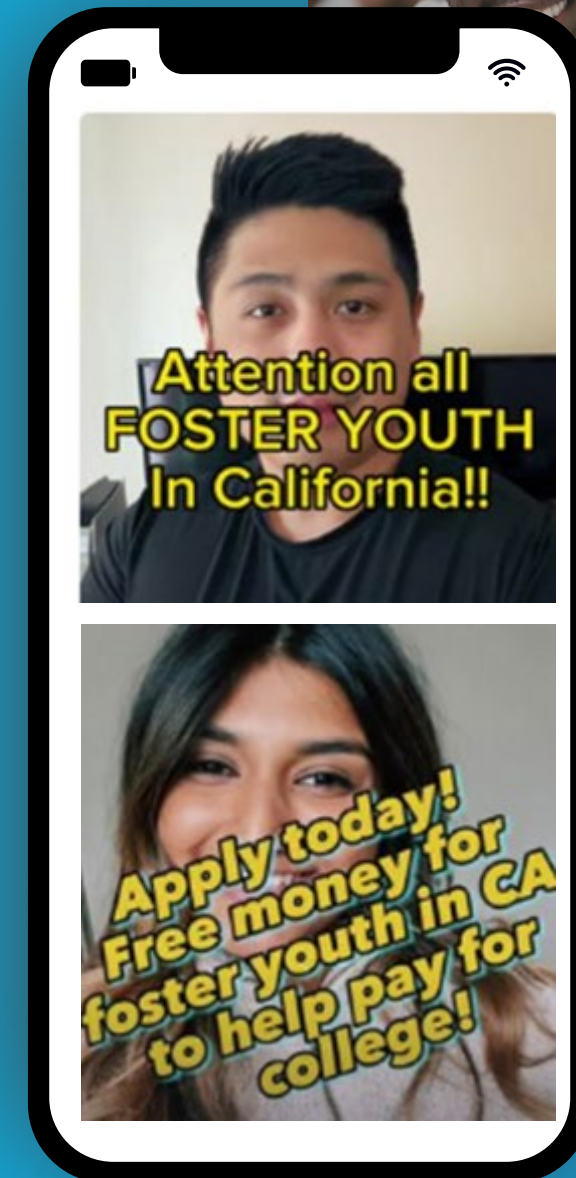
CA Dept. Social Services funded: \$30,300
CSAC funded: \$21,183



3.5 million Impressions & 21,366 Clicks
in 6 weeks



17% Increase in Chafee Applications
over 2022



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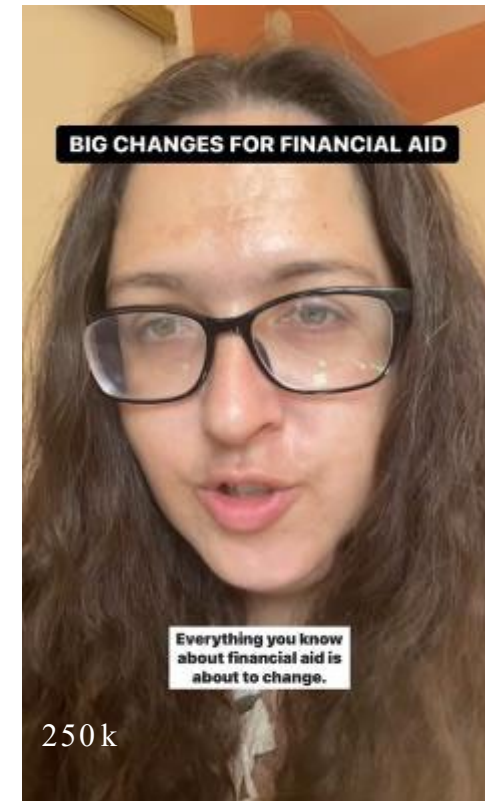
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Social Media Analytics Overview





If you are a California ...



Replying to ...

Top Performing Posts



Big increase in video production



Students engaging with questions in comments and direct messages



More video content in the future, including



Financial Aid FAQs



Better FAFSA, Better CADAA



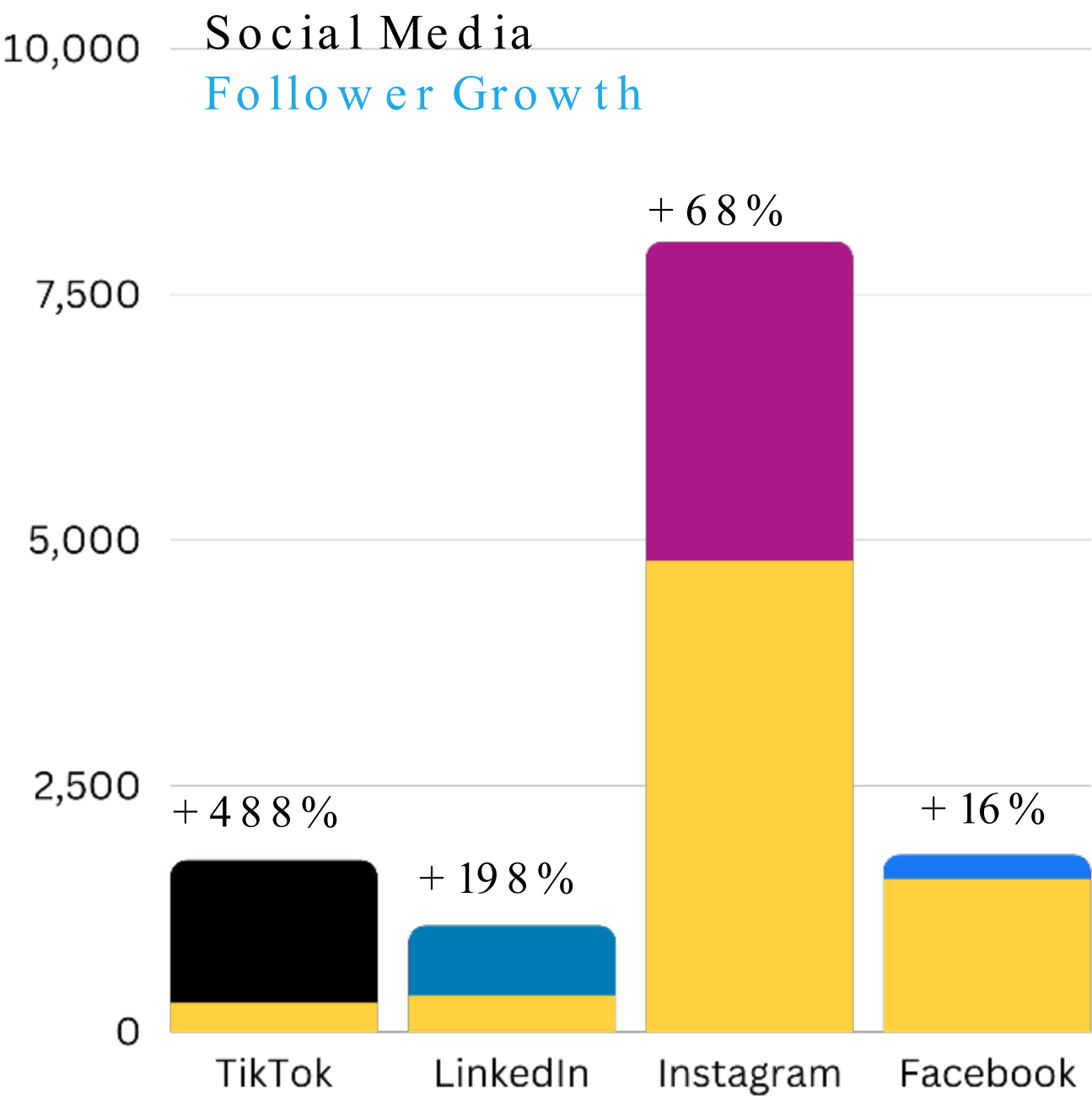
“Person on the Street” interviews on campuses



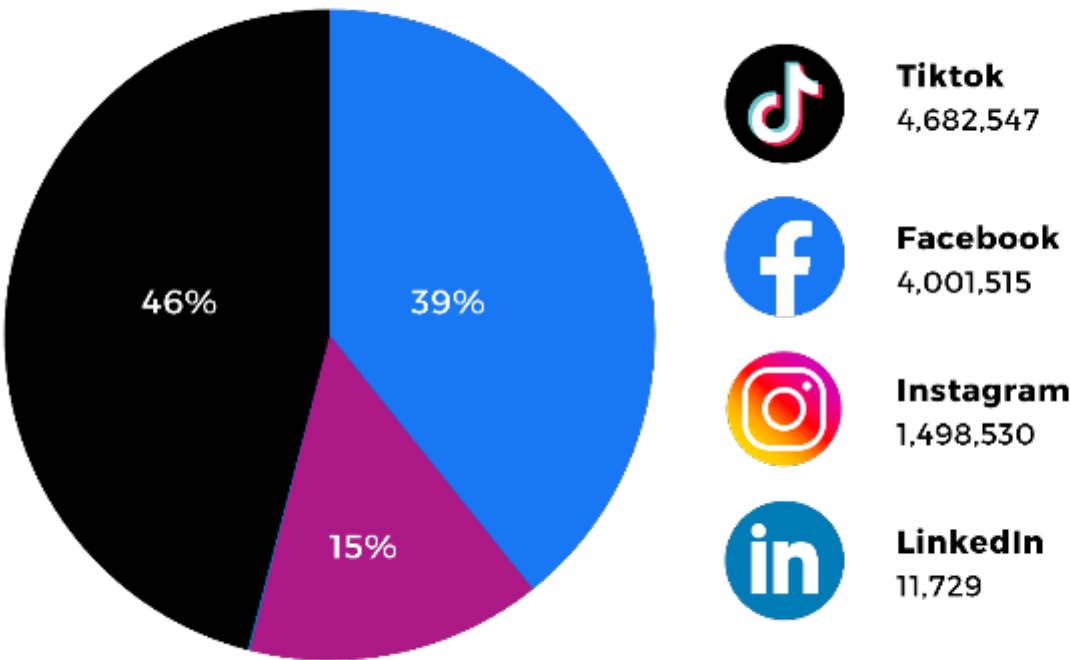
Commission staff financial aid stories

Social Media Analytics

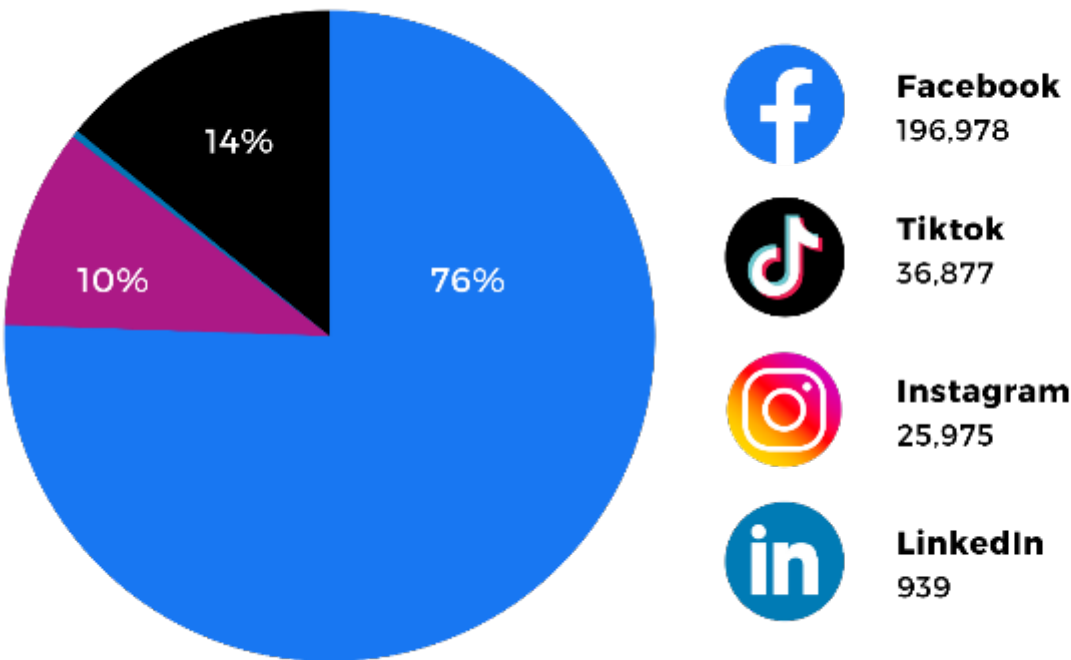
Social Media Growth by Followers, Impressions, & Engagement



Social Media Impressions



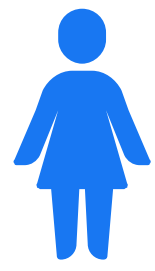
Social Media Engagement



- TikTok**
4,682,547
 - Facebook**
4,001,515
 - Instagram**
1,498,530
 - LinkedIn**
11,729
-
- Facebook**
196,978
 - TikTok**
36,877
 - Instagram**
25,975
 - LinkedIn**
939

Social Media Analytics

Social Media Use by Gender & Age Groups



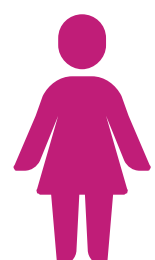
73%



23%



4%



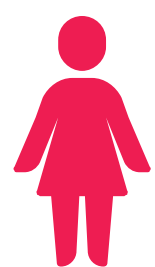
53%



15%



32%



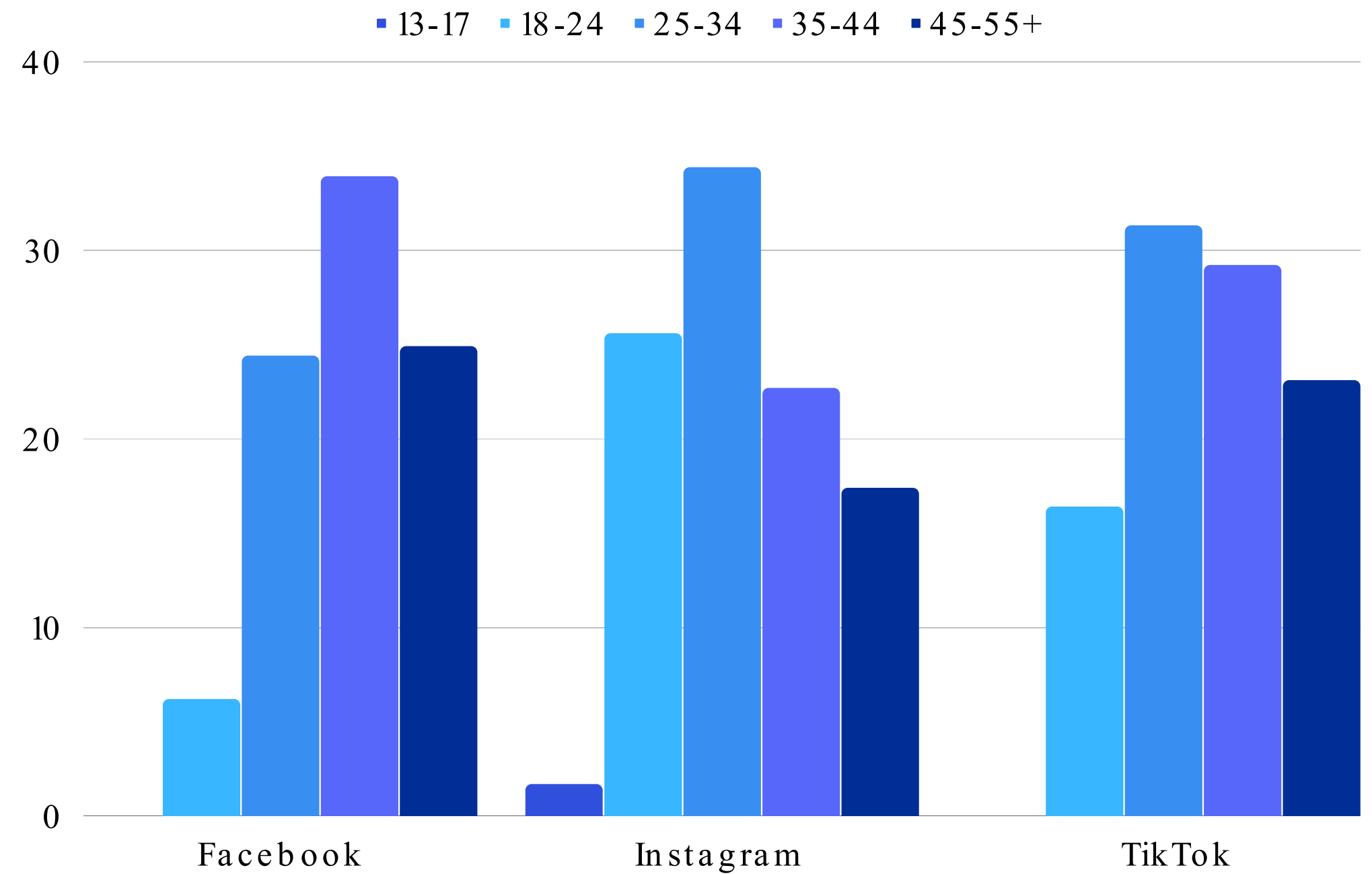
71%



29%



0%



The Future of Outreach & Marketing



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Expansion of Outreach & Marketing

Strategizing on usage of state funds and external resources to:

- ✓ Expand staffing
- ✓ Increase travel budget to allow staff to address more equity gaps
- ✓ Equip staff with necessary equipment for creating more refined and strategic content
- ✓ Tap into content creators and influencers for marketing campaigns
- ✓ Incentivize further engagement in CSAC programs and services
- ✓ Perform market research with focus groups, text messaging, and more
- ✓ Receive foundational training on search engine optimization, social media analytics, and more



Staffing Updates

The Outreach & Marketing Team's New Structure

The team will consist of:



O&M
Manager



O&M
Coordinator



Cal-SOAP
Coordinator



Cash for College
Coordinator



Strategic Outreach
Coordinators



Creative Content
Coordinator



Outreach Support
Program Analysts



O&M Program
Technician



Multimedia Studio



Point Reyes Room :

Designated studio location for trainings, webinars, PSAs, VIP interviews, etc.



Key Stakeholders:

- ✓ O&M Team
- ✓ Training Team
- ✓ Business Services
- ✓ IT Team



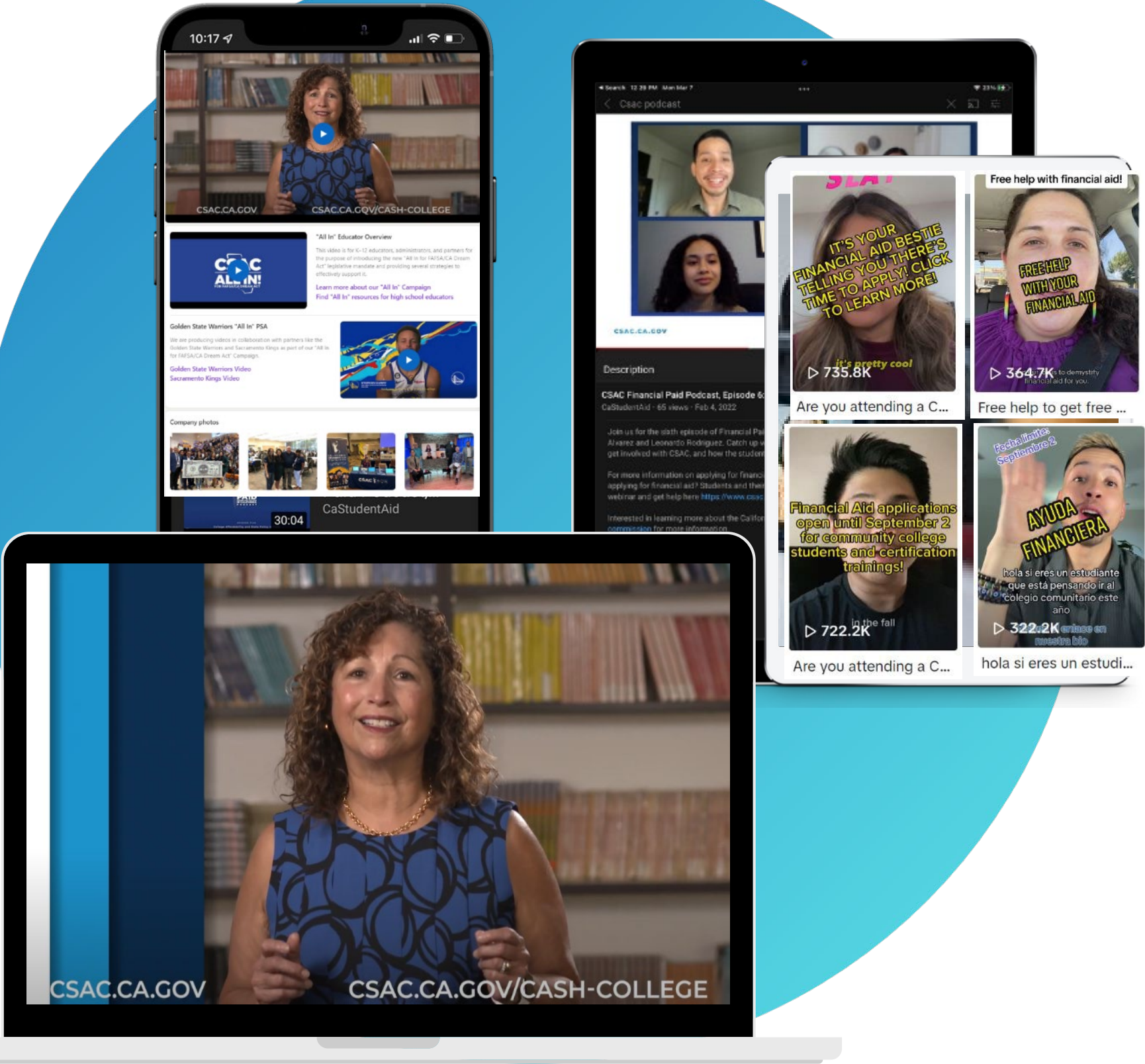
New Studio Equipment Inventoried

- ✓ Video and still cameras
- ✓ Sound recording and lighting equipment
- ✓ Equipment stands and lenses

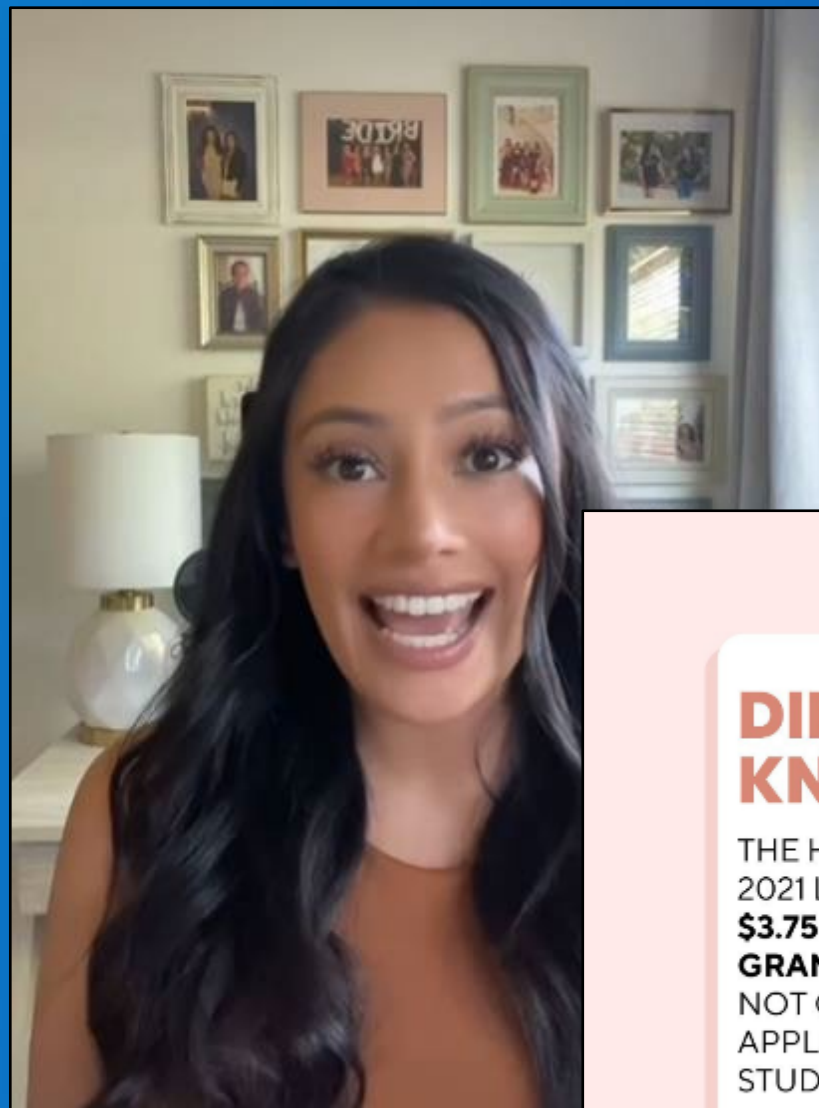


In Progress:

Better FAFSA/CADAA landing page video



Looking Ahead: Upcoming Marketing Materials



DID YOU KNOW?

THE HIGH SCHOOL CLASS OF 2021 LEFT AN ESTIMATED **\$3.75 BILLION IN PELL GRANTS** ON THE TABLE BY NOT COMPLETING THE FREE APPLICATION FOR FEDERAL STUDENT AID (FAFSA).



New Toolkits & Marketing Materials
For community partners



Materials in More Languages
With new translation contract



Influencer, Content Creator,
& Community Partnerships



Materials Informed by
Student Insight



New Train the Trainer
Fall 2023



FSA ID
Fall 2023



Cash for College Returns
Once FAFSA/CADAA open



Thank you!



@CASTUDENTAID

Department: Outreach and Marketing

Email: outreachandmarketing@csac.ca.gov