

Item 10

(Information Item)

Update on communications strategy, logo and rebranding

SUMMARY:

The Commission is in the process of updating its communication strategy, logo, and brand.

RECOMMENDATION:

This is an information item; no action is required

BACKGROUND:

The impact of COVID-19 has affected every aspect of society, including prospective and current financial aid students. Students, families, high school counselors and institutions have had numerous questions about Cal Grant availability, federal emergency student aid, how to meet various FAFSA/CADAA verification requirements while school and offices are closed.

The commission established a staff communications task force to address the concerns of its constituents during this time of uncertainty. The staff communications task force evaluated how to best utilize the Commission's website, social media platforms and other communications mechanisms to provide new up-to-date financial aid information during the crisis. A COVID-19 webpage was launched to meet the needs of students, institutions, and the general public. The website includes several new FAQ's designed to answer specific questions for prospective students, returning students, undocumented students and foster youth, along with institutions. The landing page also includes links to many helpful resources. Simultaneously, a new Communications Manager was hired. The Communications Manager will be providing an update on the vision for the commission's ongoing communication strategy and communications priorities during this global pandemic. There will also be an update on the commission's social media activity and plans for expanding its presence throughout the state.

Commission staff have continued working with Uptown Studios to develop a new Commission logo that is modern, fresh and reflective of the Commission's mission. Tina Reynolds, owner of Uptown Studios, will present several new logo renderings for Commission review and feedback.

RESPONSIBLE PERSON(S):

Michael Lemus
Communications Manager
Executive Office

Judith Gutierrez
Policy and Project Management Analyst
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California Student Aid Commission

Teresita Martinez
Executive Fellow
Executive Office

Tina Reynolds
Owner and CEO
Uptown Studios

Mia Lopez
Product Manager
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ATTACHMENT(S):

COVID 19 Landing Page Cover

COVID 19 Response

COVID 19 Accordions