



**California Student Aid Commission**  
**Student Impact, Outreach and Communications (SIOC)**  
**Committee Charter**

The Student Impact, Outreach and Communications Committee will focus on financial aid program effectiveness for students, including information and outreach efforts to increase FAFSA/CADAA completions and increase paid rates, utilizing data and research to continuously improve programs to meet student needs. The charge of the Committee shall include the following: The Student Impact Committee is responsible for:

1. Evaluate effectiveness of Commission administered programs and identify issues related to student's accessing all available financial aid resources. ~~Examining policy issues and outreach associated with financial aid from a student and parent (family) perspective such as the impact of loan debt and financial literacy programs, and bringing those issues to the attention of the California Student Aid Commission with recommendations for appropriate actions;~~
2. Assess and recommend communication strategies to increase FAFSA/CADAA application rates through the Commission's outreach programs. Identifying and recommending policy and legislative proposals associated with student impact for Commission consideration.
3. Review program data and research results to discuss approaches for improving program effectiveness and outcomes to meet students' needs. Reviewing program updates, at its discretion or upon assignment by the full Commission, for Cal Grant, Dream Act/AB540, and Middle Class Scholarship and other programs administered by the Commission, and making any necessary recommendations for Commission consideration.
4. Analyzing annual program outcomes to establish program goals for future application years. Engaging student organizations in periods of transition and encourage the invitation of student leaders to attend committee and Commission meetings for introductions and to discuss organization goals for the year.
5. Assess reviewing outreach and social media efforts by the Commission on student financial aid and other student focused campaigns to increase partnerships with communities, institutions, organizations, and other stakeholders to expand the Commission's program outreach throughout the state. Provide ing-feedback and recommendations on the different campaigns.

**Proposed to**

**California Student Aid Commission  
on December 3, 2020.**