

**Action Item*****California Student Aid Commission*****Implementation of Career Technical Education Provisions of the 2008-09 State Budget for the California Student Opportunity and Access Program (Cal-SOAP)**

**Recommendation:** Authorize the Executive Director to execute contract amendments totaling \$875,000 with the Cal SOAP consortia for the 2008-09 award year for CTE Phase II funding at the allocation levels proposed by the Cal-SOAP Project Directors, and to extend the contracts as requested by each consortia up through December 31, 2009.

**Discussion:****Career Technical Education Program Phase I Update:**

The 2008-09 State Budget appropriated \$1 million from the Federal College Access Challenge Grant (Challenge Grant) for Career Technical Education (CTE) public awareness and the resulting career opportunities through Cal-SOAP. The budget act requires the California Student Aid Commission (Commission) to consult with the California Department of Education (CDE) and the Chancellor's Office of the California Community Colleges (CCCCO) in determining the projects and activities for these funds.

Commission staff held preliminary meetings with CDE and CCCCCO to notify them of this new funding and to learn more about other CTE efforts already implemented under the Governor's Career Technical Education Initiative [Chapter 352, Statutes of 2005 (SB 70, Scott)]. Staff from the Office of the Secretary for Education (OSE) and the Department of Finance (DOF) also attended the meetings.

At the November 24, 2008 meeting with CDE, CCCCCO, DOF and OSE representatives, Executive Director Diana Fuentes-Michel asked that CDE and CCCCCO designate staff to work on the Phase I materials, radio ad elements, and messaging. The vast majority of funding would be preserved for Phase II for spring classroom and other activities not related to the senior year financial aid application window.

At the Commission meeting on December 10, 2008, the Commission approved the expenditure of \$125,000 for Phase I of the \$1 million appropriation from the Federal College Access Challenge Grant for CTE.

The primary elements associated with Phase I included modification and reprints of existing CCCCCO collateral from the **whodouwant2b?** campaign and administrative costs (\$10,059.15) and a contribution (\$114,940.85) to the CCC **icanaffordcollege** first quarter media plan promoting the availability of financial aid year round for CCC's and also directing students to Cash for College workshops supporting the March 2, 2009 Cal Grant application deadline. The media plan was coordinated by CCCCCO and was customized to incorporate CTE and financial aid information (Tab 5.a). Added value provided by Clear Channel doubled the actual purchase amount of approximately \$370,000.00.

### **Career Technical Education Program Phase II:**

Additional meetings were held in March 2009 to discuss the implementation of CTE Phase II. Attendees included representatives from Commission staff, CDE, CCCCCO, DOF, OSE and three Project Directors.

#### **March 4, 2009 CTE meeting**

The attendees reached consensus on the following expectations for Phase II:

- Efforts should target economically disadvantaged middle and high school students.
- There should be a statewide message focusing primarily on CTE and a secondary message regarding financial aid. The approved Cal-SOAP CTE Statewide Objective is provided in Tab 5.b.
- Direct services should be provided at the local level to implement the CTE message.

Additional program considerations include:

- The campaign should complement and augment the intent and provisions defined in SB70, the Governor's initiative on improving and strengthening CTE.
- Cal-SOAP consortiums are expected to leverage existing resources such as Partnership Academies, the 2+2 programs, and ROP.
- The consortium should utilize the CDE database which identifies CTE specific regions and existing programs.

Commission Staff reported that under the terms of the Challenge Grant, grantees may request to carry over for one additional year any federal funds that were not obligated in the period for which they were appropriated. Commission staff noted that such a request would be made for this year's funding as contracts for the Phase II funds will not even be finalized until late spring.

#### **March 18, 2009 CTE meeting**

Discussion took place regarding the materials available through the WhodoUwant2B California Community College (CCC) campaign. Sample items were made available to the Cal-SOAP Project Directors for consideration for use as a collateral platform for regional CTE activities. The CCCCCO Academic Senate WhodoUwant2B representatives conducted a webinar training session for the Project Directors on April 7, 2009.

The group agreed that monies should be directed at programs which will maximize the funding level benefit and not be duplicative. All attendees acknowledged that existing Cal-SOAP contractual provisions remain in effect when CTE funds are added to the existing contracts:

- Match requirements
- 30% allocation for stipends for peer advisors and tutors
- Funding may be used for staff and/or operating expenses
- Up to 8% per consortium may be used for indirect costs

#### **March 25, 2009 CTE meeting:**

The Project Directors presented a report containing a compilation of ideas, including implementation by region and both short- and long-term activities. The Project Directors assured CCCCCO that all consortiums have existing relationships with their local campus and that CCC personnel were interested in participating in the programs. The Project Directors indicated that all of the Cal-SOAP consortiums were interested in obtaining CTE Phase II funds. The plan is to allocate an equitable split among all entities, with the exception of the East Bay Consortium, who would receive two allocations, as they have assumed the activities for the Solano area. Commission staff indicated they would develop preliminary CTE Phase II proposal documents for the Project Directors.

March 25, 2009 Cal-SOAP Advisory Subcommittee Meeting:

A subcommittee of the Cal-SOAP Advisory Committee met to discuss the implementation of CTE projects and activities in 2008-09. Commission staff provided information on the Phase I projects and Phase II planning. The Subcommittee took action to concur with the CTE Planning Workgroup, and the Project Directors, that, given the time constraints for implementation, the funding allocation should be evenly divided among all participating projects for the CTE Phase II funds.

April 6, 2009 CTE meeting:

The group reviewed the preliminary CTE Phase II proposals and the amounts requested. After reviewing the proposals, Commission staff noted that the instructions for the final proposals should indicate emphasis on activities and partnerships with middle schools and planned activities with Cal-SOAP CCC partners and SB70 collaboratives as they prepare their final proposals for CTE Phase II funding. Two consortiums did not want to participate this year and one requested a reduced amount. The Project Directors indicated they would be meeting to discuss how to allocate the remaining funding and would report to the Commission.

***Funding Allocation and Contract Term Proposal:***

The following funding proposal was developed by the Cal-SOAP Project Directors and is supported by Commission staff. Because these funds are being allocated late in this fiscal year, Commission staff is also recommending that the term of the contracts be extended up to December 31, 2009 so the projects have the ability to spend the funds. Each Project Director will indicate the extension date in the final CTE Phase II funding proposal.

<b>2008-09 CAL-SOAP BUDGET</b>				
<b>Project</b>	<b>Baseline Amount</b>	<b>CTE</b>		<b>Total</b>
		<b>Phase I</b>	<b>Phase II</b>	
Central Coast	\$ 300,000	\$ -	\$ -	\$ 300,000
Central Valley	\$ 300,000	\$ -	\$ 54,688	\$ 364,132
East Bay & Solano	\$ 784,494	\$ 125,000	\$ 165,767	\$ 1,065,813
Greater Long Beach	\$ 300,000	\$ -	\$ 64,132	\$ 364,132
Los Angeles	\$ 604,550	\$ -	\$ 64,132	\$ 668,682
Merced	\$ 300,000	\$ -	\$ 64,132	\$ 364,132
North Valley	\$ 320,414	\$ -	\$ 64,132	\$ 384,546
North Coast	\$ 361,845	\$ -	\$ 64,132	\$ 425,977
Sacramento	\$ 328,104	\$ -	\$ 64,132	\$ 392,236
San Diego/Imperial Counties	\$ 908,009	\$ -	\$ 64,132	\$ 972,141
San Francisco	\$ 300,000	\$ -	\$ 64,132	\$ 364,132
San Jose	\$ 444,988	\$ -	\$ 64,132	\$ 509,120
Santa Barbara	\$ 461,573	\$ -	\$ 13,230	\$ 474,803
South County Gilroy	\$ 335,023	\$ -	\$ 64,132	\$ 399,155
South San Joaquin	\$ 300,000	\$ -	\$ -	\$ 300,000
<b>Total</b>	<b>\$ 6,349,000</b>	<b>\$ 125,000</b>	<b>\$ 875,000</b>	<b>\$ 7,349,000</b>

**Responsible Person:** Janet McDuffie, Chief  
Administration and External Affairs Division

# California Community Colleges / [icanaffordcollege.com](http://icanaffordcollege.com)

## Media Plan

**Run Dates: Feb 1 – March 2, 2009**

Submitted for Approval: January 20, 2009

### 1. Overview and Goals

This flight requires co-promotion of Cal Grant and CTE messaging. The Cal Grant message emphasizes the March 2<sup>nd</sup> deadline for “maximum financial aid support”. The CTE component requires communication of the significant opportunity CCC’s provide for Career Technical Education. Of course the primary message of this campaign remains to remind students and prospective students that financial aid is available at California Community Colleges. Given the budget considerations and numerous markets the message must penetrate into, radio is the most cost effective means of reaching the target audience with the greatest frequency.

### 2. Target Audience

Given the state of the economy, it is very important to address both of the campaign’s target audiences to remind them that financial aid is available for fees, books, supplies and living expenses for California Community Colleges. With this in mind, for this phase, low-income (HHI<\$30,000) Teens (students) are the primary target audience and adults 18-49 (parents and work force candidates) are the secondary target audience.

### 3. Geography

18 media markets within the state will receive advertising support. A multi-tier market selection was used to match the media markets that host the maximum number of California Community College campuses together with Cal-SOAP Cash for College workshop event markets. All tier one markets will deliver five weeks of advertising. Tier two markets will deliver seven to ten days of advertising coordinated to align with lead-in timing to support smaller market financial aid workshop events. Spanish language stations will be included in several key Hispanic markets designated with the asterisk\* adjacent to the market name.

#### Tier 1 General Market Advertising:

Los Angeles\*  
 Fresno\*  
 Bakersfield\*  
 Santa Maria/ Lompoc  
 Merced  
 Visalia\*  
 Oxnard Ventura  
 Riverside/San Bernardino\*  
 Sacramento  
 San Francisco\*  
 San Jose\*  
 San Diego  
 Stockton  
 Modesto  
 Monterey Salinas\*  
 Santa Barbara

#### Tier 2 General Market Advertising:

San Luis Obispo  
 Imperial County\*  
 Humboldt County

**Additional Spill Markets:**

The following market receives no radio advertising from local stations but are significantly influence by neighboring market radio stations:

Victor Valley

**4. Run Dates**

Tier 1 spots will run Feb 1 – March 2<sup>nd</sup>

Tier 2 spots will run 7-10 days prior to a featured Cal-SOAP financial aid workshop as requested by each local Cal-Soap Consortium.

**5. Media Mix**

Radio 100%  
Internet Bonus

**6. Spot Length**

:60 Second Spots (for partner messaging inclusion)  
:30 Second Spots (for partner messaging inclusion)  
:15 Second Spots (for CCC exclusive messaging)

**7. Budget**

\$370,000 net  
➤ ICAC contribution is \$255,059.15  
➤ CSAC contribution is \$114,940.85 – money from Challenge Grant Funds for Cal Grant, Cash for College and CTE messaging

**8. Radio Summary**

Listed below is a summary by market including: stations, reach and frequency for the 5 week spot buy. Stations from adjacent markets that contribute a given market’s audience delivery are indicated with an “S” (Spill). Please note that Los Angeles, Riverside, San Francisco and San Jose’s efficiencies are shown using Arbitron PPM data for General Market and Hispanic, while the African American efficiencies are shown using the most current Arbitron Diary data.

Ethnicity	Markets	Teen P12-18	A18-49
		GRP/ Reach /Frequency	GRP/ Reach/ Frequency
General Hispanic African-Am.	<b>Los Angeles</b>	500.9/65.9/7.6	388.6/55.5/7.0 619.6/48.8/12.7 299.3/36.5/8.2
	KIIS-FM 102.7 CHR KYSR-FM 98.7 Rock KPWR-FM 105.9 Urban KXOL-FM 96.3 Lat. Urban		
General Hispanic	<b>Fresno</b>	502.5/49.3/10.2	282.0/35.3/8.0 322.0/39.8/8.1
	KBOS-FM 94.9 CHR (S) KRZR-FM 103.7 Rock KSEQ-FM 97.1 CHR		
General Hispanic	<b>Bakersfield</b>	505.8/49.6/10.2	310.8/34.2/9.1 367.1/42.2/8.7
	KISV-FM 94.1 CHR KRAB-FM 106.1 Rock KBOS-FM 94.9 CHR (S) KBOS-FM 94.9 CHR (S)		

Ethnicity	Markets	Teen P12-18	A18-49
		GRP/ Reach /Frequency	GRP/ Reach/ Frequency
General Hispanic African-Am	<b>San Diego</b>	501.0/41.8/12.0	265.5/26.0/10.2
	KHTS-FM 93.3 CHR KIOZ-FM 105.3 Rock		250.5/25.1/10.0 354.0/30.5/11.6
General Hispanic African-Am	<b>Riverside / San Bernardino</b>	509.4/58.6/8.7	203.7/37.7/5.4
	KGGI-FM 99.1 CHR KIIS-FM 102.7 CHR (S) KRCD-FM 103.9 Spanish (S) KPWR-FM 105.9 Urban (S) KXOL-FM 96.3 Lat. Urban (S)		402.6/35.6/11.3 488.4/42.5/11.5
General Hispanic	<b>Santa Barbara</b>	574.0/44.5/12.9	169.5/16.0/10.6
	KVYB-FM 103.3 CHR		254.5/23.1/11.0
General Hispanic	<b>Merced</b>	52.8/46.0/11.5	183.5/21.6/8.5
	KHTN-FM 104.7 CHR KBOS-FM 94.9 CHR (S)		184.5/24.6/7.5
General Hispanic African-Am	<b>Sacramento</b>	503.0/47.9/10.5	223.5/24.8/9
	KBMB-FM 103.5 Urban KDND-FM 107.9 CHR		295.0/28.4/10.4
General Hispanic	<b>Monterey Salinas</b>	500.5/47.2/10.6	257.0/26.0/9.9
	KDON-FM 102.5 CHR		409.0/38.6/10.6
General Hispanic	<b>Modesto</b>	627.0/58.6/10.7	346.5/38.9/8.9
	KOSO-FM 93.1 CHR KHTN-FM 104.7 CHR (S) KHOP-FM 95.1 Hot AC KWIN-FM 94.7 CHR (S) KMRQ-FM 96.7 Rock		477.0/41.5/11.5
General Hispanic African-Am	<b>San Francisco</b>	506.5/52.8/9.6	353.5/39.3/9.0
	KYLD-FM 94.7 CHR KMEL-FM 106.1 Urban KCNL-FM 104.9 Alt Rock (S) KVVF-FM 105.1 Lat Urban (S)		668.0/38.8/17.2 1219.5/59.5/20.5
General Hispanic	<b>San Jose</b>	437.5/52.1/8.4	338.0/45.1/7.5
	KYLD-FM 94.7 CHR (S) KMEL-FM 106.1 Urban (S) KCNL-FM 104.9 Alt Rock KVVF-FM 105.1 Lat Urban		783.5/45.8/17.1
General Hispanic	<b>Stockton</b>	511.5/56.8/9.0	257.0/36.2/7.1
	KOSO-FM 93.1 CHR (S) KHTN-FM 104.7 CHR (S) KHOP-FM 95.1 Hot AC (S) KWIN-FM 94.7 CHR KMRQ-FM 96.7 Roc (S) KYLD-FM 94.7 CHR (S)		783.5/45.8/17.1

Ethnicity	Markets	Teen P12-18		A18-49	
		GRP/	Reach /Frequency	GRP/	Reach/ Frequency
General Hispanic	<b>Visalia</b>	526.6/57.2/9.2		333.8/37.5/8.9 375.0/45.7/8.2	
	KBOS-FM 94.9 CHR KRZR-FM 103.7 Rock (S) KSEQ-FM 97.1 CHR (S)				
General Hispanic	<b>Oxnard Ventura</b>	149.6/24.1/6.2		89.4/13.0/6.9 166.4/20.8/8.0	
	KVYB-FM 103.3 CHR KIIS-FM 102.7 CHR (S) KPWR-FM 105.9 Urban (S)				
General Hispanic	<b>Santa Maria</b>	503.5/42.3/11.9		185.0/21.5/8.6 235.0/22.6/10.4	
	KVYB-FM 103.3 CHR (S) KWWV-FM 106.1 CHR (S)				
General Hispanic	<b>Victor Valley</b>	624.0/46.6/13.4		242.0/25.5/9.5 356.0/33.0/10.8	
	KGGI-FM 99.1 CHR (S) KIIS-FM 102.7 CHR (S)				
General Hispanic	<b>San Luis Obispo</b>	537.0/34.4/15.6		178.0/18.2/9.8 431.5/32.7/13.2	
	KVYB-FM 103.3 CHR (S) Spill on all weeks KWWV-FM 106.1 CHR—Available for CAL-SOAP Outreach				
Unmeasured	<b>Humboldt</b>			25 Spots x 4 Weeks 25 Spots x 4 Weeks	
	KWNE-FM 94.5 Hot AC— Available for CAL-SOAP Outreach KXBX-FM 98.3 Hot AC— Available for CAL-SOAP Outreach				
Unmeasured	<b>Imperial County</b>			25 Spots x 4 Weeks 25 Spots x 4 Weeks	
	KSIQ-FM 96.1 CHR — Available for CAL-SOAP Outreach KROP-AM 1300 Country — Available for CAL-SOAP Outreach				

**Cal-SOAP CTE Statewide Objective**

**California Education Code §69561(f)**

*Projects may provide assistance to low-income middle and high school pupils and their parents in order to implement outreach efforts designed to use the future availability of financial assistance as a means of motivating pupils to stay in school by promoting career technical education public awareness. Projects shall promote the value of career technical education, available career programs in public schools and postsecondary segments with sequenced courses beginning in high school and continuing into postsecondary education, and the resulting career opportunities.*

Career Technical Education (CTE) is an educational strategy that provides students with engaging curricula, career preparation, and opportunities for advancement. Career exploration and guidance functions serve students at all stages of the developmental continuum, first to awaken in children a sense of boundless possibility, and later to prepare adults for the multiple job challenges that they will experience over the course of their working lives. Knowledge of the available options, as well as awareness of personal interests, is essential to making good choices.

Cal-SOAP career technical education public awareness should:

- Promote opportunities for middle school students to participate in career awareness and exploration;
- Help high school students understand there are links between high school, career technical education and community college vocational programs and that high school CTE programs provide opportunity to enter community college, other postsecondary options, and the workforce; and
- Include information for students and parents that financial aid is available from the federal government, states, colleges and private sources for education and career training beyond high school.