
13.a

Action/Information Item

California Student Aid Commission

Update on the Cal Grant Public Awareness Campaign

The Public Affairs Branch will provide an update on outreach activities since Commission and EDFUND Board approval of an amendment to the Operating Agreement required to use \$2.2 million in 07-08 Outreach funding. Subsequent approval of the amended Operating Agreement by the Joint Legislative Budget Committee and Department of Finance was granted on August 3, 2007.

At the time this tab was prepared, the Commission and EDFUND staff were finishing a contract amendment for the new \$2.2 million public awareness campaign. It is expected that the amendment will be completed by the Commission meeting.

In preparation for the contract amendment, staff met with public relations contractors in early August to finalize scope of work and budgets to move forward with 2008 Public Awareness and Cash for College efforts. Highlights of the Public Awareness efforts include:

- Coordinated Fall PIN Registration Campaign;
- Expansion of the "College Cash Crew" concept and support of the
- Cash for College Ambassador project;
- Use of online and interactive technology to drive students to workshops for help in completing the Cal Grant application;
- Two campaign launch events in key media markets in the state; and
- Minor updates to the Cal Grant materials placed into the College Cash Box.

Staff is making every effort to distribute the College Cash Box as early as possible to assist high schools, campuses and outreach programs with their planned fall financial aid awareness activities across the state.

Recommended Action: For information only. No action required.

Responsible Staff:

Tom Mays, Director
Public Affairs Branch

Cheryl Lenz, Statewide Outreach
Coordinator

Despina Costopoulos
Statewide Cash for College Coordinator

13.b

Action/Information Item

California Student Aid Commission

Update on California Cash for College Program

The Public Affairs Branch will provide an update on the California Cash for College Program. A written update and event calendar are enclosed in this Tab Item.

Recommended Action: For information only. No action required.

Responsible Staff:

Tom Mays
Public Affairs Director

Despina Costopoulos
Statewide Coordinator

California Cash for College Update

2008 Updated Strategic Planning Goals

In May 2007, the Cash for College Advisory Committee met to set strategic goals for the upcoming year. Workshop data was reviewed and the following goals were identified to:

- ✓ Increase student workshop attendance by 25%;
- ✓ Expand evaluation effort to match workshop participant data to Cal Grant application/award database;
- ✓ Expand pre-workshop efforts - develop PIN campaign;
- ✓ Develop peer-to-peer projects using cell phone and “texting”;
- ✓ Explore use of online exit evaluation tool via Cash for College website;
- ✓ Add an additional focus of outreach efforts on low income/ traditionally low college going male student populations; and
- ✓ Coordinate and sync timing of workshop campaign with Volunteer Income Tax Assistance program and other key partners.

Fall PIN Campaign and College Access Events & Dates for Identified Regional Cash for College Mega-Workshops

Regional Cash for College lead organizations, including the Los Angeles Area Chamber of Commerce, San Diego and East Bay Cal-SOAP consortia, and the Shasta Union High School District, are conducting annual regional Cash for College and Cal-SOAP college fair activities. Each regional event has designed PIN Registration activities to help more students register for a PIN, the number used as an electronic signature for the *FAFSA on the Web*. More than 15,000 students are expected to attend fall events in Los Angeles, San Diego, Oakland, and Redding. A calendar of these events and contact information for each regional lead organization is attached to this update. Also, to the extent possible, 2008 Cash for College Mega Workshops are also identified for calendaring purposes. Commissioners and the public are encouraged to attend and participate.

2007 Scholarship Update and 2008-09 Two-year Scholarship Proposal

More than 300 scholarships have recently been awarded to high school seniors who attended 2007 Cash for College workshops. As of this writing, more than 90 percent of recipients have claimed scholarships and are supplying their class schedules as proof of enrollment this fall at institutions in or outside of California.

Enhancements to the 2007 Cash for College Scholarship Program:

- ✓ Increased number of statewide scholarships from 250 offered in 2006 to 300 in 2007.
- ✓ Developed more effective follow-up phone call efforts.
- ✓ Added a tailored e-mail follow up campaign for students to help complete the FAFSA, a requirement to qualify for the scholarship;
- ✓ Implemented new online scholarship claiming process; and
- ✓ Added claiming and re-awarding deadlines to meet mid-September disbursement deadline.

2008-09 Two-Year Scholarship Proposal:

A new request for \$1.25 million in scholarship grant funding was submitted to the College Access Foundation of California and is now under review. The Cash for College program, in collaboration with the Los Angeles Area Chamber of Commerce Foundation as fiscal agent to the grant, has structured its request for funds for a two-year time span to increase continuity and strategic planning.

Year one: For the upcoming year beginning in January, 2008, the statewide scholarships offered would increase to \$500,000, a 66 percent increase in scholarship funds over the number of scholarship this year and a slight increase in program support funding to equal a total of \$650,000.

Year two: In 2009, Cash for College has requested a baseline of \$300,000 in scholarships from the Foundation, and builds in a challenge opportunity to leverage another \$150,000 in scholarship support if Cash for College can raise that amount in scholarship funding from outside sources. The program support funding will remain the same at \$150,000. Second year funding from the Foundation would total up to \$600,000. If the challenge is met and/or exceeded, scholarship funds increase by fifty percent or greater over the number offered in 2007, and a potentially similar or larger scholarship pool over what is offered in 2008.

Scholarship Background: The Cash for College scholarship recognizes students for taking the steps needed to maximize their financial aid opportunities by applying for a Cal Grant. To qualify, students seek assistance at a Cash for College workshop, return the student evaluation form to apply for the scholarship, complete the Free Application for Federal Student Aid (FAFSA), and submit a verified Cal Grant GPA, all by the March 2nd Cal Grant deadline. In May of each year, recipients are then randomly selected to receive the \$1,000 scholarship from a pool of other workshop participants who also successfully completed the financial aid application process.

The Cash for College Scholarship has been shown to motivate students to attend workshops for assistance in completing the FAFSA. In each of the first two years of the program, nearly 60% of students attending workshops said the scholarship definitely motivated them to attend.

Listed below are regional partner FALL Outreach/PIN events and currently scheduled Cash for College Mega Workshops.

2007 FALL REGIONAL OUTREACH/PIN EVENTS

DATE & TIME

Jumpstart Senior Year in San Diego

The Joan Kroc Corps. Community Center
6845 University Avenue San Diego, CA 92115

Contact: Linda Doughty, ldoughty@ucsd.edu; sandiegocalsoap.com

SAT SEPT 08
9 TO NOON

Jumpstart Senior Year in North San Diego County

California Center for Arts-Escondido
340 N Escondido Blvd, Escondido, CA 92025

Contact: Linda Doughty, ldoughty@ucsd.edu; sandiegocalsoap.com

SAT SEPT 15
9 TO NOON

College Quest 2007

Redding Convention Center
777 Auditorium Drive, Redding, CA 96001

Contact: Marylee Boales, mboales@suhsd.net

TUES SEPT 25
5-7:30 PM

Los Angeles Cash for College, College and Career Convention

Los Angeles Convention Center
1201 S. Figueroa Street, South Hall

Contact: Alma Salazar, asalazar@lachamber.org; lacashforcollege.org

WED/THURS
OCT 10-11
8:30 AM - 1 PM
(BOTH DAYS)

6 TO 9 PM
(THURS ONLY)

East Bay Cal-SOAP College Information Day

UC Berkeley – Wheeler Hall, Berkeley, CA 94720

Contact: Denise Little denise@eastbayconsortium.org

SAT OCT 20
9 TO 1 PM

San Diego Cal-SOAP College Fair

Scottish Rite Center, 1895 Camino del Rio South, San Diego, CA 92108

Contact: Linda Doughty, ldoughty@ucsd.edu

WED OCT 24
6 TO 8:30 PM

SAVE THE DATE – CASH FOR COLLEGE MEGA WOKSHOPS

2008

San Diego Cash for College Mega Workshop

SAT JAN 26

Los Angeles Cash for College Day

SAT FEB 9

