

Exhibit 14

Information Item

Strategic Planning Outcome: Report on a plan for enhancing social media outreach

Over the past 10 months, we have established a growing presence for the Commission over social media. There are now 10 social media platforms through which the public can connect with the Commission.



Twitter - Twitter is an online social networking service and microblogging service that enables its users to send and read text-based messages including pictures and video along with up to 140 characters of text, known as "tweets". Especially good for live play-by-play updates.



Facebook - Facebook is an online social networking service that connects people with friends and others locally, regionally, nationally, or internationally using pictures, video, images. Allows for immediate feedback, stories, interaction, and sharing of information.



YouTube - YouTube is a video-sharing website on which users can upload, view and share videos.



Vimeo – Vimeo is a high-quality video-sharing website on which users can upload, share and view videos.



LinkedIn – LinkedIn is the world's largest professional network designed to raise awareness, build relationships, market services and information, provide updates, insights, and access vertical groups and industry news.



Instagram - Instagram is an online photo-sharing, video-sharing and social networking service that enables users to take pictures and videos, apply digital filters to them, and share them immediately on a variety of social networking services at once, such as Facebook and Twitter. A distinctive feature is that it confines photos to a square shape.

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Google+ - Google+ combines news and information in a real-time platform to make sharing on the web more like sharing in real life. Users can create and access Circles (targeted contacts), Events (live broadcasting/streaming) and Hangouts (video interactive discussions).



Foursquare - Foursquare is a location-based social networking website for mobile devices, such as smartphones and tablets. Users "check in" at venues using a GPS based mobile website, text messaging or a device-specific application by selecting from a list of venues the application locates nearby or designating a location of their own.



RSS Feed – Really Simple Syndication (RSS) allows the Commission to easily provide website visitors with up-to-date newsworthy information by automatically retrieving the latest content from news sites that our website visitors may find interesting. Users save time and ensure privacy by not needing to search each source site individually.



Pinterest – Pinterest is a pinboard-style photo-sharing website that allows users to create and manage theme-based image collections such as activities (applying for college), events (receiving their financial aid award), and interests (educational). It is a tool for our supporters to find inspiration and share that inspiration with others. Users can repost their pinboards to other social media sites like Facebook and users can browse other pinboards for images, and "re-pin" images to their own pinboards, or "like" photos.



Edmodo - Edmodo is a social learning platform for educators, students, and parents. It is commonly thought of as the Facebook of schools, as called by pupils and teachers alike. This platform was established primarily for the use of the Commission's Program, Administration and Services Division.

While the Commission's more recent social media platforms continue to gain "followers," the Commission's nearly four-year-old Cash for College platform is the leader in connecting with students. This is because 1) the platform has existed longer, and 2) the platform connects directly with students "on the ground" at over 730 community workshops annually.

Establishing creative solutions for connecting with the Commission's disparate audiences presents both challenges and opportunities. We consulted with former Commissioner Ishan Shah and Audrey Dow, who works with Commissioner Michele Siqueiros at the Campaign for College Opportunity, who provided many useful suggestions and recommendations.

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We have implemented the following changes:

- Established a partnership with GetSchooled, a media, technology and popular culture nonprofit organization dedicated to motivating young people to improve high school graduation rates and empower students to succeed in college.
- Changed the Twitter Profile screen name and background wallpaper.
- Established a Commission staff website workgroup.

We are continuing to consider the following changes:

- Add the Mission Admission Facebook game to the Commission's FB page.
- Develop a "student's only" sister page to the Commission webpage to feature Instagram, Foursquare, Pinterest content and competitive contest platform utilization.
- Establish a Google Hangout.
- Engage student groups and associations, as CSAC enthusiasts/volunteers.
- Follow members of the legislature who have Twitter accounts and recommend they follow the Commission.
- Establish an Editorial Calendar for the Commission's social media outlets' subject matter and themes.
- Utilize algorithms for timing posts.
- Schedule posts for after hours and weekends.

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