

Exhibit 12

Information/Action Item

California Student Aid Commission's Bi-national Partnership: Dreams Taking Flight — a presentation by the Consul General of Mexico

Since 2011, the California Student Aid Commission has joined the Consul General, Cien Amigos, California State University, Sacramento, the University of California at Davis, the Hispanic Association of Colleges and Universities, the Mexican Cultural Center of Northern California, the Latino Policy Coalition and the student organization "Dream.Develop.Do." to organize a bilingual university fair for students and their families who reside in the 24 counties Northern California area served by the Mexican Consulate.

The purpose of the fair is to:

- Explain the full array of resources available for Latino students to finance their higher education,
- Expose Latino families to the admissions process of California higher education institutions, and;
- Assist Latino students in completing their student aid applications.

The all-day program offers a college and university fair (attended by approximately 50 California and Mexican colleges and universities), a computer lab with individual stations to complete the Free Application for Federal Student Aid (FAFSA) or California Dream Act application for Cal Grant and other financial aid programs, and workshops on planning for college admission, financial aid opportunities and immigration assistance.

Participating students also received information on how to apply for the California Cash for College Dream in Action Scholarship alongside information on the scholarships provided by the Consul General of Mexico, Mexican Cultural Center, and Cien Amigos Scholarship Fund.

On Saturday, February 1, 2014, the 3rd annual Steps to College fair was held at the Consulate General of Mexico in Sacramento. It was attended by over 3,200 students and their families. Bus Transportation was arranged by the Steps to College Steering Committee for over 750 students who traveled on 23 buses from locations as far as Truckee-Lake Tahoe, Tehama County, and the Central Valley.

The Commission has provided event planning, logistical, communications, and media staff support through its executive and communications teams. In addition, the Commission's Program Administration and Services Division (PASD) provided the expertise of its financial aid experts and Cal-SOAP Sacramento Program staff to staff the financial aid computer "labs". The labs used the Commission's Cash for College platform, in partnership with the Microsoft Corporation, which provided the "Surface" tablets for the event. The Commission's Cash for College Coordinator assisted in the

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development and organization of the program identifying speakers and moderators for the event. The Commission also provided the necessary *Fund Your Future* and the *Top 10 Things You Need to Know*, Dream Act and Middle Class Scholarship Program publications required to inform students of financial aid opportunities available in California. The estimated in-kind financial support by the Commission for the organization and deployment of this event has been estimated to be approximately \$30,000.

The Commission's co-sponsorship with the leadership of the Consul General and the Cien Amigos organization, made the fair possible when joined by the financial support of over 50 California and Mexican public and private colleges and universities. All remaining proceeds after expenses are contributed to the scholarship fund that provides scholarships for first-time students and adults who seek to complete their General Educational Development Test (GED) and gain permanent residency and citizenship.

The Commission was represented at the Steps to College 2014 fair by Vice Chair Ana Beltran, who will share her observations of the event with the Commission when it hears this item. Commissioner Beltran participated in this year's event as a guest speaker and moderator for the day's financial aid workshops.

Attached to this agenda item are links to the fair's website, www.stepstocollege2014.org and to some of the media coverage of the event cited below.

Link to full article and photographs:

<http://www.sacbee.com/2014/02/01/6121113/steps-to-college-conference-helps.html>

Link to full editorial:

<http://www.sacbee.com/2014/02/01/6119023/editorial-california-dream-act.html>

Guest Speaker: Carlos González Gutiérrez
Consul General of México

Responsible Person(s): Diana Fuentes-Michel
Executive Director

California Student Aid Commission

Addendum: Biography

Carlos González Gutiérrez

Consul General of Mexico in Sacramento

Consul General Gutiérrez is currently the Consul General of Mexico in Sacramento. As a member of the Mexican Foreign Service since 1987, he has been Consul for Community Affairs at the Mexican Consulate in Los Angeles (1989-1995), Director for Community Affairs at the Program for Mexican Communities Abroad (1995-1999), and Counselor for Latino Affairs at the Embassy of Mexico in Washington D.C. (1999-2003). Before his arrival to Sacramento, he was Executive Director of the Institute for Mexicans Abroad at Mexico's Ministry of Foreign Affairs. He has a Bachelors Degree in International Relations from El Colegio de México, and a Masters Degree also in IR from the School of International Relations, University of Southern California. He is author of several publications about the Mexican population in the United States. In September 2011, President Felipe Calderón promoted him to the rank of Ambassador.