

Item 7

Information Item

Outreach plans for 2016-17

The California Student Aid Commission's mission is to provide information and outreach services to those communities that without those efforts would not apply or receive financial aid to make college possible. In addition to those outreach efforts provided directly to students, Commission staff offers Cal Grant and other Specialized Programs training services to high school counselors, school district officials, college administrators, community organizations, and various state and county agencies.

2015 Financial Aid Training Events

Commission staff are preparing for the 2015 financial aid training events for the 2016-17 application year. The Program Administration and Services Division staff participate in these events, while managing their other workload. The upcoming training events include, but are not limited to:

- High School Counselor Workshops – In partnership with the California Association of Student Financial Aid Administrators (CASFAA), Commission staff will participate in 21 workshops across the state between October 14, 2015 and November 20, 2015. The workshops will include information about Cal Grants, CA Dream Act Application and Middle Class Scholarship, and the many resources available to assist high school counselors, advisors, and administrative staff.
- Webinars – 19 webinar sessions are scheduled through December 2015. Webinar topics include information about GPA Submission, WebGrants, Cal Grant, Middle Class Scholarship, Chafee, CA Dream Act, and Audit processes.
- Commission staff will join Allan Hancock College in their *Financial Aid Training and Bridges to Success Program*. Commission staff will conduct a webinar training on Cal Grant changes, CA Dream Act Application and Middle Class Scholarship updates.
- In-person Training – Several in-person trainings. Staff will participate in a training at CSU Channel Islands for teachers, counselors, community organizers, non-profits organizations, outreach workers and many others. Staff will also participate in Cal Grant and GPA upload training in Riverside, CA. This training is geared toward school district officials, data managers, and district directors to help prepare them for the new electronic GPA uploading mandate.
- CASFAA Conference training which include Cal Grant Program Compliance, Cal Grant Processing Updates, Dream Act, and WebGrants.
- Training at the Mexican Consulate in Los Angeles. Training will include Dream Act Application information.
- Dream Act Application training to Community College and High School counselors in Fresno.

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2015 Outreach Events

The Program Administration and Services Division coordinate the outreach programs and participate in several events, when available. Some of the outreach events include:

- Local Education Fairs - Staff participates in several local higher education fairs to promote the Commission's programs and to provide information to students and parents on completing the CA Dream Act application or FAFSA and the Cal Grant GPA. This year staff will participate in the *Feria de Educacion* at Sacramento State. Staff will host a table and provide resources to students regarding the California Dream Act and facilitate a workshop about services for undocumented students.
- For the third year, Commission staff will be joining the Alianza Alliance in an outreach event entitled, "Beyond the Dream," at Woodland Community College. Staff will participate in Spanish and English informational workshops.
- The Aloha Festival in Sacramento which is an annual community event that includes Native Hawaiian and Pacific Islander entertainment, educational exhibits, workshops, and presentations. Commission staff will host a booth and provide information about Commission programs.
- California Cash for College – Commission staff will participate in the 14th Annual College & Career Convention outreach event with Regional Coordinating Organization (RCO), UNITE-LA on October 28-29, 2015. This event is a two-day college and career convention that features seminars, career demonstrations, financial aid presentations and scholarship information in an exhibit hall with college and university representatives from across the United States. The Commission will staff a table at the exhibit and provide financial aid information to students and participants.
- For the fifth year, Cash for College will also participate in the FERIA Steps to College event in February 6, 2016 in partnership with the General Consulate of Mexico in Sacramento, an event that reaches hundreds of low-income senior year students.
- More than 800 Cash for College Workshops will be conducted throughout California between January and March 2, 2016 to assist low-income and first generation students complete the FAFSA and CA Dream Act Application.
- Cash for College RCOs will host a variety of outreach events in their regions to promote Workshops that start in January.
- Cal-SOAP consortia continue to provide continuous outreach services to students and parents. Below are some samples of outreach services that Cal-SOAP consortia are providing the next few months:
 - Lynwood Alumni Conference - college and financial aid information for all K-12 students, coordinated by district alumni.
 - College information and application workshops at targeted high schools for seniors, and college and financial aid advising classroom workshops for juniors.
 - Consortia providing financial aid, A-G, and Cal-SOAP information to school staff, students, and parents at Back to School Nights.

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- Cal-SOAP sponsoring college tours to CSU and UC campuses for 9th-12th graders at 8 high schools.
- Cal-SOAP orientation with 25 school principals and counselors for financial aid and career exploration professional development.
- Parent financial aid presentations at targeted high schools.
- SAT/ACT registration drives and college applications assistance for all seniors at four high schools.
- Higher Ed Week for all 12th graders at three partner high schools. Admissions workshops by representatives from CCC, CSU, UC, Private and Career Technical Education (CTE) aimed at providing seniors with information on admissions requirements and processes, as well as financial aid and scholarship information. Workshops are followed by a college fair with 25-30 college representatives
- East Side High School District College Night for all Santa Clara County students and families with over 100 college representatives. Cal-SOAP will organize family workshops for all participants (Navigating the College Night; College: Making It Happen; Financial Aid 101).
- College Day - Taking part in a county wide effort to increase student awareness, motivation and readiness for college and careers, Cal-SOAP will coordinate College Day activities with all target high schools.
- Attend Career Technical Education Nights with partnership schools to expose high school students to CTE careers and professions.
- FAFSA Season Kick Off - counselor and staff training on state and federal aid, FAFSA and Dream Application.
- Cal-SOAP will be collaborating with the administrative staff of the Post-Secondary Success and Counseling Program of the San Francisco Unified School District to plan and conduct its annual Financial Aid Kick-Off for SFUSD school counselors and other college access providers in San Francisco community.
- Outreach to Middle Class Scholarship (MCS) target high schools to prepare for financial aid applications. Scheduling of financial aid nights and C4C workshops at MCS target high schools.
- Tutoring and academic support for vocational training students.
- STEM Career Day at CSU Long Beach - targeted at low income first generation African American students.
- College Fairs - Over 50 college representatives and financial aid professionals attend two of the local high schools. Close to 2,000 parents and students attend these events and have the opportunity to access college, career, and financial aid information from each of the representatives present.
- Work with Cal-SOAP 9th graders to create individualized 6-year plans.

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- Guest Speaker (Roxanne Ocampo) from Quetzal Mama for all 11th and 12th graders at Gilroy High School (700 students). Quetzal Mama provides strategic selective college admissions coaching to students.
- Cal-SOAP staff will be present at target schools during Open House nights. An event whereby parents will have the time and opportunity to meet Cal-SOAP staff and learn about Cal-SOAP services.
- College Day Family and Community Conference at San Jose State University, conference theme will be STEM career pathways highlighting career professionals working in Silicon Valley.
- Integrate MCS presentations at US Department of Education Train the Trainer Workshops for Central Valley counselors and community members interested in financial aid updates.
- Strategic Policy, Communications and Media Outreach Events
 - Staff is partnering with the Los Angeles City Housing Authority (LACHA) to provide financial aid informational trainings and FAFSA completion support, including Get Schooled, targeting students attending Markham Middle School and Jordan High School, where a student's average annual family income is \$14,597 for a family of 4. The community education partnership is focused on engaging community volunteers including LACHA existing partners: the University of Southern California (USC), Los Angeles Police Department (LAPD), Los Angeles Unified School District (LAUSD) and the Boys and Girls Clubs of America. The partnership also intends to incorporate California Community Colleges and, perhaps, the Community College Foundation e-Bus during 2016-17 financial aid application season.
 - Staff is seeking to engage in a financial aid education and informational campaign with BRIDGES Housing for the Mandela Gateway housing community in West Oakland following the LACHA model. Existing partners in West Oakland include the Self-Help Credit Union and the Internal Revenue Service (IRS) of Volunteer Income Tax Assistance volunteer program. We have reached out to the East Bay Consortium Cal-SOAP; and BRIDGES has reached out to Oakland Unified School District (OUSD) to include their participation.
 - The First in the World (FITW) Grant partnership with the University of Southern California is proceeding with positive results. The UC Merced Center for Educational Partnerships has been secured as a data collection and research partner. As indicated in previous reports, California is the only state with a gaming-based research design and the FITW U.S. Department of Education (DOE) grant. Undersecretary Ted Mitchell visited USC and received a briefing on our Mission: Admission FITW grant and its progress. Both USC and the U.S. DOE see the success of our project as setting the tone for a national dialogue about using role-playing games to engage low-income and first-generation students in the college access and financial aid access.
 - Staff met with representatives from San Francisco Unified School District (SFUSD) and Plan of Action for Challenging Times (PACT) to discuss supporting the district in its initiative to improve outcomes for African American young men, including the White House My Brother's Keeper Initiative, by providing "Fund Your Future" Magazines and financial aid education and informational opportunities for SFUSD students, parents and volunteers.

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- Staff participated in the White House Initiative on Educational Excellence for African Americans Summit at UCLA with the Education Trust-West and the California Endowment. We have been asked to host the Summit with University of California at Davis in 2016 during financial aid application season and provide a Cash for College workshop on campus during the Summit. This activity is somewhat similar to Steps to College, however it is less labor intensive as UCD and the UC Office of the President are providing in-kind support and resources.
- Staff has partnered with the Federal Insurance Deposit Corporation (FDIC) for its Money Smart for Young People 2016 Financial Literacy campaign by providing recommendations for high schools statewide to be a part of their outreach program. We referred the FDIC to high schools that are currently participating in Get Schooled.
- Staff continues to work with the Selective Service System in partnership to reach 18-24 year old young men. They invited the Commission to participate in their campaign with the Inland Empire 66ers. Cash for College in the IE is promoting Cash for College every Tuesday during the minor league baseball team's fall season.
- Staff is working with the State Treasurer's staff on publicizing the California College Access Tax Credit Fund (CATCF). We are working together to develop communications and marketing strategies for 2015 – 2018. The Board of Equalization is interested in continuing the Commission's participation in statewide conferences regarding the College Access Tax Credit.
- Staff will take part in the State Controller's Financial Literacy Month information fair at the State Capitol and in Los Angeles along with numerous other state agencies and state officials.
- CSAC partnered for the first time with the State Fair to launch Youth Day. The e-Bus also participated and the July 13, 2015 event was considered a success with an estimated 5,000 youth attending the youth rally.
- Staff is continuing to meet with the California Department of Education to discuss how partnership possibilities on their upcoming increasing "college access" campaign to high school students

The outreach and training events are held through the March 2 deadline and staff work to manage the coordinate with our Cal SOAP partners to participate in those events where Commission staff are unable to attend due to staffing or budget constraints. Many partnerships have been established through the years with various community organizations and programs, where training has been provided to allow these partners to train on the various Commission programs. Commission staff have also developed several training videos that are available to the public for use. Finally we note that there are commission BCPs (see Item 8) to further support outreach efforts.

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