

# Item 21

## Information Item

### Ad hoc committee report on improving the Arthur S. Marmaduke Award process

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#### **SUMMARY:**

At the June Commission meeting, the Chair appointed Commissioners Maxie and Cifuentes to be an ad hoc committee to review the Arthur S. Marmaduke Award Program. The ad hoc committee met and made various recommendations. This item provides their report and staff recommendations for implementation.

#### **RECOMMENDATION:**

Staff will work to incorporate the improvements recommended by the ad hoc committee.

#### **BRIEF HISTORY OF KEY ISSUE(S):**

Arthur S. Marmaduke was Executive Director of the California Student Aid Commission for 25 years from 1960 to 1985. The award was established in 1985 in his honor as the longest-serving executive director in the history of the Commission, which was founded in 1955. Mr. Marmaduke also served as the first President of the National Association of State Grant and Aid Programs.

The Arthur S. Marmaduke Award is a \$1,500 annual award recognizing one outstanding California high school counselor who demonstrates exemplary skills in helping students fulfill their dreams of going to college. The candidate is nominated by his or her high school principal or (designee) and selected by the California Student Aid Commission. Each year, Commission staff solicit nominations from high schools recommending a California high school counselor who demonstrates effectiveness for serving students in preparing for and pursuing their higher education.

At the request of Chair Geiogoue, Commissioners Maxie and Cifuentes convened in July 2016 as an ad hoc committee to review the staff's procedures for administering the Commission's Arthur S. Marmaduke Award. Commissioners Maxie and Cifuentes provided recommendations for improvements in various aspects of the process. Their recommendations are presented in Attachment 21.1.

# California Student Aid Commission

## **ANALYSIS:**

The ad hoc committee will report its recommendations at the Commission meeting. Staff concurs that the recommendations are well-advised and has developed a plan to implement them.

Staff will report on the changes to the award process at future meetings, as they are implemented.

## **RESPONSIBLE PERSON(S):**

Debra Maxie, Commissioner

Catalina Cifuentes, Commissioner

Catalina Mistler, Deputy Director  
Program and Administration Services Division

## **ATTACHMENT(S):**

Attachment 21.1: California Student Aid Commission Marmaduke Award

## Marmaduke Award Proposed Changes

### Recommendations for Nomination Process:

- Current process only allows recommendations from site principal. Other potential nominators could include: District and County leadership (forward school counselor of the year awardee), school counselor/teacher colleague, as well as site administration and not just principal.

**Implementation Plan:** *Update nomination forms to allow colleagues, administrators, teachers and others within the county and district to submit recommendations.*

- The timeline of award can be adjusted so school counselor can receive award in April/May. We could roll out this award in the fall with a deadline in January because October is still a little early for school sites and a hectic time for counselors with college applications.

**Implementation Plan:** *Announce the Marmaduke Award process in October. Distribute the communication to High School County Offices of Education, School Districts, Principals, Counselors, Teachers, and College Counselors. Set a February 1 deadline for nomination forms to be submitted. In addition to the communications, staff will implement the following plan:*

- **Utilizing the Integrated Voice Response (IVR):** *A brief message about the award can be created for the Institutional Support phone line.*
- **Highlight the Marmaduke Award on the Commission Homepage:** *The award should be featured prominently on the homepage.*
- **Utilize the Commission's Social Media Outlets:** *Information about the award can be added to the Commission's Facebook, Twitter, and Instagram. The California Department of Education will share this information on their social media outlets.*

### Recommendations Criteria for Selecting a Winner:

- Review current questions on the recommendation application so at least one asks for data driven metrics/ process data or examples that support the mission of CSAC or providing college and career readiness access. Criteria could include: FAFSA/Dream Act completion (growth or high % completion), improving A-G or college enrollment, providing college and career exploration to parents for an elementary/middle school counselor, etc.

**Implementation Plan:** *Update the Marmaduke nomination forms to add questions related to the nominees special efforts to reach students who may not consider attending college; efforts to reach out to parents and families; data and examples of providing college and career readiness access. Use the school's FAFSA/Dream Act Application data to measure increases from year to year to consider in the evaluation of the nominee.*

### **Recommendation for Publicity and Awareness:**

- Reach out to CSU/UC counselor conferences to include a flyer, handout, or slide that discusses the award/process to nominate and potentially a Commissioner can speak or attend these events to advertise it.

**Implementation Plan:** *Create and Release Arthur Marmaduke Award Communications including flyers, handouts, presentations, and reminders to schools. Slides have already been added to the High School Counselor Workshop presentation and trainers are promoting the award program and to expect upcoming information.*

- Every CSAC fall school counselor presentation needs to include a slide and information about the award and how to submit a nomination.

**Implementation Plan:** *Information slides on the Marmaduke Award were added to the 2016 High School Counselor Financial Aid Workshop presentation.*

- Reach out to all 58 State County Office of Education about the award.

**Implementation Plan:** *Email communication to all 58 State County Offices of Education with information on the Marmaduke Award and process. The Commission staff will partner with the California Department of Education to send joint communications in the form of electronic letters.*

- Every CSAC account user and admin user should receive an announcement or bulletin when the window to submit nomination opens and steps on how to submit.

**Implementation Plan:** *The Institutional Support Unit (ISU) will reach out to WebGrants System Administrators and Users with the Marmaduke Award nomination information. ISU staff will include information about the award in their School Support signature line.*

- Every school district Superintendent can be notified of the award and application and reach out to their state association. More districts are moving towards awarding a school counselor of the year so they could roll over their nomination.

**Implementation Plan:** *Send communications to school district Superintendents about the Marmaduke Award process and ask that they reach out to their state association. ISU staff will work with California Department of Education staff to send communications out.*

### **Recommendations for Venue to announce winner:**

- A local award presentation can take place in April/May at a school staff/district meeting and depending on the area a Commissioner can be selected (close to their school/district) to present award.
- Investigate for state capitol possibility to receive the award as another option.

**Implementation Plan:** *After selecting the awardee, coordinate with the school district and high school to set a date for the Executive Director and/or a Commissioner to present the award to the selected counselor.*