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## 3.2

### Action /Information Item

#### *Outreach Committee*

#### California Cash for College Update

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Despina Costopoulos, Cash for College Coordinator will provide an update on the 2005/06 Cash for College workshop series.

Brian Canning of NextWave Productions will present information on the Cash for College radio partnership effort and the making of Cash for College—The Show

***Recommended Action:*** This is an information item. No action is required.

***Responsible Staff:*** Despina Costopoulos  
Cash for College Coordinator

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## CALIFORNIA CASH FOR COLLEGE UPDATE TO THE CALIFORNIA STUDENT AID COMMISSION

The California Cash for College (CCFC) effort has offered more than 200 line by line FAFSA workshops at colleges, universities, high schools and community sites across the state. More than 70 workshops were added this year by local and regional organizers. Workshops are being held up until the March 2<sup>nd</sup> Cal Grant deadline.

### **California Cash for College Coordinates with financial aid community**

CCFC convened a focus group involving financial aid experts from all parts of higher education to assist in the development of the CCFC line-by-line PowerPoint presentation used at workshops to help students and families complete the FAFSA. Their valuable feedback was helpful in making the presentation and post workshop materials provided to students even better!

CCFC and the Community Colleges I Can Afford College Campaign found a perfect opportunity to work together by offering more than 14,000 English and Spanish collateral pieces provided to students at CCFC workshops. CCFC also appreciates the collaboration with the Commission/CASFAA High School Relations Committee which offered the High School Counselor training series in the fall. Teaming up with the training series was a great opportunity to increase awareness of CCFC among high school counselors.

### **New Features of CA Cash for College**

In addition to a growing workshop effort, CCFC is sporting a new logo, and has developed new partnerships with the Partners in Education program of the California Lottery, Hyundai and several radio stations in five major media markets to help get the word out about this year's workshop series. Cash for College workshops were promoted on the "Big Spin" Show on 12 major TV stations statewide, and the CCFC links from the California Lottery site at [www.calottery.com](http://www.calottery.com). And, Hyundai's interest in promoting nursing programs throughout the country made it easy for the organization to join the CCFC effort by making FAFSAs available dealerships across the Central Valley.

Once again, \$1,000 scholarships are being offered by the James Irvine Foundation and this year, by Hyundai. The statewide drawing of fifteen scholarships is available to students who attend Cash for College workshops and complete an exit evaluation.

### **Cash for College –The Show**

Everyone working in financial aid outreach knows that often students are not aware of how to apply for financial aid. Cash for College wanted to offer an entertaining look at student thoughts about going to college and applying for financial aid, and to point them to great resources for help. Many of the student attitudes seen in the Show were echoed in a recent report released by the Public Agenda "Life after High School: Young People Talk about Their Hopes and Prospects." As seen in the Show, large majorities of all young Americans across all economic, racial and ethnic backgrounds see the value of continuing their education beyond high school. To download the report, visit [www.publicagenda.org](http://www.publicagenda.org).

In just eight weeks Cash for College commissioned the creative team, NextWave Productions, in association with students, teachers and college counselors of Grover Cleveland High School to develop and film a half hour show which follows two students, Natalia and Pablo from Grover Cleveland High's Media Academy as they overcome obstacles and apply for college financial aid. The special is an opportunity to show students and parents by example that the process to apply for financial aid is easier than they think with some tools and assistance.

CCCSFAAA President, Susan Jones, was asked to promote the Board of Governors' Fee Waiver in the special. Mario Lopez from Clear Channel's Hot 92.3 Jamz radio hosts the show. At stake for Pablo and Natalia are \$2,500 scholarships presented by Chela Education Financing. Cash for College -The Show can be found at the CCFC website or at [www.CashforCollege.tv](http://www.CashforCollege.tv).

### **Univisión/Commission Team Up with Bilingual Financial Aid Administrators**

This year Univisión, the Commission's Public Awareness Campaign teamed up with bilingual financial aid administrators to reach Latino students and families in the Los Angeles area. On Wednesday, January 19, 2005, Univisión's 34 A Su Lado evening program focused on financial aid, Cal Grants and the California Cash for College effort.

Beginning at CASFAA, statewide and LA Cash for College offices, financial aid and higher education program directors recruited 71 volunteers. More than 60 volunteers took 6 and a half hours of their personal time to help 2,141 student households learn more about Cal Grants, other financial aid and where to find help at a Cash for College workshop.

More than 93,000 calls were logged into the Service Employees International Union Call Center, a partner in the Univisión effort because viewers saw one or more interviews with financial aid and outreach representatives. The following day, La Opinión published the Top 10 most frequently asked questions from viewers and answers to those questions, reaching even more students and families. Files of the Top 10 FAQs have been made available to Cash for College organizers and are posted at the CCFC website.

This event was so hot, Marco De La Garza, Dean of Financial Aid at Pierce College received a "Hottie" award for recruiting several of his staff. Marco also provided several Spanish language interviews in the week leading up to and during the A Su Lado show. On behalf of the Commission and California Cash for College, thank you to all financial aid volunteers for their commitment and dedication to serving Latino students and families. There is no question viewer awareness of financial aid was increased significantly due to their efforts. We hope to make it an annual event.

### **Media events and coverage**

Media coverage of Cash for College seemed to take on a life of its own with many legislative offices announcing workshops in their districts. This year, Cash for College launched media events in major areas the state with a range of stakeholders and top level officials who support the Cal Grant and Cash for College efforts. On January 21, 2005, in Los Angeles, Mayor Jim Hahn and LA Unified School Board, LA Community College, LA Chamber and Commission representatives highlighted state and local partnerships to help students and families in LA. Also on the 21<sup>st</sup>, Senator Christine Kehoe and Assemblymember Lori Saldaña launched Cash for College efforts in San Diego. Several Commissioners McClain, Moore, Roth, and Serna attended press events to promote Cal Grants and Cash for College workshops.

More and more, local and Congressional representatives are becoming engaged in efforts to inform students and families of the range of financial aid that is available. This year, Fresno Mayor Autry headlined at a Cash for College press event to encourage students and families to apply for financial aid and to attend area workshops. Also in the Bay region, the Office of Mayor Newsom became engaged in planning San Francisco efforts, and Congressional representatives Barbara Lee and George Miller launched the many workshops offered in Oakland and the East Bay.

**Stay tuned for a wrap up of the 2005 effort and next steps for coordination in 2006....**

# Welcome to the Cash for College Television Show Website



"Hi, I'm Mario Lopez. Applying for financial aid is easier than you think. A little time now spent filling out financial aid forms will mean a lot more earning power in your future! Check out this show with two High School students and find out how to get YOUR Cash for College now!"



### Watch the Show Online

QuickTime: [Dialup](#) | [Broadband](#)  
Windows Media Player: [Dialup](#) | [Broadband](#)

### USEFUL LINKS

- [Forms and Deadlines](#)
- [What to Bring to a Cash for College Workshop](#)
- [FAFSA Tips](#)
- [Scholarships](#)
- [Financial Aid Scams](#)
- [Helpful Links](#)

### FOR MORE INFORMATION

For additional information on applying for Cash For College, please visit [www.calgrants.org](http://www.calgrants.org) or call 1-888-CA-GRANT



California Cash for College workshops are offered evenings and weekends during the months of JANUARY AND FEBRUARY, 2005. You can find the workshop nearest you at:

[www.californiacashforcollege.org](http://www.californiacashforcollege.org)

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Special thanks to  
**Chela Education Financing**  
for providing \$2,500 scholarships to our Cash for College student winners  
Special thanks also to  
the teachers and students of **Cleveland High School Media Academy**  
for co-producing and starring in this production

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