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# 1.2

## Information Item

### *Outreach Committee*

#### Outreach Activities Update

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Enclosed is a summary of outreach activities in which Commission staff members are involved. Commission staff coordinate, plan and participate in many activities that directly or indirectly provide high school and middle school students, their parents, teachers, and counselors with information about how to fund their students' postsecondary education.

**Recommended Action:** For information only. No action is required.

**Responsible Staff:** Steve Caldwell, Chief  
Outreach &  
Public Relations Division

Kim Taylor, Manager  
Outreach Branch  
Outreach &  
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## OUTREACH UPDATE

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As part of the Outreach and Public Relations Division, Outreach Unit staff members continue to participate in financial aid information dissemination activities throughout the State. Outreach staff coordinates, plans, and participates in activities that directly or indirectly provide high school and middle school students, their parents, teachers, and counselors with information about how to fund their students' postsecondary education.

The Outreach Unit has one full-time staff person to conduct these important activities. As such, this report includes activities conducted by EDFUND Client Relations Managers (CRMs) both separately and jointly with Commission staff. The report provides information on the number and type of outreach activities completed through January 2006 as well as the approximate number of contacts. The report also provides a summary of events currently planned and calendared. A complete report, including the rest of the fiscal year's activities will be presented to the Commissioners at their June meeting.

### EVENT TYPE DEFINITIONS

Commission outreach events fall into 7 categories as listed below. Each category has its own typical audience and requires different skills, materials, preparation and arrangements on the part of our Outreach staff. The Commission/EDFUND materials are always available at any of the outreach events.

### CLASSROOM PRESENTATIONS

Events planned and organized specifically to work with students in their own classrooms. These events usually include hands-on activities designed to help students compute estimated college costs, research sources of funds to go to college, etc.

- 4 classroom presentations completed, total contacts = 100

### COLLEGE/CAREER FAIRS

Events organized specifically to expose students to educational and career opportunities available after High School and usually include the presence of college, military and job recruiters. The Commission and EDFUND are often included in these events to provide information about college financial aid available from all the government, campus, and private sources.

- 14 events completed, total contacts = 4,460
- 3 events planned, total contacts expected = 1,200

### FA (FINANCIAL AID)/CAL GRANT PRESENTATIONS

Presentations to explain and describe to students, parents, teachers and counselors the available financial aid options, the application process, and what to expect after the application has been submitted. Presentations are made to large and small audiences (ballrooms to table talks) and can be formal or informal (projected power point to sit-down discussions with questions and answers). They may be a part of a larger event such as workshops or conferences, or "stand-alone" such as a financial aid night at a high school.

- 79 completed events, total contacts = 7,517 (including the fall HS workshops)
- 14 Commission events planned, total contacts expected = 815

**FAFSA WORKSHOPS**

These workshops are conducted specifically to provide assistance to families in completing their FAFSAs. These include events where Commission and EDFUND staff are the experts and answer families' questions. For this report, the count of events in the FAFSA Workshops include only those in which Commission and EDFUND individuals actually worked with students and their families, but do not include all the "Cash for College" events coordinated by others in the agency.

- 3 events completed, total contacts = 225
- 7 events planned, total contacts expected = 450

**INFORMATION FAIRS/CONFERENCES**

Events organized often for educational purposes, but not usually college-going or student financial aid oriented. Commission and EDFUND have become involved in these events because the organizers desire to have financial aid information available, or because there is a strong college-going presence, however, neither is the primary purpose of the event.

- 1 event completed, total contacts = 25
- 1 event planned, total contacts expected = 100

**OTHERS**

Unusual events that do not fit into our other categories and are not expected to be repeated often. So far in this fiscal year we have had only 2 events.

- 1 event completed, total contacts = 40
- 1 event planned, (Lieutenant Governor's rally) total contacts expected = 500

**PANEL MEMBER**

A form of presentation often included in larger events. Panel discussions are an excellent way of personalizing the financial aid message for the audience by allowing them an extended opportunity to ask specific questions. The preparation and presentation for a panel discussion is usually much less extensive and less formal than for other presentations, but the subject matter may be very similar.

- 1 event completed, total contacts = 500
- 2 events planned, 4 panel discussions at each, expected contacts = 800

**SUMMARY**

- Total events completed = 103, total contacts = **12,867** (includes the Fall workshops)
- Number of events currently planned = 28, Number of contacts expected = **3,865**