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## 2.2

### Information Item

#### *Outreach Committee*

#### Public Awareness Campaign Update

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Representatives from Crocker Flanagan will present a summary of the activities and data collected in association with the 2005-2006 Cal Grant Public Awareness Campaign activities.

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

**Responsible Staff:** Carole Durante, Manager  
Outreach & Public Relations Division

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Outreach & Public Relations Division

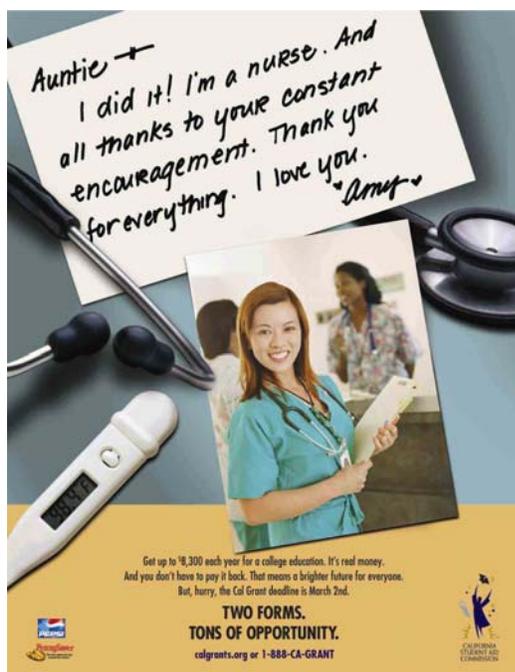
## EXECUTIVE SUMMARY

For the past six months, the California Student Aid Commission (CSAC) and Crocker/Flanagan have been responsible for informing the public about California's higher education financial aid program – Cal Grants. As part of this effort, the Commission worked with Crocker/Flanagan to reach out to target audiences through a comprehensive public education campaign consisting of advertising and media relations, outreach to community-based organizations and faith-based organizations, public relations and development of corporate partnerships.

The key campaign objective for 2005-2006 was to increase program awareness and Cal Grant applications submitted in priority school areas. In addition, one of the campaign's goals was to inform students of the benefits of receiving a Cal Grant and to encourage them to submit the two required application forms by the March 2<sup>nd</sup> Cal Grant application deadline.

In addition to the primary target audience of graduating high school seniors, it was a goal of the campaign to reach other influencers including parents, teachers, financial aid counselors, legislative officials and key members of California's corporate community.

In line with these goals, Crocker/Flanagan worked with the Commission to design new materials to give the Cal Grant campaign an updated look and feel, while still communicating key information. The primary audience of high school seniors saw and heard messages through the "Double Dare" campaign, which was reiterated by the Campaign's tag line: "Two Forms. Tons of Opportunity."



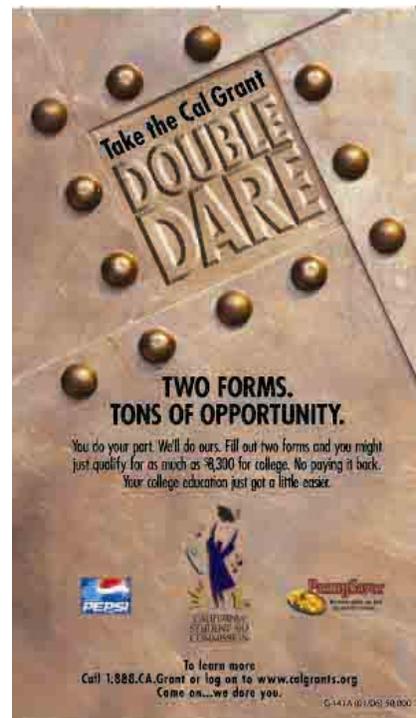
Opportunity." A second creative execution was designed for the influencer audience with success stories driving the importance of both applying for a Cal Grant by the deadline and of attending college.

### Advertising

The primary Cal Grant audience consisted of high school seniors, ages 17-19. The campaign's secondary audience consisted of influencers including parents, teachers, financial aid counselors, legislative staff and officials and corporate decision makers.

The Commission through Crocker/Flanagan reached out to these audiences through television, radio, mall kiosks, print ads, billboards, transit and Internet, with most ads in both English and Spanish.

The radio campaign generated more than 41 million impressions (target population multiplied by total





number of spots aired) to teens and almost 96 million impressions to influencers. A combination of 60-second, 30-second and 15-second spots targeted the teen audience and ran on 30 stations throughout California in both English and Spanish, with a specific emphasis in areas with priority schools.

The television campaign generated nearly 4 million impressions to teens and nearly 4.1 million impressions to young adults. 30-second spots also targeted the teen audience and ran on 95 stations throughout California, in both English and Spanish, with a specific emphasis in areas with priority schools.

The outdoor campaign reached nearly 70 million people, through mall kiosks, bus shelters, transit cards and billboards. Eight-sheet billboards ran in English for four weeks and then in Spanish for four weeks, in the Los Angeles area and within the vicinity of priority schools.

The print campaign reached an estimated readership of 360,000 in both *Next Step Magazine's* January/February issue and the January issue of *iCaramba U. High School Edition* magazine.

## Public Relations

The Cal Grant campaign's successful public relations activities were divided into three distinct phases during the Cal Grant application window. The first phase focused on students and parents and created awareness that the Free Application for Federal Student Aid (FAFSA) was now available: it was time to apply for a Cal Grant by submitting both a completed FAFSA and Cal Grant GPA Verification Form. A news release was distributed statewide to newspapers, television and radio stations in early January. The College Cash Box was also distributed to all high schools and included helpful, comprehensive materials for counselors to educate their students on financial aid opportunities.

Phase two focused on the launch of the promotion for the California Cash for College workshops throughout the state. Phase two included coordination and assistance of news conferences, combined writing and dissemination of media advisories and news releases, and pitching media. Emphasis was placed on workshop attendance, along with the message that a Cal Grant is free money and the application deadline is March 2<sup>nd</sup>.

AVID administrators and Cal-SOAP representatives were contacted in various targeted areas of the state to identify Cal Grant students who would be available for media interviews with a "success story" strategy.

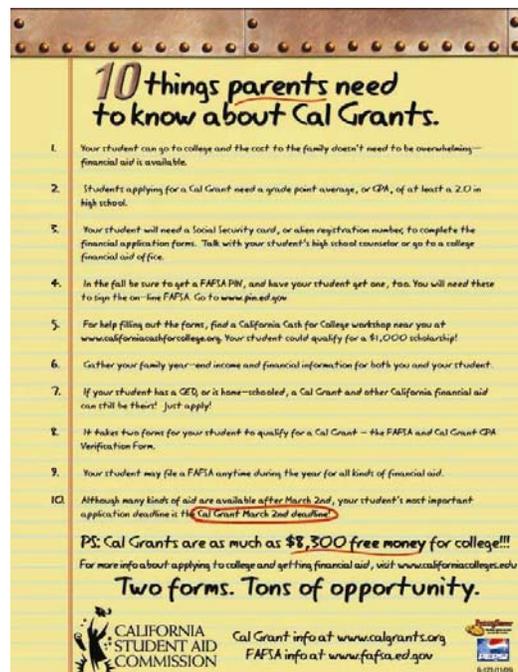


Directed at state legislators, the legislative outreach program was also launched at an afternoon event at the State Capitol. One of the campaign's goals was to utilize a legislator's inherent news-making capability to increase public awareness of Cal Grants and to either offer a workshop or support an existing one in his/her district.

Phase three rounded out the campaign with a final dissemination of news releases announcing that the March 2<sup>nd</sup> Cal Grant application deadline was fast approaching and that help with the forms was available at California Cash for College workshops. Statewide media was coordinated throughout this phase and local media were pitched in cities offering late California Cash for College workshops to drive attendance.

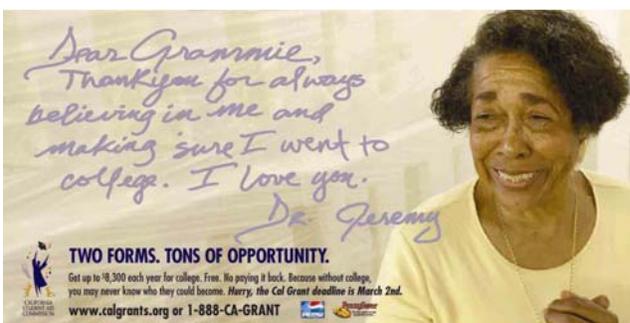
Ethnic outreach activities focused on the Hispanic, African American and Asian American Pacific Islander influencers – parents and families of youths -- through media relations and partnerships with community-based and faith-based organizations throughout the state. Messages and outreach strategies complemented the overall campaign’s approach that focused not only on the Cal Grant program, but also on the issues including the benefits of a higher education and the value that an education will bring to the student, their family and community.

More than 1,600 stories were published and aired covering Cal Grants during the January through March 2<sup>nd</sup> application window, including more than 25 Spanish language media outlets, more than 75 percent of African American publications used articles about Cal Grants and/or workshops, with the majority of outlets penetrating the target, priority school areas.



Prior to the March 2<sup>nd</sup> Cal Grant application deadline individual telephone calls were made to high school financial aid counselors at priority schools offering last minute assistance with the Cal Grant application process including assistance with the electronic submission of Cal Grant GPAs..

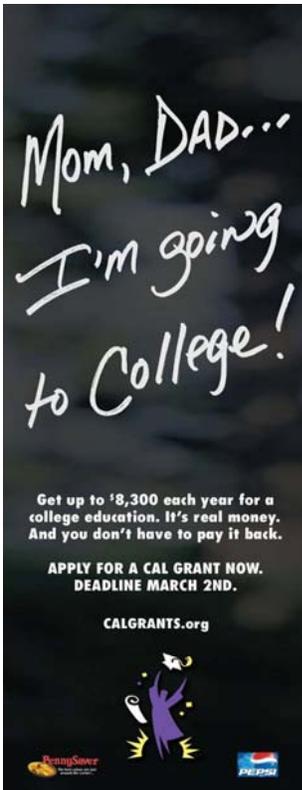
Throughout the campaign the Commission through Crocker/Flanagan contacted and partnered with statewide community-based organizations and faith-based organizations all of whom agreed to disseminate campaign materials to both their teen audiences and to parents and influencers. The list continued to grow throughout the campaign reaching a total of more than 200 organizations.



### Partnerships

The Commission in partnership with Crocker/Flanagan was able to secure several major partners for the 2005-2006 Cal Grant campaign including PennySaver, Pepsi, and Six Flags.

PennySaver publications statewide provided reader ads, display ads, front cover ads, Neighborhood News announcements and messages on direct mail postcards on a space-available basis to promote both Cal Grants and local Cash for College workshops. All



ads ran pro bono in exchange for their sponsorship logo on collateral material and sponsor tags on broadcast material. PennySaver partnership value totaled over \$1,756,286.

In addition, the Commission with Crocker/Flanagan engaged with several media partners including Clear Channel Communications, Fox TV, Comcast and Telemundo.

Approximately 25 Clear Channel stations across the state “adopted” a California Cash for College workshop. Through this “adoption” each station took ownership of promoting a workshop and driving their listeners to attend through promotional announcements, visibility on station Web site pages, on-site appearances at the event and the donation of several door prizes to workshop attendees. Clear Channel partnership value totaled over \$946,000.

Overall, the Campaign secured over \$4,296,761 in partnership value to date.