

**Action/Information Item**

***Outreach Committee***

Proposed Outreach Committee Charter

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This agenda item provides the draft Outreach Committee Charter for the Outreach Committee's consideration and possible action. This is the first Outreach Charter.

The proposed charter represents the relevant best business practices based upon outreach principles and guidelines previously agreed upon.

***Recommended Action:*** Provide comments and/or approve the Outreach Committee Charter.

***Responsible Staff:*** Steve Caldwell, Chief  
Governmental & Public Affairs Division

## CALIFORNIA STUDENT AID COMMISSION OUTREACH COMMITTEE CHARTER

### **Purpose**

The purpose of the Outreach Committee (Committee) is to ensure awareness of educational opportunity and financial aid assistance for education after high school among Californians, in coordination with other entities.

The Outreach Committee is responsible for general oversight of the Commission's activities and programs, the establishment of outreach policies, development of strategic plans for outreach and evaluations of outreach programs.

### **Mission**

To ensure that all Californians are aware of the availability of financial aid for education after high school.

### **Vision**

Postsecondary education can and should be the norm for Californians in the 21<sup>st</sup> Century. California Student Aid Commission's outreach program is collaborative in nature and strives to maximize state resources, stresses financial assistance programs, and promotes a culture that prepares students for a postsecondary education.

### **Principles**

1. Outreach can and should begin early in the life of a child/student
2. Outreach should be focused on students, family and community
3. Outreach programs must use diversified strategies that will be responsive to the citizenry of California. Diverse efforts are needed because California is a diverse society economically, ethnically, socially and geographically.
4. Outreach through building coalitions and partnerships with public and private members and supporters of the educational community is a key.

Outreach should focus on implementation of programs that reach those students and families not traditionally a focus of previous programs. The Commission's programs should be specifically designed to reach the historically underserved communities, families and students.

### **Goals**

1. Ensure that all graduating California high school seniors are aware of Cal Grant entitlement and competitive program opportunities, and that all who are eligible apply.
2. Ensure that all community college students are aware of financial aid opportunities, and that all who are eligible apply.
3. Coordinate with other entities to incorporate information regarding student financial aid into existing programs.
4. Provide information for middle school students regarding access to and affordability of, education beyond high school.
5. Develop new educational outreach programs for primary students or adapt existing programs for a lower grade level.
6. Promote financial planning for all levels of postsecondary education including career and technical school.

7. Utilize a variety of media to expand and enhance outreach activities.
8. Develop private sector partnerships to enhance outreach.
9. Ensure awareness of financial aid opportunities for post secondary education for those that are more than a year or two beyond high school.

**Objectives**

To assist the California Student Aid Commission in fulfilling its responsibilities regarding the following:

1. Provide oversight and promotion of a financial aid awareness program for students pursuing education after high school.
2. Oversee the pursuit of quality and engaging outreach activities that result in higher awareness of financial aid opportunities for higher education.
3. Provide direction for the promotion of financial aid awareness and literacy among both high school and college-age students.
4. Maintain and build upon the comprehensive student outreach program.
5. Periodically evaluate and reassess outreach programs and efforts.
6. Consult with financial aid practitioners in schools, higher education institutions, and other stakeholders to promote increased financial aid awareness.
7. Collaborate with existing school and educational agencies and stakeholders.
8. Provide oversight for development of clear and concise information for students, parents, high school counselors and other stakeholders regarding financial aid for educational opportunities.
9. Provide clear and concise information regarding financial aid programs administered by the Commission.
10. Provide oversight of the review of information and written materials that can be used as tools for conveying essential outreach messaging.
11. Monitor funds and ensure funding for outreach purposes.
12. Serve as a resource to those involved in outreach, counseling and teaching in California.
13. Ensure compliance with legal and regulatory requirements for outreach program development.

**Authority**

The Outreach Committee is empowered to:

1. Monitor the work milestones of the firm contracted to conduct any public awareness activities.
2. Monitor all phases of work performed by external agencies.
3. Meet with the Commission and Commission management, as necessary.

**Composition**

The Outreach Advisory Committee is a committee of the Commission consisting of at least three members of the Commission. The Chair of the Commission appoints the members.

Each member of the Committee shall be free from any relationship that would interfere with the exercise of his or her independent judgment as a member of the Committee.

The Chief, Governmental and Public Affairs Division, is the staff liaison to the Committee and is responsible, in consultation with the Committee Chair, for developing and presenting agenda items for the Committee meetings and for keeping members informed of outreach issues. The Chief reports directly to the Chief Deputy Director of the Commission.

**Meetings**

The Committee will meet at least four times a year, with authority to convene additional meetings, as circumstances require. All Committee members are expected to attend each meeting, in person or via tele- or videoconference. The Committee will invite members of management, or others to attend meetings and provide pertinent information, as necessary.

The meetings must be publicly noticed in accordance with the Bagley-Keene Open Meeting Act whenever two or more of the Committee members will be present. Formal minutes will be produced for each meeting. The Chief, Governmental and Public Affairs Division, or designee will attend the Committee meetings.

**Responsibilities**

To inform every eligible high school student of the Cal Grant Entitlement and Competitive Programs in order to increase the number of Cal Grant Recipients.

To become a strong partner with other outreach programs and groups in order to increase the number of California students who are prepared to meet both the academic and financial requirements necessary to enroll and succeed in postsecondary education.

Consult with educational practitioners in schools, higher education institutions and other stakeholders to develop recommendations for school-based and/or statewide strategies for achieving goals.

**Compliance**

The Committee gives special emphasis to compliance with State and federal laws, rules, regulations, and policies and procedures developed and administered by the Commission.

The Committee shall:

1. Review the effectiveness of the system for monitoring compliance with laws and regulations and the results of management's investigation and follow-up of any instances of noncompliance.

**Reporting Responsibilities**

The Committee shall:

1. Regularly report to the Commission about Committee activities and issues that arise with respect to the quality or integrity of the Commission's outreach activities and funding.
2. Provide an open avenue of communication between stakeholders and the Commission.

**Other Responsibilities**

The Committee shall:

1. Discuss with management the Commission's major policies with respect to risk assessment and risk management.
2. Perform other activities related to this charter as requested by the Commission.
3. Institute and oversee special requests, if applicable.
4. Review and assess the adequacy of the Outreach Committee Charter annually, request Commission approval for proposed changes, and ensure appropriate disclosure as may be required by law or regulation.
5. Confirm annually that all responsibilities outlined in this charter have been carried out.

**The Outreach Committee Charter is adopted by:**

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Chair, California Student Aid Commission: James Fousekis                      Date

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Chair, Outreach Committee: Louise McClain    Date

Approved {INSERT DATE}