
4.1

Action/Information Item

Outreach Committee

Approval of November 9, 2004 Minutes
and April 14, 2005 Minutes

Recommended Action: The Committee is asked to
approve the minutes.

**CALIFORNIA STUDENT AID COMMISSION
Outreach Committee**

MINUTES OF MEETING

November 9, 2004

A meeting of the Outreach Committee was convened on Tuesday, November 9, 2004, at 2:30 p.m., at the California Student Aid Commission's Boardroom, 3300 Zinfandel Drive, Rancho Cordova, California.

Committee Members Present:

Louise McClain, Chair
Michelle Dyke, Vice Chair
Bob Suzuki

Commissioners Present:

David Roth, Commission Chair
Josefina Baltodano
Sally Furay
Adele Levine
James Sandoval

AGENDA ITEM 2.1 – APPROVAL OF THE SEPTEMBER 10, 2004 MINUTES

On MOTION by Commissioner Suzuki, **SECONDED** and **CARRIED**, the Committee approved the September 10, 2004 Outreach Committee meeting minutes.

AGENDA ITEM 2.2 – REPORT FROM THE CAL-SOAP ADVISORY COMMITTEE CHAIR

Kim Taylor, Outreach Manager introduced the new Chair of the Cal-SOAP Advisory Committee, R. W. Hicks. Mr. Hicks is the Director of Student Academic Services and Educational Talent Search at California State University, Humboldt.

Mr. Hicks spoke of the important link between outreach and providing information to students and families. He thanked the Committee and staff for their work to produce the outreach manual which covers program requirements, project structure, and governance as well as student eligibility rules and funding requirements.

Mr. Hicks summarized the work of Charles Wood, the Commission's Program Compliance Manager to visit all of the Cal SOAP projects to identify compliance issues that may need attention from the Project Directors.

Commissioners McClain and Levine discussed the favorable reviews of various Cal SOAP projects and thanked the Chair, the Advisory Committee, and the project Directors and personnel for bringing those issues that needed to be brought into compliance into compliance.

AGENDA ITEM 2.3 – PUBLIC AWARENESS CAMAPAIQN UPDATE

Carole Durante, Commission Communications Manager, summarized the current activities related to the Public Awareness Campaign. Ms. Durante introduced Jane Einhorn from the Public Relations Firm of Runyon, Salzman, and Einhorn to provide a summary of the firm's activities. Ms. Einhorn introduced Virginia Maduena who works with RS&E to present highlights of the campaign as well as differences between this year and last year's campaign. RS&E has made several adjustments based on the Commission's input including:

- 1) Increased focus on working with Community Based Organizations and with the Commission's outreach grantees, particularly those who attended the Commission's recent Outreach Summit.
- 2) Increased efforts in Southern California including billboards close to priority schools, sending La Opinion supplements and a variety of other collateral material to the principals.
- 3) Increasing the level of sponsor support including Albertsons stores on a statewide basis, Pepsi, Dominos Pizza, Krispy Kreme Donuts, and Washington Mutual.

Ms. Maduena described the campaign's efforts to develop more of a grass-roots campaign with specific focus on the Latino community to move from the traditional forms of advertising to more appropriate and effective means to reach young students and their parents. Additional focus has been placed on securing partnerships with corporations and businesses that influence the Latino population including La Reyna Markets and La Puna Sau in the Los Angeles area. Additional activities will seek to increase strategies to reach the African American and Asian students and families.

There was no public comment for the Outreach Committee.

The meeting of the Outreach Committee was adjourned.

Louise McClain
Chair

**CALIFORNIA STUDENT AID COMMISSION
Outreach Committee**

MINUTES OF MEETING

April 14, 2005

A meeting of the Outreach Committee was convened on Thursday, April 14, 2005, at 9:19 a.m., at the California Student Aid Commission's Boardroom, 3300 Zinfandel Drive, Rancho Cordova, California.

Committee Members Present:

Louise McClain, Chair
Michelle Dyke, Vice Chair
Maria Elena Serna

Commissioners Present:

David Roth, Commission Chair
James Fousekis
Charles Moore
Josefina Baltodano
Sally Furay
Adele Levine
James Sandoval

Opening Comments:

Commission Chair Roth asked that the Commission operate as a Committee of the whole in order to expedite the proceedings. Given that there was no objection, the Outreach Committee business was addressed as a Committee of the Whole.

Commission Sandoval asked that the Commission take a moment to recognize the passing of Sister Dale Brown – a prominent member of the financial aid community. She was a former Associate Director of Financial Aid at the University of San Diego who passed away very recently.

Commissioner Furay stated that Sister Dale was a member of the Sisters of Social Service, a very small group within San Diego. She worked for 25 years in financial aid at the University of San Diego, and assisted not only her employer, USD but in financial aid offices all over California. She also provided training programs and gave of herself in many ways. She had a real heart for the students and dedicated herself to working in positions that would help students.

Commissioner Sandoval worked as a student for Sister Brown and said that he and many others attribute their success to her work with them and the influence she had on their lives. The Commissioners observed 30 seconds of silence to recognize and celebrate the life of Sister Brown.

AGENDA ITEM 1.1 – APPROVAL OF THE FEBRUARY 23, 2005 MINUTES

Steve Caldwell, Outreach and Governmental Relations Manager, offered a correction to the minutes. He stated that he had omitted Marcy Manning's Cal SOAP report from the February 23, 2005 minutes. It was agreed that an addendum would be brought to the Committee for approval at a later date.

On MOTION by Commissioner Serna, **SECONDED** and **CARRIED**, the Committee approved the February 23, 2005 Outreach Committee meeting minutes.

Commissioner McClain pointed out that two promises had been made at the February 23rd Commission meeting. The first was that RS&E would complete a self-evaluation for the last cycle, and the second is that the Commission would hear more about the Transcript Evaluation Service project.

Steve Caldwell, Outreach and Governmental Relations Manager, summarized current Outreach staff activities. Patty Jenkinson of Jenkinson and Associates will provide a summary presentation of the evaluation of the public awareness campaign facilitated by RS&E. Mr. Caldwell also discussed the upcoming Request for Proposal (RFP) process for the public awareness campaign after the third and final year of the contract with RS&E.

Staff discussed the need to integrate Cash for College activities with the public awareness campaign, as well as the work the Commission/EDFUND grantee participants are doing. Staff will continue to work on effectively targeting the student populations that have the greatest need for information on financial aid. The Committee discussed using some of the California Basic Educational Data System (CBEDS) data in this effort. CBEDS data includes information provided by the schools on graduating seniors related to student completion of A through G for the University of California courses and more.

AGENDA ITEM 1.2 – REPORT ON THE TRANSCRIPT EVALUATION SERVICE (TES) PROJECT

Margaret Heisel of the University of California Office of the President (UCOP), provided a summary report on the Transcript Evaluation Service project. Ms. Heisel introduced her colleagues from the UCOP; Yvette Gullat, Charles Masten, and Jan Corlett. The TES project is a joint project of the UCOP admissions and outreach areas.

TES, a pilot project, collects, analyzes and shares student data to improve student achievement. TES helps schools and students understand and act upon the relationship between course work, academic performance, and financial support of postsecondary education. The TES project incorporates K-12 data that is common and is based on an analysis of a student's completion, year by year, of the A through G coursework pattern.

TES can help the Commission identify students who are potentially eligible for Cal Grant awards and can help secure verified GPAs from those students to match their FAFSA applications. TES gathered data can be used in many different ways and formats to allow schools to help students prepare for education beyond high school. The data gathered can be used to help focus outreach efforts and to automate high schools' processing of GPAs for various purposes. Compared to a high school counselor who can reasonably evaluate 300 transcripts in a month,

Outreach Committee

TES has the ability to evaluate over 50,000 transcripts for the CSU, UC, and the Cal Grant program in the same time period.

How TES works: Schools or districts sign a data sheet with TES to share information with the UCOP. The transcript data is sent electronically to NCS Pearson. NCS Pearson evaluates the data to determine (using the school's course list) whether or not students are on track to complete the A through G requirements. The transcript is also analyzed to calculate the GPAs for UC, CSU, and the Cal Grant programs. The data is then quality checked and compiled into reports.

Ms. Heisel also referred to sample reports that were provided to the Commissioners. These reports include school-wide reports and other aggregate reports. Participating schools can also access their data as well as Cal Grant rosters electronically.

The pilot schools were chosen based on; the UCOP's ability to work with them through various organizations; the level of diversity; and the relative size of the school.

Ms. Heisel indicated that TES is a complex project with complex software. The program has taken a lot of resources which has added to the time it has taken to get the TES project up and running. 23 schools currently participate and the UCOP has a goal to get to 75 schools in the next few years.

Commissioner Fousekis asked how much money had been budgeted from CSAC/EDFUND for the TES project. The answer is \$920,000.

AGENDA ITEM 1.3 – PUBLIC AWARENESS CAMPAIGN UPDATE AND RESEARCH SURVEY RESULTS

Steve Caldwell, Governmental Relations and Outreach Manager, summarized the current activities related to the Public Awareness Campaign and introduced Jane Einhorn to provide an overview of the pro bono results from RS&E's campaign. The contract with RS&E was for \$3 million and according to RS&E's estimates, they have secured \$6 million in free or unpaid advertising public awareness material. Ms. Einhorn presented the Commission an Ad Club Award, a gold award for the Cash Box to the Commissioners.

After some discussion, **on MOTION** by Commissioner Levine, **SECONDED** and **CARRIED**, the Committee, meeting as a committee of the whole, approved a motion to send a letter from the Commissioners to each of the pro bono contributors as soon as possible.

Ms. Einhorn discussed the various work RS&E has been doing to target the Latino Community. These efforts include continued work with La Opinion, Hispanic radio, Mission Foods, Univision and more.

Patricia Jenkinson from Jenkinson and Associates summarized the survey they did to collect and provide sample results from the various public awareness activities. Jenkinson and Associates is an independent research consulting firm that is not a part of RS&E. RS&E contracted Jenkinson and Associates for purposes of the survey. In order to make the data impartial, RS&E did not share the specifics of the campaign with Ms. Jenkinson. The study focused on high school seniors and showed that school announcements, radio, financial aid websites, direct mail, word of mouth, TV, posters, and billboards were brought about the greatest recall. Faith-based organizations also were a big influence.

AGENDA ITEM 1.4 – CALIFORNIA CASH FOR COLLEGE UPDATE

Despina Costopoulos, California Cash for College Coordinator, provided an update on the California Cash for College activities. Ms. Costopoulos indicated that the program worked with 100 workshops this year serving more than 7,500 students. Survey results indicated that 90 percent of those who submitted a survey rated the workshops as excellent or good and 53 percent indicated that they would be the first in their family to attend college. 81 percent of the students felt that they had the information they needed to complete the FAFSA at the conclusion of the workshop. Many said they would use the on-line version for submission.

Ms. Costopoulos discussed that priority schools and the Commission staff's work with the index developed by UC Accord as well as schools with lower income levels and pockets within schools that have lower income students. These priority schools applied to the Public Awareness campaign as well as the California Cash for College program.

There was no public comment for the Outreach Committee.

The meeting of the Outreach Committee was adjourned.

Louise McClain
Chair