

Item 11

Information Item

Update on outreach and communication plans for 2016-17

SUMMARY OF THE ISSUE(S):

This item provides the following updates on: 1) the Cash for College Program, and 2) other community and statewide activities that further the Commission's commitment to its mission.

The California Student Aid Commission's mission is to make education beyond high school financially accessible to all California students. Central to that mission is the task of providing financial aid information and outreach services to students and families, offering them the opportunities to attend college.

RECOMMENDATION:

Staff will continue to work with the financial aid community to provide outreach and training.

BRIEF HISTORY OF KEY ISSUE(S):

Cash for College Workshops

Each year between January 4 and March 2, CSAC facilitates Cash for College Workshops and other outreach events to help students and families submit the FAFSA and California Dream Act Application, and inform them about Cal Grants and other financial aid.

Students attending a workshop complete exit surveys used to track participation. Data contained in the exit surveys are matched against student data in the Commission's Grant Delivery System to develop reports on the number of students who attended the workshops and identify those who are offered a Cal Grant award.

Cash for College Workshop Management System:

CSAC is developing a new Cash for College Workshop Management System (WMS) that will facilitate workshop registration, tracking, data-gathering, reports, and publication and material orders for workshops. Commission staff are consulting with Cash for College Regional Coordinating Organizations (RCO) staff to gather and establish functional requirements that will serve as a baseline for developing a prototype. The targeted completion date of the WMS is May 20, 2016. The goal is to implement the new system to accommodate an earlier workshop season and additional workshops due to the earlier Free Application for Federal Student Aid (FAFSA) application period commencing October 1, 2016.

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In addition to the 2016-17 Cal Grant application season listed on page 3, Commission staff participated in the following outreach events prior to January:

- Participated in outreach to middle school and high school students in Elk Grove at Harriet Eddy Middle School and Laguna Creek High School called “Parents Making a Difference” on September 22, 2015 and September 24, 2015.
- Hosted an informational table at Roseville’s Woodcreek High School’s College Fair to assist students with questions about financial aid on September 23, 2015.
- Staffed an informational booth at the “Feria de Educacion” (hosted by CSU Sacramento at the Mexican Consulate in Sacramento) to assist Dreamers with financial aid questions on September 26, 2015.
- Division Chief Catalina Mistler was the keynote speaker at the “First Annual Pathways to Higher Education” at Patriot High School in Jurupa Valley on September 26, 2015.
- Hosted an informational booth at Las Positas Community College’s Transfer Day to assist students with questions about financial aid on September 28, 2015.
- Staffed an informational booth at Career GPS at Cal Expo in Sacramento on September 30, 2015 and October 1, 2015.
- Hosted an informational booth at the Aloha Festival at Cal Expo in Sacramento and passed out financial aid information on October 3, 2015.
- Participated in Univision’s Phone Bank at Univision studios in Sacramento providing information to the callers regarding financial aid and the California Dream Act program on October 15, 2015.
- Hosted an informational table and participated in training at the Beyond the Dream Conference at Woodland Community College on October 17, 2015.
- Participated at the College & Career Fair at CSU San Bernardino on October 17, 2015 and presented Cal Grant and CA Dream Act information in one of the bilingual forums.
- Hosted an informational table at LA Cash for College at the Los Angeles Convention Center on October 28 and 29, 2015.

ANALYSIS:

Cash for College Workshops

This year, more than 900 Cash for College Workshops were conducted for the 2016-17 award year. This reflects a significant increase over the number of workshops conducted in 2015.

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Other Outreach Activities

In addition to the Cash for College Workshops, recent CSAC outreach activities have included:

2016 Cal Grant Outreach Events

Date	Location	Audience	Title
January 26, 2016	Stanislaus County Office of Education	40 High School Counselors	Modesto. Web Grants Training
January 27, 2016	Univision Television Station, Sacramento	1,000 callers Spanish Speaking Community	Sacramento viewing area. FAFSA Completion Workshop
February 3, 2016	Edward Harris Middle School, Elk Grove	150 Middle School Parents	Jump Start to College Night
February 6, 2016	Consulado General de Mexico	3,000 High School Students and families	Sacramento. 2016 Steps to College Fair/Cash for College
February 6, 2016	Los Angeles	20,000 High School Students	Black College Expo/National College Resource Foundation/Cash for College
February 9, 2016	Los Angeles	300 High School Students	Jordan High/Los Angeles City Housing Authority/Los Angeles Unified School District
February 13, 2016	Oakland	5,000 High School Students	Black College Expo/National College Resource Foundation/Cash for College
February 16, 2016	KCRA 3 Sacramento, Stockton, Modesto viewing area	More than 1,600 calls and 1,650 texts responses via our GetSchooled/AT&T text "FAFSA" to 335577 campaign.	KCRA 3 Cash for College Cal Grants Day. Four (4) legislators; 20 college financial aid experts; Four (4) Cal-SOAP staff; over thirty (30) community partners.
February 25, 2016	Los Angeles	250 Foster Youth/ Wards of the Court and their placement specialists.	Los Angeles County Probation Department YDS College Summit 2016. Patti Colston featured speaker. Commission staff provided Chafee/FAFSA completion assistance.
February 27, 2016	Los Angeles	25 High School Students/Families	Assembly Member Ridley-Thomas Planning for College Community Event
April 6, 2016	UC Davis	250 High School Students/Community Members	White House Summit on Educational Excellence for African Americans

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Additional Outreach Focus

The *State of Higher Education in California: Asian American Native Hawaiian Pacific Islander* report published by The Campaign for College Opportunity in September 2015 found that despite the general perception that Asian Americans, as a whole, are successful and many hold Bachelor's Degrees, there is a wide disparity among Asian American Native Hawaiian Pacific Islander (AANHPI) groups in high school graduation rates, four-year college completion rates, college-ready courses taken in high school, and other educational and socioeconomic factors.

For example, the report finds that Asian Americans are more likely to be foreign-born and struggle with English proficiency than other racial/ethnic groups, including Latinos. Poverty rates among Hmong and Cambodian children are slightly higher than Black and Latino children. Native Hawaiian and Pacific Islander students have lower graduation rates at both community colleges, CSU and UC when compared to each system's average for all students.¹ A study by the UC Office of the President estimated that about half (45 percent) of potentially undocumented UC students in 2010-11 were Asian.² These statistics identify the need for future outreach efforts to inform these communities of the California Dream Act Application and financial aid.

Commission staff is researching the best ways to meet the needs of Asian American Native Hawaiian Pacific Islander students. These efforts include ways to increase access to information about financial aid opportunities and to help students and families obtain assistance with completing the Free Application for Federal Student Aid (FAFSA) and the California Dream Act Application.

Among current efforts, staff is working to:

- Establish an internal and external workgroup to share information, identify problems and solutions, and to create outreach opportunities to AANHPI students and the community.
- Attend and support workshops, youth summits, conferences, and meetings that are geared towards AANHPI students and communities.
- Provide access to financial aid resources, guides, and direct help to AANHPI community leaders, high school and college administrators, elected officials, and student groups.
- Plan and organize an event similar to Steps to College for the AANHPI community. Staff will continue to provide updates and expects to provide more detail on 2016-17 outreach activities with the approach of the initial October 1 release of the FAFSA.

RESPONSIBLE PERSON(S):

Catalina Mistler, Chief
Program Administration and Services Division

Steve Caldwell, Senior Manager
Program Administration and Services Division

Patti Colston, Communications Manager
Strategic Policy, Media and Communications

¹ Campaign For College Opportunity, *State of Higher Education in California: Asian American Native Hawaiian Pacific Islander (2015)*, p. 3.

² *Id.* at p. 34.