



[Date]

[Your office]

Subject: **Introducing Cali, a text message AI chatbot to support FAFSA and CADAA completion**

Dear Principals,

I hope this message finds you well. We understand the importance of effectively supporting our high school seniors to prepare for their post-secondary journey, and we recognize the challenge of providing adequate, personalized resources with limited counselor availability. Thus, we are excited to share a new resource, Cali, designed in cooperation with the California Student Aid Commission to help students navigate their unique paths to college and career, and apply for financial aid.

Cali sends encouraging text messages to students to understand their unique preferences, plan next steps, and stay on track - and that's not all. Cali uses pre-verified Artificial Intelligence (AI) to respond to high school students 24/7 and answer questions about certificate programs, college admissions, financial support, and more. Our goal is to help more high schoolers prepare for their futures with support tailored to their desired path (skills, degrees, etc.) right at their fingertips. This includes:

- Guidance for different pathways (credentials, certificates, college, etc.)
- Reminders for important dates and milestones
- Information on available scholarships and financial assistance
- Guidance in completing the Free Application for Federal Student Aid (FAFSA) or the California Dream Act Application.
- Tips for successful planning

Furthermore, Cali speaks a multitude of languages, promptly answering questions and connecting students with resources in their preferred language.

**It works, and students love it.** This technology has been proven successful by state and national college access organizations such as College Advising Corps, Education Forward Arizona, Get Schooled (among others), driving higher FAFSA completion, increased scholarship utilization, and increased applications to postsecondary programs. And, 95% of students say that the chatbot is helpful and over 80% say they have learned something new or have taken action based on the chatbot's messages and reminders..

Our objective with Cali is simple: help more high school seniors navigate their unique paths to a successful post-secondary transition and ultimately rewarding careers with as much financial support as possible.

We need your help to get the word out about this new resource for students. **Students must opt-in** as soon as possible to take full advantage of this no-cost resource (message and data rates may apply). To share more information about Cali with your teachers, counselors, and parents, please use this link: [\[link to the promotional slides\]](#). There, you will find detailed information about how parents and caregivers can opt their students into this service.

As we work together to prepare our students for success in their post-secondary journeys, we believe Cali can play a critical role in connecting students with an added layer of support tailored to their needs and preferences.

Sincerely,

[Your Name]

[Your Title]

[Your District]