

CSAC Executive Director Update:  
Improved Financial Aid Services to Meet Today's  
Student Needs

CCCSFAAA-CASFAA  
Conferences  
December 13-18



# CSAC: Financial Aid Challenges

- Today's Challenges:
  - Affordability and Access Barriers for California's Students
  - Pending EDFUND Sale and Bleak Budget Forecast
  - What Steps Do We Need to Take to Achieve our Mission to Maximize Access to Financial Aid?

# CSAC Presentation Today

- Getting Real with “Real Time”
- Student Services: Improvements Through Electronic Communications
- Financial Aid: Holding Steady In Times of Change
- School Support: Helping Hand to Front-Line Supporters

# CSAC Presentation Today

- Outreach and Public Awareness: Renewed Commitment to the “Ticket to Success”
- Partnerships: Helping Each Other To Help Students During Tough Fiscal Times
- News from The Capitol:
  - The EDFUND Sale And What it Means to Our Student Programs
  - New Legislation
  - The Horizon: Weathering the Storm

# Grant Delivery System: Real-Time Database

- Phase I: Built Foundation to Implement Real-Time Transactions
- Phase II: To Acquire, Update and Reconcile Grant Information in Real-Time Using WebGrants
- Project Advisory Committee: Including Valuable Feedback from the Field

# Student Services: IVR

- Seasonal Messaging Reduces Call Volume
- Five New Telephone Lines
- EZ Route System To Benefit Those on Hold



# Student Services: Web Grants for Students

- More than 86,000 Student Accounts
- Quarter-Million Log-Ins
- Auto-Response Messaging to Assist Students in Updating WGS
- In the Works: Online Access to Correct or Change Account
- WGS Committee: To Adjust And Improve System



# Financial Aid: Cal Grants

- Late Budget: Awards Issued Late August
- Quick Turnaround: Most Payments Within One Week of New State Budget
- Awards
  - More than \$810 Million
  - 266,000 New and Renewal Students

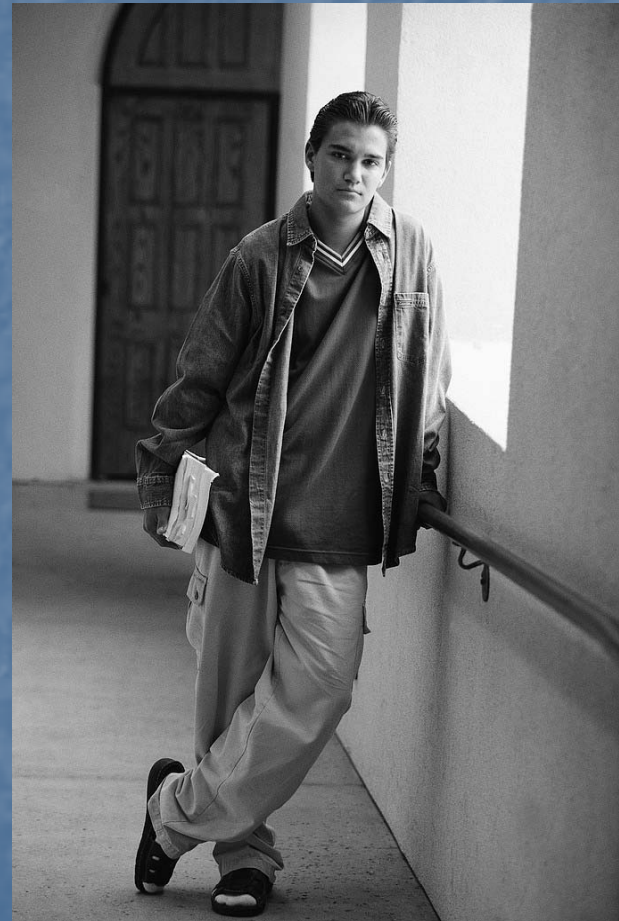
# Financial Aid: APLE

- APLE
  - '06-'07 Awards: 5,900
  - '07-'08 Available: Nominations Being Accepted for 8,000 Slots
- SNAPLE
  - '06-'07 Awards: 62 out of 100
  - '07-'08 Awards: 100 More Available
- SFAPLE
  - '06-'07 Awards: Only 5 of 40
  - '07-'08 Awards: 100 More Available
- NGAPLE
  - '06-'07: All 100 Awarded (180 Applied!)
  - No Current Funding



# Financial Aid: Chafee Update

- Despite Late Budget, Most Payments Made on Time
- All Money Awarded for Fiscal Year
- By the Numbers:
  - \$13.7 Million
  - 2,880 Students
- Burton Foundation:
  - \$100,000 in Gift Cards to First-Time Recipients
  - Added Help from Wells Fargo, LA Cash for College



# Financial Aid: Transfer Entitlement

- Entitlement Pool Expanded To Include Older Students
- Awards to Date: Approximately 4,000
- G-6 Certification Form Improvements: Enhance Awarding Process

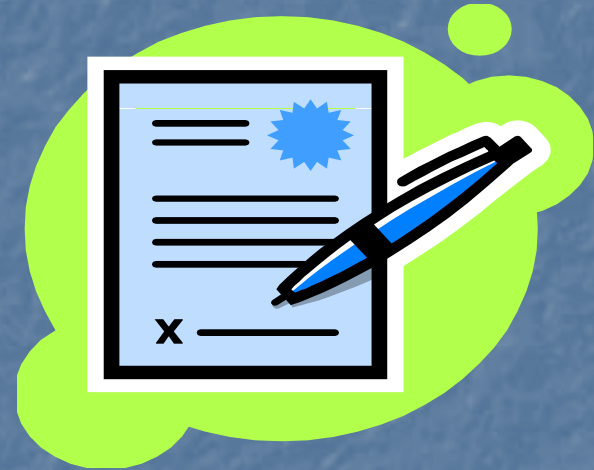
# School Support Services: Training



- CSAC Training Academy
  - Jan-Feb: GPA Upload Training
  - May-June: Beginning and Advanced Cal Grants Training
  - Year-Round School Trainings
  - Fall: CCC Directors, CSU Counselors, Cal Grant Workshops

# School Support Services: IPA (Institutional Participation Agreement)

- Team Effort: Four Year Cal Grant Guidance Contract
- Key Issues
  - H.S. Graduation
  - California Residency
  - Separate Accounts
  - Security
- Coming Soon: Cal Grant Procedures Manual



# Public Affairs: Public Awareness Campaign

- By the Numbers:
  - Cash Boxes: 4,500 to high schools and others
  - Radio and TV Hits:
    - 30 million Teens
    - 13.2 Million Latino and African American Adults
    - Telethons: More than 3,700 callers assisted during Prime Time



# Public Affairs: Public Awareness Campaign

- Internet: 18.2 Million Impressions (Hits)
- Cash Crew: Successful Peer-to-Peer Communications
- Partners: Blockbuster, Old Spice and More
- Pro-Bono: > \$2 million
- '08 Campaign:
  - PIN Cards
  - Expansion of Cash Crew



# Public Affairs: Outreach



- 137 Outreach Events
- 22,045 People Reached
- Included Students, Parents, Teachers, Counselors
- Type of Events: Fairs, Workshops, Class Visits, Trainings

# Public Affairs: Cal SOAP

- Tight Budget Forces Reduction
- CSAC, Directors Work To Streamline in Face of Cuts
- Solano Area Program: CSAC Seeks New Consortium



# Public Affairs: Cash for College



- Conducted More than 400 Workshops in 2007
- New Law Institutionalizes Program, Funding Opportunities (AB 1540)
- Workshop Registration Under Way [www.calgrants.org](http://www.calgrants.org)
- 500 Scholarships Awarded in 2008
- Financial Aid Community Support: Key to Success

# Public Affairs: Partnerships

- Non-Profits: College Access Foundation (\$1.25 million), Cal-SOAP Partners (\$12 Million)
- Burton - \$100,000 to Foster Youth in Chafee Program
- Gear Up: \$2,000 Educational Trust Awards (Through ScholarShare)
- California Wellness Foundation: Joint Promotion of Allied Health Careers and Financial Aid
- ScholarShare: Exploring Ways for Families to Start Saving Earlier Through 529 Plans

# CSAC: News from the Capitol Budget Summary



- Cal Grant Program Remains Steady: \$810 Million
- Cal SOAP Faced \$2.2 Million Cut
- Continued Strong Funding for APLE
- CSAC Operations to Rely on General Fund
- EDFUND Sale Proposal

# CSAC: News from the Capitol

## EDFUND Sale Proposal

- EDFUND: Auxiliary for State-10 Years
- De-Tangling From Funding & Synergies
- Transition Team



# CSAC: News from the Capitol

## Legislative Update

- AB 1540: Cash For College Becomes Statutory Program
  - Special Account to Receive Outside Funds
- SB 1: California Dream Act
  - Would Have Provided Increased Access for Undocumented Students
  - Governor Veto

# CSAC: Administrative Changes

- Grant Programs Restructured
  - New Branch Chief
  - Two New Support Units to Enhance School and Student Support
- Welcome: New Commissioners

# CSAC: On the Horizon

- Painful Budget Woes
- More Web Training
- Increased Partnerships
- Real Time Becomes a Reality
- Cash Crew: The Grass Roots Touch
- APLE Automation
- New Home



# CSAC: Questions and Answers

Presentation Team:



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# Thank You!



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