



**2018 REPORT**

# Student Financial Aid Programs for 2016-17

California Community Colleges Chancellor's Office | Eloy Ortiz Oakley, Chancellor





ELOY ORTIZ OAKLEY  
Chancellor

1102 Q Street, Suite 4400 | Sacramento, California 95811-6539  
t: 916.322.4005 | f: 916.322.4783  
CaliforniaCommunityColleges.cccco.edu

August 28, 2018

The Honorable Edmund G. Brown, Jr.  
Governor of California  
State Capitol  
Sacramento, CA 95814

**RE: Report on California Community College Student Financial Aid Programs for 2016-17**

Dear Governor Brown:

I am pleased to present to you the California Community Colleges Chancellor's Office report on Student Financial Aid Programs for 2016-17.

This report documents the expenditures of the Board Financial Assistance Program-Student Financial Aid Administration funds provided to increase student financial aid participation in all of our colleges. It also provides information on the effects of community college in-reach and outreach efforts, including the continuing increases in student financial aid applications and participation. We have included as a supplement to this report highlights of the state's "I Can Afford College" initiative, an ongoing campaign aimed to raise awareness among current and prospective students about the availability of financial aid opportunities at California's 115 community colleges.

If you or your staff have questions or comments regarding this report, please contact Deputy Chancellor Daisy Gonzales at (916) 323-7007 or [dgonzales@cccoco.edu](mailto:dgonzales@cccoco.edu). Thank you for your interest in these programs and the students they serve.

Sincerely,

A handwritten signature in black ink, appearing to read "ELOY ORTIZ OAKLEY".

Eloy Ortiz Oakley, Chancellor



## Table of Contents

Executive Summary .....	7
California Community Colleges Performance Relative to Benchmarks.....	10
Cal Grant Program Participation .....	15
In-Reach & Outreach Services .....	17
In-Reach Activities.....	18
Gender, Age & Ethnicity .....	18
Outreach Activities .....	22
Gender, Age & Ethnicity .....	22
How The “ <i>I Can</i> Afford College” Campaign has Increased Awareness.....	26
Overview .....	26
Target Audiences .....	27
Strategy .....	27
Summary of Results .....	28
Website .....	29
Outreach .....	40



## EXECUTIVE SUMMARY

The California Community Colleges form the nation's largest system of higher education and serve more than 2.1 million students annually. The state's 115 community colleges provide workforce training, adult basic education and prepare students for transfer to four-year universities and colleges.

The Chancellor's Office provides leadership, advocacy and support under the direction of the California Community Colleges Board of Governors. With the support of the Chancellor's Office, and funding provided through the Governor and State Legislature, community colleges have greatly expanded financial aid services and successfully increased student financial aid funding.

This report provides information on the effects of community college in-reach and outreach efforts, including the continuing increases in student financial aid applications and participation.

These increases are the direct result of the expanded financial aid services and direct aid to students made possible by the introduction of added Board Financial Assistance Program-Student Financial Aid Administration (BFAP-SFAA) capacity funds in 2003-04, and, while limited in scope and insufficient to fully address need, important additions in state resources directed toward financially needy students. The capacity funds have clearly served their intended purpose: to promote public awareness of financial aid and provide additional staff resources to increase financial aid and student access, particularly for low-income and disadvantaged students. Additionally, the 2018-19 Budget provided \$5 million ongoing and \$13.5 million one-time to support financial aid technology upgrades for the California Community Colleges; these investments will support offices in ensuring students have access to the existing federal and state financial aid resources to which they are eligible.

In recent years, additional funding has addressed inequities, such as the 2015 creation of the Full-Time Student Success Grant, the 2017 creation of the Completion Grant, the 2018 creation of the Student Success and Completion Grant, funding for California Promise and funding to provide emergency aid to undocumented students for the 2016-17 year.

These funds enhance the capacity of community colleges to provide financial aid funds and support services; thereby ensuring that potential students, particularly low-income and disadvantaged students, are not discouraged from attending college.

Despite these important investments in financial aid, California community college students continue to struggle to make ends meet. In fact, when factoring in the total cost of attendance, it is often more expensive for a low-income student to attend a California community college than a California State University (CSU) or University of California (UC) campus. This is because the Cal Grant program, the state's primary financial aid program, doesn't adequately serve California community college students. Specifically, while the California Community Colleges serve more low-income students than the University of

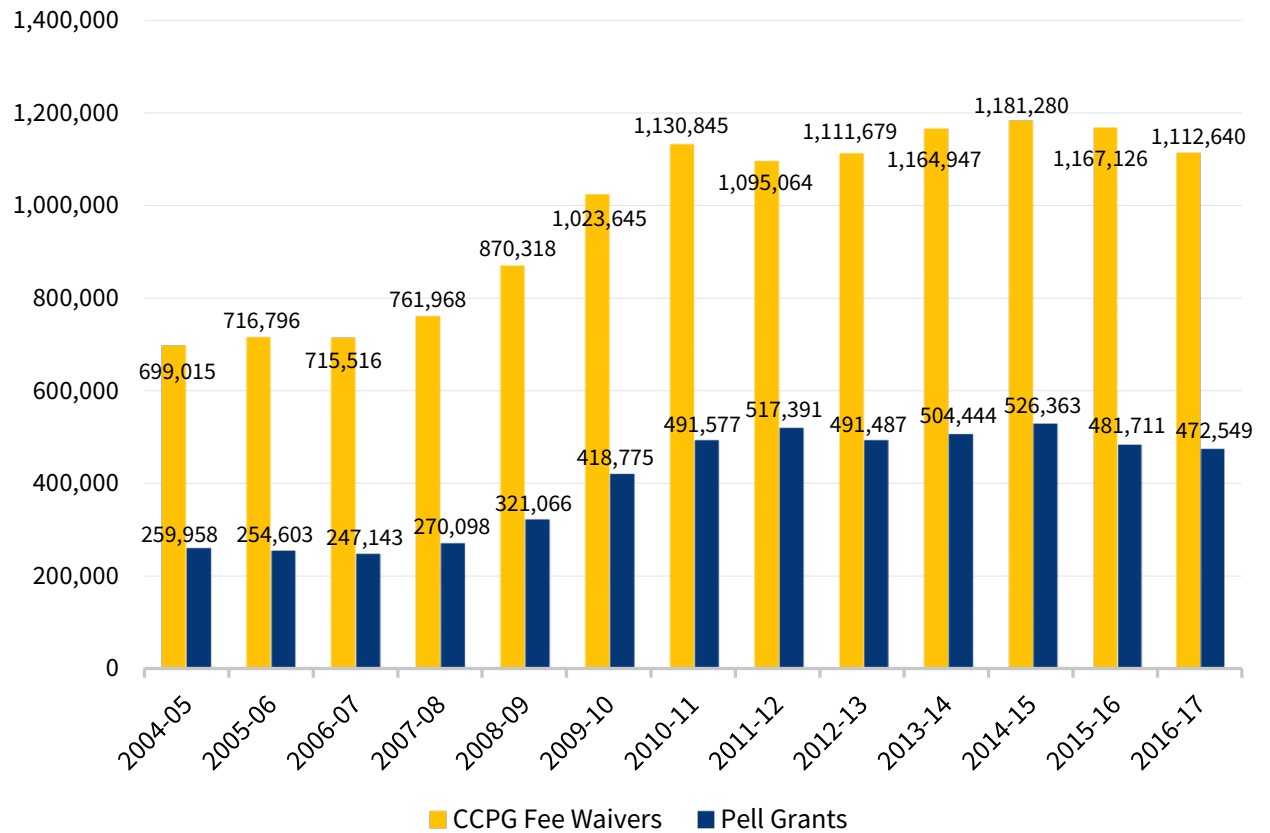
California, the California State University and California nonprofit institutions combined, community college students receive only a fraction of financial aid awards provided under the Cal Grant Program. In 2017-18, of the 2.3 million students enrolled in the California Community Colleges, about 43 percent met the income requirements to qualify for a fee waiver under the California College Promise Grant but only about 5 percent received a Cal Grant award. By comparison, nearly 40 percent of undergraduate students at UC and about 36 percent at the CSU received a Cal Grant. In terms of total funding provided by the Cal Grant system, community college students receive about \$140 million of the nearly \$2 billion invested annually in the program. That is, while the community college system enrolls about two-thirds of the undergraduate students in this state, the state directs only about 7 percent of Cal Grant funds to the community college students. The Board of Governors 2019-20 Budget request includes a proposal for \$1.5 billion in new General Fund revenues to expand the Cal Grant program to more adequately meet the needs of low-income students



The following tables make use of the most up-to-date data and use the same table designations (i.e., Table C) as prior reports for comparison purposes.

Table C gives a side-by-side comparison of the annual growth in California College Promise Grant (CCPG), formerly known as the Board of Governor’s (BOG) Fee Waiver, and federal Pell Grant recipients. Funds awarded through these two programs comprise 83 percent of all community college financial aid funds. The CCPG continues to serve the greatest number of financial aid recipients, while Pell Grants continue to provide the greatest dollar amount. Both programs have increased dramatically over the past twelve years.

**Table C. CCPG (BOG Fee Waivers) & Pell Grants through 2016-17**



## CALIFORNIA COMMUNITY COLLEGES PERFORMANCE RELATIVE TO BENCHMARKS

Tables F and G compare systemwide performance based on established indicators.

Table F compares credit enrollment headcounts; the number and dollar value of the CCPG and Pell Grants; and the combined dollar value of all financial aid awards for the years 2005-06 through 2016-17.

**Table F: Comparison of CCPG Awards & Pell Grants 2005-06 to 2016-17**

Year	Credit Enrollment	Number of CCPG awards	Dollar Value of CCPG awards	Number of Pell Grants	\$ Value of Pell Grants	\$ Value of All Aid Programs
2005-06	2,471,501	716,796	\$273,785,746	254,603	\$589,892,151	\$1,170,094,754
2006-07	2,529,893	715,516	\$249,021,634	247,143	\$573,914,323	\$1,132,521,342
2007-08	2,687,314	761,968	\$225,305,123	270,098	\$668,170,200	\$1,242,937,640
2008-09	2,816,261	870,318	\$253,942,628	321,066	\$881,680,875	\$1,553,328,885
2009-10	2,675,379	1,023,645	\$369,297,507	418,775	\$1,356,231,619	\$2,228,378,885
2010-11	2,551,209	1,130,845	\$410,709,338	491,577	\$1,623,367,005	\$2,546,557,910
2011-12	2,363,332	1,095,064	\$576,636,927	517,391	\$1,649,977,650	\$2,753,827,216
2012-13	2,273,284	1,111,679	\$752,960,716	491,487	\$1,591,237,016	\$2,823,435,938
2013-14	2,326,684	1,164,947	\$803,917,229	504,444	\$1,660,591,757	\$2,909,384,169

Year	Credit Enrollment	Number of CCPG awards	Dollar Value of CCPG awards	Number of Pell Grants	\$ Value of Pell Grants	\$ Value of All Aid Programs
<b>2014-15</b>	2,360,264	1,181,280	\$817,909,104	526,363	\$1,750,189,442	\$2,992,327,689
<b>2015-16</b>	2,417,692	1,167,126	\$803,050,025	481,711	\$1,620,401,209	\$2,992,569,821
<b>2016-17</b>	2,440,902	1,112,640	\$757,511,241	472,549	\$1,560,800,171	\$2,833,592,112
<b>12 year +/-</b>	-30,599	395,844	483,725,495	217,946	970,908,020	1,663,497,358
<b>12 year % +/-</b>	98.76%	155.22%	276.68%	185.60%	264.59%	242.17%

**Table G: Comparison of CCPG & Pell Grants as a Percentage of Credit Enrollment**

<b>Year</b>	<b>Credit Enrollment</b>	<b>Number of CCPG Awards</b>	<b>Number of Pell Grants</b>	<b>Credit Enrollment +/-%</b>	<b>CCPG as Percentage of Credit Enrollment</b>	<b>Pell Grants Percentage of Credit Enrollment</b>
2006-07	2,529,893	715,516	247,143	N/A	28.3%	9.8%
2007-08	2,687,314	761,968	270,098	6.2%	28.4%	10.1%
2008-09	2,816,261	870,318	321,066	4.8%	30.9%	11.4%
2009-10	2,675,379	1,023,645	418,775	-5.0%	38.3%	15.7%
2010-11	2,551,209	1,130,845	491,577	-4.6%	44.3%	19.3%
2011-12	2,363,332	1,095,064	517,391	-7.4%	46.3%	21.9%
2012-13	2,273,284	1,111,679	491,487	-3.8%	48.9%	21.6%
2013-14	2,326,684	1,164,947	504,444	2.3%	50.1%	21.7%
2014-15	2,360,264	1,181,280	526,326	1.4%	50.0%	22.3%
2015-16	2,417,692	1,167,126	481,711	2.4%	48.3%	19.9%
2016-17	2,440,902	1,112,640	472,549	1.0%	45.6%	19.4%
10 year +/-	-88,991	397,124	225,406	N/A	N/A	N/A

Table H compares full-time enrollment and financial aid participation for full-time students in the CCPG and Pell Grant programs. The table shows that the percentage of full-time students receiving Pell Grant is more than double that of part-time students. (See Table G for comparison.)

**Table H: Comparison of CCPG & Pell Grants as a Percentage of Full-Time Credit Enrollment**

<b>Year</b>	<b>Total Full-Time Students</b>	<b>Number of Full-Time CCPG Recipients</b>	<b>% of Full-Time CCPG Recipients</b>	<b>Number of Full-Time Pell Grant Recipients</b>	<b>% of Full-Time Pell Grant Recipients</b>
<b>2006-07</b>	352,575	176,796	50.14%	109,951	31.19%
<b>2007-08</b>	353,007	176,929	50.12%	110,017	31.17%
<b>2008-09</b>	409,600	212,323	51.84%	136,771	33.39%
<b>2009-10</b>	424,142	241,691	56.98%	168,813	39.80%
<b>2010-11</b>	414,818	259,026	62.44%	191,634	46.20%
<b>2011-12</b>	389,021	258,374	66.42%	190,382	48.94%
<b>2012-13</b>	370,053	253,574	68.52%	179,256	48.44%
<b>2013-14</b>	395,534	275,828	69.74%	189,753	47.97%
<b>2014-15</b>	397,524	281,227	70.74%	193,282	48.62%
<b>2015-16</b>	399,831	277,527	69.41%	187,417	46.87%

<b>Year</b>	<b>Total Full-Time Students</b>	<b>Number of Full-Time CCPG Recipients</b>	<b>% of Full-Time CCPG Recipients</b>	<b>Number of Full-Time Pell Grant Recipients</b>	<b>% of Full-Time Pell Grant Recipients</b>
<b>2016-17</b>	362,591	263,882	72.78%	177,094	48.84%
<b>10 year +/-</b>	10,016	87,086	N/A	298	N/A
<b>10 year % +/-</b>	2.84%	-25.16%	N/A	-49.77%	N/A

## CAL GRANT PROGRAM PARTICIPATION

The Cal Grant program, which is largely targeted at first-time college students, continues to be only a small part of the total grant assistance received in the system representing 7.9% of total grant aid and 5% of the total of all financial aid received. Increases in FAFSA and Dream Act Applications have increased the number of Cal Grant award offers. Also, paid Cal Grants have increased primarily due to increased efforts of Financial Aid Offices to pay every eligible awardee. However, the average paid Cal Grant program award has only modestly increased over the last ten years at the same time that college cost of attendance has significantly increased.

Year	Number of Paid Cal Grant B Awards	Number of Paid Cal Grant C Awards	Total Paid Cal Grant Awards	Dollar Value of Cal Grant Awards	Average Annual Paid Award	Total Grant \$ Paid	CG as % of Total Grant Aid
2007-08	60,933	5,733	66,666	\$75,216,329	\$1,128	\$810,064,523	9.29%
2008-09	59,253	5,193	64,446	\$73,412,608	\$1,139	\$1,022,536,795	7.18%
2009-10	61,584	5,542	67,126	\$77,629,400	\$1,156	\$1,489,249,088	5.21%
2010-11	65,392	5,350	70,742	\$81,876,948	\$1,157	\$1,756,670,361	4.66%
2011-12	70,384	5,141	75,525	\$86,615,995	\$1,147	\$1,781,826,440	4.86%
2012-13	73,378	5,477	78,855	\$86,046,550	\$1,091	\$1,722,856,369	4.99%
2013-14	85,049	7,042	92,091	\$100,250,555	\$1,089	\$1,808,392,228	5.54%
2014-15	93,806	7,173	100,979	\$126,475,334	\$1,252	\$1,929,543,427	6.55%
2015-16	99,053	6,199	105,252	\$126,919,513	\$1,206	\$1,844,805,085	6.88%

Year	Number of Paid Cal Grant B Awards	Number of Paid Cal Grant C Awards	Total Paid Cal Grant Awards	Dollar Value of Cal Grant Awards	Average Annual Paid Award	Total Grant \$ Paid	CG as % of Total Grant Aid
<b>2016-17</b>	106,694	5,234	111,928	\$139,501,119	\$1,246	\$1,765,613,000	7.90%



## IN-REACH & OUTREACH SERVICES

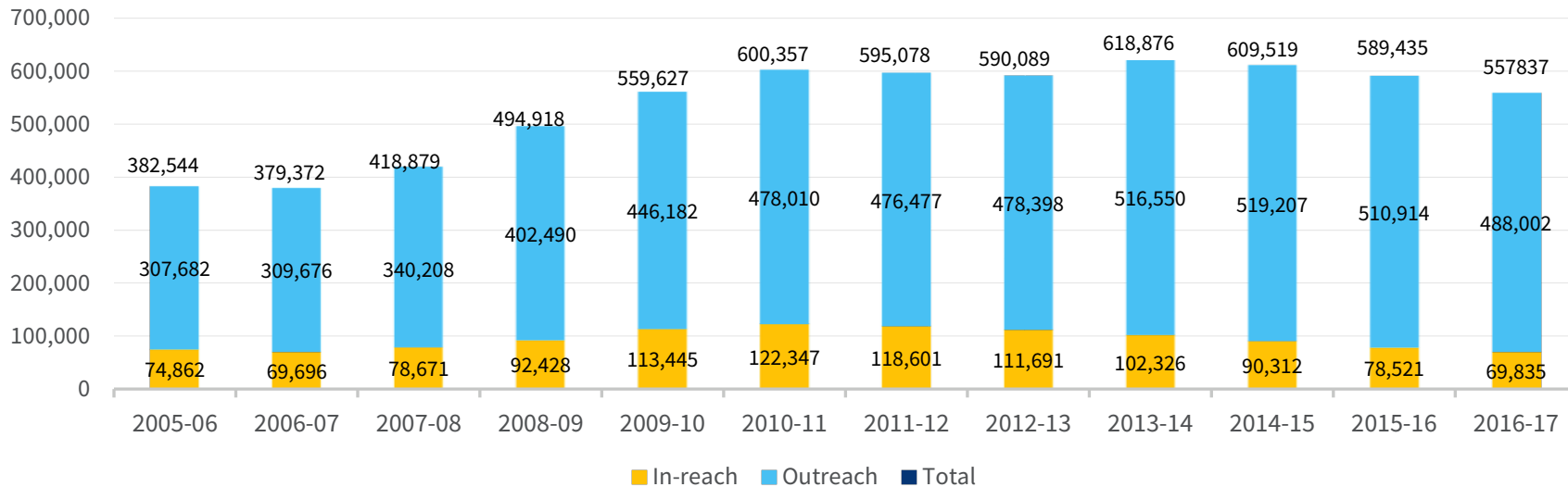
To assess the number of community college students reached annually through activities directed towards current and prospective students, the Chancellor’s Office defines in-reach and outreach activities, and the populations served, as follows:

***In-reach:*** “In-reach” measures the performance of the community colleges in targeting financial aid information to on-campus students who are not being served by the financial aid programs. Current-year financial aid recipients who were enrolled in a community college during a prior enrollment period but did not receive financial aid for that period are defined as new “in-reach” recipients.

***Outreach:*** “Outreach” measures the performance of the community colleges in targeting financial aid information to potential and prospective students in the high schools and their communities. New students who were not enrolled in the immediate prior year but enrolled and received aid as new recipients in the current year are defined as “outreach” recipients.

Table J shows that, although enrollments have dropped since 2005-06, new in-reach and outreach recipients have grown by 46 percent, from 382,000 to 557,000. Combined totals for both in-reach and outreach are displayed above each column. Systemwide, community college outreach efforts have served more than 6 million new financial aid recipients since 2005-06.

**Table J: Comparison of New Student Financial Aid Recipients Resulting from In-Reach & Outreach by Year**



## IN-REACH ACTIVITIES

### Gender, Age & Ethnicity

Tables K through M show the distribution of new financial aid recipients served through in-reach activities by gender, age and ethnicity.

Table K shows the distribution of new male and female financial aid recipients for each of the past two years and compares those distributions with the 2002-03 base year. Historically, community colleges have served a higher percentage of female students than male students. For more than 20 years, the ratio of female students has stood at roughly 55 percent of the total student population.

**Table K: Gender Distribution for New Financial Aid Recipients**

Results of In-Reach for 2014-15, 2015-16 and 2016-17 Compared to Base Year

Gender	2002-03 #	2002-03 % of Total	2014-15 #	2014-15 % of Total	2015-16 #	2015-16 % of Total	2016-17 #	2016-17 % of Total	Change from Base Year #	% Change from Base Year
Female	52,248	60.5%	5,0269	55.7%	44,265	56.4%	40,017	57.3%	-12,231	-23.41%
Male	33,813	39.1%	3,9379	43.6%	33,658	42.9%	29,259	41.9%	-4,554	-13.47%
Unknown	368	0.4%	664	0.7%	598	0.8%	559	0.8%	191	51.90%
<b>Total</b>	<b>86,429</b>	<b>100.0%</b>	<b>90,312</b>	<b>100.0%</b>	<b>78,521</b>	<b>100.0%</b>	<b>69,835</b>	<b>100.0%</b>	<b>-16,594</b>	<b>-19.20%</b>

Taken from the financial aid recipients who were enrolled in a prior year but did not receive financial aid.

**TABLE L: Age Distribution for New Financial Aid Recipients Resulting from In-Reach for 2015/16 & 2016/17 Compared to the Base Year**

<b>Age</b>	<b>2002-03 #<sup>1</sup></b>	<b>2002-03 % of Total<sup>1</sup></b>	<b>2015-16 #<sup>1</sup></b>	<b>2015-16 % of Total<sup>1</sup></b>	<b>2016-17 #<sup>1</sup></b>	<b>2016-17 % of Total<sup>1</sup></b>	<b>Change from Base Year #</b>	<b>% Change from Base Year</b>
<b>Up to 17</b>	1,222	<b>1.41%</b>	304	<b>0.39%</b>	382	<b>0.55%</b>	-840	<b>-68.7%</b>
<b>18-19</b>	19,368	<b>22.41%</b>	8,838	<b>11.26%</b>	9,772	<b>13.99%</b>	-9,596	<b>-49.5%</b>
<b>20-24</b>	34,196	<b>39.57%</b>	29,831	<b>37.99%</b>	25,086	<b>35.92%</b>	-9,110	<b>-26.6%</b>
<b>25-29</b>	13,017	<b>15.06%</b>	20,209	<b>25.74%</b>	17,194	<b>24.62%</b>	4,177	<b>32.1%</b>
<b>30-34</b>	6,582	<b>7.62%</b>	7,844	<b>9.99%</b>	7,053	<b>10.10%</b>	471	<b>7.2%</b>
<b>35-39</b>	4,307	<b>4.98%</b>	4,155	<b>5.29%</b>	3,817	<b>5.47%</b>	-490	<b>-11.4%</b>
<b>40-49</b>	5,395	<b>6.24%</b>	4,512	<b>5.75%</b>	4,019	<b>5.75%</b>	-1,376	<b>-25.5%</b>
<b>50 &amp; Over</b>	2,259	<b>2.61%</b>	2,827	<b>3.60%</b>	2,511	<b>3.60%</b>	252	<b>11.2%</b>
<b>Unknown</b>	83	<b>0.10%</b>	1	<b>0.00%</b>	1	<b>0.00%</b>	-82	<b>-98.8%</b>
<b>Total</b>	<b>86,429</b>	<b>100.00%</b>	<b>78,521</b>	<b>100.00%</b>	<b>69,835</b>	<b>100.00%</b>	<b>-16,594</b>	<b>-19.2%</b>

<sup>1</sup>Reflects the age distribution for students who were enrolled in a California community college during a prior period and who had not received financial aid during a prior period but received financial aid as a new recipient for the years shown.

Table M compares the ethnic distribution of new financial aid recipients served through in-reach efforts for each of the past two years with that of the 2002-03 base year.

The overall distribution of new financial aid recipients through in-reach is relatively consistent with the ethnic distribution of students already attending community college campuses. For example, Hispanic students represent 50 percent of 2016-17 community college enrollments and 44 percent of new financial aid recipients through in-reach. Asian students represent 9 percent of enrolled community college enrollments and 9 percent of new financial aid recipients through in-reach.

**TABLE M: Ethnicity Distribution for New Financial Aid Recipients Resulting from In-Reach for 2015-16 & 2016-17 Compared to the Base Year**

Ethnicity	2002-03 # <sup>1</sup>	2015-16 # <sup>1</sup>	2016-17 # <sup>1</sup>	10-Year Cumulative Change #	10-Year Cumulative % Change
<b>African American</b>	10,143	4,526	3,917	-6,226	-61.38%
<b>Asian</b>	10,335	7,040	6,267	-4,068	-39.36%
<b>Filipino</b>	2,899	2,777	2,386	-513	-17.70%
<b>Hispanic</b>	27,432	33,433	30,680	3,248	11.84%
<b>Native American</b>	975	410	338	-637	-65.33%
<b>Other, Non-White<sup>2</sup></b>	2,032	N/A	N/A	N/A	N/A
<b>Pacific Islander</b>	701	353	338	-363	-51.78%
<b>White, Non-Hispanic</b>	27,769	24,927	21,489	-6,280	-22.62%

Ethnicity	2002-03 # <sup>1</sup>	2015-16 # <sup>1</sup>	2016-17 # <sup>1</sup>	10-Year Cumulative Change #	10-Year Cumulative % Change
<b>Two or More Races<sup>3</sup></b>	<i>N/A</i>	3750	3322	-428	-11.41%
<b>Unknown</b>	4,143	1305	1098	-3,045	-73.50%
<b>Total</b>	<b>86,429</b>	<b>78,521</b>	<b>69,835</b>	<b>-16,594</b>	<b>-19.20%</b>

<sup>1</sup>Reflects the ethnic distribution for students who were enrolled in a California community college during a prior period and had not received financial aid during a prior period but received financial aid as a new recipient for the years shown.

<sup>2</sup>Eliminated the category

<sup>3</sup>Newly added category

## OUTREACH ACTIVITIES

### Gender, Age & Ethnicity

Tables N through P show new financial aid recipients served through outreach activities by gender, age and ethnicity. The figures that follow demonstrate the successful expansion of outreach efforts to target potential and prospective students in the high schools and their communities.

Table N compares the gender distribution of new financial aid recipients resulting from outreach efforts for each of the past two years with that of the 2002-03 base year. These figures show that the gender distribution of financial aid recipients through outreach activities has shifted and has become more consistent with the general student population. This indicates the rise of a higher-need male population, primarily due to the weaker economy and changes in the federal financial eligibility standards for calculating students' expected family contribution.

**Table N: Gender Distribution for New Financial Aid Recipients Resulting from Outreach for 2015/16 & 2016/17 Compared to the Base Year**

Gender	2002-03 # <sup>1</sup>	2002-03 % of Total <sup>1</sup>	2015-16 <sup>1</sup> #	2015-16 <sup>1</sup> % of Total	2016-17 <sup>1</sup> #	2016-17 <sup>1</sup> % of Total	Change from Base Year #	% Change from Base Year
Female	161,529	60.60%	289,203	56.61%	277,661	56.90%	116,132	71.90%
Male	103,079	38.70%	217,023	42.48%	205,750	42.16%	102,671	99.60%
Unknown	2,062	0.80%	4,688	0.92%	4,591	0.94%	2,529	122.65%
<b>Total</b>	<b>266,670</b>	<b>100.00%</b>	<b>510,914</b>	<b>100.00%</b>	<b>488,002</b>	<b>100.00%</b>	<b>221,332</b>	<b>83.00%</b>

<sup>1</sup>Reflects the gender distribution for students who were not enrolled in a California community college in the immediate prior year but enrolled and received financial aid as a new recipient for the years shown.

**Table O: Comparison of the Age Distribution of New Financial Aid Recipients in Recent Years & the Overall Change in Distribution since the 2002-03 Base Year**

Age	2002-03 # <sup>1</sup>	2002-03 % of Total <sup>1</sup>	2015-16 # <sup>1</sup>	2015-16 % of Total <sup>1</sup>	2016-17 # <sup>1</sup>	2016-17 % of Total <sup>1</sup>	Change from Base Year #	% Change from Base Year
<b>17 &amp; Under</b>	5,141	<b>1.90%</b>	5,801	<b>0.95%</b>	4,781	<b>0.98%</b>	-360	<b>-7.00%</b>
<b>18-19</b>	74,593	<b>28.00%</b>	224,888	<b>36.75%</b>	152,944	<b>31.34%</b>	78,351	<b>105.04%</b>
<b>20-24</b>	77,364	<b>29.00%</b>	202,563	<b>33.10%</b>	139,205	<b>28.53%</b>	61,841	<b>79.94%</b>
<b>25-29</b>	39,593	<b>14.80%</b>	78,982	<b>12.91%</b>	85,040	<b>17.43%</b>	45,447	<b>114.79%</b>
<b>30-34</b>	22,994	<b>8.60%</b>	36,956	<b>6.04%</b>	41,204	<b>8.44%</b>	18,210	<b>79.19%</b>
<b>35-39</b>	16,084	<b>6.00%</b>	21,403	<b>3.50%</b>	24,342	<b>4.99%</b>	8,258	<b>51.34%</b>
<b>40-49</b>	21,062	<b>7.90%</b>	24,425	<b>3.99%</b>	24,743	<b>5.07%</b>	3,681	<b>17.48%</b>
<b>50 &amp; Over</b>	9,282	<b>3.50%</b>	16,878	<b>2.76%</b>	15,719	<b>3.22%</b>	6,437	<b>69.35%</b>
<b>Unknown</b>	557	<b>0.20%</b>	27	<b>0.00%</b>	24	<b>0.00%</b>	-533	<b>-95.69%</b>
<b>Total</b>	<b>266,670</b>	<b>100.00%</b>	<b>611,923</b>	<b>100.00%</b>	<b>488,002</b>	<b>100.00%</b>	<b>252,537</b>	<b>94.70%</b>

<sup>1</sup>Reflects the gender distribution for students who were not enrolled in a California community college in the immediate prior year but enrolled and received financial aid as a new recipient for the years shown

The age distribution for new financial aid recipients has changed only slightly since 2002-03, with 78 percent of today’s students falling within the 29-and-under age groups, as opposed to 74 percent in 2002-03.

**Table P: Comparison of the Ethnic Distribution of New Financial Aid Recipients Resulting from Outreach Efforts for Each of the Past Two Years with that of the 2002-03 Base Year**

<b>Ethnicity</b>	<b>2002-03 #<sup>1</sup></b>	<b>2015-16 #<sup>1</sup></b>	<b>2016-2017 #<sup>1</sup></b>	<b>Change from Base Year #</b>	<b>% Change from Base Year</b>
<b>African American</b>	46,135	58,875	55,088	8,953	19.41%
<b>Asian</b>	30,940	56,994	53,980	23,040	74.47%
<b>Filipino</b>	6,565	16,131	15,978	9,413	143.38%
<b>Hispanic</b>	89,141	312,661	305,567	216,426	242.79%
<b>Native American</b>	3,291	3,262	3,101	-190	-5.77%
<b>Other, Non-White<sup>2</sup></b>	5,812	N/A	N/A	N/A	N/A
<b>Pacific Islander</b>	2,104	3281	3073	969	46.06%
<b>White, Non-Hispanic</b>	69,709	126,327	119,332	49,623	71.19%
<b>Two or More Races<sup>3</sup></b>	0	25,860	24,153	24,153	N/A
<b>Unknown</b>	12,973	8,532	8,417	-4,556	N/A



<b>Ethnicity</b>	<b>2002-03 #<sup>1</sup></b>	<b>2015-16 #<sup>1</sup></b>	<b>2016-2017 #<sup>1</sup></b>	<b>Change from Base Year #</b>	<b>% Change from Base Year</b>
<b>Total</b>	<b>266,670</b>	<b>611,923</b>	<b>588,689</b>	<b>322,019</b>	<b>N/A</b>

<sup>1</sup>Reflects the gender distribution for students who were not enrolled in a college in the immediate year, but enrolled and received financial aid as a new recipient for the years shown.

<sup>2</sup>Deleted category

<sup>3</sup>Added category

While there have been increases in numbers for almost all ethnic categories, Hispanic students have shown the most significant growth, from 89,141 new financial aid recipients in 2002-03 to 305,567 in 2016-17. That equates to a 243 percent increase of 216,426 new financial aid recipients through outreach.

## HOW THE “I CAN AFFORD COLLEGE” CAMPAIGN HAS INCREASED AWARENESS

### Overview

For the past 13 years, the “I **Can** Afford College” financial aid awareness campaign has reminded Californians that community colleges are affordable and that financial aid is available year-round. From grants and work-study programs to scholarships and loans, more than 1 million students at the 114 community colleges across the state receive financial aid to make their higher education dreams a reality – many of whom started on their path at [www.icanaffordcollege.com](http://www.icanaffordcollege.com).

The campaign website – available in English, Spanish and Chinese – is the hub of all things related to financial aid. The site also connects students with their local community college campus so they can work one-on-one with financial aid advisors and counselors to develop an education plan to complete their degree and/or training program, and navigate the financial aid forms. The [icanaffordcollege.com](http://www.icanaffordcollege.com) website has received nearly 5 million sessions since its launch in 2003-04.

The California Community Colleges is now in the strongest position it has been in years, as a result of the passage of Proposition 30 in the November 2012 election. Campuses across the state are receiving an additional \$210 million in funding to begin rebuilding course offerings and serving more students. The “I **Can** Afford College” campaign continues to serve as a key source of information on financial aid, helping make college dreams a reality for students across the state.

In the 2016-17 fiscal budget, \$5.3 million was appropriated by the Legislature for the “I **Can** Afford College” campaign to promote the following messages:

- California Community Colleges remain affordable and accessible.
- Financial aid is available to cover enrollment fees and help with other costs such as books, supplies and occasionally living expenses.
- Financial aid experts are on all 114 campuses and are available to provide free one-on-one assistance and much of the information is available on the [icanaffordcollege.com](http://www.icanaffordcollege.com) website.

With the passage of Senate Bill No. 826 (Budget Act of 2016), additional funding was awarded to the California Community College’s “I **Can** Afford College” campaign to supplement all activities. These activities were aimed at increasing awareness of the campaign to students in underserved populations and regional areas that have a history of declining community college attendance.

## Target Audiences

The campaign has been charged with reaching low-income and disadvantaged students who must overcome barriers in accessing postsecondary education. The target audiences for the “I **Can** Afford College” campaign include:

- Teens and young adults, ages 16 to 24, with an annual household income at or below \$55,000. This group accounts for our largest target audience and the campaign’s strategy is to reach them through the most effective channels, including an emphasis on social media.
- Adults, ages 25 to 54, with an annual household income at or below \$55,000.
- Influencers including parents, teachers, counselors, community leaders and lawmakers.

## Strategy

As in prior years, the campaign worked closely with the California Community Colleges Chancellor’s Office and the California Community Colleges Student Financial Aid Advisors Association to develop the strategy and tactics for reaching the target audiences. Various advertising, marketing, media relations and outreach tactics drove traffic to [icanaffordcollege.com](http://icanaffordcollege.com) and the toll-free phone line, 1-800-987-**ICAN** (4226). Students visiting the website or calling the phone line were provided with valuable information about financial aid and were connected directly with financial aid professionals at community college campuses to receive one-on-one assistance with the application process.

## Summary of Results

California community colleges currently serve more than 1 million students with financial aid, totaling more than \$2.8 billion annually. Since the inception of the “I **Can** Afford College” campaign in 2003-2004, the number of students receiving some type of financial aid has increased by about 75 percent.

The following is a summary of results achieved by the “I **Can** Afford College” campaign during the 2016-2017 fiscal year:

- **icanaffordcollege.com** received 340,714 unique visitors viewing 764,625 pages.
- 141,467,647 million impressions were delivered through radio advertising and added value elements.
- 111,472,291 million impressions were delivered through online advertising and added value elements.
- More than 46,610,000 adults (ages 18 and older) impressions were delivered through television advertising.
- Approximately 26,500 current and potential students were directly connected with their local community college financial aid office for assistance through **icanaffordcollege.com** and 1-800-987-**ICAN** (4226).
  - The campaign interacted with more than 1,200 community college professionals at conferences, trainings and workshops throughout the state.
- Community college campuses promoted 703 financial aid workshops on **icanaffordcollege.com**. Students attending the events received one-on-one assistance completing financial aid applications.
- 292,738 pieces of collateral and promotional materials were provided statewide to community colleges, high schools, state agencies and community and faith-based organizations free of charge.

## Website

At the heart of the campaign is the website, [icanaffordcollege.com](http://icanaffordcollege.com), now available in three languages: English, Spanish and Chinese. During 2016-17, [icanaffordcollege.com](http://icanaffordcollege.com) received 340,714 unique visitors viewing 764,625 pages. The website provides students with valuable information about financial aid, online access to the financial aid applications and connects them with financial aid professionals at their local college to receive free one-on-one assistance.

Funding to reach in-language households allowed the campaign to effectively deliver information to audiences that had not previously been able to attain the depth of information that the website delivers.

In order to ensure access to all, students who do not have Internet access can call 1-800-987-**ICAN** (4226) to connect with their local college financial aid office.

With the passage of Senate Bill No. 826 (Budget Act of 2016), additional funding provided in the Website Design and Maintenance service category supplemented the following activities:

- Bachelor's Degree Program
- The additional funding was used to create a logo, video and website to promote and explain the bachelor's degree program.
- Additional funding was used to translate the [icanaffordcollege.com](http://icanaffordcollege.com) website into Chinese.

## Advertising

The “I **Can** Afford College” campaign used advertising – primarily radio and online properties – to reach target audiences throughout the state and drive them to [icanaffordcollege.com](http://icanaffordcollege.com) and/or the toll-free phone line. We continued to maximize campaign funds by leveraging relationships with media partners for added value to broaden the reach and frequency of our paid advertising.

The following is a summary of the advertising campaigns that ran during the 2016-17 fiscal year.



## Radio Advertising

Historically, radio has proven to be very successful in reaching our target audiences. Through a longstanding relationship with iHeart Media, the campaign's radio partner, target audiences were reached through traditional radio stations throughout the state.

Radio advertising efforts resulted in:

- 141,467,647 million impressions were delivered through radio advertising and added value elements.
- A total of 13,915 spots aired on radio stations throughout California – 10,887 paid and 3,028 bonus spots (added value).
- Created Spanish-language radio spots and added Spanish radio spot placements in Tier 1, 2 and 3 markets.
- Created Mandarin and Cantonese-language radio spots and added Mandarin and Cantonese radio spot placements in Los Angeles, San Francisco and San Jose markets.
- Created Spanish language telenovela videos to reach the Latino audience.
- Reached students in declining enrollment areas through out-of-home opportunities, including outdoor billboards (eco posters) and campus kiosks.

With the passage of Senate Bill No. 826 (Budget Act of 2016), additional funding provided in the Marketing and Advertising service category supplemented the following activities:

- Reached California counselors through an advertising effort on schoolcounselor-ca.org website.
- Added additional target rating points to the English Tier 1, 2 and 3 radio markets.

The following radio advertising flights took place during the 2016-17 FY:

### **ON-AIR RADIO Run Dates: February 6 – March 2, 2017 (Cal Grant)**

Messaging for the adults ages 18 to 24 demographic: During this timeframe, on-air commercials drove listeners to the home page of [icanaffordcollege.com](http://icanaffordcollege.com) where they could complete the following two steps:

1. Enroll at a community college.

2. Apply for a Cal Grant by the March 2 deadline by completing the Free Application for Federal Student Aid (FAFSA).

### **Markets**

Tier 1, 2 and 3 campaign contained 22 media markets and received on-air advertising support during this radio campaign.

**English-language markets:** Tier 1 campaign contained four media markets and received on-air advertising support during this radio campaign: Los Angeles, Sacramento, San Diego and San Francisco (San Jose spill).

**Tier 2 markets** included Bakersfield, Oxnard-Ventura, Riverside-San Bernardino, Victor Valley, Fresno and Monterey-Salinas.

A total of 7,035,288 impressions were delivered for the demographic (adults ages 18 to 24) in this flight.

**Spanish-language markets:** Tier 1 campaign contained four media markets and received on-air advertising support during this radio campaign: Los Angeles, Sacramento, San Diego and San Francisco (San Jose spill).

**Tier 2 markets** included Bakersfield, Oxnard-Ventura, Riverside-San Bernardino, Victor Valley, Fresno and Monterey-Salinas (Visalia spill only).

**Tier 3 markets** included Merced, Modesto, Palm Springs, San Luis Obispo, Santa Barbara, Santa Maria, Santa Rosa and Stockton.

A total of 8,405,841 impressions were delivered to Hispanic adults ages 25 to 54 in this flight.

**Asian-language markets:** Los Angeles, San Francisco, San Jose and Sacramento.

*Asian-language media is not rated; therefore, impressions are not available.*

**ON-AIR RADIO Run Dates: March 3- March 19, 2017 (It's Not Too Late)**

Messaging for the adults ages 18 to 24 demographic: The messaging for this flight centered on "It's Not Too Late to Apply" to a community college and apply for financial aid, to combat any confusion associated with the push for the Cal Grant March 2 deadline. On-air commercials and banners drove listeners to the home page of [icanaffordcollege.com](http://icanaffordcollege.com) where they could complete the following two steps:

1. Enroll at a community college.
2. Complete the FAFSA.

#### **Markets**

Tier 1, 2 and 3 campaign contained 20 media markets and received on-air advertising support during this radio campaign.

**Spanish-language markets:** Tier 1 campaign contained four media markets and received on-air advertising support during this radio campaign in Los Angeles, Sacramento, San Diego and San Francisco (San Jose spill).

**Tier 2 markets** included Bakersfield, Oxnard-Ventura, Riverside: Tier 1, 2 and 3 campaign contained 20 media markets and received on-air advertising support

**Tier 3 markets** included Merced, Modesto, Palm Springs, San Luis Obispo, Santa Barbara, Santa Maria, Santa Rosa and Stockton.

A total of 3,813,716 impressions were delivered for this demographic (adults ages 25 to 54) in this flight.

**Asian-language markets:** Los Angeles, San Francisco, San Jose and Sacramento.

*Asian-language media is not rated; therefore, impressions are not available.*

**ON-AIR RADIO Run Dates: April 3-April 23, 2017  
(Financial Aid Awareness Month)**

Messaging for the adults ages 18 to 24 demographic: The messaging for this flight centered on “It’s Not Too Late to Apply” to a community college and apply for financial aid, to combat any confusion associated with the push for the Cal Grant March 2 deadline. On-air commercials and banners drove listeners to the home page of [icanaffordcollege.com](http://icanaffordcollege.com) where they could complete the following two steps:

**Markets**

**English-language markets:** Tier 1, 2 and 3 campaign contained 22 media markets and received on-air advertising support during this radio campaign.

**Tier 1** included Los Angeles, Sacramento, San Diego, San Francisco (San Jose spill).

**Tier 2** included Bakersfield, Fresno, Monterey-Salinas, Oxnard-Ventura, Riverside-San Bernardino and Victor Valley (Visalia spill only).

**Tier 3** included Santa Rosa, Modesto, Stockton, Santa Barbara, Santa Maria, Chico, Merced, San Luis Obispo, Palm Springs and Redding.

A total of 8,035,132 impressions were delivered for the demographic (adults ages 18 to 24) in this flight.

**Spanish-language markets:** Tier 1 campaign contained four media markets and received on-air advertising support during this radio campaign in Los Angeles, Sacramento, San Diego and San Francisco (San Jose spill).

**Tier 2 markets** included Bakersfield, Oxnard-Ventura, Riverside-San Bernardino, Victor Valley, Fresno and Monterey-Salinas (Visalia spill only).

**Tier 3 markets** included Merced, Modesto, Palm Springs, San Luis Obispo, Santa Barbara, Santa Maria, Santa Rosa and Stockton.

A total of 6,068,398 impressions were delivered to Hispanic adults ages 25 to 54 in this flight.

**Asian-language markets:** Los Angeles, San Francisco and Sacramento.

*Asian-language media is not rated; therefore, impressions are not available.*

**ON-AIR RADIO Run Dates: May 15-June 11, 2017 (H.S. Graduation)**

Messaging for the adults ages 18 to 24 demographic: The messaging for this flight also focused on the “It’s Not Too Late” message, and encouraged training on how to find a new career and re-enter the job market. The secondary message was that financial help is available for fees, supplies and sometimes even rent. On-air commercials and banners drove listeners to the home page of [icanaffordcollege.com](http://icanaffordcollege.com) where they could complete the two steps:

1. Enroll at a community college.
2. Complete the FAFSA.



### ***Markets***

Tier 1 and 2 campaigns contained 11 media markets and received on air advertising support during this radio campaign in Los Angeles, Sacramento, San Diego, San Francisco, San Jose, Bakersfield, Fresno, Monterey-Salinas,

Oxnard-Ventura, Victor Valley and Riverside-San Bernardino.

A total of 9,111,488 impressions were delivered for the demographic (adults ages 18 to 24) in this flight.

.

## Television Advertising

In 2016-17, the “I **Can** Afford College” campaign continued to broaden our reach to target audiences through television advertising. The television ads were placed to provide maximum reach and exposure to Hispanic adults ages 25 to 54.

The spots ran in four markets on Univision television stations in Los Angeles, San Francisco, Sacramento and San Diego.

A total of 16,659,000 Hispanic adult ages 25 to 54 impressions were delivered.

## Online Advertising

In 2016-17, the “I **Can** Afford College” campaign continued to broaden our reach to target audiences through online advertising. The online ads were placed to provide maximum reach and exposure to low-income audiences ages 16 to 24 and ages 25 to 54. Ads for ages 25 to 54 were targeted to reach the unemployed/re-entry audiences with a secondary target of influencers. In 2016-17, [icanaffordcollege.com](http://icanaffordcollege.com) received 136,657 unique visitors as a result of online display, audio and video banner campaigns. Online creative was designed to build a cohesive campaign look and feel, bringing video, audio and online assets together in a single look and strategy.

Online advertising efforts resulted in:

- An estimated 188,514 total visits to [icanaffordcollege.com](http://icanaffordcollege.com).
- 105,157,383 impressions delivered through paid online placements and added value elements.
- 6,314,908 bonus impressions delivered by web banners, video pre-roll, audio streaming and Pandora ads.

The following online advertising flights took place during 2016/17:





**ONLINE Run Dates: Back to School, August 1-August 21, 2016**

**Messaging:** Summer campaigns for “I **Can** Afford College” focused on back-to-school messaging, informing audiences that financial aid should be top of mind while

registering for fall classes. This flight was geared towards all three target segments.

**Markets:** Online advertising efforts covered the entire state of California. A total of 10,408,907 impressions ran for this flight of the online campaign.

**ONLINE Run Dates: FAFSA, October 3-November 6, 2016**

**Messaging:** Fall campaigns for “I **Can** Afford College” focused on Early FAFSA applications. The 2016 campaign was geared towards all three target segments.

**Markets:** Online advertising efforts covered the entire state of California. A total of 6,109,080 impressions ran for this flight of the online campaign.

**ONLINE Run Dates: Cal Grant, January 30- March 2, 2017**

**Messaging:** Cal Grant messaging highlights the Cal Grant deadline with the message “apply before it’s too late.” The 2017 creative focused on both teen and re-entry audiences, with additional impressions targeting the influencer audience.

**Markets:** Similar to the fall 2015 campaign, online ads were geographically targeted to cover the entire state of California. During this flight, 23,301,618 impressions were delivered against the three target audiences.

**ONLINE Run Dates: Not Too Late, March 3-March 19, 2017**

**Messaging:** Financial aid awareness month messaging begins to use the “It’s Not Too Late” campaign message, stressing that aid is available year-round, although some deadlines may have passed.

**Markets:** A total of 10,267,602 impressions were delivered statewide during this time period.

**ONLINE Run Dates: Financial Aid Awareness Month, March 20- April 30, 2017**

**Messaging:** “I **Can** Afford College” reached Spanish-dominant audiences through its telenovela campaign and built on the success of the existing English creative with refreshed executions that also ran during this flight.

**Markets:** The final flight of the fiscal year reached our audiences in all areas of California. In this final flight of the year, 36,091,517 impressions were recorded.



**ONLINE Run Dates: High School Graduation, May 15- June 11, 2017**

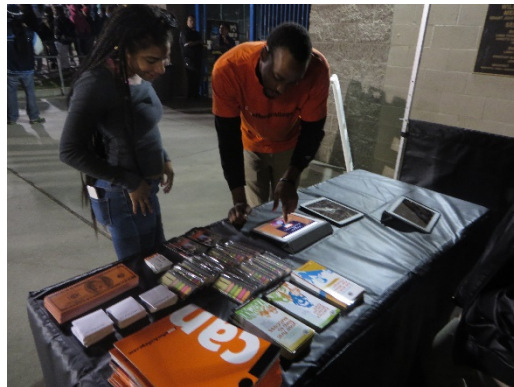
**Messaging:** The “It’s Not Too Late” campaign messaging was extended into the June online advertising campaign

**Added Value/Donated Radio**

With the donated radio, online and promotional support provided by media partners, the exposure of the paid media campaign significantly increased. Through paid media and added value efforts, the combined campaign exposure is valued at a total of \$3,521,820 million.

**ADDED VALUE Run Dates (Promotion): September-December 2016**

To increase awareness of the availability of financial aid for community college and increase social media following and engagement on “I **Can** Afford College” social platforms, the fall campaign included the Match for Cash promotion. While on-site at high school football games events, a street team encouraged high school students to play the Match for Cash mobile game. Students had to answer five rotating California Community College based questions on iPads for their chance to enter to win \$5,000 for community college. In



focused toward the youth audience. The creative continued to include online video.

**Markets:** The final flight of the fiscal year reached our audiences in all areas of California. In this final flight of the year, 18,978,659 impressions were recorded.

addition, the number of the questions they got right equaled the number of prizes they received on a virtual (and real) prize wheel. Students had the chance to win instant prizes like Starbucks, Subway, iTunes and Target gift cards.

**ON-AIR RADIO Run Dates (Promotion): April 24- June 11, 2017**

Students were encouraged to download the “I **Can** Afford College” music video, “A Little Bit of Magic” on a microsite portal, record and share via the social media app musical.ly with their friends. During April and May, students and the public were encouraged to enter the I **Can** Lip Sync for College Cash Challenge for their chance to win prizes such as \$5,000 for Community College, an iPad Air 2 and a MacBook Air. In addition, weekly prizes were given away:

- Week 1-\$100 Fandango gift card.
- Week 2-\$100 iTunes gift card.
- Week 3-\$100 Starbucks gift card.

- Week 4-\$100 Target gift card.
- Week 5-\$100 Starbucks gift card

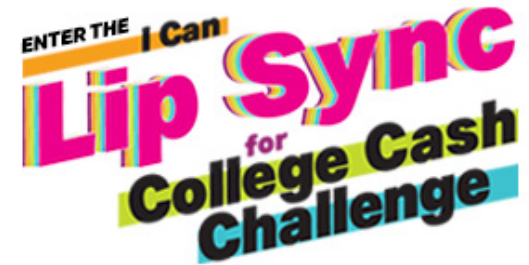
A total of 202 entries were received.

During this flight, a total of 12,930,000 on-air radio impressions and a total of 5,325,936 digital behavior targeted impressions were delivered.

### Donated Radio/Online Update

Both the paid radio and paid online efforts were leveraged for added value exposure. During the 2016-17 fiscal year, iHeart Media increased the campaign's exposure by providing the following added value to media buys, with an estimated total value of \$1,077,401.

- Free talent and production for radio and online spots.
- Production of promotional web banners and artwork.
- 2,309 total bonus on-air campaign spots (Total Traffic News Network in December, Dream Act Interviews in June, iHeartRadio Music Festival sponsorship in May-June), resulting in 28,737,500 broadcast impressions.
- 719 on-air spots ran in support of the I **Can** Lip Sync for College Cash Challenge promotion/sweepstakes.
- 5,325,936 million digital impressions (behavioral targeting) in support of the I **Can** Lip Sync for College Cash Challenge promotion/sweepstakes.
- More than 4.5 million bonus campaign impressions delivered by web banners, video pre-roll and streaming on iHeart (over-delivery).
- Promotional prizes: Two \$5,000 scholarships for community college (Friday Night Lights and I **Can** Lip Sync for College Cash Challenge) plus more than \$100 in weekly gift card prizes during the Watch & Win promotion.
- Provided all sweepstakes elements including website operations, legal conformance, prize distribution and promotion.
- On-site promotion of the sweepstakes at the Wango Tango event in Carson (Los Angeles) in May 2017, including an upgraded pair of tickets for an onsite giveaway.



**YOU CAN WIN**  
**\$5,000 or weekly \$100 giftcards!**





- Production of a jumbotron advertisement that aired three times at the Wango Tango event in Carson (Los Angeles) in May 2017.
- Full-page, 4-color ad in the Wango Tango program.
- Campaign logo rotating on the village stage screen at Wango Tango in Carson (Los Angeles) in May 2017.
- Printing of 12,000 11-by-17 posters and 2,300 6.5-by-11 posters for on-campus promotion of the contest at high school and community colleges throughout the state.
- Street team visited eight high schools for the Friday Night Lights high school promotion, to promote Play Match Game.
- Street team visited six high schools/colleges and three events around the state to promote I **Can** Lip Sync for College Cash Challenge sweepstakes.
- Secured four radio station appearances in spring 2017: KMEL-FM at College of Marin-IVC, KYLD at College of Marin-KTD, KIIS-FM at Citrus College and KMEL-FM at Diablo Valley College.
- Prizes for prize wheel used at street team events in fall 2016 and spring 2017, including gift cards from Starbuck's, Subway, Target, iTunes and American Express (\$6,000 value).

With the donated radio, online and promotional support provided by media partners, the exposure of the paid media campaign significantly increased. Through paid media and added value efforts, the combined campaign exposure is valued at a total of \$3,521,820 million.

## Social Media Advertising

Since October 2014, the "I **Can** Afford College" financial aid awareness campaign's initial test for paid results on Facebook and Twitter, engagement and followers have continued to grow.

Results of the 2016-17 fiscal year Facebook and Twitter paid campaigns.

**Facebook:** In the 2016-17 fiscal year, the "I **Can** Afford College" Facebook audience size started with 20,761 followers (as of July 1, 2016) and with paid support, gained 1,251 new followers, resulting in a growth of 6 percent. Post engagements during the 2016-17 fiscal year totaled 53,377.

**Twitter:** In the 2016-17 fiscal year, the "I **Can** Afford College" Twitter audience size started with 5,376 followers (as of July 1, 2016) and with paid support, gained 59 new followers, resulting in a growth of 1 percent. Post engagements during the 2016-17 fiscal year totaled 32,096.

**Instagram:** In the 2016-17 fiscal year, the “I **Can** Afford College” Instagram audience size started with 359 followers (as of July 8, 2016) and gained 156 new followers, resulting in a growth of 54.3 percent. Post engagements during the 2016-17 fiscal year totaled 1,729. Note that there was no paid support on Instagram during the 2016-17 fiscal year.

## Media Relations

In addition to paid advertising, the campaign gained further exposure through proactive media relations efforts. With the passage of Senate Bill No. 826 (Budget Act of 2016), additional funding was allocated to the Media Relations service category and supplemented the following activities:

- Increased media relations activities to reach the Latino audience.
- Increased media relation activities to reach the African American audience.
- Increased media relation activities to reach the Asian Pacific American audiences.

## Dreamer Activities

In order to help raise awareness around the March 2 Cal Grant application deadline among Dreamers, the Chancellor’s office distributed a press release on Feb. 24 to encourage undocumented students to apply for financial aid. At the time, the national conversation surrounding immigration and deportation had created an environment that was confusing and threatening to many community college students, and applications for financial aid were down more than 40 percent from 2016 for undocumented students. Following the Feb. 24 press release, the campaign helped pitch and secure more than 10 media interviews for Chancellor Eloy Oakley to discuss this important topic with local and statewide media. The campaign also secured two additional radio interviews following the March 2 deadline where the Executive Director of the California Student Aid Commission, Lupita Cortez Alcalá, served as the spokesperson.

On May 31, the campaign released the “Follow Your Dreams” video, which communicated the importance of applying for financial aid at California community colleges despite the federal immigration policy climate. The video assured current and prospective students that California financial aid information is not shared with the federal government. The video featured: Chancellor Eloy Oakley, California Student Aid Commission Executive Director Lupita Cortez Alcalá, Senate President Pro Tempore Emeritus Kevin de Leon, Assembly Speaker Anthony Rendon, Assemblymember and Chair of the California Higher Education Committee Jose Medina, Assemblymember and Latino Caucus Member Lorena Gonzalez Fletcher, American River College Dean of Equity Pathways Manuel Perez, Sacramento City College student Alejandra Serrano, Yuba College student trustee Jennifer Olivares, and community college student Jacinto Huerta. The campaign secured statewide media coverage for the

video release through 13 television segments, nine online placements, two radio segments and one print placement.



### Ethnic Media Tour

In March 2017, the campaign organized a Southern California ethnic media tour for Chancellor Eloy Oakley. The focus of the tour was to give an overview of the California Community Colleges, introduce Chancellor Oakley and give him an opportunity to highlight his priorities. The tour also addressed financial aid opportunities and the “I **Can** Afford College”

campaign’s outreach efforts to Asian-American Pacific Islander (AAPI), Latino and African American communities and student enrollment data. It also announced the summer 2017 launch of the Chinese-language version of the “I **Can** Afford College” site. The Chancellor conducted interviews with La Opinion and the LA Sentinel, as well as

### Outreach

Grassroots outreach helped maintain the “I **Can** Afford College” campaign’s presence and visibility directly in the heart of underserved communities and helped continue to establish the campaign as the go-to resource on financial aid. With its proven track record, the campaign has experienced great success in the community – where it matters.

With the passage of Senate Bill No. 826 (Budget Act of 2016), additional funding provided in the Outreach service category supplemented the following activities:

- Increased outreach efforts reach the Latino audience in the six highest declining enrollment Designated Market Areas.
- Increased outreach efforts reach the African American audience in the six highest declining enrollment Designated Market Areas.

participated in a Chinese media roundtable discussion that generated seven stories.

Additionally, the campaign secured a live news segment interview on April 25 with Good Day Sacramento to help promote April’s Financial Aid Awareness Month.

The campaign generated more than 13,400,000 impressions through earned media efforts in the 2016-17 fiscal year.





- Increased outreach efforts to reach the Asian-American Pacific Islander audiences in the six highest declining enrollment Designated Market Areas.

Efforts to build partnerships with community and faith-based organizations continued in 2016-17. Since the campaign’s inception, relationships have been built with more than 200 community and faith-based organizations across the state, including the John Burton Foundation, Boys and Girls Club of America, Sacramento Food Bank and Family Services, Asian Pacific American Leadership Foundation, Pico Youth & Family Center, Hispanas Organized for Political Equality, 100 Black Men of Long Beach, Union of Vietnamese Student Association, and many more.



Through these relationships, target audiences hear campaign messages from community members and organizations they trust. In addition to distributing “I **Can** Afford College” collateral materials, the campaign had engaged community organizations to utilize their social media channels to help promote the campaign and the availability of free one-on-one assistance with the financial aid process, as well as shared campaign articles through partner newsletter distributions. The campaign has also been invited to events/meetings put on by campaign partners to help promote the “I **Can** Afford College” message and share information about the financial aid opportunities available at California community colleges.

Additionally, the campaign participated in more than 60 community events across the state, from youth-targeted events to conferences for educational advocates. Events during 2016-17 included: Steps to College, PuebloFest 2017, 40th Annual Nikkei Matsuri, Los Angeles Cash for College, College and Career Convention Asian Cultural Festival, Fresno Area College Night, Feria de Educación, 2016 Taste of Soul Festival, and the L.A. National Hispanic College Fair, among others. Community events have been a successful tool for raising awareness among students, parents/influencers and education advocates.

Once again, this year, in an effort to keep members of the Capitol informed about the campaign, a campaign display was placed in the Annex Hallway at the Capitol building. In March 2017, the campaign installed a three-panel display that helped promote the campaign, the California Community Colleges and highlighted members of the Capitol that had past and/or

current affiliations with the California Community Colleges system. Chancellor Eloy Oakley was joined by 31 members of the Capitol that were represented on the display.

### **Financial Aid Awareness Month – April 2017**

To help clarify any confusion around the highly publicized Cal Grant deadline, the California Community Colleges Financial Aid Awareness Month informs students that it is not too late to apply for financial aid for the upcoming academic year.

The 13th annual California Community Colleges Financial Aid Awareness Month took place in April 2017, marking yet another collaborative effort between the campaign and local campus financial aid offices. During the California Community Colleges Financial Aid Awareness Month, 81 colleges promoted 158 free financial aid workshops on [icanaffordcollege.com](http://icanaffordcollege.com) to help students identify and apply for the financial aid programs that are available year-round. In addition to these events, paid radio and online advertising campaigns also ran (see Advertising section above for more details).

### **Board of Governors Fee Waiver Name Change**

In 2016-17, the campaign conducted both quantitative and qualitative testing on the proposed name change of the Board of Governors (BOG) Fee Waiver. This testing would help inform and validate the development of a new name. Below is a summary of the testing conducted.

### **Quantitative Testing**

The main objectives of the quantitative testing were:

- To measure and assess the awareness and perceptions of the BOG Fee Waiver available at California community colleges.
- Understand comprehension of the BOG Fee Waiver among eligible students and prospective students.
- Compare understanding and relevance of BOG Fee Waiver name against potential rebranding of the BOG Fee Waiver.

A 15-minute quantitative face-to-face survey was provided to 400 current and prospective community college students from throughout the state. The demographics of those tested were:

- 100 current California community college students.
- 100 high school students.
- 100 low-income adults (ages 18 to 29).
- 100 low-income adults (ages 30 to 54).
- Ethnicity: 45 percent Latino/Hispanic, 25 percent Caucasian, 14 percent Asian/Pacific Islander and 15 percent African American.

Below is a recap of the findings of the quantitative testing:

- Awareness of the BOG Fee Waiver was highest among community college students, compared to adults and high school students.
- There was a gap among community college students who were aware that they were receiving the BOG Fee Waiver, and those who actually are receiving it.
- Community college students were more positive towards the BOG Fee Waiver name than high school students were.
- BOG Fee Waiver name had equity for community college students who were familiar with it, but those not aware and high school students were open to a new name.

## Qualitative Testing

The main objectives of the qualitative testing were:

- Qualitatively assess the brand equity of the BOG Fee Waiver name against other potential names.
- Identify possible source of confusion or misattribution of the BOG Fee Waiver program.
- Understand equity in and relevance of BOG Fee Waiver name.

- Test new program names.

Similar to the quantitative testing, 400 current and perspective community college students from throughout the state participated in the qualitative testing. The testing was conducted through an online bulletin board discussion. The demographic of those tested was the same as the quantitative testing.

Below is a recap of the finds of the qualitative testing:

- Both community college and high school students were most receptive to a name that was straightforward and descriptive.
- The attachment to the BOG Fee Waiver name was largely driven by familiarity and appreciation of the aid, not the name itself.
- About two-thirds of community college students were aware of the BOG Fee Waiver and the qualifications criteria. Almost no high school students were aware and none were familiar with the criteria.

Through the collective research, internal brainstorming and communications at the Chancellor's Office, it was determined that the BOG Fee Waiver would be renamed and branded as the California College Promise Grant.



Front cover photo: College of the Desert architecture students show their building model.

Photo at right: A female student from San Joaquin Delta College paints on canvas in the quad.

Back cover photo: Mission College students practice filling syringes in health class.



Connect  
with us!

## WEBSITES

**California Community Colleges**  
[CaliforniaCommunityColleges.cccco.edu](http://CaliforniaCommunityColleges.cccco.edu)

**Student Success Scorecard**  
[scorecard.cccco.edu](http://scorecard.cccco.edu)

**Salary Surfer**  
[salarysurfer.cccco.edu](http://salarysurfer.cccco.edu)

**Associate Degree for Transfer**  
[adegreewithaguarantee.com](http://adegreewithaguarantee.com)

**Priority Registration**  
[stepforward.cccco.edu](http://stepforward.cccco.edu)


**Workforce & Economic Development**  
[doingwhatmatters.cccco.edu](http://doingwhatmatters.cccco.edu)

**Financial Aid**  
[icanaffordcollege.com](http://icanaffordcollege.com)

## SOCIAL MEDIA

 **California Community Colleges  
Facebook Page**  
[facebook.com/CACommColleges](https://facebook.com/CACommColleges)


**Financial Aid Facebook Page**  
[facebook.com/icanaffordcollege](https://facebook.com/icanaffordcollege)

 **California Community Colleges  
Twitter Feed**  
[twitter.com/CalCommColleges](https://twitter.com/CalCommColleges)


**Chancellor Eloy Oakley  
Twitter Feed**  
[twitter.com/EloyOakley](https://twitter.com/EloyOakley)

**Workforce & Economic Development  
Twitter Feed**  
[twitter.com/WorkforceVan](https://twitter.com/WorkforceVan)

**Financial Aid  
Twitter Feed**  
[twitter.com/ICanAfrdCollege](https://twitter.com/ICanAfrdCollege)

 **California Community Colleges  
YouTube Page**  
[youtube.com/CACommunityColleges](https://youtube.com/CACommunityColleges)

**Financial Aid YouTube Page**  
[youtube.com/ICANAFRDCOLLEGE](https://youtube.com/ICANAFRDCOLLEGE)

 **California Community Colleges  
Instagram Page**  
[instagram.com/CaliforniaCommunityColleges](https://instagram.com/CaliforniaCommunityColleges)

**Financial Aid Instagram Page**  
[instagram.com/icanaffordcollege](https://instagram.com/icanaffordcollege)





California Community Colleges Chancellor's Office  
1102 Q Street | Suite 4400 | Sacramento, CA 95811  
[CaliforniaCommunityColleges.cccco.edu](http://CaliforniaCommunityColleges.cccco.edu)