



CASH FOR C//LLEGE



**2007 L.A. Cash for College
School-Community FAFSA Workshop Series**

Cash for College Partners



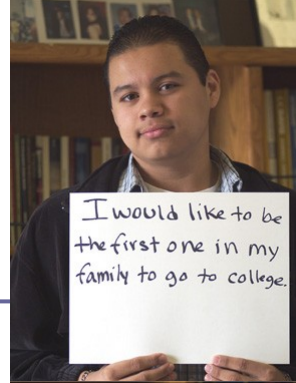
CALIFORNIA
STUDENT AID
COMMISSION



Los Angeles Area
Chamber of Commerce



Workforce *Investment* Board



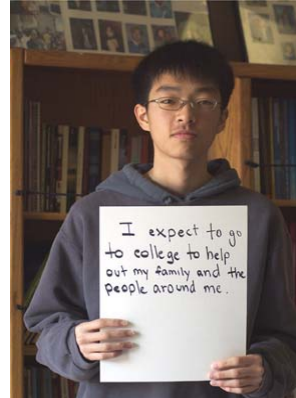
I would like to be
the first one in my
family to go to college.



I want to go
to college because
I want to be
independent.



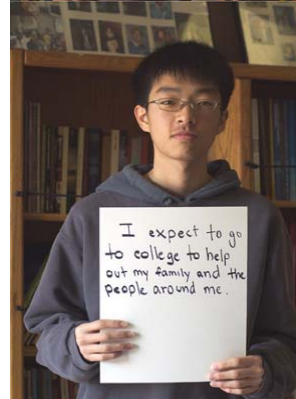
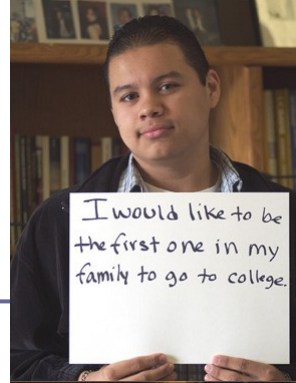
I know what I
want...
And I'll go
for what I
want!



I expect to go
to college to help
out my family and the
people around me.

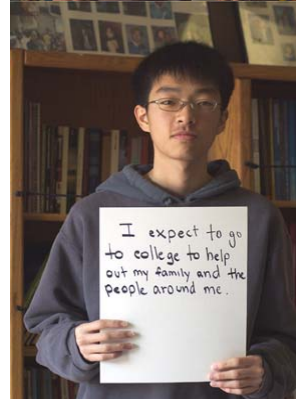
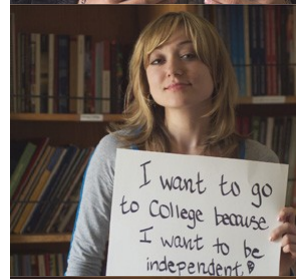
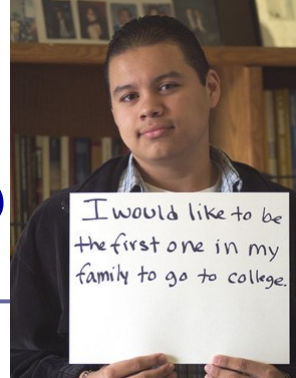
What is Los Angeles Cash for College (CCFC)?

- The workshop series aims to help low income and first generation college-going students and their families complete the FAFSA, the Cal Grant GPA Verification Form and other financial aid applications.



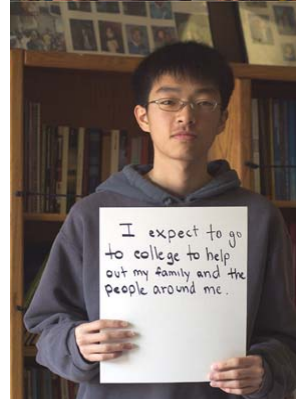
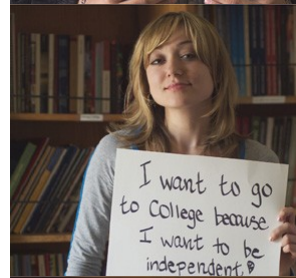
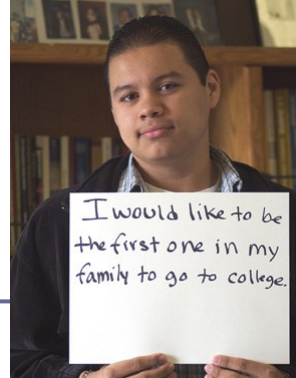
What is L.A. Cash for College?

- Community coalitions work with high schools, higher education financial aid staff and outreach programs to conduct workshops
- Now entering 6th Year
- 425 workshops held statewide in 2006
- Since 2001, more than 51,000 students statewide have attended workshops; twice as many family members also served



School+Community Partnerships = Help for More Students

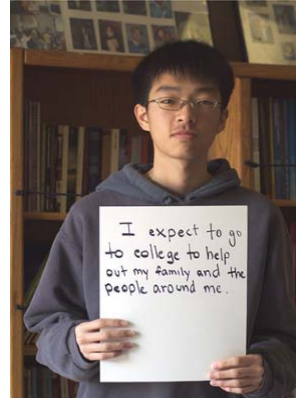
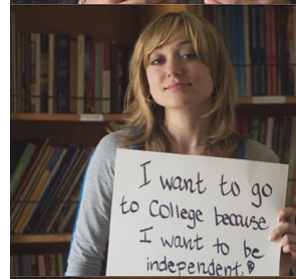
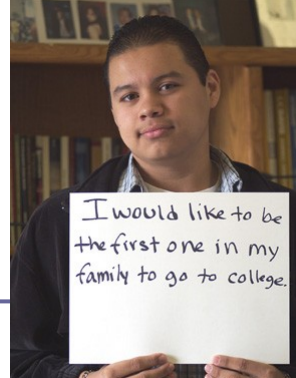
- In 2005, 42,000 low income students completed the FAFSA but did not submit a verified GPA. They were not considered for a Cal Grant.
- Recent research shows low income and first generation college goers need additional, intensive assistance to successfully apply for financial aid.



Reasons to Send Students to a Cash for College Workshop...

1. Friendly, helpful people like yourselves will say, "You CAN Afford College, and here's how!"
2. Multi-language assistance available
3. Students can enter to win a \$1,000 scholarship*
4. Families can find out about free tax assistance in their community

*Students must attend workshop, complete FAFSA and GPA Verification Form before the Cal Grant deadline to win.



Cash for College Scholarship

- More than \$200,000 in Cash for College Scholarship awards available to participants

*Students must attend workshop, complete FAFSA and GPA Verification Form before the Cal Grant deadline to win.

- Made available through the generous support of the



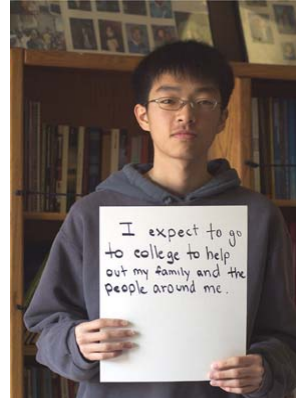
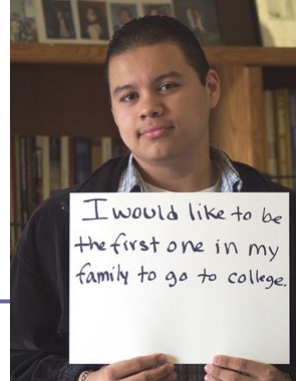
COLLEGE ACCESS
FOUNDATION
of California

Opportunities for Students



Who Attends Workshops?

- High school seniors and those students who would qualify for the Cal Grant Entitlement program
- Parents and Guardians
- Low income and first generation college-goers
- All students who want help in completing the FAFSA and other forms



First Steps at Fall Fairs

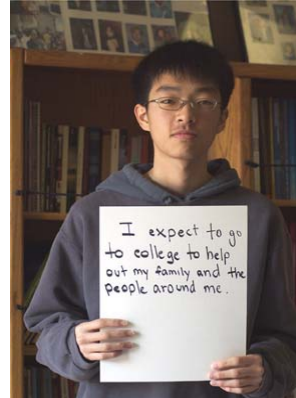
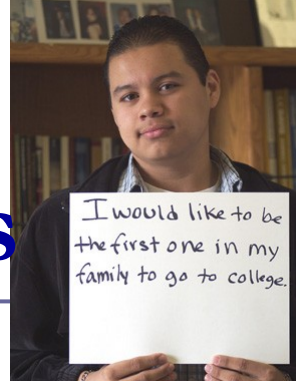
Big Steps at Jan/Feb Workshops

At College Fairs, students reminded to:

- ❑ Verify Cal Grant GPA
- ❑ Apply for a federal PIN
- ❑ Attend upcoming CCFC workshops
- ❑ Bring relevant documents to CCFC workshops in January and February

January to March CCFC workshops:

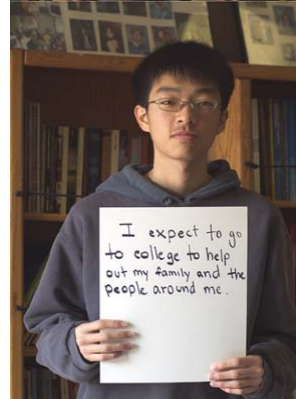
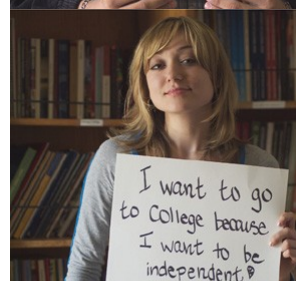
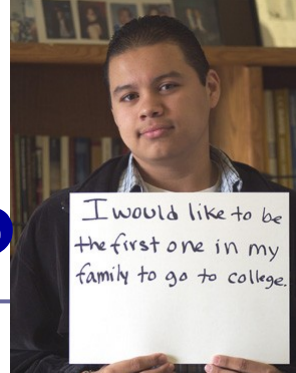
- ❑ Line-by-Line FAFSA assistance at weekend and evening sessions



How Students Find a Workshop

Visit www.californiacashforcollege.org

Click on "Workshops," enter home zip code for a list of workshops within 80 miles.



CA Cash for College Partners

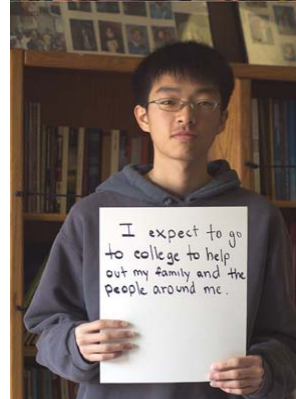
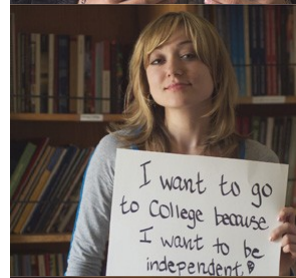
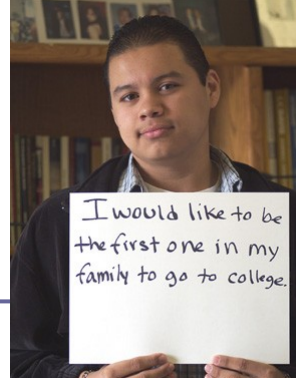
“Speak FAFSA” at Workshops

- Financial Aid Administrators of all segments and their associations



CCCSFAAA

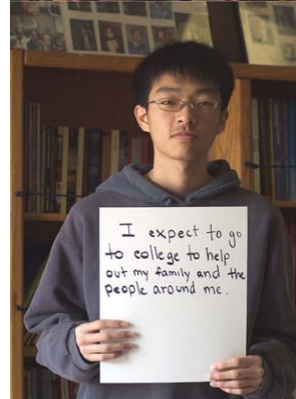
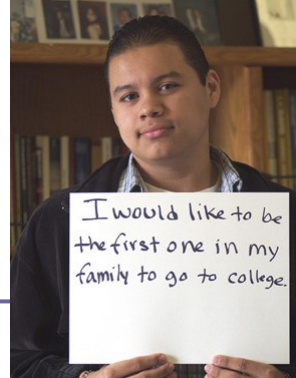
- High School Counselors and their member organizations



Cash for College

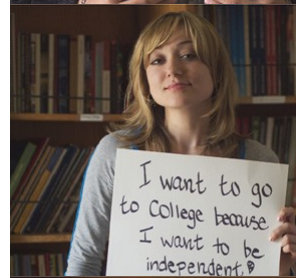
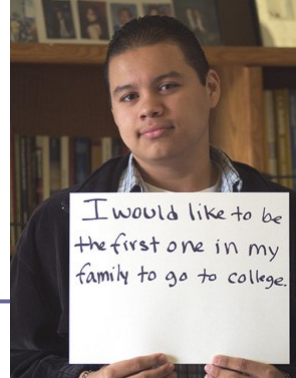
Partners who “♥ FAFSA”

- ❑ All higher education segments
- ❑ Student outreach programs
- ❑ Community organizations
- ❑ Volunteer Income Tax Assistance Networks
- ❑ Parent and faith-based networks
- ❑ Elected officials
- ❑ Foster care program representatives
- ❑ Workforce Investment Bd/Councils



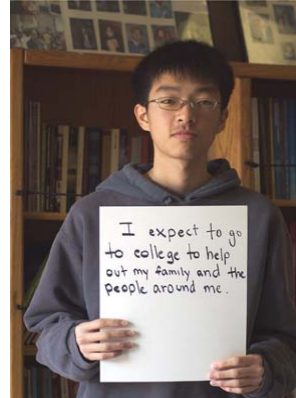
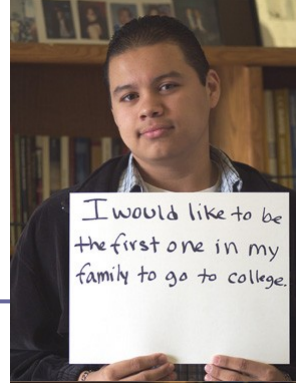
FREE Tools to Host or Co-Host Cash for College Workshops

- ❑ FAFSA line-by-line PowerPoint presentation in English, Spanish, Vietnamese, Chinese, Korean, Russian, and Armenian.
- ❑ Posters in English
- ❑ Fliers in English and Spanish
- ❑ I SPEAK FAFSA & YO HABLO FAFSA volunteer t-shirts
- ❑ Workshop planning tools
- ❑ Commission/EDFUND materials
- ❑ AB540 Resources



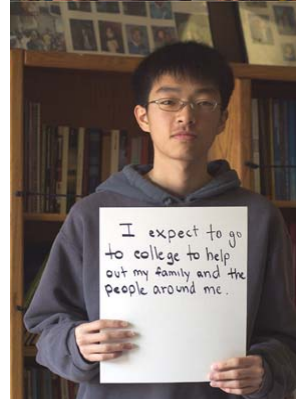
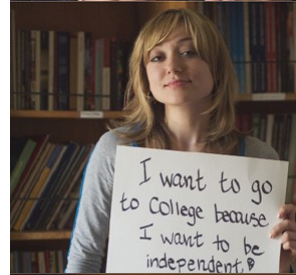
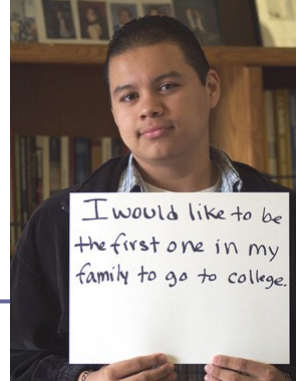
DOWNLOAD TOOLS

californiacashforcollege.org



What Students Told Us In 2007:

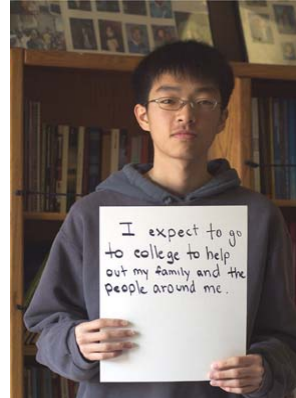
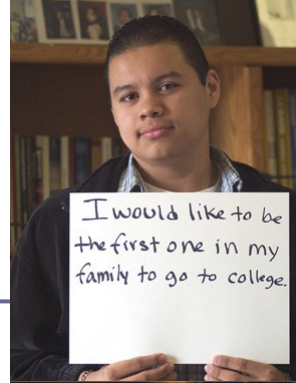
- 75% said they either didn't know or knew little about applying for financial aid
- 93% of students rated the workshop as excellent or good
- 92% of students said it was worth the effort of coming to the workshop
- 56% of student respondents who participated will be the first in their family to attend college.



CASH FOR COLLEGE

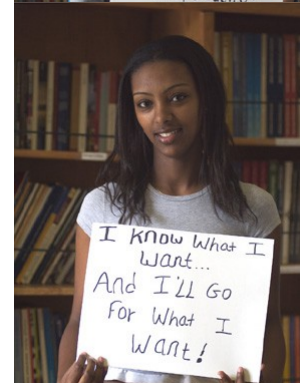
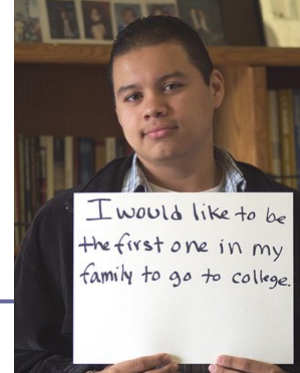
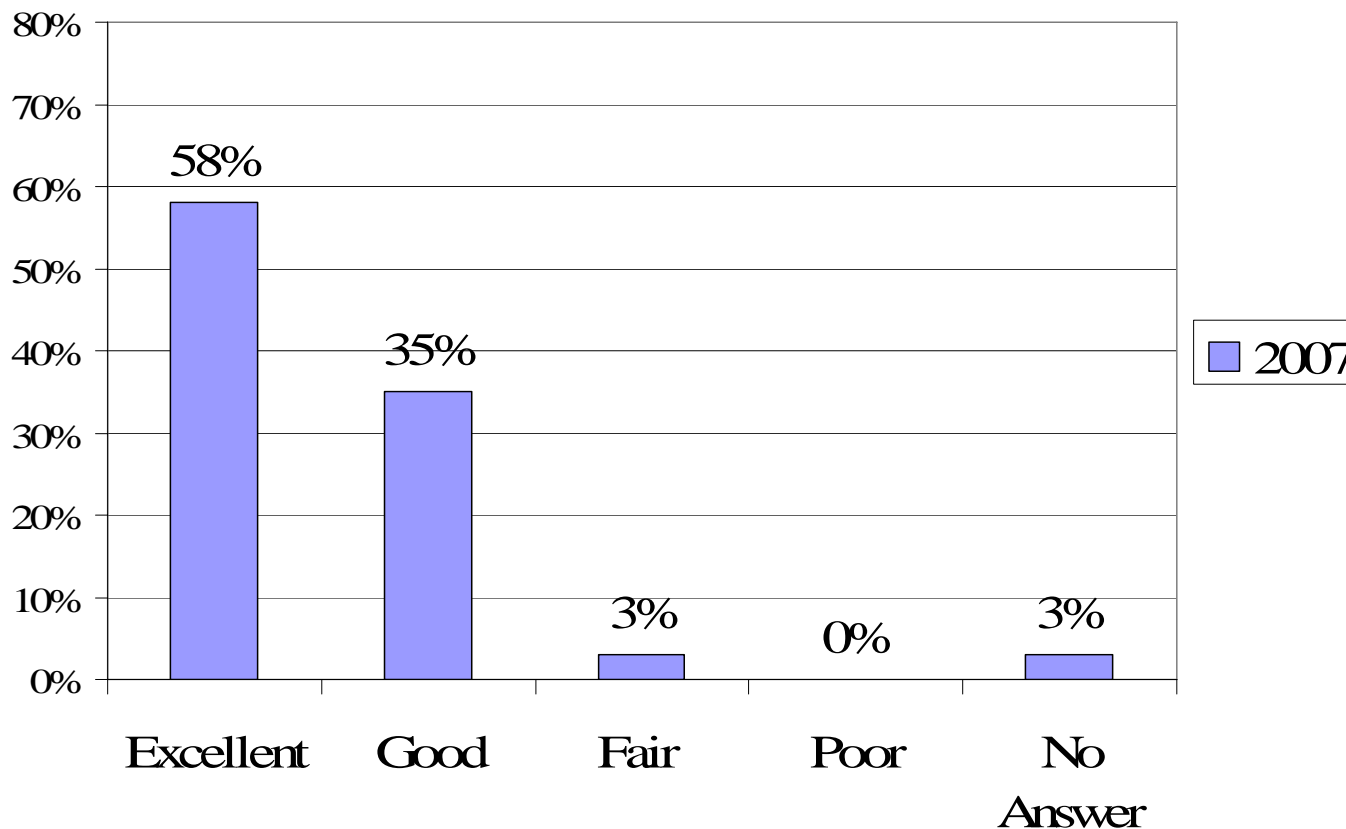
2007 California *Cash for College* Workshop Evaluation: Los Angeles Results

May 2007



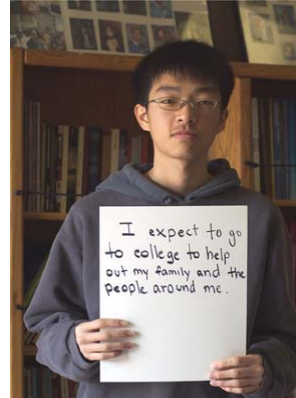
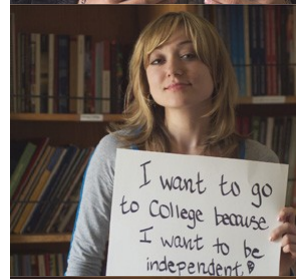
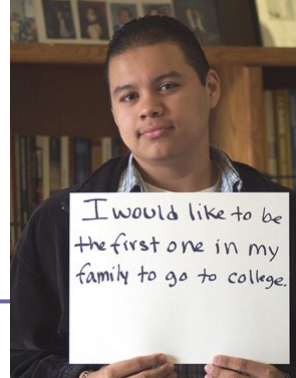
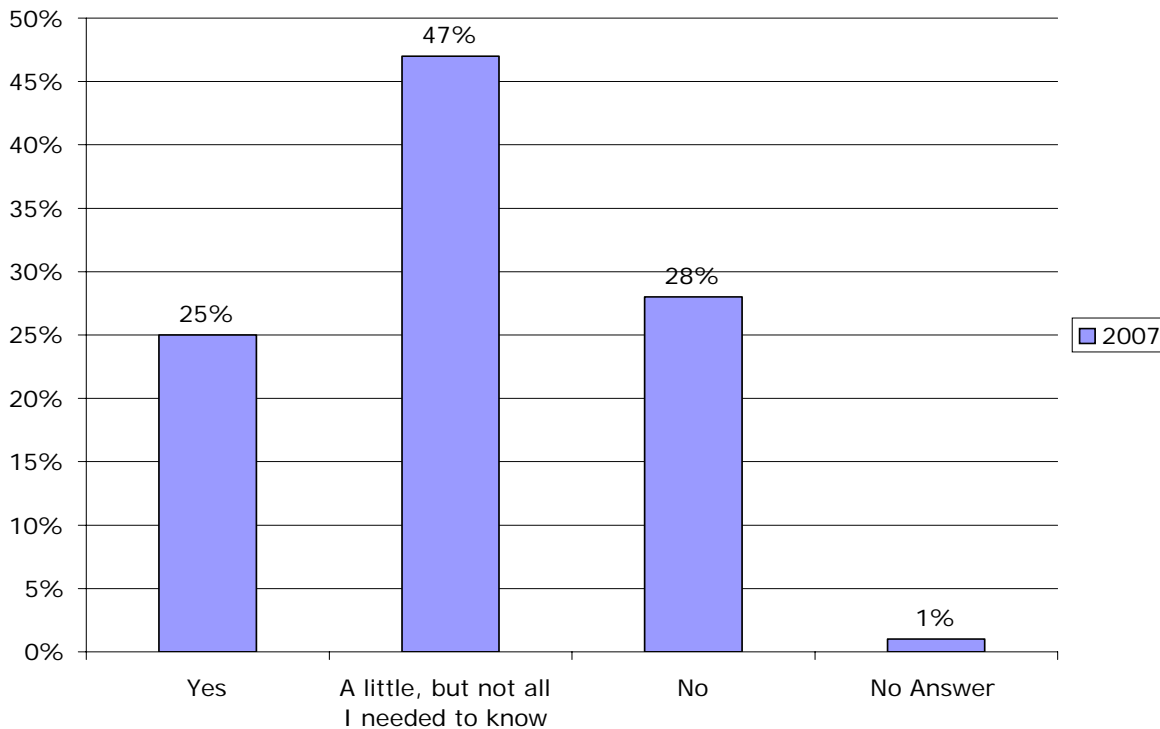
Overall Workshop Rating

Q1: How would you rate this workshop overall?



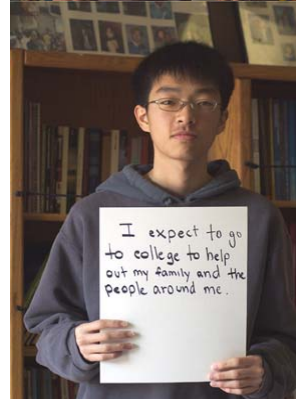
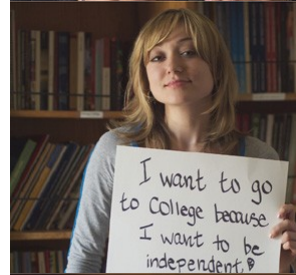
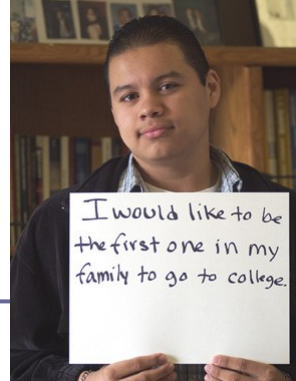
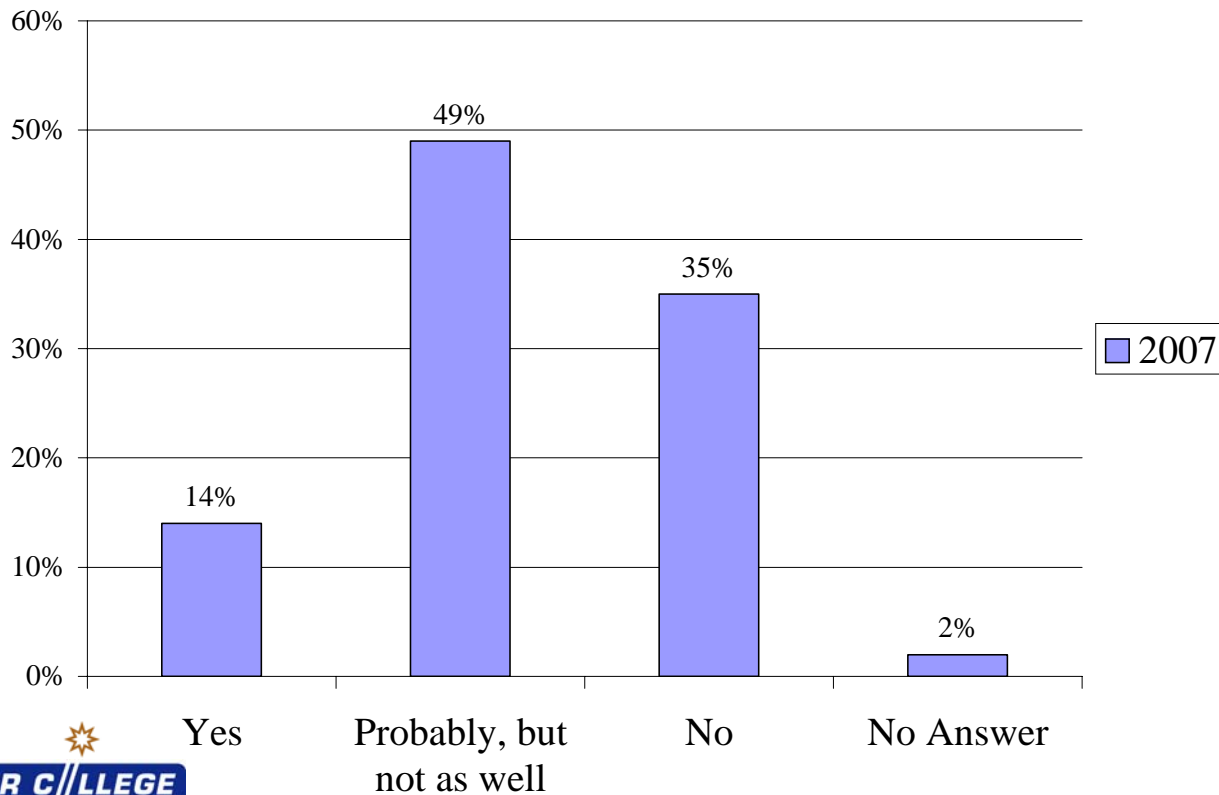
Previous Knowledge of Financial Aid

Q2 : Before you heard about this workshop, did you know how to apply for financial aid?



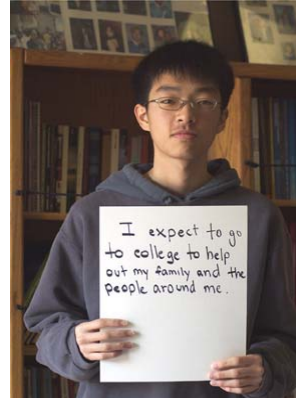
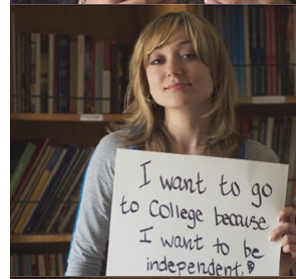
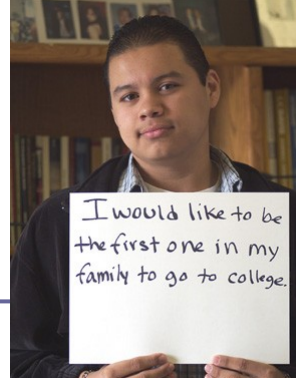
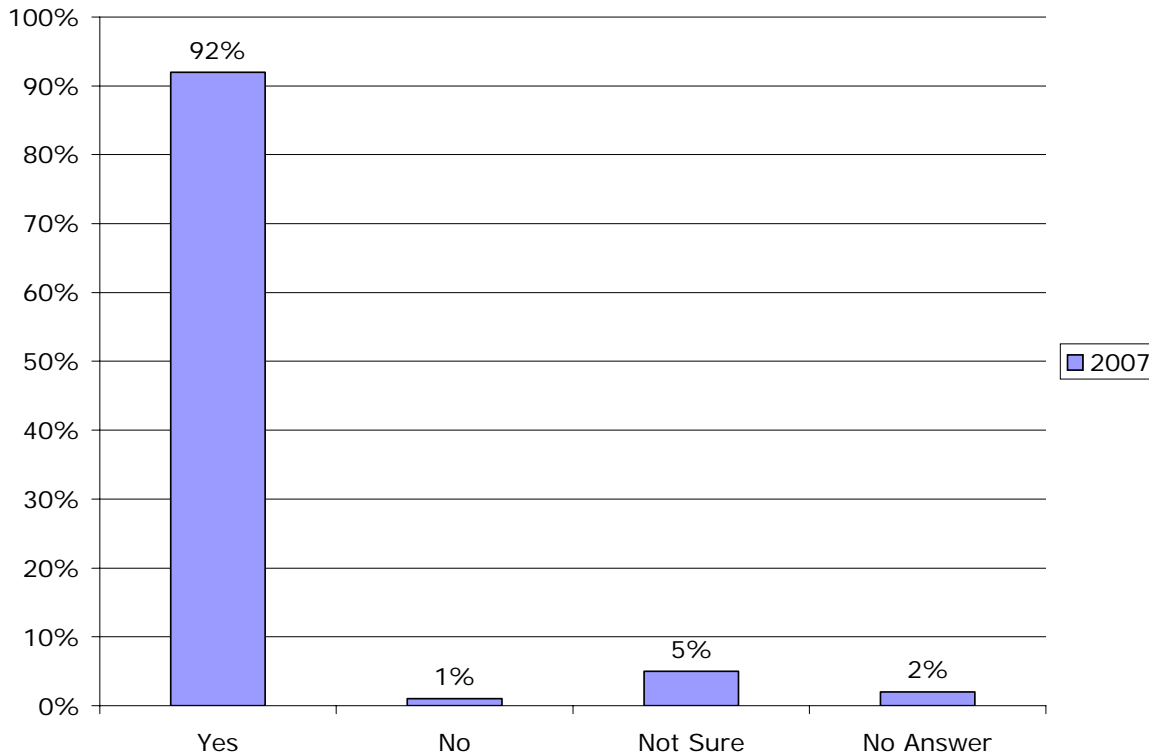
Value of Workshops

Q3: Could you have completed the FAFSA on your own, without the help provided by the Cash for College workshop?



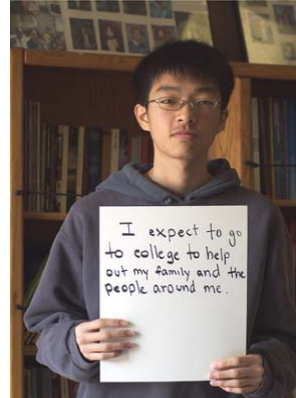
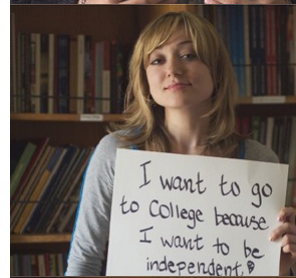
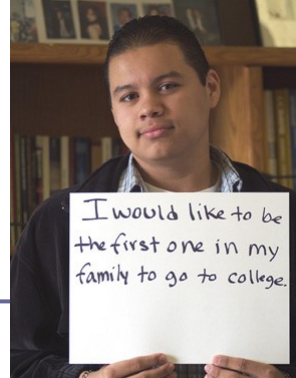
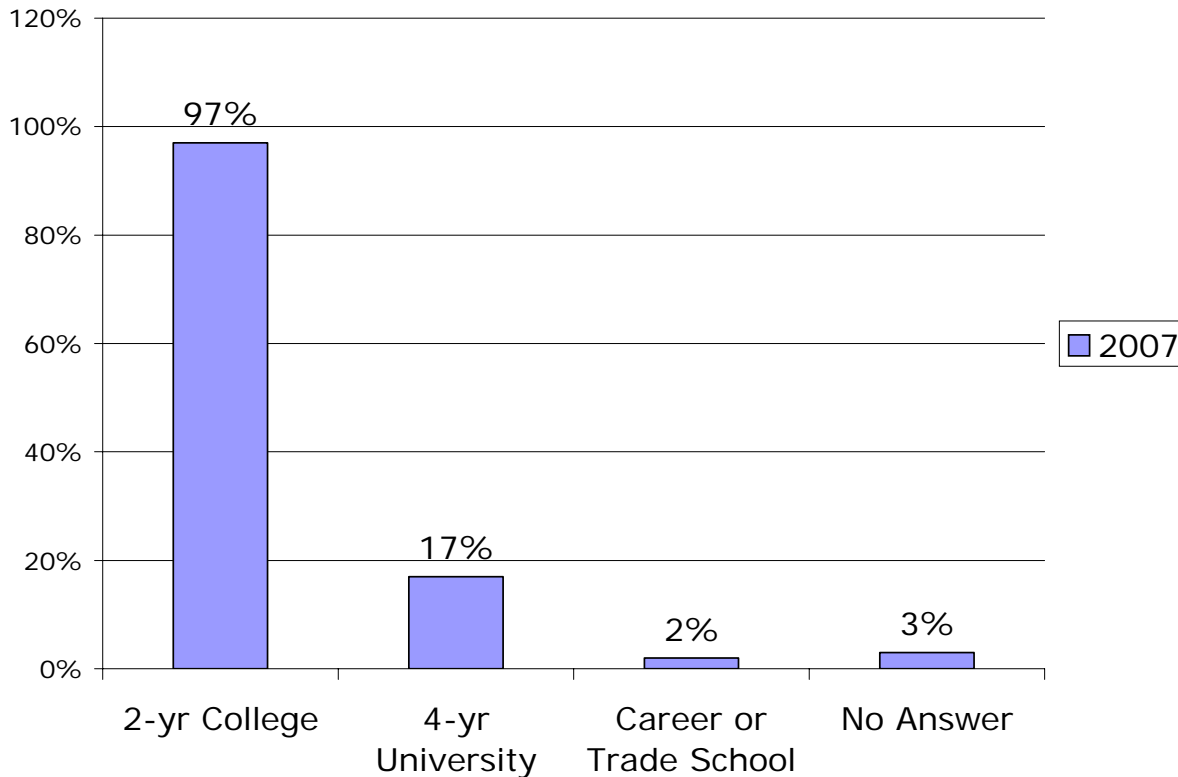
Help Worth the Effort

Q4: Was the help you received worth the effort of coming?



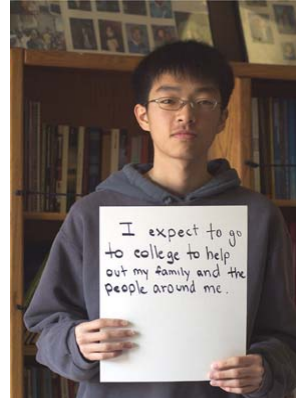
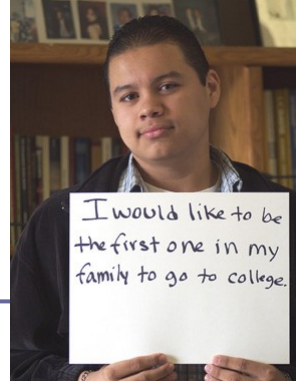
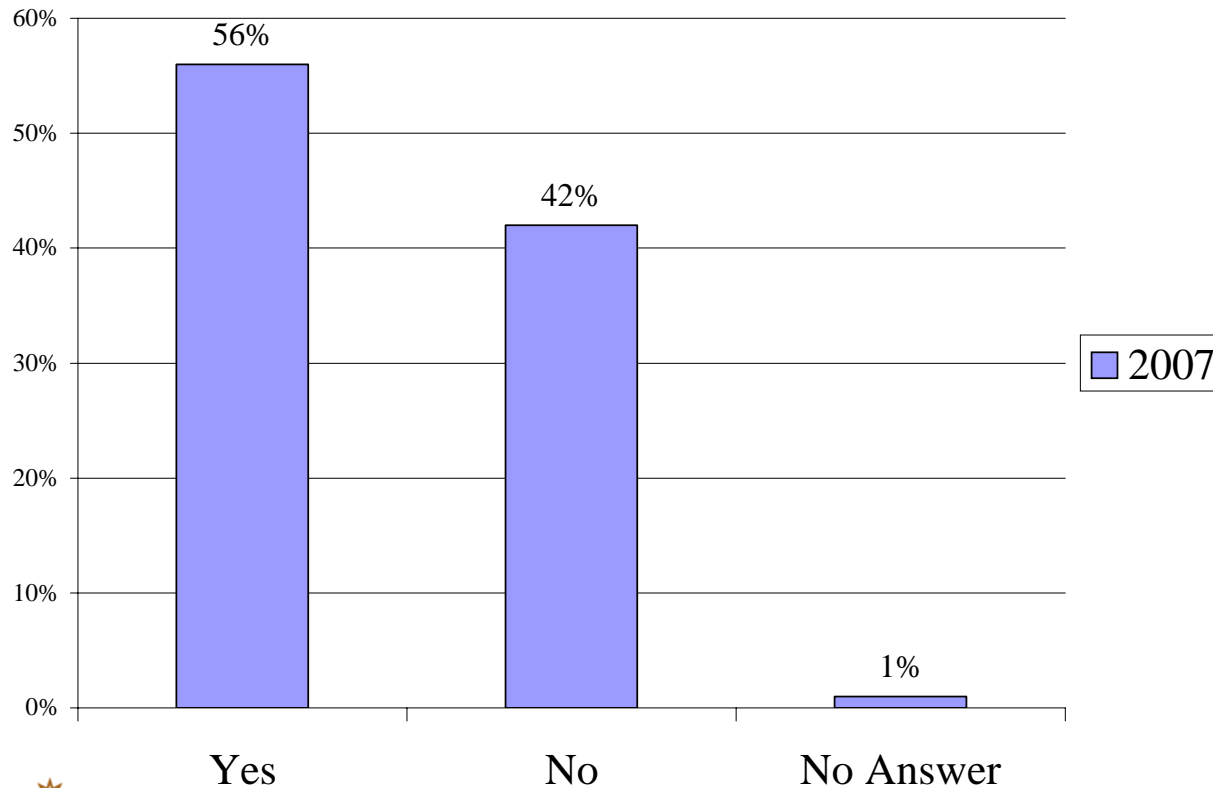
Plan to Attend Higher Education

Q5: Are you planning to attend college, university, or career/trade school? (Mark all that apply)



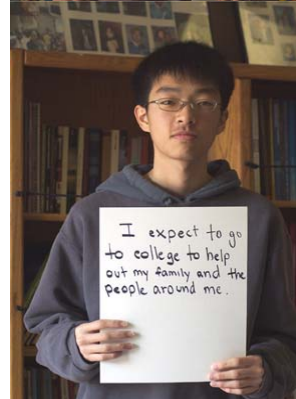
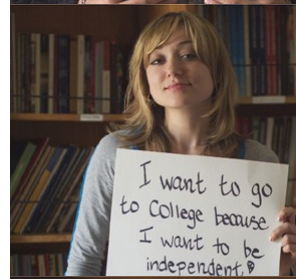
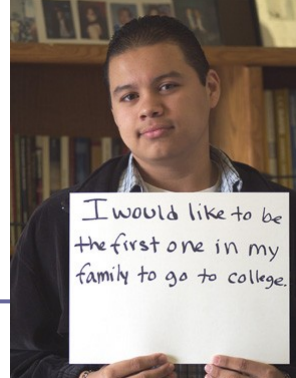
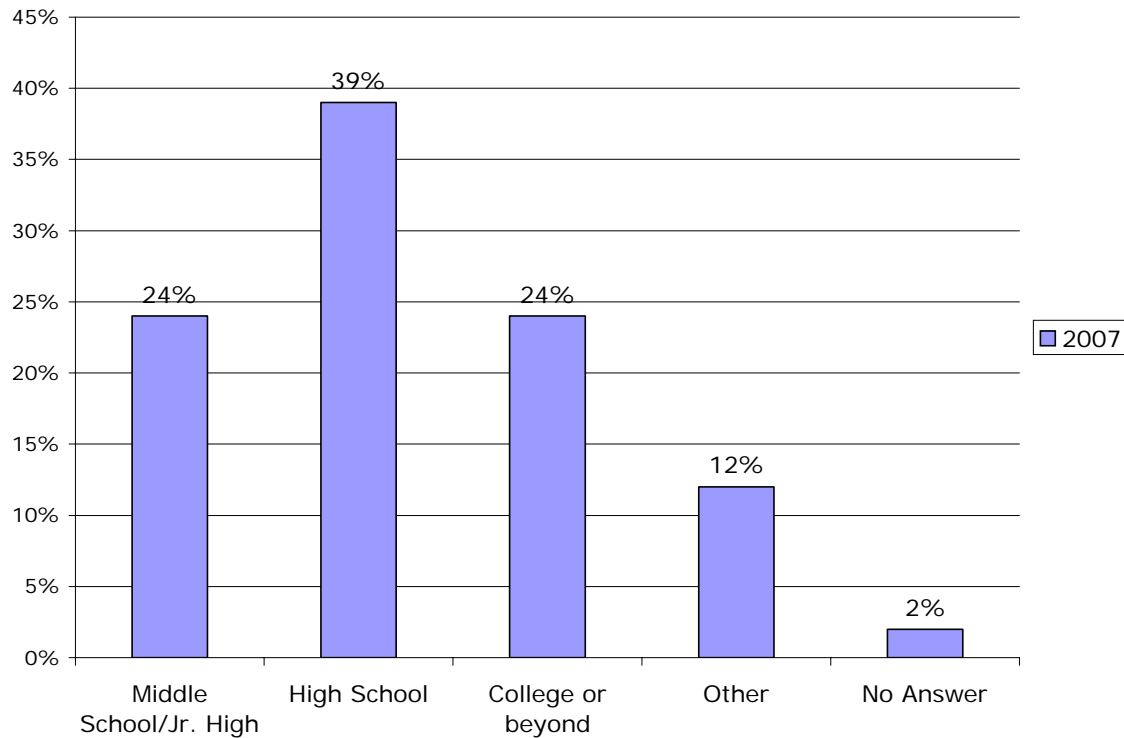
First to Attend College

Q6: Will you (the student) be the first member of your family to attend college?



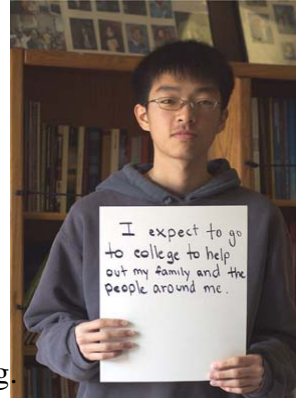
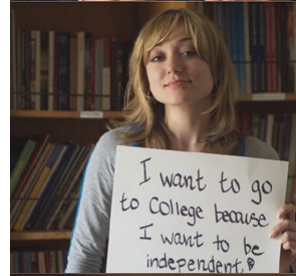
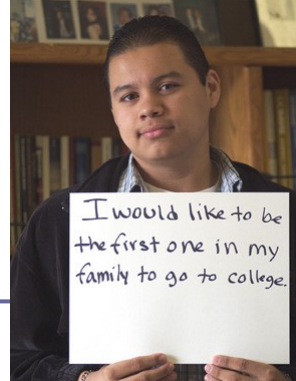
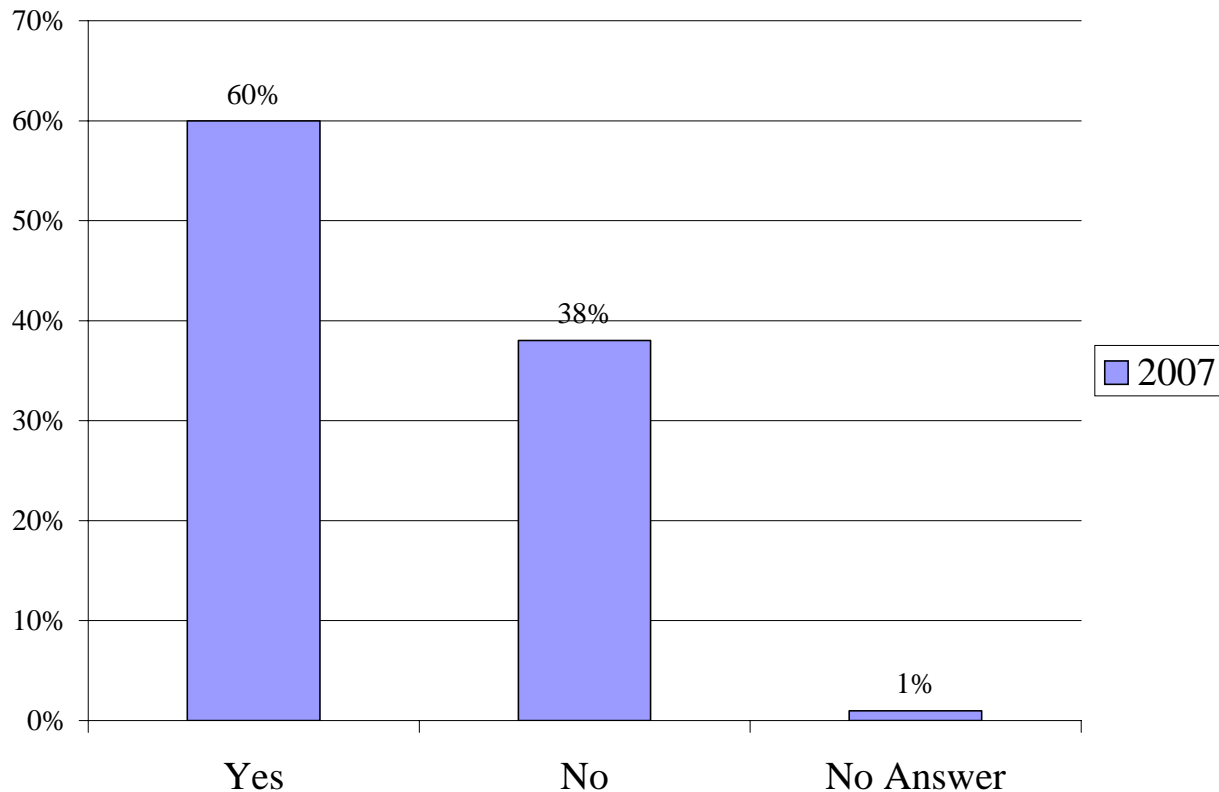
Parent(s) Highest Education

Q7: Highest school your parent(s) completed?



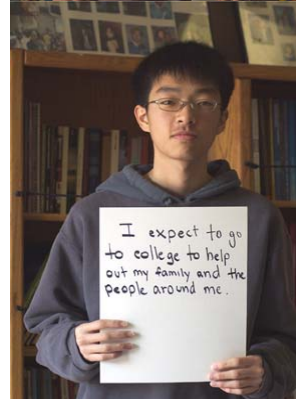
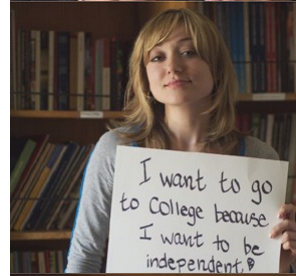
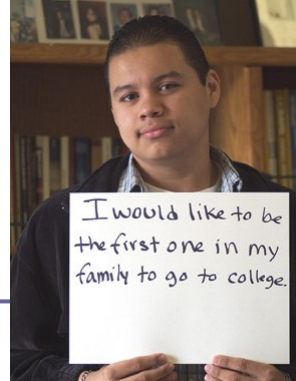
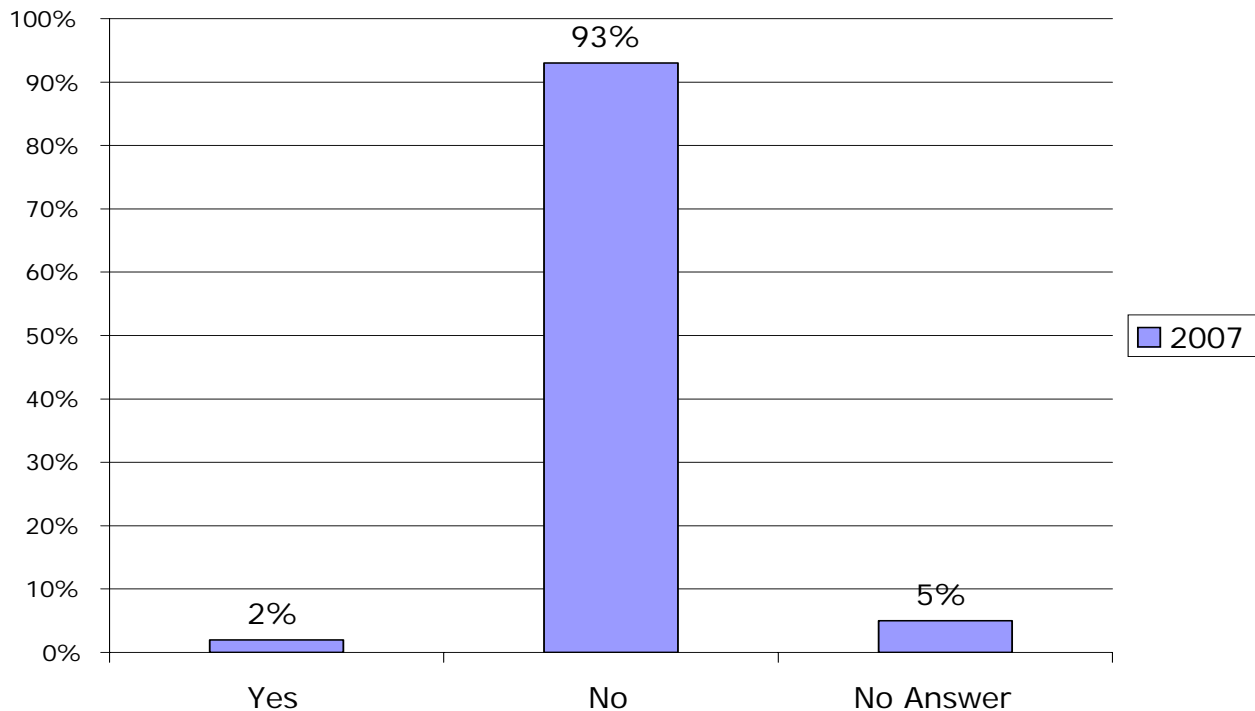
Attendance with Parent or Guardian

Q11: Did you (the student) attend with your parent or guardian today?



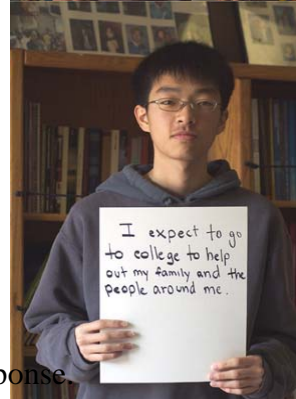
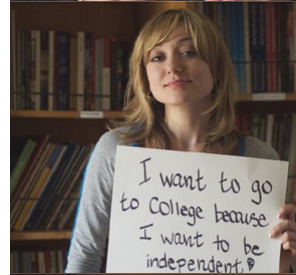
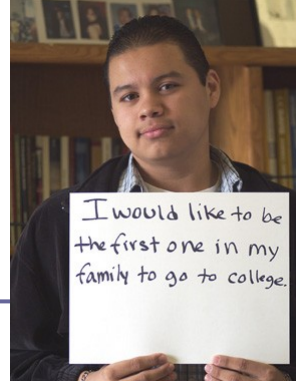
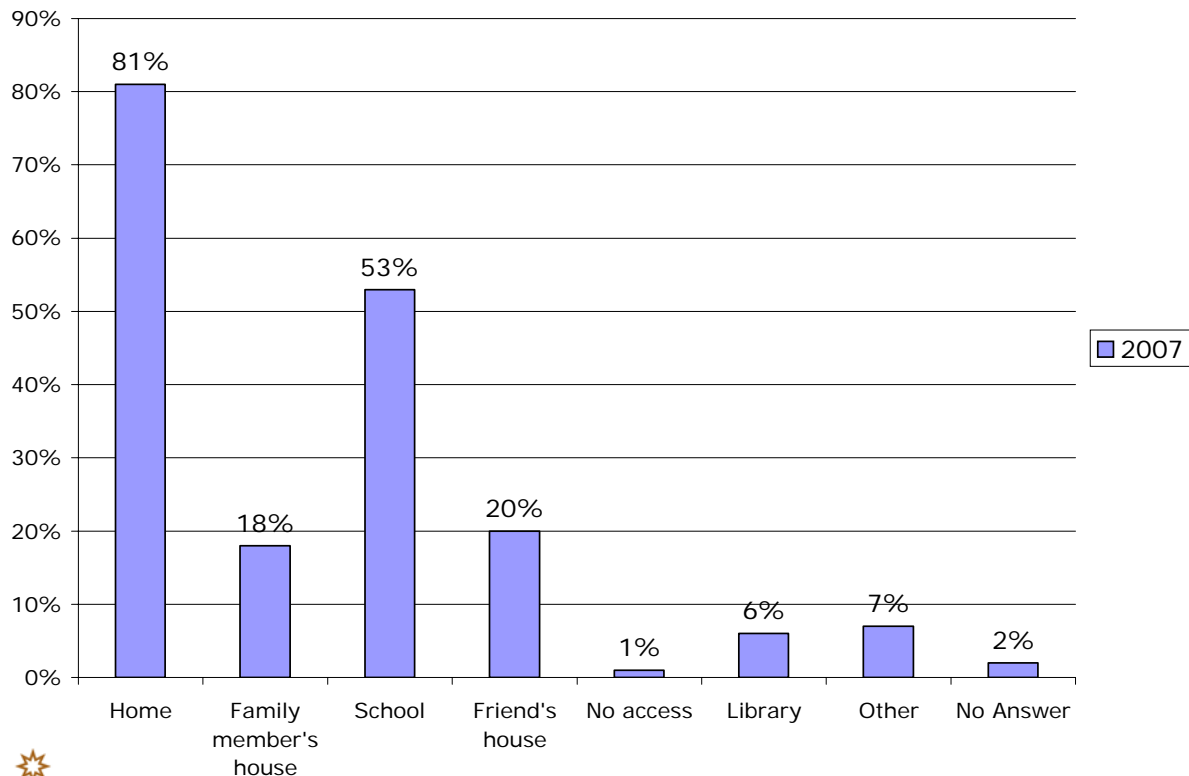
Foster Youth Services

Q12: Have you received, or do you currently receive, foster youth services?



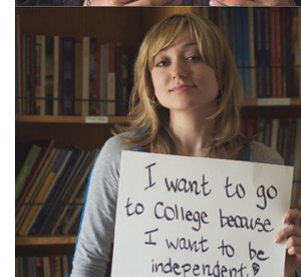
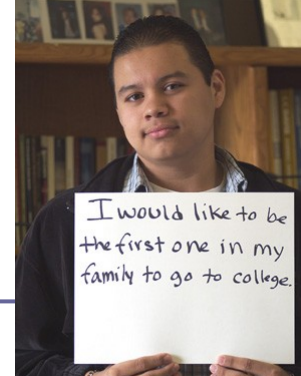
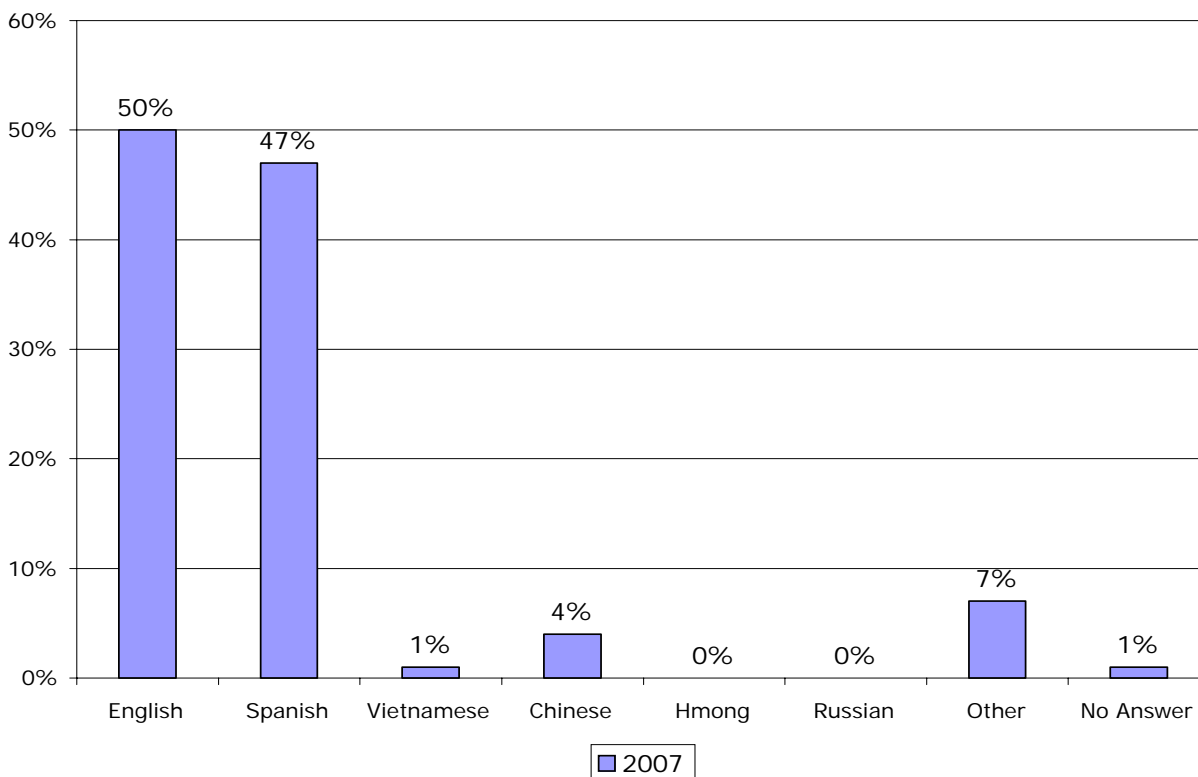
Internet Access

Q10: Where do you access the internet?
(Mark all that apply)



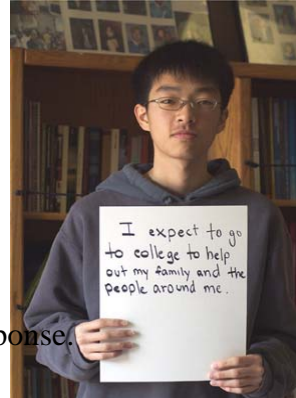
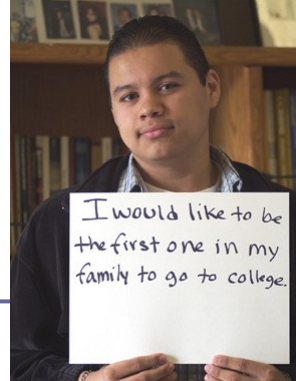
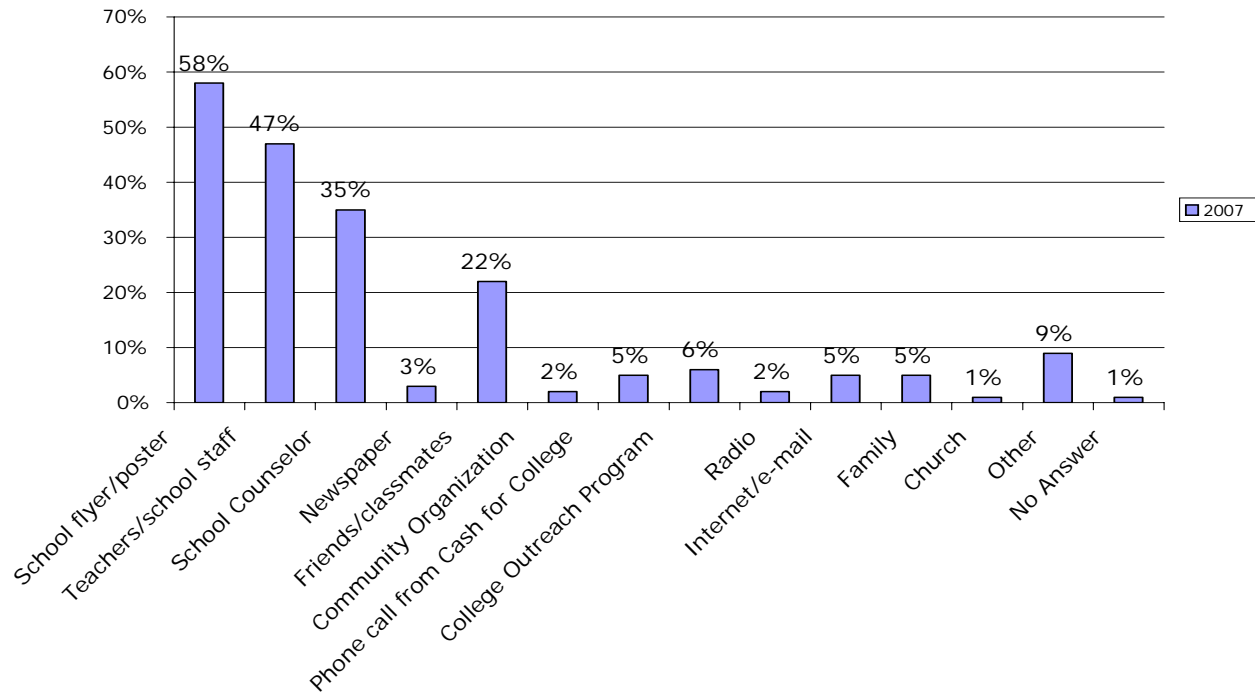
Primary Language at Home

Q13: What is the primary language spoken in your home?



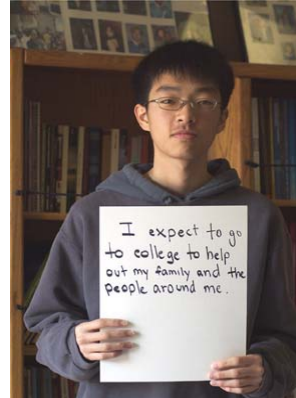
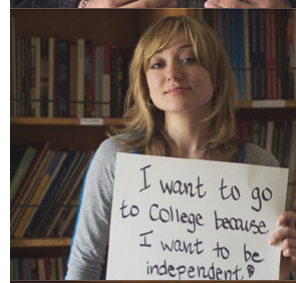
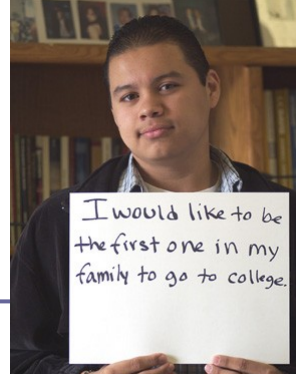
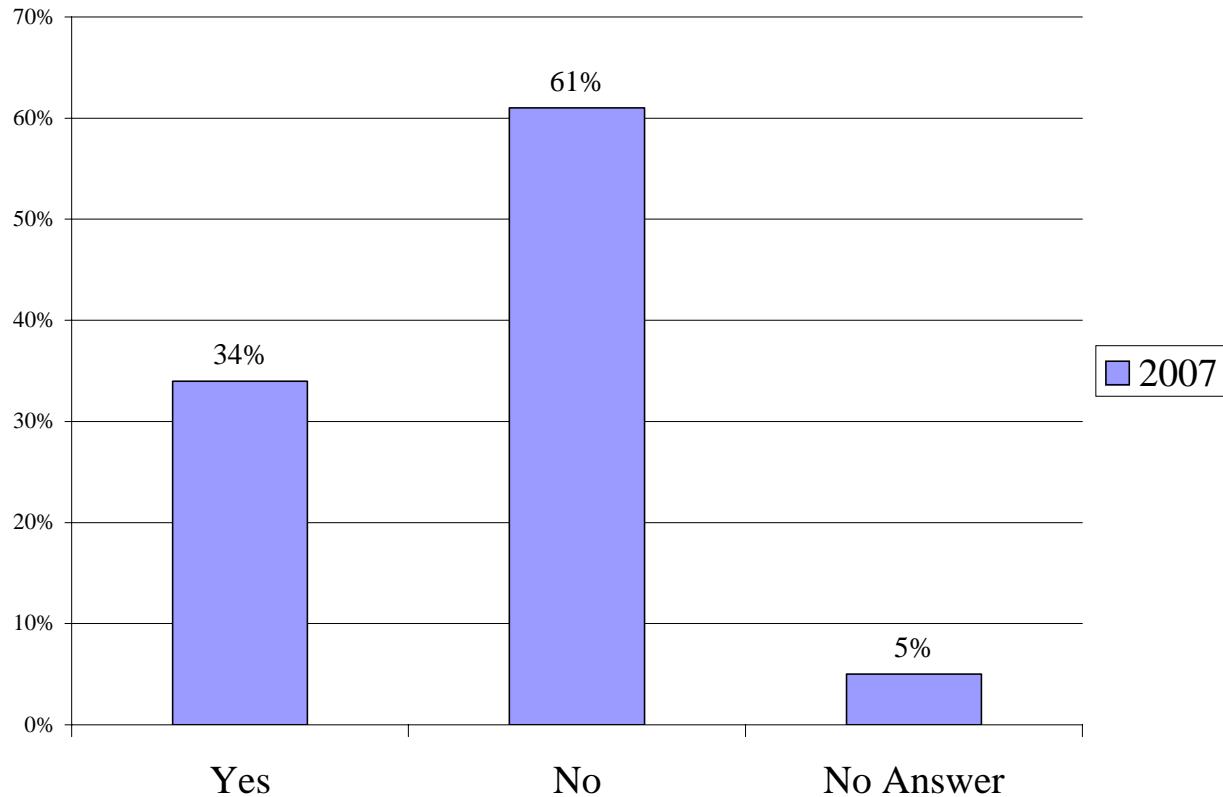
How Attendees Heard About Workshop

Q14: How did you hear about this Cash for College workshop? (Mark all that apply)



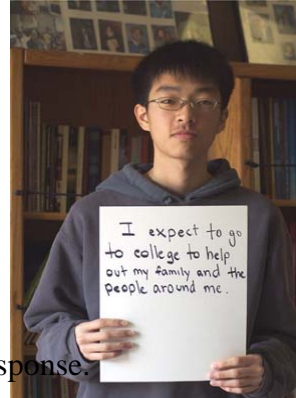
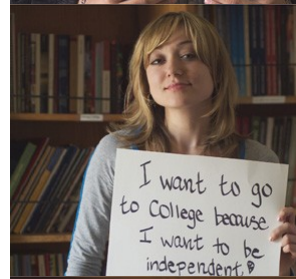
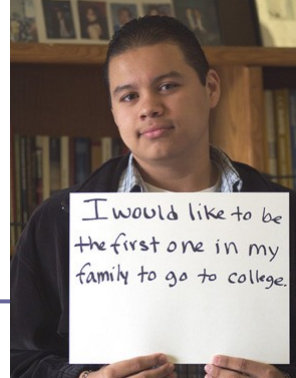
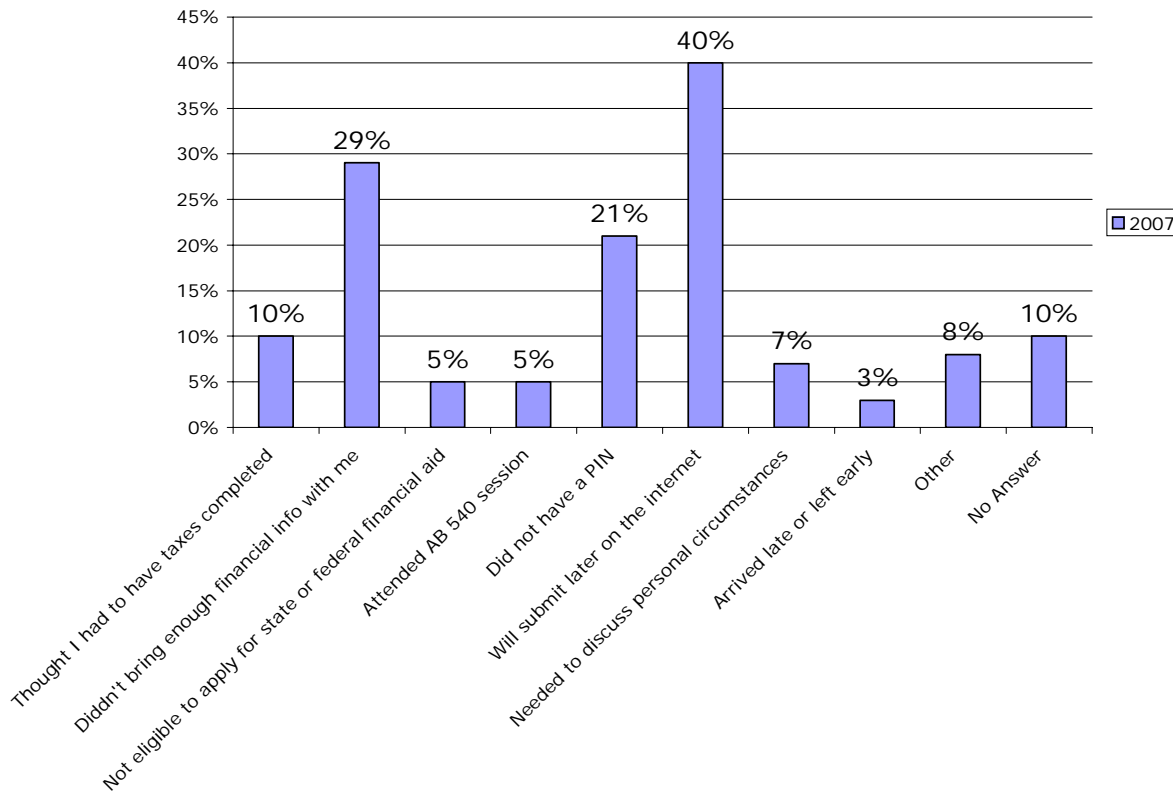
FAFSA Completion Rates

Q:15 Did you complete your FAFSA form today?



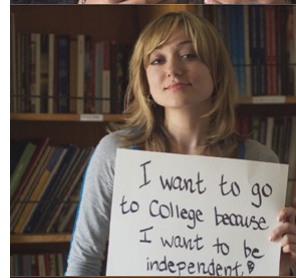
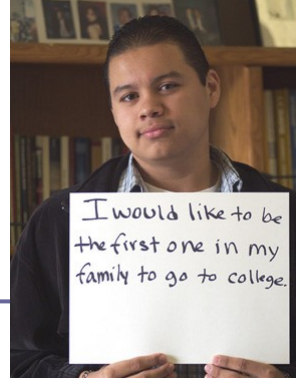
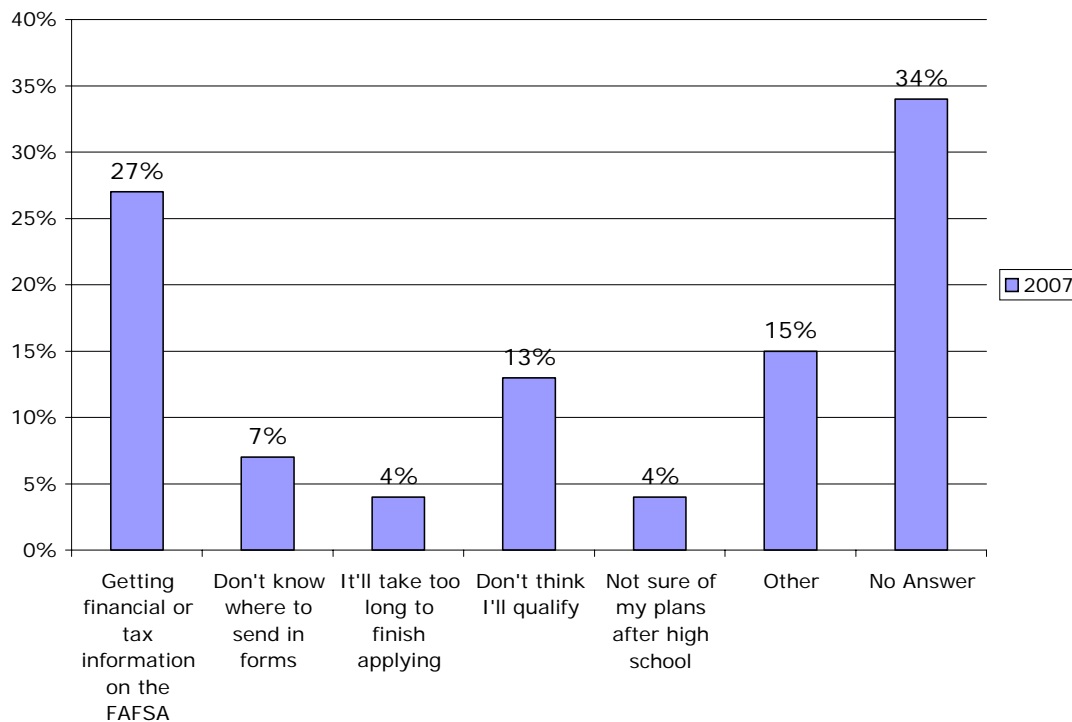
Barriers to FAFSA Completion

Q16: If you didn't complete your FAFSA form today, please let us know why (mark all that apply).



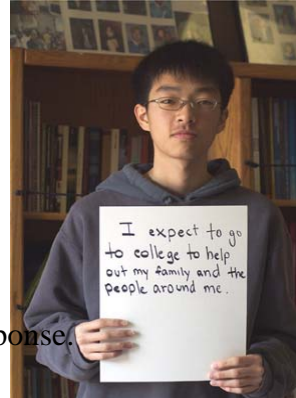
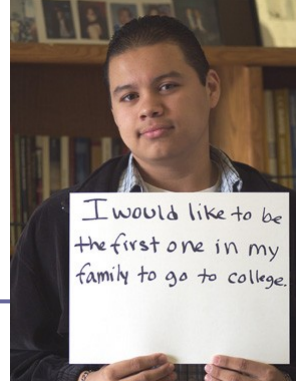
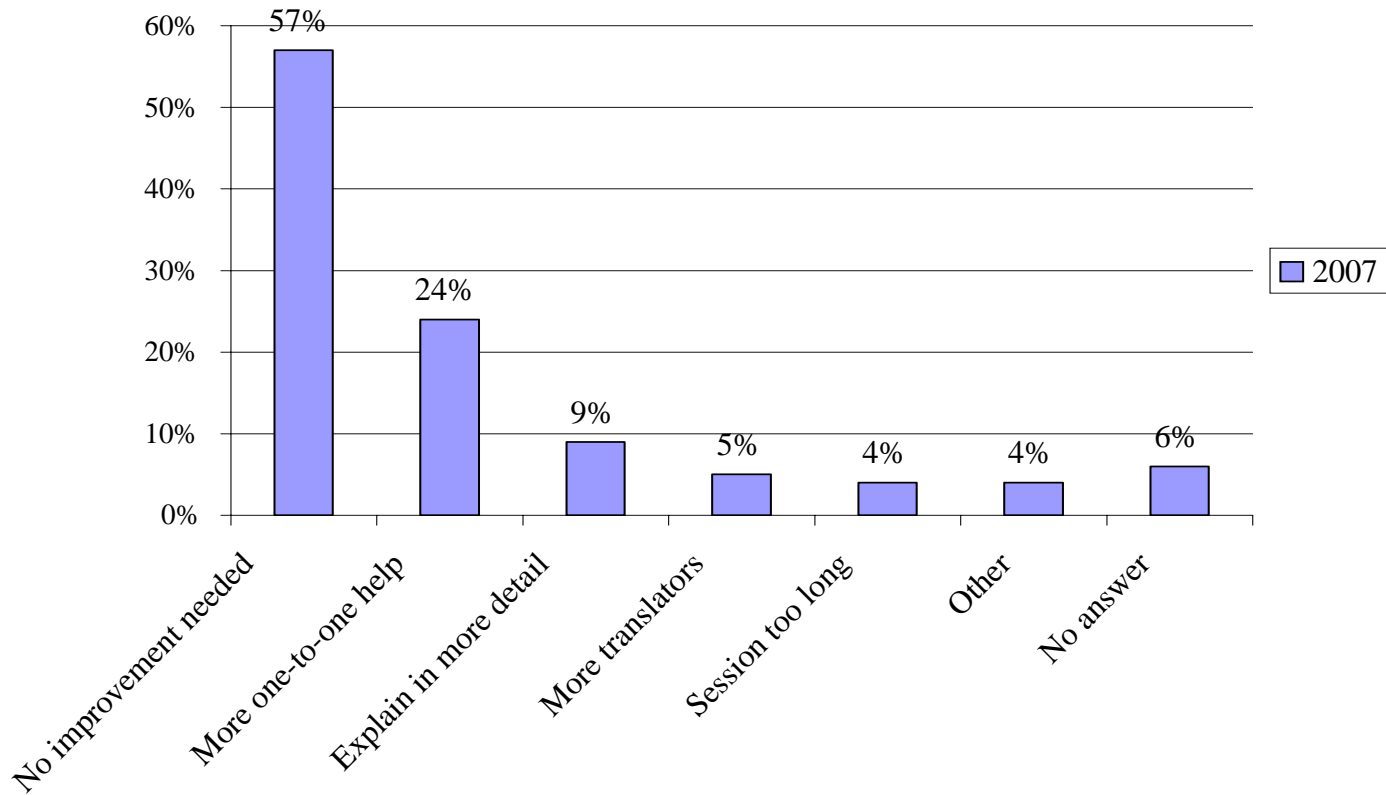
Barriers to Meet Cal Grant Deadline

Q20: What reason(s) below may keep you from applying for financial aid by the March 2 Cal Grant deadline? (Mark all that apply)



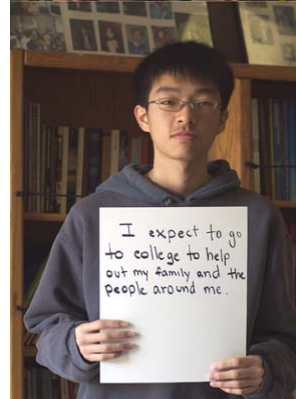
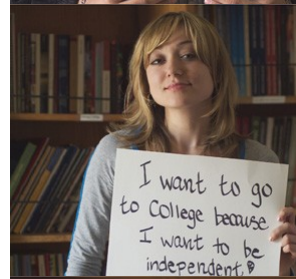
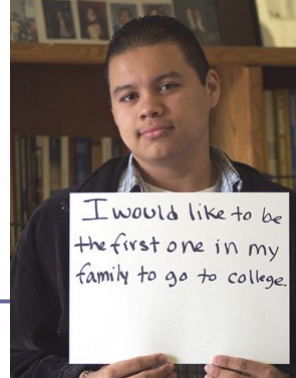
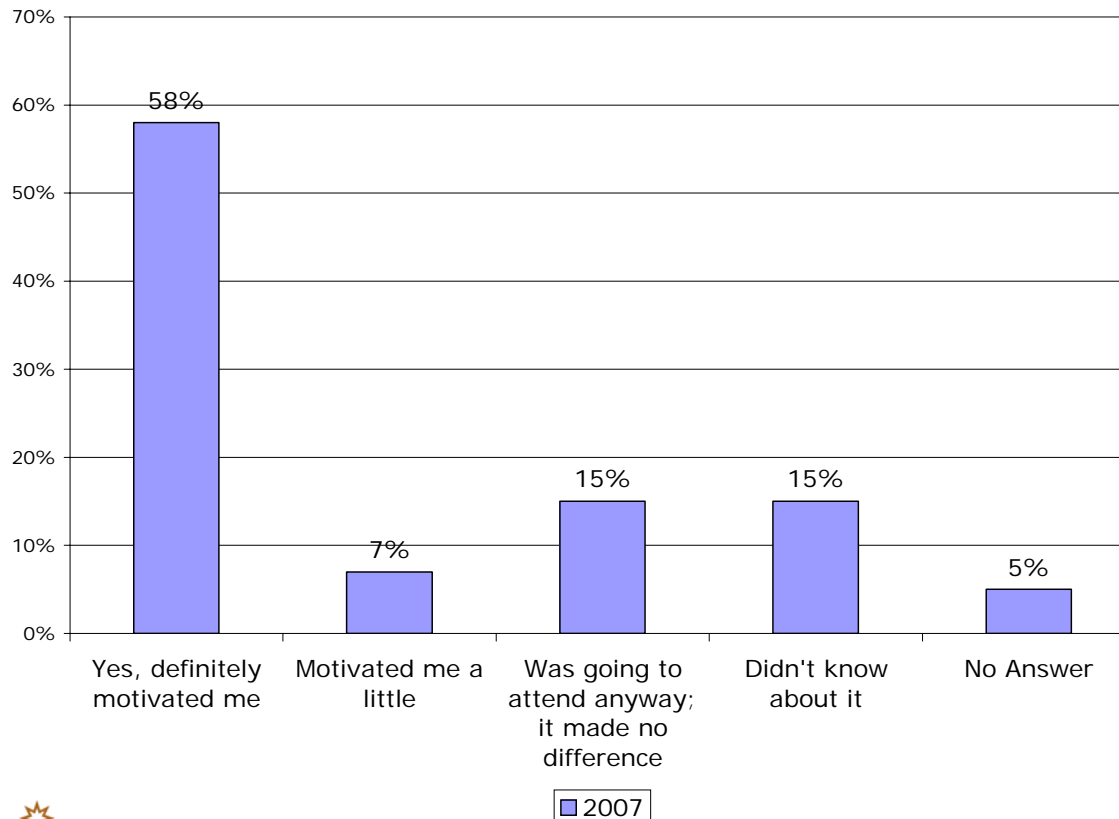
How To Improve Workshop

Q19: How might this workshop be improved? (Mark all that apply)



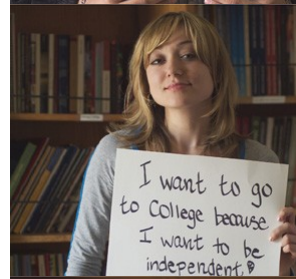
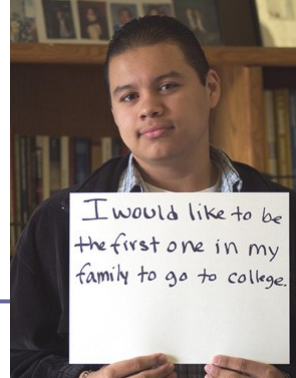
Scholarship - Motivation to Attend

Q21: Did the extra \$1,000 scholarship motivate you to attend today?



Ways to Link School and Cash for College Efforts

- ✓ Work with regional and local organizers to host or co-host a workshop at your high school site
- ✓ Send students and parents to a nearby Cash for College workshop
- ✓ Post the Cash for College workshop locator link to your school website
- ✓ Return host/co-host sign-up form found in today's training materials



Host/Co-Host Sign-Up Form

California Cash for College Host Sign Up

CASH FOR C//LLEGE

Thank you for taking a few moments to fill out this form and return to presenter or fax to 916-526-7360.

Contact Information

Name	
Title	
High School	
Street Address	
City, ZIP Code	
Work Phone	
Cell Phone	
E-Mail Address	

Interest to Host/Co-Host Financial Aid Workshop

Please select the options to host or Co-host Cash for College Workshops

- Host Evening Workshop Partner to Co-Host Evening Workshop
 Host Saturday Workshop Partner to Co-Host Saturday Workshop
 Post Fliers/Posters at School Refer Students and Parents to Cash for College Workshops
 Post Workshop locator at High School website

School Demographics

Tell us the demographics that fit your school

- Large Urban High School
 Suburban High School
 Small Rural High School
 Small High School (including charter/small learning community)
 Size of Counseling Staff (list number)
 Large number of students not eligible to apply for financial aid
 Engaged school site leadership
 Engaged parent groups

Verifying Student GPAs

Please let us know how you request and submit GPAs from students:

- We ask parent permission during freshman, sophomore or junior years to use GPA for financial aid purposes such as submitting the GPA to the CA Student Aid Commission(CSAC)
 We ask parent permission in fall of senior year to forward student GPA to CSAC
 Our registrar electronically uploads all senior GPAs to CSAC
 I upload all senior GPAs to CSAC
 I upload GPAs electronically, student by student
 Student fills out CSAC "Cal Grant GPA Information Release Form"
 Student fills out CSAC GPA Verification Form. We Verify GPA. Student mails form to CSAC.
 Other: _____

I would like to be the first one in my family to go to college.

I want to go to college because I want to be independent.

I know what I want... And I'll go for what I want!

I expect to go to college to help out my family and the people around me.

Ways to Link School and Cash for College Efforts

- For additional Cash for College information, contact L.A. Regional Lead:

Alma Salazar

Director of Education and Workforce
Development
L.A. Area Chamber of Commerce

Phone: **213.580.7566**

Email: **asalazar@lachamber.org**

