California Community Colleges Student Financial Aid Programs for 2013-14 and 2014-15
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Front cover photos: (from left) Exterior shot of the San Joaquin Delta College DeRicco Student Services building; an American River College student studying

Photo at right: A financial aid counselor assists a student at Folsom Lake College

Back cover photos: (from left) American River College students studying; exterior of the American River College library
August 23, 2016

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


Dear Governor Brown:

I am pleased to present to you the California Community Colleges Chancellor’s Office report on Student Financial Aid Programs for 2013-2014 and 2014-2015.

The number of community college students who apply for financial aid continues to steadily increase. Our financial aid officers throughout the state strive each and every day to meet demands for services on their campuses and with the support of the state Legislature, our community colleges have been able to expand financial aid services.

This report details the effects of community college in-reach and outreach efforts, including the continuing increases in student financial aid application 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 113 community colleges.

If you or your staff have questions or comments regarding this report, please contact me at (916) 323-7007 or eskinner@cccco.edu.

Thank you for your interest in these programs and the students they serve.

Sincerely,

Erik E. Skinner
Interim Chancellor
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Campaign Has Increased Awareness ......13
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EXECUTIVE SUMMARY

California Community Colleges forms the nation’s largest system of higher education and serves more than 2.1 million students annually. The state’s 113 community colleges teach basic math and English, provide workforce training 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 the state Legislature, community colleges have greatly expanded financial aid services and successfully increased student financial aid funding.

The information in this report provides information on the effects of community college in-reach and outreach efforts. This includes the continuing increases in student financial aid application and participation.

These increases are the direct result of the expanded financial aid services made possible by the introduction of added Board Financial Assistance Program-Student Financial Aid Administration capacity funds in 2003-04. 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.

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.

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 provides a side-by-side comparison of the annual growth in Board of Governors (BOG) Fee Waiver and Pell Grant recipients. The funds awarded through these two programs comprise 83 percent of all community college financial aid funds. BOG Fee Waivers continue to serve the greatest number of financial aid recipients, while Pell Grants continue to provide the greatest amount of financial aid funds. Both programs have increased dramatically over the past ten years.
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 BOG Fee Waivers and Pell Grants; and the combined dollar value of all financial aid awards for the years 2004-05 through 2014-15.
Table F — Comparison of BOG Fee Waivers and Pell Grants 2004-05 to 2014-15

<table>
<thead>
<tr>
<th>Year</th>
<th>Credit Enrollment</th>
<th>Number of BOG Fee Waivers</th>
<th>Dollar Value of BOG Fee Waivers</th>
<th>Number of Pell Grants</th>
<th>Dollar Value of Pell Grants</th>
<th>Dollar Value of All Aid Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004-05</td>
<td>2,439,443</td>
<td>699,015</td>
<td>$266,390,548</td>
<td>259,958</td>
<td>$605,956,126</td>
<td>$1,170,057,941</td>
</tr>
<tr>
<td>2005-06</td>
<td>2,471,501</td>
<td>716,796</td>
<td>$273,785,746</td>
<td>254,603</td>
<td>$589,892,151</td>
<td>$1,170,094,754</td>
</tr>
<tr>
<td>2006-07</td>
<td>2,529,893</td>
<td>715,516</td>
<td>$249,021,634</td>
<td>247,143</td>
<td>$573,914,323</td>
<td>$1,132,521,342</td>
</tr>
<tr>
<td>2007-08</td>
<td>2,687,314</td>
<td>761,968</td>
<td>$225,305,123</td>
<td>270,098</td>
<td>$666,170,200</td>
<td>$1,242,937,640</td>
</tr>
<tr>
<td>2008-09</td>
<td>2,816,261</td>
<td>870,318</td>
<td>$253,942,628</td>
<td>321,066</td>
<td>$881,680,875</td>
<td>$1,553,328,885</td>
</tr>
<tr>
<td>2009-10</td>
<td>2,675,379</td>
<td>1,023,645</td>
<td>$369,297,507</td>
<td>418,775</td>
<td>$1,356,231,619</td>
<td>$2,228,378,885</td>
</tr>
<tr>
<td>2010-11</td>
<td>2,551,209</td>
<td>1,130,845</td>
<td>$410,709,338</td>
<td>491,577</td>
<td>$1,623,367,005</td>
<td>$2,546,557,910</td>
</tr>
<tr>
<td>2011-12</td>
<td>2,363,332</td>
<td>1,095,064</td>
<td>$576,636,927</td>
<td>517,391</td>
<td>$1,649,977,650</td>
<td>$2,753,827,216</td>
</tr>
<tr>
<td>2012-13</td>
<td>2,273,284</td>
<td>1,111,679</td>
<td>$752,960,716</td>
<td>491,487</td>
<td>$1,591,237,016</td>
<td>$2,823,435,938</td>
</tr>
<tr>
<td>2013-14</td>
<td>2,326,684</td>
<td>1,164,947</td>
<td>$803,917,229</td>
<td>504,444</td>
<td>$1,660,591,757</td>
<td>$2,909,384,169</td>
</tr>
<tr>
<td>2014-15</td>
<td>2,360,264</td>
<td>1,181,280</td>
<td>$817,909,104</td>
<td>526,363</td>
<td>$1,750,189,442</td>
<td>$2,992,327,689</td>
</tr>
<tr>
<td>10 year +/-</td>
<td>-79,179</td>
<td>482,265</td>
<td>551,518,556</td>
<td>266,405</td>
<td>1,144,233,316</td>
<td>1,822,269,748</td>
</tr>
<tr>
<td>10 year % +/-</td>
<td>96.75%</td>
<td>168.99%</td>
<td>307.03%</td>
<td>202.48%</td>
<td>288.83%</td>
<td>255.74%</td>
</tr>
</tbody>
</table>

Table G — Comparison of BOG Fee Waivers and Pell Grants as a Percentage of Credit Enrollment

<table>
<thead>
<tr>
<th>Year</th>
<th>Credit Enrollment</th>
<th>Number of BOG Fee Waivers</th>
<th>Number of Pell Grants</th>
<th>Credit Enrollment +/- %</th>
<th>BOG Fee Waivers as Percentage of Credit Enrollment</th>
<th>Pell Grants as Percentage of Credit Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004-05</td>
<td>2,439,443</td>
<td>699,015</td>
<td>259,958</td>
<td>28.7%</td>
<td>10.7%</td>
<td></td>
</tr>
<tr>
<td>2005-06</td>
<td>2,471,501</td>
<td>716,796</td>
<td>254,603</td>
<td>1.3%</td>
<td>29.0%</td>
<td></td>
</tr>
<tr>
<td>2006-07</td>
<td>2,529,893</td>
<td>715,516</td>
<td>247,143</td>
<td>2.4%</td>
<td>28.3%</td>
<td></td>
</tr>
<tr>
<td>2007-08</td>
<td>2,687,314</td>
<td>761,968</td>
<td>270,098</td>
<td>6.2%</td>
<td>28.4%</td>
<td></td>
</tr>
<tr>
<td>2008-09</td>
<td>2,816,261</td>
<td>870,318</td>
<td>321,066</td>
<td>4.8%</td>
<td>30.9%</td>
<td></td>
</tr>
<tr>
<td>2009-10</td>
<td>2,675,379</td>
<td>1,023,645</td>
<td>418,775</td>
<td>5.0%</td>
<td>38.3%</td>
<td></td>
</tr>
<tr>
<td>2010-11</td>
<td>2,551,209</td>
<td>1,130,845</td>
<td>491,577</td>
<td>-4.6%</td>
<td>44.3%</td>
<td></td>
</tr>
<tr>
<td>2011-12</td>
<td>2,363,332</td>
<td>1,095,064</td>
<td>517,391</td>
<td>-7.4%</td>
<td>46.3%</td>
<td></td>
</tr>
<tr>
<td>2012-13</td>
<td>2,273,284</td>
<td>1,111,679</td>
<td>491,487</td>
<td>-3.8%</td>
<td>48.9%</td>
<td></td>
</tr>
<tr>
<td>2013-14</td>
<td>2,326,684</td>
<td>1,164,947</td>
<td>504,444</td>
<td>2.3%</td>
<td>50.1%</td>
<td></td>
</tr>
<tr>
<td>2014-15</td>
<td>2,360,264</td>
<td>1,181,280</td>
<td>526,326</td>
<td>1.4%</td>
<td>50.0%</td>
<td></td>
</tr>
<tr>
<td>10 year +/-</td>
<td>-7,918</td>
<td>465,932</td>
<td>244,486</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table H compares full-time enrollment and financial aid participation for full-time students in the BOG Fee Waiver 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 BOG Fee Waivers and Pell Grants as a Percentage of Full-Time Credit Enrollment

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Full-Time Students</th>
<th>Number of Full-Time BOG Fee Waiver Recipients</th>
<th>% of Full-Time BOG Fee Waiver Recipients</th>
<th>Number of Full-Time Pell Grant Recipients</th>
<th>% of Full-Time Pell Grant Recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004-05</td>
<td>345,684</td>
<td>178,263</td>
<td>51.60%</td>
<td>114,466</td>
<td>33.10%</td>
</tr>
<tr>
<td>2005-06</td>
<td>348,803</td>
<td>180,477</td>
<td>51.70%</td>
<td>113,514</td>
<td>32.50%</td>
</tr>
<tr>
<td>2006-07</td>
<td>352,575</td>
<td>176,796</td>
<td>51.70%</td>
<td>109,951</td>
<td>31.20%</td>
</tr>
<tr>
<td>2007-08</td>
<td>353,007</td>
<td>176,929</td>
<td>50.10%</td>
<td>110,017</td>
<td>31.20%</td>
</tr>
<tr>
<td>2008-09</td>
<td>409,600</td>
<td>212,323</td>
<td>51.80%</td>
<td>136,771</td>
<td>33.40%</td>
</tr>
<tr>
<td>2009-10</td>
<td>424,142</td>
<td>241,691</td>
<td>57.00%</td>
<td>168,813</td>
<td>39.80%</td>
</tr>
<tr>
<td>2010-11</td>
<td>414,818</td>
<td>259,026</td>
<td>62.40%</td>
<td>191,634</td>
<td>46.20%</td>
</tr>
<tr>
<td>2011-12</td>
<td>389,021</td>
<td>258,374</td>
<td>66.40%</td>
<td>190,382</td>
<td>48.90%</td>
</tr>
<tr>
<td>2012-13</td>
<td>370,053</td>
<td>253,574</td>
<td>68.50%</td>
<td>179,256</td>
<td>48.40%</td>
</tr>
<tr>
<td>2013-14</td>
<td>395,534</td>
<td>275,828</td>
<td>69.74%</td>
<td>189,753</td>
<td>47.97%</td>
</tr>
<tr>
<td>2014-15</td>
<td>397,524</td>
<td>281,227</td>
<td>70.74%</td>
<td>193,282</td>
<td>48.62%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>10 year +/-</th>
<th>397,524</th>
<th>102,964</th>
<th>78,816</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 year +/-</td>
<td>15.00%</td>
<td>57.76%</td>
<td>68.86%</td>
</tr>
</tbody>
</table>

**IN-REACH AND 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 local 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 2004-05, new in-reach and outreach recipients have grown by 66 percent, from 399,000 to 609,000. Combined totals for both in-reach and outreach are displayed above each column. Systemwide, community college outreach efforts have served nearly 5 million new financial aid recipients since 2004-05.

Table J — Comparison of New Student Financial Aid Recipients Resulting from In-Reach and Outreach by Year

<table>
<thead>
<tr>
<th>Year</th>
<th>In-reach</th>
<th>Outreach</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004-05</td>
<td>97,026</td>
<td>398,781</td>
</tr>
<tr>
<td>2005-06</td>
<td>74,862</td>
<td>382,544</td>
</tr>
<tr>
<td>2006-07</td>
<td>69,696</td>
<td>379,372</td>
</tr>
<tr>
<td>2007-08</td>
<td>78,671</td>
<td>418,879</td>
</tr>
<tr>
<td>2008-09</td>
<td>92,428</td>
<td>494,918</td>
</tr>
<tr>
<td>2009-10</td>
<td>113,445</td>
<td>559,627</td>
</tr>
<tr>
<td>2010-11</td>
<td>122,347</td>
<td>600,357</td>
</tr>
<tr>
<td>2011-12</td>
<td>118,601</td>
<td>595,078</td>
</tr>
<tr>
<td>2012-13</td>
<td>111,691</td>
<td>590,089</td>
</tr>
<tr>
<td>2013-14</td>
<td>102,326</td>
<td>618,876</td>
</tr>
<tr>
<td>2014-15</td>
<td>90,312</td>
<td>609,519</td>
</tr>
</tbody>
</table>

IN-REACH ACTIVITIES  Gender, Age and 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 Resulting from In-Reach for 2012-13, 2013-14 and 2014-15 Compared to Base Year

<table>
<thead>
<tr>
<th>Gender</th>
<th>2002-03 Number</th>
<th>2002-03 % of Total</th>
<th>2012-13 Number</th>
<th>2012-13 % of Total</th>
<th>2013-14 Number</th>
<th>2013-14 % of Total</th>
<th>2014-15 Number</th>
<th>2014-15 % of Total</th>
<th>Number Change from Base Year</th>
<th>% Change from Base Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>52,248</td>
<td>60.5%</td>
<td>61,710</td>
<td>55.3%</td>
<td>56,521</td>
<td>55.2%</td>
<td>50,269</td>
<td>55.7%</td>
<td>4,273</td>
<td>8.18%</td>
</tr>
<tr>
<td>Male</td>
<td>33,813</td>
<td>39.1%</td>
<td>49,090</td>
<td>44.0%</td>
<td>45,038</td>
<td>44.0%</td>
<td>39,379</td>
<td>43.6%</td>
<td>11,225</td>
<td>33.20%</td>
</tr>
<tr>
<td>Unknown</td>
<td>368</td>
<td>0.4%</td>
<td>891</td>
<td>0.8%</td>
<td>897</td>
<td>0.9%</td>
<td>664</td>
<td>0.7%</td>
<td>529</td>
<td>143.75%</td>
</tr>
<tr>
<td>Total</td>
<td>86,429</td>
<td>100.0%</td>
<td>111,691</td>
<td>100.0%</td>
<td>102,456</td>
<td>100.0%</td>
<td>90,312</td>
<td>100.0%</td>
<td>16,027</td>
<td>18.54%</td>
</tr>
</tbody>
</table>

Table data derived 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 2013-14 and 2014-15 Compared to Base Year

<table>
<thead>
<tr>
<th>Age</th>
<th>2002-03(^1) Number</th>
<th>2002-03(^1) % of Total</th>
<th>2013-14(^1) Number</th>
<th>2013-14(^1) % of Total</th>
<th>2014-15(^1) Number</th>
<th>2014-15(^1) % of Total</th>
<th>Number Change from Base Year</th>
<th>% Change from Base Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 17</td>
<td>1,222</td>
<td>1.40%</td>
<td>372</td>
<td>0.36%</td>
<td>315</td>
<td>0.35%</td>
<td>-907</td>
<td>-74.2%</td>
</tr>
<tr>
<td>18-19</td>
<td>19,368</td>
<td>22.40%</td>
<td>10,098</td>
<td>9.86%</td>
<td>8,779</td>
<td>9.72%</td>
<td>-10,589</td>
<td>-54.7%</td>
</tr>
<tr>
<td>20-24</td>
<td>34,196</td>
<td>39.60%</td>
<td>44,487</td>
<td>43.42%</td>
<td>36,915</td>
<td>40.87%</td>
<td>2,719</td>
<td>8.0%</td>
</tr>
<tr>
<td>25-29</td>
<td>13,017</td>
<td>15.10%</td>
<td>23,568</td>
<td>23.00%</td>
<td>22,292</td>
<td>24.68%</td>
<td>9,275</td>
<td>71.3%</td>
</tr>
<tr>
<td>30-34</td>
<td>6,582</td>
<td>7.60%</td>
<td>9,240</td>
<td>9.02%</td>
<td>8,707</td>
<td>9.64%</td>
<td>2,125</td>
<td>32.3%</td>
</tr>
<tr>
<td>35-39</td>
<td>4,307</td>
<td>5.00%</td>
<td>4,782</td>
<td>4.67%</td>
<td>4,692</td>
<td>5.20%</td>
<td>385</td>
<td>8.9%</td>
</tr>
<tr>
<td>40-49</td>
<td>5,395</td>
<td>6.20%</td>
<td>6,110</td>
<td>5.96%</td>
<td>5,323</td>
<td>5.89%</td>
<td>-72</td>
<td>-1.3%</td>
</tr>
<tr>
<td>50 &amp; Over</td>
<td>2,259</td>
<td>2.60%</td>
<td>3,798</td>
<td>3.71%</td>
<td>3,288</td>
<td>3.64%</td>
<td>1,029</td>
<td>45.6%</td>
</tr>
<tr>
<td>Unknown</td>
<td>83</td>
<td>0.10%</td>
<td>1</td>
<td>0.00%</td>
<td>1</td>
<td>0.00%</td>
<td>-82</td>
<td>-98.8%</td>
</tr>
<tr>
<td>Total</td>
<td>86,429</td>
<td>100.00%</td>
<td>102,456</td>
<td>100.00%</td>
<td>90,312</td>
<td>100.00%</td>
<td>3,883</td>
<td>4.5%</td>
</tr>
</tbody>
</table>

\(^1\)Reflects the age distribution for students who were enrolled in a California community college during a prior period and who did not receive 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 38 percent of 2012-13 community college enrollments and 39 percent of new financial aid recipients through in-reach. Asian students represent 11 percent of enrolled community college enrollments and 10 percent of new financial aid recipients through in-reach.
TABLE M — Ethnicity Distribution for New Financial Aid Recipients Resulting from In-Reach for 2013-14 and 2014-15 Compared to the Base Year

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>2002-03¹ Number</th>
<th>2013-14¹ Number</th>
<th>2014-15¹ Number</th>
<th>Number 10-Year Cumulative Change</th>
<th>% 10-Year Cumulative Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>African-American</td>
<td>10,143</td>
<td>6,419</td>
<td>5,390</td>
<td>92,854</td>
<td>8.80%</td>
</tr>
<tr>
<td>Asian</td>
<td>10,335</td>
<td>8,967</td>
<td>7,959</td>
<td>107,925</td>
<td>10.20%</td>
</tr>
<tr>
<td>Filipino</td>
<td>2,899</td>
<td>3,710</td>
<td>3,328</td>
<td>39,402</td>
<td>3.70%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>27,432</td>
<td>42,650</td>
<td>37,928</td>
<td>348,833</td>
<td>33.10%</td>
</tr>
<tr>
<td>Native-American</td>
<td>975</td>
<td>526</td>
<td>482</td>
<td>9,896</td>
<td>0.90%</td>
</tr>
<tr>
<td>Other, Non-White²</td>
<td>2,032</td>
<td>n/a</td>
<td>n/a</td>
<td>11,765</td>
<td>1.10%</td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>701</td>
<td>536</td>
<td>448</td>
<td>8,472</td>
<td>0.80%</td>
</tr>
<tr>
<td>White, Non-Hispanic</td>
<td>27,769</td>
<td>32,925</td>
<td>28,949</td>
<td>356,423</td>
<td>33.80%</td>
</tr>
<tr>
<td>Two or More Races³</td>
<td>n/a</td>
<td>4,196</td>
<td>4,139</td>
<td>12,721</td>
<td>1.20%</td>
</tr>
<tr>
<td>Unknown</td>
<td>4,143</td>
<td>2,527</td>
<td>1,689</td>
<td>66,644</td>
<td>6.30%</td>
</tr>
<tr>
<td>Total</td>
<td>86,429</td>
<td>102,456</td>
<td>90,312</td>
<td>1,054,935</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

¹Reflects 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.

²Eliminated the category

³Newly added category

OUTREACH ACTIVITIES  Gender, Age and 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 2013-14 and 2014-15 Compared to the Base Year

<table>
<thead>
<tr>
<th>Gender</th>
<th>2002-03¹ Number</th>
<th>2002-03¹ % of Total</th>
<th>2013-2014¹ Number</th>
<th>2013-2014¹ % of Total</th>
<th>2014-15¹ Number</th>
<th>2014-15¹ % of Total</th>
<th>Number Change from Base Year</th>
<th>% Change from Base Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>161,529</td>
<td>60.60%</td>
<td>287,362</td>
<td>55.63%</td>
<td>290,471</td>
<td>55.90%</td>
<td>125,833</td>
<td>77.90%</td>
</tr>
<tr>
<td>Male</td>
<td>103,079</td>
<td>38.70%</td>
<td>224,526</td>
<td>43.47%</td>
<td>224,526</td>
<td>43.21%</td>
<td>121,447</td>
<td>117.82%</td>
</tr>
<tr>
<td>Unknown</td>
<td>2,062</td>
<td>0.80%</td>
<td>4,662</td>
<td>0.90%</td>
<td>4,662</td>
<td>0.90%</td>
<td>2,600</td>
<td>126.09%</td>
</tr>
<tr>
<td>Total</td>
<td>266,670</td>
<td>100.00%</td>
<td>516,550</td>
<td>100.00%</td>
<td>519,659</td>
<td>100.00%</td>
<td>249,880</td>
<td>93.70%</td>
</tr>
</tbody>
</table>

¹Reflects 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 compares the age distribution of new financial aid recipients in recent years and the overall change in distribution since the 2002-03 base year.

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 compares 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.
TABLE P — Ethnicity Distribution for New Financial Aid Recipients Resulting from Outreach for 2013-14, 2014-15 Compared to the Base Year

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>2002-03(^1) Number</th>
<th>2013-14(^1) Number</th>
<th>2014-15(^1) Number</th>
<th>Number Change from Base Year</th>
<th>% Change from Base Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>African-American</td>
<td>46,135</td>
<td>63,266</td>
<td>60,535</td>
<td>14,400</td>
<td>31.2%</td>
</tr>
<tr>
<td>Asian</td>
<td>30,940</td>
<td>44,704</td>
<td>42,694</td>
<td>11,754</td>
<td>38.0%</td>
</tr>
<tr>
<td>Filipino</td>
<td>6,565</td>
<td>13,099</td>
<td>12,116</td>
<td>5,551</td>
<td>84.6%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>89,141</td>
<td>240,449</td>
<td>211,910</td>
<td>122,769</td>
<td>137.7%</td>
</tr>
<tr>
<td>Native-American</td>
<td>3,291</td>
<td>2,639</td>
<td>2,703</td>
<td>-588</td>
<td>-17.9%</td>
</tr>
<tr>
<td>Other, Non-White(^2)</td>
<td>5,812</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>2,104</td>
<td>2,937</td>
<td>2,915</td>
<td>811</td>
<td>38.5%</td>
</tr>
<tr>
<td>White, Non-Hispanic</td>
<td>69,709</td>
<td>117,306</td>
<td>114,025</td>
<td>44,316</td>
<td>63.6%</td>
</tr>
<tr>
<td>Two or More Races(^3)</td>
<td>0</td>
<td>22,925</td>
<td>20,175</td>
<td>20,175</td>
<td>N/A</td>
</tr>
<tr>
<td>Unknown</td>
<td>12,973</td>
<td>9,225</td>
<td>11,325</td>
<td>-1,648</td>
<td>N/A</td>
</tr>
<tr>
<td>Total</td>
<td>266,670</td>
<td>516,550</td>
<td>478,398</td>
<td>211,728</td>
<td>N/A</td>
</tr>
</tbody>
</table>

1 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.

2 Deleted the category

3 Newly added category

While there have been increases in numbers for almost all ethnic categories, Hispanic students have shown the most significant growth, from 89,000 new financial aid recipients in 2002-03 to 211,910 in 2014-15. That equates to a 138 percent increase of nearly 123,000 new financial aid recipients through outreach.

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

Overview

For the past 12 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 Board of Governors Fee Waivers, grants and work-study programs, to scholarships and loans, 1.1 million students at California’s 113 community colleges receive financial aid to make their higher education dreams a reality—and many got started on their path at www.icanaffordcollege.com.

The campaign website—available in English and Spanish—is the hub of all things related to financial aid and connects students with their local community college campus so they can work with financial aid experts to develop an education plan and navigate the financial aid forms. The icanaffordcollege.com website has received nearly 4 million visits since its launch in 2003-04.
The California Community Colleges system 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. And, the “I Can Afford College” campaign continues to serve as a key source of information on financial aid, helping make college dreams become a reality for students across the state.

In both the 2013-2014 and 2014-15 fiscal budgets, $2.8 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 even living expenses.

• Financial aid experts are on all 113 campuses and are available to provide free one-on-one assistance and much of the information is available on the icanaffordcollege.com website.

Target Audiences

The campaign has been charged with effectively reaching low-income and disadvantaged students who must overcome barriers to access postsecondary education. The target audiences for the “I Can Afford College” campaign are as follows:

• Teens and young adults age 16-24 with an annual combined household income at or below $40,000.

• Adults age 25-54 with an annual combined household income at or below $40,000, with an emphasis on the unemployed and underemployed.

• Influencers of primary and secondary audiences, including parents, teachers, counselors and community leaders.

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 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 1.1 million students with financial aid, totaling more than $2.9 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 more than 90 percent.

The following is a summary of results achieved by the “I Can Afford College” campaign during the 2013-2014 and 2014-15 fiscal years combined:

• icanaffordcollege.com received more than 869,000 unique visitors viewing 1.75 million pages.

• More than 392 million impressions were delivered through radio advertising and added value elements.

• Nearly 281 million impressions were delivered through online advertising and added value elements.

• Approximately 68,150 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).

• Community college campuses promoted 1,464 financial aid workshops on
icanaffordcollege.com. Students attending the events received one-on-one assistance completing financial aid applications.

- More than 571,900 pieces of collateral and promotional material were provided statewide to community colleges, high schools, state agencies and community and faith-based organizations free of charge.

Following is a summary of the advertising campaigns that ran during both the 2013-2014 and 2014-15 fiscal years.

**Radio Advertising**

Historically, radio has proven to be very successful in reaching campaign 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 in 2013-14 and 2014-2015 fiscal years combined resulted in:

- An estimated 49,538 visitors to icanaffordcollege.com.
- More than 392 million impressions were delivered through radio advertising and added value elements.
- A total of 32,287 spots aired on radio stations throughout California—26,373 paid and 5,914 bonus spots (added value).

**2013-14 RADIO FLIGHTS**

**ON-AIR RADIO Run Dates:**

February 10 - March 2, 2014

Messaging for the Adults 18-24 Demo: During this timeframe, on-air commercials drove listeners to the home page of icanaffordcollege.com where they could complete the two steps: 1. Enroll at a community college, and 2. Apply for a Cal Grant, by the March 2 deadline, by completing the Free Application for Federal Student Aid (FAFSA).

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.

A total of 5,556,000 impressions were delivered for this demo (18-24) in this flight.

**Website**

At the heart of the campaign is the bilingual English and Spanish website, icanaffordcollege.com. 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. The website was completely redesigned in 2013-2014, featuring a new step-by-step financial aid navigator tool and student success story videos highlighting real students who have received financial aid to attend a California community college. The revamped website has received more than 1 million unique web users in the last two years and site visits have increased by 25 percent.

Students who do not have Internet access can call 1-800-987-ICAN (4226) to get connected with their local college financial aid office.

**Advertising**

The “I Can Afford College” campaign used advertising—primarily radio and online properties—to drive target audiences throughout the state to icanaffordcollege.com and the toll-free phone line. Leveraging relationships with media partners to broaden the reach and frequency of paid advertising efforts further maximized campaign funds.
ON-AIR RADIO Run Dates:
March 31 - April 27, 2014

Messaging for the Adults 18-24 Demo: 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 where they could complete the two steps: 1. Enroll at a community college, and 2. Complete the FAFSA.

Markets: Tier 1, 2 and 3 campaign contained 17 media markets and received on-air advertising support during this radio campaign: Los Angeles, Sacramento, San Diego, San Francisco, Bakersfield, Fresno, Monterey-Salinas, Oxnard-Ventura, Riverside-San Bernardino, Santa Rosa, Modesto, Stockton, Chico, Merced, San Luis Obispo, Palm Springs and Redding.

A total of 11,609,000 impressions were delivered for this demo (18-24) in this flight.

ON-AIR RADIO Run Dates:
May 19 - June 8, 2014

Messaging for the Adults 18-24 Demo: The messaging for this flight also centered on the “It’s Not Too Late” message, as well as encouraging training to find a new career and re-enter the job market. The secondary message was that financial help is available for fees, supplies and maybe even rent. On-air commercials and banners drove listeners to the home page of icanaffordcollege.com where they could complete the two steps: 1. Enroll at a community college, and 2. Complete the FAFSA.

Markets: Tier 1, 2 and 3 campaign contained 17 media markets and received on air advertising support during this radio campaign: Los Angeles, Sacramento, San Diego, San Francisco, Bakersfield, Fresno, Monterey-Salinas, Oxnard-Ventura, Riverside-San Bernardino, Santa Rosa, Modesto, Stockton, Chico, Merced, San Luis Obispo, Palm Springs and Redding.

A total of 24,043,163 on-air radio impressions were delivered during this flight.

A total of 7,139,000 impressions were delivered for this demo (18-24) in this flight.

ON-AIR RADIO Run Dates (Promotion):
April 1 - May 18, 2014

To help launch the updated icanaffordcollege.com website and to encourage current and prospective students to get acquainted with it, the on-air flight along with the online flight from April through May included a “Find the $5K” sweepstakes, for the chance to win $5,000 toward community college costs. To enter, students were asked to go to the newly redesigned “I Can Afford College” website—www.icanaffordcollege.com—and find a hidden $5K icon. Upon finding the icon, they could click on it and be entered to win. The icon was hidden in a different place on the website each day, and students were allowed to check back daily to find the icon and increase their chances of winning while exploring the new website and getting connected to valuable financial aid information.

A grand prize of $5,000 along with secondary prizes including an iPad and an iPod Touch were provided by Clear Channel. The sweepstakes was promoted through radio spots on Clear Channel stations in all markets, online streaming announcements and online web banner ads throughout various Clear Channel radio station sites. (See the “Donated Radio/Online” section below for more details.)

A total of 4,644 entries were received in the sweepstakes, which ended on May 18, 2014. The winner, Christian C., was a high school senior from Sacramento who was planning on attending American River College. The second place winner, Janice C., is a recent high school graduate from Santa Clara. The third place winner, Sylvia H., is a student from Santee.

A total of 4,644 entries were received in the sweepstakes, which ended on May 18, 2014. The winner, Christian C., was a high school senior from Sacramento who was planning on attending American River College. The second place winner, Janice C., is a recent high school graduate from Santa Clara. The third place winner, Sylvia H., is a student from Santee.

A total of 4,644 entries were received in the sweepstakes, which ended on May 18, 2014. The winner, Christian C., was a high school senior from Sacramento who was planning on attending American River College. The second place winner, Janice C., is a recent high school graduate from Santa Clara. The third place winner, Sylvia H., is a student from Santee.

2014-15 RADIO FLIGHTS

ON-AIR RADIO Run Dates:
February 9 - March 1, 2015

Messaging for the Adults 18-24 Demo: During
this timeframe, on-air commercials drove
listeners to the home page of icanaffordcollege.com where they could complete the two steps: 1. Enroll at a community college, and 2. Apply for a Cal Grant, by the March 2 deadline, by completing the FAFSA.

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.

A total of 4,679,000 impressions were delivered for this demo (18-24) in this flight.

**ON-AIR RADIO Run Dates:**
*March 30 - April 26, 2015*

Messaging for the Adults 18-24 Demo: 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 where they could complete the two steps: 1. Enroll at a community college, and 2. Complete the FAFSA.

Markets: Tier 1, 2 and 3 campaign contained 17 media markets and received on-air advertising support during this radio campaign: Los Angeles, Sacramento, San Diego, San Francisco, Bakersfield, Fresno, Monterey-Salinas, Oxnard-Ventura, Riverside-San Bernardino, Santa Rosa, Modesto, Stockton, Chico, Merced, San Luis Obispo, Palm Springs and Redding.

A total of 9,628,800 impressions were delivered for this demo (18-24) in this flight.

**ON-AIR RADIO Run Dates:**
*May 18 - June 7, 2015*

Messaging for the Adults 18-24 Demo: The messaging for this flight also centered on the “It’s Not Too Late” message, as well as encouraging training to find a new career and re-enter the job market. The secondary message was that financial help is available for fees, supplies and maybe even rent. On-air commercials and banners drove listeners to the home page of icanaffordcollege.com where they could complete the two steps: 1. Enroll at a community college, and 2. Complete the FAFSA.

Markets: Tier 1, and 2 campaigns contained 9 media markets and received on-air advertising support during this radio campaign: Los Angeles, Sacramento, San Diego, San Francisco, Bakersfield, Fresno, Monterey-Salinas, Oxnard-Ventura and Riverside-San Bernardino.

A total of 6,144,000 impressions were delivered for this demo (18-24) in this flight.

**ON-AIR RADIO Run Dates (Promotion):**
*April 6 - April 24, 2014*

The fiscal year 2015 campaign included the 30-Second to College Video Contest. Students were asked to create their own music video based on the lyrics to I Can’s “Make It Now” video and were asked to develop a video of their own and share their entries on social media to encourage friends and family to vote.
To entice engagement in the contest, in addition to all video entrants, all those who voted and shared received an entry to win a car. The car and monetary prizes for the video entries were provided by iHeart Media. The sweepstakes was promoted through radio spots on radio stations in all markets, online streaming announcements and online web banner ads throughout various iHeart Media radio station sites. (See the “Donated Radio/Online” section below for more details.)

A total of 24 video entries were received in the sweepstakes. The video winner, Joseph W., was a student at Napa Valley College.

A total of 12,637,000 on-air radio impressions were delivered during this flight.

Online Advertising

The “I Can Afford College” campaign continued to broaden its reach to target audiences through online advertising. Online ads were placed to provide maximum reach and exposure to low-income audiences ages 16-24, and ages 25-54 with ads targeting the unemployed/re-entry audiences, with a tertiary target of influencers. 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 in 2013-2014 and 2014-2015 combined resulted in:

- An estimated 563,541 total visits to [icanaffordcollege.com](http://icanaffordcollege.com).
- Nearly 304 million impressions delivered through paid online placements and added value elements.

- 37.3 million bonus impressions were delivered by web banners, video pre-roll, streaming and Pandora.

The following online advertising flights took place during 2013-14 and 2014-15:

**2013-14 ONLINE FLIGHTS**

**ONLINE Run Dates: Summer Campaign, July 15 - August 18, 2013**

Messaging: Summer campaigns for “I Can Afford College” focused on the “It’s Not Too Late” messaging, letting audiences know it is not too late to apply for financial aid or register for fall classes. This flight was geared towards all three target segments.

Markets: Online advertising efforts were targeted to the entire state of California. A total of 20,510,848 impressions ran for this flight of the online campaign.

**ONLINE Run Dates: Fall Campaign, September 30 - November 10, 2013**

Messaging: Fall campaigns for “I Can Afford College” focused on back to school messaging, assuring that target audiences have financial aid top of mind as they register for classes. The 2013 campaign was geared toward the influencer audience.

Markets: Online advertising efforts were targeted to the entire state of California. A total of 19,470,927 impressions ran for this flight of the online campaign.

**ONLINE Run Dates: Cal Grant, January 13 - March 2, 2014**

Messaging: Cal Grant messaging highlights the

![Web banners from the I Can Afford College marketing campaign](image)
upcoming March 2 Cal Grant deadline with the message “apply before it’s too late.” The 2014 creative focused on outreach to both teen and re-entry audiences, with additional impressions targeting the influencer audience.

Markets: Similar to the Fall 2013 campaign, online ads were geo-targeted to the entire state of California. During this flight, 32,951,970 impressions were delivered against the three target audiences.

**ONLINE Run Dates:**
**Financial Aid Awareness Month, March 31 - May 11, 2014**

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: Individuals within the three target segments throughout the state were exposed to messages. A total of 24,126,480 impressions were delivered during this time period.

**ONLINE Run Dates:**
**Not Too Late/High School Graduation, May 19 - June 15, 2014**

Messaging: The “It’s Not Too Late” campaign messaging was extended into the June online advertising campaign focused toward the youth audience. The creative continued to include online video.

Markets: The final flight of the fiscal year reached target audiences in all areas of California. In this final flight of the year, 7,882,618 impressions were recorded.

2014-15 ONLINE FLIGHTS

**ONLINE Run Dates:**
**Summer Campaign, July 14 - August 17, 2014**

Messaging: Summer campaigns for “I Can Afford College” focused on the “It’s Not Too Late” messaging, letting audiences know it is not too late to apply for financial or register for fall classes. This flight was geared towards all three target segments.

Markets: Online advertising efforts were targeted to the entire state of California. A total of 39,092,774 impressions ran for this flight of the online campaign.

**ONLINE Run Dates:**
**Fall Campaign, October 6 - November 16, 2014**

Messaging: Fall campaigns for “I Can Afford College” focused on back to school messaging, assuring that target audiences have financial aid top of mind as they register for classes. The 2014 campaign was geared toward the influencer audience.

Markets: Online advertising efforts were targeted to the entire state of California. A total of 6,596,866 impressions ran for this flight of the online campaign.

**ONLINE Run Dates:**
**Cal Grant, January 12 - March 2, 2015**

Messaging: Cal Grant messaging highlights the upcoming March 2 Cal Grant deadline with the message “apply before it’s too late.” The 2015 creative focused on outreach to both teen and re-entry audiences, with additional impressions targeting the influencer audience.

Markets: Similar to the Fall 2014 campaign, online ads were geo-targeted to the entire state of California. During this flight, 33,341,835 impressions were delivered against the three target audiences.

**ONLINE Run Dates:**
**Financial Aid Awareness Month, March 31 - May 11, 2014**

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: Individuals within the three target segments throughout the state were exposed to messages. A total of 24,126,480 impressions were delivered during this time period.

**ONLINE Run Dates:**
**Not Too Late/High School Graduation, May 19 - June 15, 2014**

Messaging: The “It’s Not Too Late” campaign messaging was extended into the June online advertising campaign focused toward the youth audience. The creative continued to include online video.

Markets: The final flight of the fiscal year reached target audiences in all areas of California. In this final flight of the year, 7,882,618 impressions were recorded.

2014-15 ONLINE FLIGHTS

**ONLINE Run Dates:**
**Summer Campaign, July 14 - August 17, 2014**

Messaging: Summer campaigns for “I Can Afford College” focused on the “It’s Not Too Late” messaging, letting audiences know it is not too late to apply for financial or register for fall classes. This flight was geared towards all three target segments.
ONLINE Run Dates:
Not Too Late/High School Graduation, May 18 - June 14, 2015

Messaging: The “It's Not Too Late” campaign messaging was extended into the June online advertising campaign focused toward the youth audience. The creative continued to include online video.

Markets: The final flight of the fiscal year reached target audiences in all areas of California. In this final flight of the year, 10,936,526 impressions were recorded.

Donated Radio/Online
Both the paid radio and paid online efforts were leveraged for added value exposure. During the 2013-14 and 2014-15 fiscal years, iHeart Media increased the campaign’s exposure by providing the following added value to media buys, with an estimated total value of $781,002:

- Free talent and production for radio and online spots.
- Production of promotional web banners and artwork.
- 3,023 total bonus on-air campaign spots.
- 3,315 on-air spots ran in support of the promotion/sweepstakes.
- 28 million bonus impressions delivered by web banners, video pre-roll and streaming on Clear Channel (over-delivery).
- Promotional prizes: $2,250 and $5,000 scholarships for community college, an automobile with taxes paid, a MacBook Air, iPad, iPod Touch, iPad.
- 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 Los Angeles in May 2014 and 2015.

- Production of a Jumbotron advertisement that aired three times at the Wango Tango event in Los Angeles in May 2014 and four times at the same event in May 2015.
- Live streaming broadcast sponsor of Wango Tango.
- Full-page, 4-color ad in the Wango Tango Program
- Printing of 11,000 posters for on-campus promotion of the contest at high school and community colleges throughout the state.
- Clear Channel was able to bonus 36 eco-posters in select California markets for added exposure during financial aid awareness month
- Street team visiting 12 high schools/colleges around the state to promote contest.
- Prizing for prize wheel used at street team events (gift cards from Starbucks’, Subway, Target, iTunes and American Express).
- Additional non-iHeart Media online partners provided bonus exposure with an estimated value of $174,077. This added value combined with that provided by Clear Channel brings the total added value for the campaign to $2,951,673.
- With the donated support provided by media partners, we were able to significantly increase the exposure of the paid media campaign. Paid media and added value efforts resulted in campaign exposure valued at a total of $6.76 million.

Social Media Advertising
In October 2014, the “I Can Afford College” financial aid awareness campaign began testing paid results on the social media platforms Facebook and Twitter. The first paid flight ran from October 2014 through November 2014, the second flight ran from January 2015 through June 2015. Two paid campaigns types were tested, one to increase audience size, the other to increase user engagement, i.e. impressions,
likes, comments, “retweets” with the “I Can” social media content.

Results of the 2014-15 fiscal year Facebook and Twitter paid campaigns:

**Facebook:** On October 1, 2014, the “I Can” Facebook audience size was 4,511 and through a paid “likes” campaign, gained 11,020 new followers, resulting in 15,531 likes—a growth of 244 percent.

**Twitter:** On October 1, 2014, the “I Can” Twitter audience size was 1,502 and through a paid “likes” campaign, gained 2,286 new followers, resulting in 3,788 likes—a growth of 152 percent.

**Media Relations**

In addition to paid advertising, the campaign sought further exposure through media relations. During both the 2013-14 and 2014-2015 fiscal years, the campaign attempted to reach high school students and current California community college students by providing template financial aid articles that were sent to school publications to print and run. The articles were created to accompany activities in the three key time frames for the campaign: the March 2 Cal Grant Deadline, April’s Financial Aid Awareness Month, the ARRA Tax Credit Extension and high school graduation.

In the 2013-14 fiscal year, the “I Can Afford College” campaign secured four article placements in Asian publications to help support the March 2nd Cal Grant deadline. The campaign also provided media relations assistance to help support City College of San Francisco during the Spring 2013 semester:

- Secured three in-studio TV/radio interviews.
- Secured five article placements (print and online).

Also, in the 2014-15 fiscal year the campaign was also able to secure one article placement with The Press-Enterprise (Inland Empire) and one radio interview with La Buena Radio (Sacramento).

**Outreach**

Grassroots outreach has helped launch the “I Can Afford College” campaign directly into the heart of underserved communities and established the campaign as a valuable resource on financial aid. With its proven track record, the campaign has experienced great success where it matters: in the community.

Efforts to build partnerships with community and faith-based organizations continued in 2013-14 and 2014-15. Since the campaign’s inception, relationships have been built with more than 200 community and faith-based organizations across the state, including the Junior Achievement of Southern California, Chicano Latino Youth Leadership Program, Social Justice Learning Institute, Asian Youth Center, Hispanics Organized for Political Equality (HOPE) and many other organizations. Through these relationships, target audiences are hearing campaign messages from community members and organizations they trust. The campaign has 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 sharing campaign articles through partner newsletter distributions. Finally, the campaign has also been invited to events/meetings put on by campaign partners to help promote the campaign, and participated in 80 community events across the state during 2013-14 and 2014-15. Events included CareerGPS 2014, Los Angeles Cash for College “College and Career Convention,” Black College Expo, Tet Festival, Es El Momento Education Fair and the Mexican Consulate’s “Steps to College,” among others. Community events have been a successful tool for raising awareness among parents, students and education advocates that cost should never be a barrier to higher education and that financial aid is available year-round at California’s community colleges.

During both the 2013-14 and 2014-15 budget years, 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 April 2014, and April and June 2015, the campaign installed a three-panel display in the Annex Hallway of the Capitol to help promote the campaign and the California Community Colleges while also highlighting members of the Capitol that had past and/or current affiliations with the California Community Colleges.

2013-14 OUTREACH
City College of San Francisco: July 2013 - August 2013 and January 2014

In an effort to help promote enrollment in San Francisco City College (CCSF) for the Fall 2013 and Spring 2014 semesters, among worries of accreditation issues, the “I Can Afford College” campaign provided its services through a verity of efforts. With the messaging of CCSF being open and accredited, the campaign completed a targeted radio, online and out-of-home advertising campaign in the San Francisco/Bay Area market that targeted the demo (18 – 49). Specialized web banner ads were created to help support the online buys:

Below are the results from the advertising efforts:

**CCSF Fall 2013 Semester Buy**
- 807 total on-air spots (including bonus spots) ran in support of CCSF.
- 371 bonus on-air spots ran in support of CCSF.
- Production of the CCSF spots was provided pro bono.
- 14.5 million total impressions generated from the radio buy.
- 5.9 million impressions generated from the online buy.
- The total value of the CCSF Fall 2013 semester buy was $165,938.

**CCSF Spring 2014 Semester Buy**
- 306 total on-air spots (including bonus spots) ran in support of CCSF.
- 142 bonus on-air spots ran in support of CCSF.
- Production of the CCSF spots was provided pro bono.
- 7.6 million total impressions generated from the radio buy.
- 1.09 million impressions generated from the online buy.
- The total value of the CCSF Spring 2014 semester buy was $141,606.

Finally, the “I Can Afford College” campaign also participated at the City College of San Francisco Back-to-School event at the start of the Fall 2013
semester. As added value to the campaign, Clear Channel provided two radio stations (KMEL and KYLD) to conduct radio remotes at the event.

2014-15 OUTREACH

In April 2015, Corinthian Colleges, the parent company of the Everest Institute, Everest College, Wyotech and Heald Colleges, announced that they were immediately ceasing operations and instruction at their 23 locations in California. These closures affected the education of tens of thousands of students across California.

To help those students affected by the sudden closure of their schools, the campaign assisted in providing informational material about continuing their higher education pursuit at a California community college. The campaign participated at five on-campus school closure events and provided materials to an additional five campuses.

Financial Aid Awareness Month: April 2014 and 2015

As a result of the highly publicized Cal Grant deadline, many students incorrectly believe they cannot apply for college financial aid beyond March 2. The California Community Colleges Financial Aid Awareness Month takes place in April to inform students that it’s not too late to apply for financial aid for the upcoming academic year.

The 11th annual California Community Colleges Financial Aid Awareness Month took place in April 2015, marking yet another collaborative effort between the campaign and local campus financial aid offices. During Financial Aid Awareness Month in 2015, 57 colleges promoted more than 131 free financial aid workshops on 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 ran during Financial Aid Awareness Month (see Advertising section above for more details), and the campaign was able to secure a commemorative message from Gov. Jerry Brown’s office in the month of April, honoring the California Community Colleges and April’s Financial Aid Awareness Month.

During the 10th annual Financial Aid Awareness Month in April 2014, 78 colleges promoted more than 197 free financial aid workshops on 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 ran during Financial Aid Awareness Month (see Advertising section above for more details), and the campaign was able to secure a commemorative message from Gov. Jerry Brown’s office in the month of April, honoring the California Community Colleges and April’s Financial Aid Awareness Month.
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