Student Financial Aid Programs

California Community Colleges Chancellor’s Office
Jack Scott, Chancellor

Prepared by the Student Services Division
and the Office of Communications

SEPTEMBER 2010
September 27, 2010

Honorable Arnold Schwarzenegger
Governor of California
State Capitol
Sacramento, California 95814

Dear Governor Schwarzenegger:

I am pleased to present to you the California Community Colleges Chancellor’s Office report on Student Financial Aid Programs in 2008/09. As you may be aware, the number of community college students who apply for financial aid has steadily increased during the past decade. Our financial aid officers throughout the state are doing a heroic job as they endeavor to meet record breaking demands for services on their campuses.

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 our colleges. It also includes extensive data on the numbers and characteristics of new financial aid recipients and a comparison of years 2007/08 and 2008/09 with the baseline year 2002/03 performance measures. Also included as a supplement to this report are the many highlights of the state’s ongoing public awareness campaign on the availability of financial aid opportunities for California Community Colleges students.

If you or your staff have questions regarding this report, please contact Erik Skinner, vice chancellor for programs, at (916) 323-7007 or skinner@cccco.edu.

Thank you for your continued support for these programs and the students they serve.

Sincerely,

Jack Scott, Ph.D.
Chancellor
Student Financial Aid
Executive Summary

The California Community Colleges serve 2.76 million students and is the largest system of higher education in the nation. The state’s 112 colleges offer certificates and degrees for tomorrow’s careers, provide basic skills education, and prepare students for transfer to four-year universities.

Over the past decade, the number of students who apply for and are awarded financial aid has steadily increased. From 2002/03 to 2008/09, enrollments have grown only 4.7 percent. During this same period, financial aid applications, awards, and Board of Governors Fee Waivers have each increased by 46%. These strides have been made possible by funding provided by the state to support financial aid administration and media outreach. It also results in a positive investment for the state.

The Budget Act 2008/09 specifies two components of funding: $34.2 million for administrative capacity and $2.8 million for a media campaign. The provisional language directs the system chancellor to submit an annual report to the governor and Legislature, and requires a comparison for the most recent two years on:

- The change in financial aid applications and Board of Governors (BOG) Fee Waivers processed.
- The types and frequency of outreach contact.
- The overall cost of the outreach.
- Student subgroups based on age, race, ethnicity, gender, BOG Fee Waiver status, and other external factors, as determined by the chancellor.
A comparison of the baseline enrollment data for 2002/03 with data from the 2007/08 and 2008/09 academic years.

This report contains data from all 110 colleges (at the reporting time), and documents the outcomes of the Board Financial Assistance Program-Student Financial Aid Administration (BFAP-SFAA) funds that were provided to increase student financial aid participation. It includes information on the distribution of funds, specific uses of the funds, strategies employed to reach potentially eligible low-income and disadvantaged students, and the extent to which districts were successful in increasing the number of students accessing financial aid, particularly the maximum Pell Grant award.

The report includes:

- Demographic tables showing student enrollment headcounts, financial aid applications, financial aid awards, and funding levels for 2002/03 (the baseline year) and the 2007/08 and 2008/09 reporting years.
- A description of the method used to allocate funds in 2008/09 and a display of allocations by college.
- A summary of the 2008/09 financial aid outreach strategies and improvements in administrative capacity implemented by colleges.
- The “I Can Afford College” media campaign report.

“Exhibits” are referred to in the report, and may be viewed online at: http://www.cccco.edu, then click on Chancellors Office, Reports.
Introduction

In 2003/04 the state Budget Act raised the first significant community college fee in over a decade. Fees jumped from $11 to $18 per unit. It also redirected $38 million in the Chancellor’s Office budget to the Board Financial Assistance Program – Student Financial Aid Administration to increase financial aid administrative capacity and outreach. In the six years since, the California Community Colleges has produced substantial increases in the number of students who receive financial aid services and who are awarded state and federal financial assistance.

Of the $38 million in BFAP-SFAA funds, $34.2 million was designated to expand financial aid outreach and administrative capacity, and $3.8 million was designated for a statewide media campaign to promote public awareness and increase participation in financial aid programs.

In 2004/05, funding for the media campaign was reduced to $2.8 million. Since that time, state Budget Acts have maintained the BFAP-SFAA allowance at $34.2 million for administrative capacity and $2.8 million for the media campaign. When combined with the base funding for student financial aid administration, the 2008/09 Budget Act provides a total of $44.1 million in funding for student financial aid administration.

The designated purpose of this funding is to offset the effect of college enrollment fees (currently at $26 per unit) by:

Increasing awareness and participation in student financial aid programs through direct contact with potential students, current students and families.

Increasing low-income and disadvantaged student participation in postsecondary education by providing access to information, application assistance, and expanding the number of funded financial aid awards.

In 2008/09, financial aid staff throughout California’s community colleges conducted more than 13,000 in-reach and outreach events, including more than 2,400 multilingual events that served more than 174,000 people. As a result, more than 76,000 new students were awarded financial aid. This represents an 18.2 percent
increase from the prior year and a 40.2 percent increase from the 2002/03 base year funding. The colleges also served more than 1 million financial aid students.

The purpose of the media campaign is to promote public awareness of financial aid availability and increase participation in financial aid programs by communicating the following:

The California Community Colleges are affordable.

Financial aid is available to cover enrollment fees and help with books and other costs.

College financial aid officers will provide students and families financial aid education and resources.

Since the 2002/03 base year, funding has made the following gains possible:

- BOG Fee Waiver awards increased by 45.7%.
- Pell Grant awards increased by 33.8%.
- Funding to all students in financial aid programs increased 73.5%.

Findings in this report illustrate there exists a high return on the state’s $37 million augmentation in financial aid administration, marketing and outreach. Increasing state investments in financial aid administration and outreach would most likely increase the number of community college Pell Grant recipients, resulting in a direct federal stimulus for the California economy.
Financial aid administrators currently face significant funding challenges as they seek to keep pace with the skyrocketing numbers seeking a community college education. At the root of these challenges is the fact that the state invests considerably less money in financial aid administration and outreach programs to help students who begin their academic career at a community college than in those who begin at a public four-year university. For example, in 2007/08 the state invested $40 per community college student compared to $77 per CSU student and $165 per UC student.

In addition, the BFAP-SFAA capacity funding has received no COLA or growth adjustment, and funding has increased only 3.3 percent since 2003/04. While the funding augmentation initially resulted in a historic high of 2,010 staff working in the programs in 2005/06, that number has since eroded by 13 percent, to 1,748 in 2008/09.

The loss of trained staff impacts the capacity of financial aid offices to meet the needs of the high number of displaced workers seeking a college degree or job retraining. First-time applicants require greater assistance and intervention. The process allows for consideration of “special circumstances” when determining eligibility, which is more labor-intensive to process. The recent recession has resulted in an increase in the number of special circumstances cases from 15-20 percent to 50-70 percent, significantly increasing staff workload.

This override is critical to individuals whose prior year tax forms indicate strong wage earnings, but the recession has left them cash strapped, underemployed, or without work. High workload demands result in delays of up to 60-90 days for students who complete the application process later in the cycle. What impact this has had on enrollment and persistence is unclear at this time.
The primary source of data for this report is the Chancellor’s Office Management Information System. Collected data includes:

- student enrollments
- student demographics
- student services
- program awards
- financial aid
- matriculation
- administrative costs
- BFAP-SFAA funding allocations

Data can be displayed collectively as statewide data or broken out by campus and district.

Another significant source of information is the data provided on the BFAP-SFAA campus report forms that are required by each college. This includes the use of funds, outreach activities, program applications, and staffing and is collected and analyzed by the Chancellor’s Office.

Other sources of information and data include recent studies by the Institute of Educational Sciences’ National Center for Educational Research and MPR Associates, Inc., a national research firm that has conducted several special studies on financial aid in the California Community Colleges.
Background

Financial Aid Programs in California Community Colleges

Each community college financial aid office administers upward of a dozen state and federal student aid programs. In 2002/03, colleges provided 610,000 students with more than $895 million from various student financial assistance programs to cover educational expenses.

As Tables A and B illustrate, the number of unduplicated financial aid recipients has increased considerably since 2003/04 - to 891,984 students who received more than $1.55 billion dollars in financial aid in 2008/09. This represents a 46.2 percent increase in the number of financial aid recipients and a 73.5 percent increase in financial aid dollars awarded.

| TABLE A - Seven-Year Comparison of Unduplicated Financial Aid Recipients |
|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|

As Tables A and B illustrate, the number of unduplicated financial aid recipients has increased considerably since 2003/04 - to 891,984 students who received more than $1.55 billion dollars in financial aid in 2008/09. This represents a 46.2 percent increase in the number of financial aid recipients and a 73.5 percent increase in financial aid dollars awarded.
With the exception of a slight drop in 2006/07, the colleges have experienced annual increases in both the amounts distributed and the students served since the 2002/03 baseline year. The 2006/07 drop resulted from the combined effects of a change in the federal needs analysis formula and a 23 percent drop in enrollment fees, from $26 to $20 per unit, in January 2007. These factors reduced both the number and amount of awards for that year.
The vast majority of student financial aid awards derive from BOG Fee Waivers and Pell Grants. These two programs account for more than 73 percent of all award dollars. Table C, below, shows the growth of these sources.

**TABLE C – Seven Year Comparison of BOG Fee Waivers and Pell Grants**

![Graph showing growth in BOG Fee Waivers and Pell Grants](image)

The BOG Fee Waiver program, Table C, continues to serve the largest number of students and has grown substantially over the past six years. In 2002/03, 597,000 students received $102.7 million in BOG Fee Waivers. As of 2008/09, those figures grew by 45.7 percent, with more than 870,000 students receiving $253.9 million in BOG Fee Waivers.

The Pell Grant program continues to provide the greatest amount of funding for community college students. It is by far the largest single source of financial aid award dollars. In 2002/03, 240,000 students received $534 million in Pell Grants. In 2008/09, 321,000 students received $882 million in Pell Grants, representing a 33.8 percent increase.
Rapid Growth in Educational Loan Programs

Educational loan programs (primarily Stafford Loans) are the third largest source of financial aid funds for college students. These programs provided 68,000 student loans (including multiple loans) totaling more than $233.2 million in 2008/09.

Until recently, the federal government administered two loan programs for higher education students: the Federal Family Education Loan Program (FFELP), which is funded through private lenders, and the Direct Loan Program, funded through the U.S. Department of Education. The funds for both programs are shown below:

**TABLE D – Seven Year Comparison of Federal Educational Loans**

![Graph showing seven year comparison of federal educational loans]
Beginning July 1, 2010, the federal government mandated that all federal student loans be processed through the Direct Loan Program only. As a result, the U.S. Department of Education now provides all funds for federal student loans for higher education students. This change will produce dramatic shifts in future loan funding reports.

Although community college students take out relatively few educational loans compared to students from other segments of postsecondary education, the number has grown 33 percent in the past year alone, demonstrating that these loans are a critical resource for students who choose or need to borrow.

Funding for the Cal Grant program, the state’s largest intersegmental grant program, has remained relatively flat for the past several years. Cal Grant awards dropped by 3.4 percent in the past year, from 67,012 awards in 2007/08 to 64,560 awards in 2008/09. While enrollments and financial aid applications have been growing, Cal Grants funds have remained limited to only a fraction of eligible applicants. Cal Grants currently account for only 7.4 percent of community college financial aid recipients and only 4.7 percent of community college financial aid funds.

See Exhibit 1 for a comprehensive summary of systemwide student financial aid programs award data for 2002/03 through 2008/09.

**Sources of Funding for California Community College-Student Financial Aid Administration (SFAA)**

Through the BFAP-SFAA allowance, the state provides categorical funding for the administration of the BOG Fee Waiver program to increase program participation and provide information and outreach to students and potential students for all (federal, state and private) financial assistance programs.

In 2003/04, the first year of the BFAP-SFAA capacity funding augmentation, the state provided $42.6 million in funds totaling 44 percent of student financial aid administration expenditures. As of 2008/09, the state provided $44.1 million in funds totaling 40 percent of all student financial aid administration expenditures.

Local districts and colleges provide the largest amount of support for the administration of student financial assistance programs, from general fund apportionments through local budget decisions. In total, local colleges and districts spent $65.8 million in 2008/09 or 60 percent of all student financial aid.
administration expenditures, as compared to $55.3 million in 2003/04 or 57 percent of all student aid financial aid administrative expense.

The Pell Grant program provides a $5 administrative allowance per grant recipient that yielded approximately $1.6 million in 2008/09, or 1.5 percent of student financial aid administration expenditures. This increase from last year’s $1.4 million is due to increased Pell awards.

The Federal Campus-Based Programs (Supplemental Educational Opportunity Grant Federal Work Study and Perkins Loans) provide a 3 percent administrative allowance on the relatively small pool of program funds. It provided approximately $1.5 million or 1.4 percent of all student financial aid administration expenditures in local administrative support in 2008/09.

The Cal Grant programs provide no program administration funding to colleges.

See Exhibit 2 for a summary of student financial aid administration spending by college for 2002/03 through 2008/09.

**Accurately Comparing Financial Aid Participation Rates**

Much focus is placed on the role of financial aid in ensuring access to higher education. Comparing California Community College performance data with the performance data from other systems or states poses several challenges. Unlike other segments of higher education, the community colleges serve as open enrollment institutions, rendering comparisons to other segments and our defined service populations incongruous.

In developing initial performance measures, the Chancellor’s Office designated credit enrollment head count as the measure (denominator) of potentially eligible populations attending a community college that might be eligible to apply for and receive any type of financial aid because:

- Enrollment fees are only assessed on credit coursework. Students are eligible to have their fees waived through the BOG Fee Waiver program.
- Typically, for Pell and other federal programs and Cal Grants, a student must be in an eligible credit-enrollment program.
Further, the structure and reporting cycle of the Chancellor’s Office data system do not lend themselves to direct comparisons. The internal measures for both enrollment and financial aid program participation include aggregated annual data for all terms in an academic year, which may include:

- Summer as an academic year “leading” term (schools have the option of using the summer term as a leading term or trailing term).
- Fall term (all semester and quarter schools).
- Winter term (for quarters and semester inter-sessions).
- Spring term (all semester and quarter schools).
- Summer as a “trailing” term in an academic year (schools have the option of using the summer term as a leading term or trailing term).
Allocation Formula for BFAP-SFAA

The 2008/09 and 2009/10 Budget Acts maintain the funding established in 2003/04 for the BFAP-SFAA to expand local community college financial aid participation, outreach, and administrative capacity. The Chancellor’s Office notifies colleges of allocation guidelines and amounts as well as local Maintenance of Effort (MOE) requirements.

In distributing the $34.2 million BFAP-SFAA funds, the Chancellor’s Office provides each college with a base allocation of $50,000 to ensure that small or newly established colleges are fairly funded. This totals $5.5 million for 110 colleges. The remaining $28.7 million, intended for local expenditure, is distributed on the basis of a "fair share" formula using two equally-weighted factors:

   Each college’s full-time equivalent student (FTES) as a percentage of total system FTES.

   Each college’s BOG Fee Waiver recipients as a percentage of total system BOG Fee Waiver recipients.

See Exhibit 3 for a comparison of colleges’ annual allocations.

Local Maintenance of Effort Requirements

The annual Budget Act states: “Funds allocated to a community college district for financial aid personnel, outreach, determination of financial need, and delivery of student financial aid services shall supplement, and shall not supplant, the level of funds allocated for the administration of student financial aid programs during the 2001-02 fiscal year.” In implementing this provision, the Chancellor’s Office established an MOE requirement for each college, based on 2001/02 expenditures. Any college reporting non-compliance with the MOE requirements must provide an explanation of the circumstances and mitigating corrective actions to rectify the local funding shortfall and is potentially subject to a fiscal penalty.
Comparison of Public System Financial Aid Administration Funding

The $34.2 million annual financial aid administration capacity and participation funding, designated since the 2003/04 state Budget Act, represents California’s most significant investment in improving financial aid administrative resources at California Community Colleges. However, when viewed in the overall context of the public higher education segments in California, the average financial aid administrative funding of $40 per credit student at community colleges remains significantly below corresponding expenditures in the CSU and UC, the other public postsecondary systems in the state.

Table E, below, illustrates the disparity of student financial aid administration funding between the public postsecondary systems.

**TABLE E – 2007/08 Summary of Administrative Funding for Student Financial Aid Administration in Public Postsecondary Systems**

![2007-08 Financial Aid Administration Expenditure per Student](chart.png)
How Colleges Have Invested Funds to Increase Participation

Identifying Target Populations and Designing Strategies

Colleges submit BFAP-SFAA spending reports to the Chancellor’s Office detailing strategies and expenditures that reflect locally focused student services. In general, colleges deploy programs designed to improve participation in programs and ensure that lower income and underserved students take advantage of financial aid programs available to them. The Chancellor’s Office encourages financial aid officers to identify strategies for using the BFAP-SFAA capacity funds to target and assist local populations who are not served or who are underserved. Spending strategies focus on identifying needy students, assisting in the application process, increasing financial aid office capacity to administer complex student aid programs, and awarding and disbursing student aid funds.

College spending reports show the vast majority of expenditures are related to staffing costs, including direct costs such as salaries and benefits and indirect costs such as recruiting, training, and equipment purchases.

College spending reports for 2008/09 show:

- More than 94% of the SFAA funds are used for expenses associated with staffing. This figure has increased significantly from the 82.6% figure shown in the base year 2002/03.

- Without a COLA, the BFAP funding has not kept pace with the increases in staff salary and benefit costs. Financial aid staffing levels have decreased by 13%, while staffing costs have increased by 19%, demonstrating that a decreasing number of financial aid staff members are serving an increasing number of students requiring financial aid services.

- Remaining funds are used for expenses related to outreach and in-reach activities, such as on-campus and off-campus community events, translation services, publications, and printing.

During the initial years of the BFAP-SFAA capacity funding, many colleges were able to utilize a larger portion of these funds to initiate and expand financial aid recruitment efforts. However, as staffing positions become more costly to maintain,
a greater portion of the funds are dedicated to keeping pace with daily demands of the growing pool of applicants and recipients.

A comparison of the college BFAP-SFAA base and capacity and participation expenditure reports for 2008/09 is provided in Table F, below:

**TABLE F – Comparison of BFAP-SFAA Expenditures for 2007/08 and 2008/09**

<table>
<thead>
<tr>
<th>Cost Categories</th>
<th>2007-08</th>
<th>2008-09</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Percent</td>
<td>Dollars</td>
</tr>
<tr>
<td>Expenses related to staffing, including salaries/wages, benefits, training, recruitment, equipment, and workstations</td>
<td>92.4%</td>
<td>$40,996,842</td>
</tr>
<tr>
<td>Expenses related to outreach including events, translation services, publications, and printing</td>
<td>7.3%</td>
<td>$3,233,791</td>
</tr>
<tr>
<td>Other expenses</td>
<td>0.3%</td>
<td>$128,642</td>
</tr>
<tr>
<td><strong>Total BFAP-SFAA</strong></td>
<td>100.0%</td>
<td><strong>$44,359,275</strong></td>
</tr>
</tbody>
</table>

**Staffing**

As a means of establishing a baseline for monitoring future staffing trends, in 2005/06 the Chancellor’s Office asked colleges to annually report the number of staff by employment classification. This number, particularly temporary and student workers who provide a large portion of outreach services and administrative support, has dropped to a point where it has become increasingly difficult for campuses to provide needed services to match the growth in student enrollments and applications.

College BFAP-SFAA spending reports for 2008/09 show 1,748 staff working to support student financial aid program participation, a net drop of 13 percent, from 2,010 to 1,748.
Table G, below, identifies the financial aid staffing by employment classification:

### TABLE G – Four Year Comparison of BFAP-SFAA Financial Aid Staffing

<table>
<thead>
<tr>
<th>Employee Type</th>
<th>2005-06 Number</th>
<th>2006-07 Number</th>
<th>2007-08 Number</th>
<th>2008-09 Number</th>
<th>Net Change</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permanent Employees (Full Time Equivalent)</td>
<td>1,101</td>
<td>1,093</td>
<td>1,061</td>
<td>1,034</td>
<td>-67</td>
<td>-6.1%</td>
</tr>
<tr>
<td>Temporary Employees</td>
<td>304</td>
<td>285</td>
<td>271</td>
<td>225</td>
<td>-79</td>
<td>-26.0%</td>
</tr>
<tr>
<td>Students</td>
<td>605</td>
<td>510</td>
<td>492</td>
<td>489</td>
<td>-116</td>
<td>-19.2%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>2,010</strong></td>
<td><strong>1,888</strong></td>
<td><strong>1,824</strong></td>
<td><strong>1,748</strong></td>
<td><strong>-262</strong></td>
<td><strong>-13.0%</strong></td>
</tr>
</tbody>
</table>

**Multilanguage Materials and Events Reach Hard to Serve Populations**

Providing informative services in multiple languages is a critical part of reaching hard-to-serve populations. The number of bilingual students and parents reached through events has increased steadily each year. In 2008/09, college staff presented more than 2,400 multilingual events and served more than 174,000 people.

Translators and translation services are deployed to create multilanguage materials and publications and deliver presentations to limited English-speaking students. Bilingual staff and student workers organize one-on-one, group activities, and events targeted at limited-English-speaking populations including Armenian, Arabic, Assyrian, Cambodian, Chaldean, Chinese, English, Farsi, Korean, Hmong, Punjabi, Spanish, Tagalog, Ukrainian, and Vietnamese.

The Chancellor’s Office warehouses translated materials for reference and subsequent access by other colleges.

**Targeted Outreach Aimed at Low-income and Disadvantaged Students**

Since the inception of the BFAP-SFAA capacity funding, colleges have employed specific strategies to identify and better serve low-income and disadvantaged student populations in the local communities where they reside. Additionally, the I Can Afford College campaign specifically engages these populations through strategic marketing and outreach efforts.
How Relationships with High Schools Increase Awareness of Financial Aid

Many financial aid administrators maintain regular contact with local high school teachers, counselors, and advisers to ensure they are informed of college student support services, including the various financial aid programs and application processes relative to each program.

College administrators conduct in-service training and workshops for high school counselors, advisers, teachers, and other high school staff to increase awareness and promote an understanding of the financial aid programs and processes.

Expanded Outreach Targets Underserved High School Students and Parents

Community college financial aid and outreach personnel regularly participate in college and high school financial aid training events throughout the state. The I Can Afford College campaign partners with the California Student Aid Commission California Cash for College program to increase awareness of the March 2 Cal Grant Entitlement deadline, and to identify “priority high schools” for outreach to low-income and disadvantaged students. Free Application for Federal Student Aid (FAFSA) workshops also target alternative/continuation high school students and parents.

In 2008/09, colleges provided in-reach and outreach services to more than 1.4 million students, prospective students, and parents through 13,000 on- and off-campus events.

Expanded Community Outreach Connects to Young Adult and Adult Populations

Through the I Can Afford College marketing and outreach efforts, both young and adult populations are encouraged to attend a college and apply for financial aid year round. Financial aid offices provide materials and one-on-one application assistance in multiple languages to reach limited English speaking populations, including guidance and assistance in 16 different languages in 2008/09.

Community colleges reach hard-to-serve populations through partnership with community and faith-based organizations and by offering FAFSA workshops to an array of local and regional community organizations. College staff also hosts information stations at shopping centers and community events, while offering pre-developed presentations and collateral materials to local groups and faith-based organizations for distribution to their constituents.
In support of foster youth outreach efforts, each college has identified a Foster Youth Success Initiative liaison to serve as a point of contact for issues of unique concern and to help them access financial aid and other comprehensive college support services.

**Integration of Students is Important in Outreach and In-Reach Efforts**

Student associations and student government continue to play an important role in outreach and in-reach initiatives, including co-hosting events, actively assisting in creating campus/student awareness, and encouraging participation in student financial aid programs.

Student workers play an even greater role in outreach and in-reach activities and offer many benefits to both the colleges and the students. Student workers provide the colleges with:

- Greater staffing flexibility to serve the needs of prospective financial aid applicants and recipients.
- Additional bilingual resources to assist students and families with completion of the Free Application for Federal Student Aid (FAFSA).
- Part-time and intermittent financial aid staff who attend classes and help create awareness and encouragement to other students.
- Student peer advisers offer prospective students a valuable student-based perspective on campus life and campus support systems.

**College In-Reach and Service Improvements**

College in-reach remains an important aspect of efforts to make continuing students aware of the financial aid program and application processes. Many students are eligible for financial aid but are either unaware of its availability or are intimidated by the application process.

With the help of BFAP-SFAA capacity funds, colleges have been able to send out posters, announcements, and flyers; set up screens, banners, and kiosks; place ads in college newspapers, handbooks, class schedules and catalogs; offer open-house events dedicated to financial aid information and application materials; and go directly into the classrooms to inform students of financial programs and services.
Strategies to reach low-income and disadvantaged students include:

Assigning free campus e-mail addresses for all students. This allows them to send and receive communications regarding college programs and services.

Setting up dedicated computer labs with trained staff to allow students to check e-mail, enroll in classes, access program information, and apply for financial aid.

Posting flyers at locations on and off campus informing students of upcoming FAFSA workshops, financial aid opportunities, and deadlines.

Conducting hundreds of specially scheduled financial aid workshops.

Publishing brochures and materials, some in multiple languages, to help students and parents better understand program benefits and requirements.

Maintaining telephone banks or other electronic communications systems to quickly communicate with students regarding various financial aid matters.

In-Reach to Other On-Campus Programs

To improve financial aid participation for low-income and disadvantaged students, financial aid staff also work through other on-campus student services programs, such as EOPS, DSPS, CARE, CalWORKs, and transfer centers. Staff collaborative relationships with those programs allow direct access to targeted low-income and disadvantaged students.

Some financial aid administrators work with faculty and arrange presentations in their classes to provide information and materials. This is especially beneficial for students who are uncomfortable with asking for assistance, but when given an opportunity to hear directly from staff, will often take the next step and visit the financial aid office.
College Performance Indicators

Established Benchmark Performance Indicators

State Budget Act language on BFAP-SFAA funding requires the Chancellor’s Office to report “the extent to which districts are successful in increasing the number of students accessing financial aid, particularly the maximum Pell Grant award.”

The Chancellor’s Office has identified several primary performance indicators to monitor and measure college performance resulting from the BFAP-SFAA capacity and participation funding. These include Pell Grants and the BOG Fee Waivers.

The Pell Grant program provides the largest amount of student aid dollars to community college students. To qualify for Pell Grant assistance, students must be enrolled in an eligible program leading to a degree, certificate, or transfer. Performance indicators include:

- The number of annual unduplicated headcount credit enrollment receiving Pell Grants.
- The percent of annual unduplicated headcount credit enrollment receiving Pell Grants.
- The dollar value of annual award payments for Pell Grants.

The BOG Fee Waiver program is a state-funded program that waives the enrollment fee for students who have financial need. Performance indicators include:

- The number of unduplicated headcount credit enrollment receiving a BOG Fee Waiver.
- The percent of unduplicated headcount credit enrollment receiving a BOG Fee Waiver.
- The dollar value of annual award payments for BOG Fee Waivers.

The Chancellor’s Office encourages colleges to establish local performance goals and objectives in support of the above statewide performance measures.
California Community Colleges Performance Relative to Benchmarks

Based on established indicators, Tables H and I show systemwide performance.

Table H, below, displays credit enrollment headcount; the number and dollar value of BOG Fee Waivers and Pell Grants; and the combined dollar value of these awards for 2002/03 through 2008/09.

**TABLE H – Seven Year Comparison of BOG Fee Waivers and Pell Grants**

<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>2002-03</td>
<td>2,690,594</td>
<td>597,286</td>
<td>$102,726,455</td>
<td>239,925</td>
<td>$533,720,693</td>
<td>$895,275,669</td>
</tr>
<tr>
<td>2003-04</td>
<td>2,453,486</td>
<td>639,105</td>
<td>$168,185,622</td>
<td>246,093</td>
<td>$566,248,344</td>
<td>$1,018,060,333</td>
</tr>
<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>$668,170,200</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>6 year +/-</td>
<td>125,667</td>
<td>273,032</td>
<td>$151,216,173</td>
<td>81,141</td>
<td>$347,960,182</td>
<td>$658,053,216</td>
</tr>
<tr>
<td>6 year % +/-</td>
<td>4.67%</td>
<td>45.71%</td>
<td>147.20%</td>
<td>33.82%</td>
<td>65.20%</td>
<td>73.50%</td>
</tr>
</tbody>
</table>
Table I, below, displays credit enrollment headcounts and the number and percentage of students served by BOG Fee Waivers and Pell Grants from 2002/3 through 2008/09.

### TABLE I – Seven Year Comparison of BOG Fee Waivers and Pell Grants as a Percent 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 Percent of Credit Enrollment</th>
<th>Pell Grants as Percent of Credit Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002-03</td>
<td>2,690,594</td>
<td>597,286</td>
<td>239,925</td>
<td>22.2%</td>
<td>8.9%</td>
<td></td>
</tr>
<tr>
<td>2003-04</td>
<td>2,453,486</td>
<td>639,105</td>
<td>246,093</td>
<td>-8.8%</td>
<td>26.0%</td>
<td>10.0%</td>
</tr>
<tr>
<td>2004-05</td>
<td>2,439,443</td>
<td>699,015</td>
<td>259,958</td>
<td>-0.6%</td>
<td>28.7%</td>
<td>10.7%</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>10.3%</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>9.8%</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>10.1%</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>11.4%</td>
</tr>
<tr>
<td>6 year +/-</td>
<td>125,667</td>
<td>273,032</td>
<td>81,141</td>
<td>4.7%</td>
<td>45.7%</td>
<td>33.8%</td>
</tr>
</tbody>
</table>

Exhibits 5 and 6 show BOG Fee Waiver and Pell Grant performance by college.
Pell Grant and BOG Fee Waivers as a Percent of Full-Time Credit-Enrolled Students

To maximize progress toward a degree and receive the maximum Pell Grant, a student must be enrolled full time. Table J, below, reflects full-time enrollment and financial aid participation for full-time students for the BOG Fee Waiver and Pell Grant programs.

### Table J – Seven Year Comparison of BOG Fee Waivers and Pell Grants as a Percent of Full-Time Credit Enrollment by Year

<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>2002-03</td>
<td>343,711</td>
<td>159,964</td>
<td>46.5%</td>
<td>108,521</td>
<td>31.6%</td>
</tr>
<tr>
<td>2003-04</td>
<td>338,364</td>
<td>164,803</td>
<td>48.7%</td>
<td>109,353</td>
<td>32.3%</td>
</tr>
<tr>
<td>2004-05</td>
<td>345,684</td>
<td>178,263</td>
<td>51.6%</td>
<td>114,466</td>
<td>33.1%</td>
</tr>
<tr>
<td>2005-06</td>
<td>348,803</td>
<td>180,477</td>
<td>51.7%</td>
<td>113,514</td>
<td>32.5%</td>
</tr>
<tr>
<td>2006-07</td>
<td>352,575</td>
<td>176,796</td>
<td>50.1%</td>
<td>109,951</td>
<td>31.2%</td>
</tr>
<tr>
<td>2007-08</td>
<td>353,007</td>
<td>176,929</td>
<td>50.1%</td>
<td>110,017</td>
<td>31.2%</td>
</tr>
<tr>
<td>2008-09</td>
<td>409,600</td>
<td>212,323</td>
<td>51.8%</td>
<td>136,771</td>
<td>33.4%</td>
</tr>
</tbody>
</table>
Unduplicated Student Financial Aid Program Participation

While the Pell Grant and BOG Fee Waiver programs are the primary performance measures for the BFAP-SFAA increased capacity and participation funding, the unduplicated statewide count of all student financial aid program recipients is another significant measure that further demonstrates the effectiveness of the funding and the state’s return on its investment.

Table K.1, below, shows the number of unduplicated students served by all financial aid programs from the years 2002/03 through 2008/09.

**TABLE K.1 – Seven Year Comparison of Unduplicated Financial Aid Recipients**

<table>
<thead>
<tr>
<th>Year</th>
<th>Unduplicated Financial Aid Recipients</th>
<th>Change in Number of Recipients</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002-03</td>
<td>610,112</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>2003-04</td>
<td>652,641</td>
<td>42,529</td>
<td>7.0%</td>
</tr>
<tr>
<td>2004-05</td>
<td>714,004</td>
<td>61,363</td>
<td>9.4%</td>
</tr>
<tr>
<td>2005-06</td>
<td>732,362</td>
<td>18,358</td>
<td>2.6%</td>
</tr>
<tr>
<td>2006-07</td>
<td>732,321</td>
<td>-41</td>
<td>0.0%</td>
</tr>
<tr>
<td>2007-08</td>
<td>781,819</td>
<td>49,498</td>
<td>6.8%</td>
</tr>
<tr>
<td>2008-09</td>
<td>891,984</td>
<td>110,165</td>
<td>14.1%</td>
</tr>
<tr>
<td><strong>Cumulative Change</strong></td>
<td><strong>281,872</strong></td>
<td></td>
<td><strong>46.2%</strong></td>
</tr>
</tbody>
</table>
Table K.2, below, compares the number of unduplicated students, by selected age groups, served by all financial aid programs during 2002/03, 2007/08 and 2008/09.

**TABLE K.2 – Comparison of Unduplicated Financial Aid Recipients by Age 2007/08 and 2008/09 to the base year**

<table>
<thead>
<tr>
<th>Year</th>
<th>18 through 29</th>
<th>30 and Over</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002-03</td>
<td>432,954</td>
<td>169,740</td>
</tr>
<tr>
<td>2007-08</td>
<td>571,623</td>
<td>203,972</td>
</tr>
<tr>
<td>2008-09</td>
<td>654,893</td>
<td>230,407</td>
</tr>
<tr>
<td>Change from Base year</td>
<td><strong>221,939</strong></td>
<td><strong>60,667</strong></td>
</tr>
<tr>
<td>Percent Change</td>
<td><strong>51.3%</strong></td>
<td><strong>35.7%</strong></td>
</tr>
</tbody>
</table>
Table K.3, below, reflects the number of unduplicated financial aid recipients by ethnicity during 2002/03, 2007/08, and 2008/09.

**TABLE K.3 – Comparison of Unduplicated Financial Aid Recipients by Ethnicity for 2007/08 and 2008/09 to the base year**

<table>
<thead>
<tr>
<th>Year</th>
<th>Hispanic</th>
<th>African American</th>
<th>Asian, Filipino, Pacific Islanders</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002-03</td>
<td>209,936</td>
<td>90,430</td>
<td>98,374</td>
<td>163,641</td>
</tr>
<tr>
<td>2007-08</td>
<td>275,772</td>
<td>116,571</td>
<td>122,527</td>
<td>193,605</td>
</tr>
<tr>
<td>2008-09</td>
<td>317,461</td>
<td>130,701</td>
<td>129,126</td>
<td>217,729</td>
</tr>
<tr>
<td>Change from Base Year</td>
<td>107,525</td>
<td>40,271</td>
<td>30,752</td>
<td>54,088</td>
</tr>
<tr>
<td>Percent Change</td>
<td>51.20%</td>
<td>44.50%</td>
<td>31.30%</td>
<td>33.10%</td>
</tr>
</tbody>
</table>

See Exhibits 4.1, 4.2, and 4.3 for a college-by-college count of unduplicated financial aid recipients and a systemwide count of unduplicated recipients by age and ethnicity.

**2008/09 College Performance Relative to 2002/03 Benchmarks**

This report summarizes college level performance using credit enrollment and financial aid participation rates for 2002/03 through 2008/09.

Participation Rates:

- 105 colleges, or 96%, reported growth in the number of BOG Fee Waiver recipients from 2002/03 through 2008/09.

- 107 colleges, or 97%, reported growth in the number of Pell Grants from 2002/03 through 2008/09. This would likely read 100% were it not for the addition of new colleges. New college student figures are drawn from existing district campuses.
Participation as a Percent of Credit Enrollment:

- 91 colleges, or 81%, reported growth in the percentage of credit enrollment served with Pell Grant awards from 2002/03 through 2008/09.

- 93 colleges, or 85%, reported growth in the percentage of credit enrollment served with BOG Fee Waivers from 2002/03 through 2008/09.
In-Reach and Outreach Services

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

**In-reach:** The Chancellor’s Office created a reporting category called “in-reach” to measure the performance of the community colleges’ efforts to target financial aid information to students on campus who were not being served by the financial aid programs. The Chancellor’s Office identified all students who were enrolled in a community college during a prior enrollment period, but had not received financial aid for a prior enrollment period and received financial aid as a new recipient in the applicable year.

**Outreach:** The Chancellor’s Office created a reporting category called “outreach” to measure the performance of the community colleges’ efforts to target financial aid information to potential and prospective students in the high schools and their communities. The Chancellor’s Office identified all new students who had not enrolled in the immediate prior year but enrolled and received aid as new recipients in the applicable year.

Systemwide, colleges identified and served more than 1.9 million new financial aid recipients through their outreach efforts, and more than 502,000 students through their in-reach efforts since 2002/03.

In-reach and outreach efforts have resulted in substantial increases in the percentage of new financial aid recipients. Overall, the number has increased from 353,099 students in 2002/03 to 494,918 students in 2008/09. That’s an increase of more than 141,000 students or greater than 40 percent since the BFAP-SFAA capacity augmentation was enacted.
Table L, below, shows the number of new financial aid recipients who met the definitions of in-reach and outreach for each of the past seven years.

**TABLE L – Seven Year Comparison of New Student Financial Aid Recipients Resulting from In-Reach and Outreach by Year**

![Chart showing the number of new financial aid recipients from 2002-03 to 2008-09 for in-reach and outreach.]

**Demographic Indicators of New Recipients from In-Reach and Outreach Activities**

The resources provided in the increased Student Financial Aid Administration program capacity and participation funding, along with the I Can Afford College campaign, have been focused on alleviating impacts of enrollment fees on current and prospective students, especially those from low-income and disadvantaged populations.

**In-Reach and Outreach Activities**

The tables that follow show the gender, age, and ethnic distribution of new financial aid recipients reached through college in-reach and outreach efforts. The data demonstrate that the state’s investment in funding financial aid administration has enabled the colleges to make gains across all populations.
IN-REACH ACTIVITIES
Gender, Age and Ethnicity

Tables M through O display the distribution of new financial aid recipients served through in-reach activities by gender, age and ethnicity. The steps to these successes began first with identifying and serving the non-financial aid applicants on campus and then serving additional potential candidates for financial aid through outreach and application assistance efforts throughout the college communities. Table M, below, shows the distribution of new male and female financial aid recipients for each of the past two years and the overall change since the 2002/03 base year.

Historically, community colleges have served a ratio of 60 percent female students and 40 percent male financial aid recipients. This ratio differs from the general enrollment, where female students have remained at approximately 55 percent. The reason for this difference is that female students account for the vast majority of higher need, single-parent families and thereby qualify for more financial aid.

**TABLE M – Comparison of Gender Distribution for New Financial Aid Recipients In-Reach for 2007/08 and 2008/09 to the base year**

<table>
<thead>
<tr>
<th>Gender</th>
<th>2002-03</th>
<th>2007-08</th>
<th>2008-09</th>
<th>Change from Base Year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>Female</td>
<td>52,248</td>
<td>60.5%</td>
<td>47,284</td>
<td>60.1%</td>
</tr>
<tr>
<td>Male</td>
<td>33,813</td>
<td>39.1%</td>
<td>31,006</td>
<td>39.4%</td>
</tr>
<tr>
<td>Unknown</td>
<td>368</td>
<td>0.4%</td>
<td>381</td>
<td>0.5%</td>
</tr>
<tr>
<td>Total</td>
<td>86,429</td>
<td>100.0%</td>
<td>78,671</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

1Reflects the gender 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 applicable year.

The largest portion of new recipients due to in-reach activities falls within the 20-24 age category. This represents more than 40 percent of all new recipients. The next largest portion of new recipients falls within the 25-29 age category. They represent roughly 21 percent of new in-reach recipients. These percentages are consistent with efforts to target both re-entering students and recent high school graduates.
Table N, below, shows the most recent age distribution of new financial aid recipients resulting from the colleges’ in-reach efforts and the overall distribution change since 2002/03.

**TABLE N – Comparison of Age Distribution for New Financial Aid Recipients In-Reach for 2007/08 and 2008/09 to the base year**

<table>
<thead>
<tr>
<th>Age</th>
<th>2002-03</th>
<th>2007-08</th>
<th>2008-09</th>
<th>Change from Base Year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent of Total</td>
<td>Number</td>
<td>Percent of Total</td>
</tr>
<tr>
<td>17 &amp; Under</td>
<td>1,222</td>
<td>1.4%</td>
<td>486</td>
<td>0.6%</td>
</tr>
<tr>
<td>18-19</td>
<td>19,368</td>
<td>22.4%</td>
<td>11,863</td>
<td>15.1%</td>
</tr>
<tr>
<td>20-24</td>
<td>34,196</td>
<td>39.6%</td>
<td>33,162</td>
<td>42.2%</td>
</tr>
<tr>
<td>25-29</td>
<td>13,017</td>
<td>15.1%</td>
<td>16,048</td>
<td>20.4%</td>
</tr>
<tr>
<td>30-34</td>
<td>6,582</td>
<td>7.6%</td>
<td>5,930</td>
<td>7.5%</td>
</tr>
<tr>
<td>35-39</td>
<td>4,307</td>
<td>5.0%</td>
<td>3,789</td>
<td>4.8%</td>
</tr>
<tr>
<td>40-49</td>
<td>5,395</td>
<td>6.2%</td>
<td>4,893</td>
<td>6.2%</td>
</tr>
<tr>
<td>50 &amp; Over</td>
<td>2,259</td>
<td>2.6%</td>
<td>2,491</td>
<td>3.2%</td>
</tr>
<tr>
<td>Unknown</td>
<td>83</td>
<td>0.1%</td>
<td>9</td>
<td>0.0%</td>
</tr>
<tr>
<td>Total</td>
<td>86,429</td>
<td>100.0%</td>
<td>78,671</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

*Reflects the age 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 applicable year.

Table O, right, shows the ethnic distribution of new financial aid recipients resulting from in-reach efforts for each of the past two years and the overall change in distribution since the 2002/03 base year. With the exception of African American students, who represent 7.5 percent of community college students in 2008/09, the overall distribution of new financial aid recipients through in-reach efforts is fairly consistent with the ethnic distribution of all students. The four largest ethnic populations served through in-reach efforts during the past six years are:

- African American
- Asian
- Hispanic
- White
### TABLE O – Comparison of Ethnicity Distribution for New Financial Aid Recipients In-Reach for 2007/08 and 2008/09 to the base year

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>2002-03</th>
<th>2007-08</th>
<th>2008-09</th>
<th>Change from Base Year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Number</td>
<td>Number</td>
<td>Number</td>
</tr>
<tr>
<td>African American</td>
<td>10,143</td>
<td>7,123</td>
<td>8,017</td>
<td>49,173</td>
</tr>
<tr>
<td>Asian</td>
<td>10,335</td>
<td>8,492</td>
<td>8,977</td>
<td>54,759</td>
</tr>
<tr>
<td>Filipino</td>
<td>2,899</td>
<td>3,025</td>
<td>3,569</td>
<td>19,438</td>
</tr>
<tr>
<td>Hispanic</td>
<td>27,432</td>
<td>23,999</td>
<td>28,526</td>
<td>155,581</td>
</tr>
<tr>
<td>Native American</td>
<td>975</td>
<td>860</td>
<td>1,071</td>
<td>5,550</td>
</tr>
<tr>
<td>Other, Non White²</td>
<td>2,032</td>
<td>1,846</td>
<td>0</td>
<td>9,733</td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>701</td>
<td>756</td>
<td>867</td>
<td>4,466</td>
</tr>
<tr>
<td>White, Non Hispanic</td>
<td>27,769</td>
<td>26,990</td>
<td>31,818</td>
<td>169,674</td>
</tr>
<tr>
<td>Two or More Races³</td>
<td></td>
<td>46</td>
<td>46</td>
<td>0.01%</td>
</tr>
<tr>
<td>Unknown</td>
<td>4,143</td>
<td>5,580</td>
<td>9,537</td>
<td>34,002</td>
</tr>
<tr>
<td>Total</td>
<td>86,429</td>
<td>78,671</td>
<td>92,428</td>
<td>502,422</td>
</tr>
</tbody>
</table>

¹Reflects the ethnic distribution for students who were enrolled in a CCC during a prior period and had not received financial aid during a prior period but received financial aid as a new recipient for the applicable year.
² Deleted Category
³ Newly Added Category

See Exhibits 7.1 and 7.2 for the following financial aid in-reach results:
- a college by college listing of new financial aid recipients
- a systemwide display of new financial aid recipients by gender, age, and ethnicity.

### OUTREACH ACTIVITIES

**Gender, Age and Ethnicity**

Tables P through R display new financial aid recipients served through outreach activities by gender, age, and ethnicity. The figures below demonstrate successful expansion of outreach efforts to target potential and prospective students in the high schools and their communities. The students in each of the reported years were not enrolled in the year prior, but subsequently enrolled and received student financial aid as new recipients in the reported year.
Table P, below, shows the gender distribution of new financial aid recipients resulting from outreach efforts for each of the past two years and the overall change in distribution since the 2002/03 base year. As noted earlier in this report, the gender ratio for students served by financial aid has remained relatively consistent, with approximately 60 percent female students and 40 percent male students. The financial aid outreach distribution is fairly consistent with a slightly larger leaning toward male financial aid recipients.

**TABLE P – Comparison of Gender Distribution for New Financial Aid Recipients Outreach for 2007/08 and 2008/09 to the base year**

<table>
<thead>
<tr>
<th>Gender</th>
<th>2002-03</th>
<th>2007-08</th>
<th>2008-09</th>
<th>Change from Base Year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent of Total</td>
<td>Number</td>
<td>Percent of Total</td>
</tr>
<tr>
<td>Female</td>
<td>161,529</td>
<td>60.6%</td>
<td>200,986</td>
<td>59.1%</td>
</tr>
<tr>
<td>Male</td>
<td>103,079</td>
<td>38.7%</td>
<td>137,046</td>
<td>40.3%</td>
</tr>
<tr>
<td>Unknown</td>
<td>2,062</td>
<td>0.8%</td>
<td>2,176</td>
<td>0.6%</td>
</tr>
<tr>
<td>Total</td>
<td>266,670</td>
<td>100.0%</td>
<td>340,208</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

*(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 applicable year.)*

Table Q, right, shows the age distribution of new financial aid recipients in recent years and the overall change in distribution since the 2002/03 base year.

About 74 percent of new financial aid recipients for 2008/09 are between the ages of 18 and 29. This percentage is due in part to the high proportion of outreach efforts that are focused on high school students. The age group with the largest seven-year increase in new recipients is that of 25- to 29-year-old students. This outcome is a result of colleges’ efforts to reach into not only high schools but also the communities that surround these high schools.
### TABLE Q – Comparison of Age Distribution for New Financial Aid Recipients Outreach for 2007/08 and 2008/09 to the base year

<table>
<thead>
<tr>
<th>Age</th>
<th>2002-03¹</th>
<th>2007-08¹</th>
<th>2008-09¹</th>
<th>Change from Base Year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent of Total</td>
<td>Number</td>
<td>Percent of Total</td>
</tr>
<tr>
<td>17 &amp; Under</td>
<td>5,141</td>
<td>1.9%</td>
<td>5,483</td>
<td>1.6%</td>
</tr>
<tr>
<td>18-19</td>
<td>74,593</td>
<td>28.0%</td>
<td>100,645</td>
<td>29.6%</td>
</tr>
<tr>
<td>20-24</td>
<td>77,364</td>
<td>29.0%</td>
<td>96,394</td>
<td>28.3%</td>
</tr>
<tr>
<td>25-29</td>
<td>39,593</td>
<td>14.8%</td>
<td>55,460</td>
<td>16.3%</td>
</tr>
<tr>
<td>30-34</td>
<td>22,994</td>
<td>8.6%</td>
<td>27,513</td>
<td>8.1%</td>
</tr>
<tr>
<td>35-39</td>
<td>16,084</td>
<td>6.0%</td>
<td>18,659</td>
<td>5.5%</td>
</tr>
<tr>
<td>40-49</td>
<td>21,062</td>
<td>7.9%</td>
<td>23,697</td>
<td>7.0%</td>
</tr>
<tr>
<td>50 &amp; Over</td>
<td>9,282</td>
<td>3.5%</td>
<td>12,314</td>
<td>3.6%</td>
</tr>
<tr>
<td>Unknown</td>
<td>557</td>
<td>0.2%</td>
<td>43</td>
<td>0.0%</td>
</tr>
<tr>
<td>Total</td>
<td>266,670</td>
<td>100.0%</td>
<td>340,208</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

¹Reflects the age distribution for students who were not enrolled in a CCC in the immediate prior year but enrolled and received financial aid as a new recipient for the applicable year.

From 2002/03 to 2008/09, the four largest populations of new financial aid recipients served through outreach efforts are:

- African American
- Asian
- Hispanic
- White, Non-Hispanic

The largest percentage growth increases in new financial aid recipients resulting from outreach efforts have occurred among Hispanic, Filipino, and Pacific Islander students. Asian and White/Non-Hispanic students showed the smallest percentage of growth.

While there have been increases in numbers for all ethnic categories, Hispanic students have shown the largest growth in numbers, from 89,141 new financial aid recipients in 2002/03 to 140,532 in 2008/09. That represents an additional 51,391 Hispanic financial aid recipients resulting from outreach.
Table R, below, shows the ethnic distribution of new financial aid recipients resulting from outreach efforts for each of the past two years and the overall change in distribution since the 2002/03 base year.

**TABLE R – Comparison of Ethnicity Distribution for New Financial Aid Recipients Outreach for 2007/08 and 2008/09 to the base year**

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>2002-03¹</th>
<th>2007-08¹</th>
<th>2008-09¹</th>
<th>Change from Base Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>46,135</td>
<td>57,166</td>
<td>65,606</td>
<td>19,471 42.2%</td>
</tr>
<tr>
<td>Asian</td>
<td>30,940</td>
<td>36,240</td>
<td>38,771</td>
<td>7,831 25.3%</td>
</tr>
<tr>
<td>Filipino</td>
<td>6,565</td>
<td>9,254</td>
<td>10,650</td>
<td>4,085 62.2%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>89,141</td>
<td>117,437</td>
<td>140,532</td>
<td>51,391 57.7%</td>
</tr>
<tr>
<td>Native American</td>
<td>3,291</td>
<td>4,212</td>
<td>4,933</td>
<td>1,642 49.9%</td>
</tr>
<tr>
<td>Other, Non White²</td>
<td>5,812</td>
<td>7,123</td>
<td>0</td>
<td>-5,812 N/A</td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>2,104</td>
<td>3,414</td>
<td>4,174</td>
<td>2,070 98.4%</td>
</tr>
<tr>
<td>White, Non Hispanic</td>
<td>69,709</td>
<td>82,379</td>
<td>97,538</td>
<td>27,829 39.9%</td>
</tr>
<tr>
<td>Two or More Races³</td>
<td>N/A</td>
<td>N/A</td>
<td>112</td>
<td>112 N/A</td>
</tr>
<tr>
<td>Unknown</td>
<td>12,973</td>
<td>22,983</td>
<td>40,174</td>
<td>27,201 N/A</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>266,670</td>
<td>340,208</td>
<td>402,490</td>
<td>N/A 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 applicable year. ² Deleted category. ³ Newly added category.

See Exhibits 8.1 and 8.2, respectively, for a college-by-college listing of new financial aid recipients resulting from outreach and a system-wide display of new financial aid recipients by gender, age, and ethnicity.

It should be noted that lower in-reach figures may result from the success of prior years’ in-reach and outreach efforts. The more students brought into financial aid programs through in-reach and outreach, the less potential in-reach candidates there are in subsequent years.
Change in Application Volume

The annual Budget Act states that BFAP-SFAA funding is to be used to maintain and increase student participation in financial aid programs. One of the performance indicators adopted by the Chancellor’s Office to gauge the effectiveness of colleges’ outreach and in-reach efforts is the volume of unduplicated Free Application for Federal Student Aid records, known as Institutional Student Information Reports (ISIRs). The Chancellor’s Office added ISIR counts to its statewide benchmark performance indicators in 2005/06.

**TABLE S – Seven Year Comparison of Unduplicated FAFSA Applicants with Pell Recipients**

<table>
<thead>
<tr>
<th>Year</th>
<th>Unduplicated FAFSA Applicants</th>
<th>ISIR Change in Number</th>
<th>Percent Change in ISIR Records</th>
<th>Pell Grant Recipients</th>
<th>Recipient Change</th>
<th>Percent Change in Pell Recipients</th>
<th>Percent of Pell Recipient ISIRs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002-03</td>
<td>706,594</td>
<td>239,925</td>
<td>34.0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2003-04</td>
<td>760,319</td>
<td>53,725</td>
<td>7.6%</td>
<td>246,093</td>
<td>6,168</td>
<td>2.6%</td>
<td>32.4%</td>
</tr>
<tr>
<td>2004-05</td>
<td>819,894</td>
<td>59,575</td>
<td>7.8%</td>
<td>259,958</td>
<td>13,865</td>
<td>5.6%</td>
<td>31.7%</td>
</tr>
<tr>
<td>2005-06*</td>
<td>859,496</td>
<td>39,602</td>
<td>4.8%</td>
<td>254,603</td>
<td>-5,355</td>
<td>-2.1%</td>
<td>29.6%</td>
</tr>
<tr>
<td>2006-07*</td>
<td>851,901</td>
<td>-7,595</td>
<td>-0.9%</td>
<td>247,143</td>
<td>-7,460</td>
<td>-2.9%</td>
<td>29.0%</td>
</tr>
<tr>
<td>2007-08</td>
<td>881,555</td>
<td>29,654</td>
<td>3.5%</td>
<td>270,098</td>
<td>22,955</td>
<td>9.3%</td>
<td>30.6%</td>
</tr>
<tr>
<td>2008-09</td>
<td>1,031,157</td>
<td>149,602</td>
<td>21.2%</td>
<td>321,066</td>
<td>50,968</td>
<td>18.9%</td>
<td>31.1%</td>
</tr>
<tr>
<td>6-year change</td>
<td>324,563</td>
<td>45.9%</td>
<td></td>
<td></td>
<td>81,141</td>
<td>33.8%</td>
<td></td>
</tr>
</tbody>
</table>

*Pell recipient decreases in 2005/06 and 2006/07 resulted from federally imposed “tuition sensitivity” measures triggered by the California Community College fee increases of 2003/04 and 2004/05, and a federal Tax Table Formula Change in 2005/06.

The application growth can be attributed to a number of individual and collaborative college efforts:

- The sustained, successful implementation of financial aid administrative outreach and capacity funding by the colleges, which provides increased outreach, in-reach, and support to applicants.

- The statewide I Can Afford College campaign effectively distributed collateral materials and communicated through media activities that financial aid and application assistance is available year round.
The successful collaboration with the California Student Aid Commission’s Cal Grant Campaign and “California Cash for College,” as well as other statewide and local outreach efforts, which create awareness of financial aid programs and provide application support for low income and disadvantaged students.

The result of all these efforts is a remarkable increase in the number of financial aid applicants. This is great news for students, but it does come at a cost: increased workloads for financial aid offices.

Despite the perception that students do not appear to be applying for or receiving federal aid at the same rate as students in other segments or other states, Table T, below, demonstrates that more than 1,031,000 students applied for financial aid in 2008/09.

Table T also displays the number of “new” college Pell Grant recipients for each year. As stated earlier, new aid recipients impose significant administrative workload compared to renewal recipients.

As a result of the growth in applicants and financial aid recipients, financial aid offices have had to take on an increased processing workload. This has necessitated a larger share of staffing resources for processing that has left financial aid offices with less and less staffing resources for their outreach efforts.

**TABLE T – Seven Year Comparison of “New” Community College Pell Grant Recipients**

<table>
<thead>
<tr>
<th>Year</th>
<th>First Time Pell Recipients</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002-03</td>
<td>125,420</td>
<td>0.6%</td>
</tr>
<tr>
<td>2003-04</td>
<td>126,110</td>
<td>0.6%</td>
</tr>
<tr>
<td>2004-05</td>
<td>132,645</td>
<td>5.2%</td>
</tr>
<tr>
<td>2005-06</td>
<td>127,041</td>
<td>-4.2%</td>
</tr>
<tr>
<td>2006-07</td>
<td>123,518</td>
<td>-2.8%</td>
</tr>
<tr>
<td>2007-08</td>
<td>141,046</td>
<td>14.2%</td>
</tr>
<tr>
<td>2008-09</td>
<td>176,142</td>
<td>24.9%</td>
</tr>
</tbody>
</table>

6-Year Change: 50,722 (40.4%)

*It is important to note that new Pell Grant recipients represent more than half of the college Pell Grant recipient population.*
Enrollment Status – Term and Annual Unit Load Approach

The following analysis attempts to identify students most likely to be enrolled in eligible certificate and degree programs and therefore more likely to be eligible for student financial aid program participation.

For the Pell Grant data, the Chancellor’s Office compares its data with data provided by the Institute of Educational Sciences National Center for Education Statistics in a report titled, “2007/08 National Postsecondary Student Aid Study.”

Table U, page 45, displays the number of students and their relative participation rates by term and annual unit load levels. The analysis compares participation rates in:

- BOG Fee Waivers and Pell Grants for all students in all terms of the award year.
- BOG Fee Waivers and Pell Grants for students attending at least half time (12 or more units) within an award year and those attending less than full time (less than 12 units) within an award year.
- BOG Fee Waivers and Pell Grants for students attending at least half time (6 or more units) in any term(s) within an award year and those attending less than half-time (less than 6 units in each term) in any term within an award year.

Attempts to redefine participation rates by identifying and excluding enrollment status for students whose course patterns would indicate non-vocational or recreational studies based on the following findings:

- Since 2002/03, the percentage of Pell Grant recipients with “six or more” attempted units has increased from 18.4 percent to 21.2 percent and mirrors the 21.1% national average for two-year public institutions. The percentage of Pell Grant recipients with “12 or more” attempted units has increased from 23.8% to 26.5% and is greater than the 21.1% national average for two year public institutions. Students in these two categories are those who are most likely to be enrolled in Pell eligible programs such as certificate, degree, or transfer programs, which is required for Pell participation.
Since 2002/03, the percentage of Pell Grant recipients with “less than 6” attempted units has increased slightly from 1.0% to 1.6%. The percentage of Pell Grant recipients with “less than 12” attempted units has increased slightly from 2.6% to 3.8%. Students in these two categories are those who are least likely to be enrolled Pell eligible programs. They are more likely to be in non-degree/certificate programs or recreational programs and are therefore ineligible for Pell Grants.

The percentage of BOG Fee Waiver recipients with “six or more” attempted units has increased from 36.6% to 44.2%. The percentage of BOG Fee Waiver recipients with “12 or more” attempted units has increased from 41.5% to 48.5%. The students in these two categories are those who are most likely to be enrolled in certificate, degree, or transfer programs.

The percentage of BOG Fee Waiver recipients with “less than six” attempted units has increased appreciably (from 12.0% to 17.9%) and the percentage of BOG Fee Waiver recipients with “less than 12” attempted units has also increased appreciably (from 15.9% to 22.7%). The students in these two categories are those who are least likely to be enrolled in certificate, degree, or transfer programs. They are more likely to be in non-degree/certificate programs or recreational programs.

It would appear from the following data that the percentage of Pell Grant recipients who attempt “12 or more” units during an award year or “six or more” units in one or more terms during an award year is equal to or greater than the national figures for public two-year colleges published in the IES “2007/08 National Postsecondary Student Aid Study.” This suggests that California’s community colleges are performing as well or better than their national counterparts in servicing Pell Grant candidate and recipients.
TABLE U – Comparison of Attempted Enrollments for 2007/08 and 2008/09 to the base year

Students Most Likely to be in an Eligible Program

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>Total Students</th>
<th>Received BOG FW</th>
<th>Percent</th>
<th>Received Pell</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008-09</td>
<td>970,048</td>
<td>470,441</td>
<td>48.5%</td>
<td>256,753</td>
<td>26.5%</td>
</tr>
<tr>
<td>2007-08</td>
<td>884,773</td>
<td>411,496</td>
<td>46.5%</td>
<td>218,312</td>
<td>24.7%</td>
</tr>
<tr>
<td>2002-03</td>
<td>831,144</td>
<td>345,180</td>
<td>41.5%</td>
<td>197,568</td>
<td>23.8%</td>
</tr>
</tbody>
</table>

Students Least Likely to be in Eligible Programs

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>Total Students</th>
<th>Received BOG FW</th>
<th>Percent</th>
<th>Received Pell</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008-09</td>
<td>1,466,351</td>
<td>332,295</td>
<td>22.7%</td>
<td>56,252</td>
<td>3.8%</td>
</tr>
<tr>
<td>2007-08</td>
<td>1,407,793</td>
<td>295,429</td>
<td>21.0%</td>
<td>45,703</td>
<td>3.2%</td>
</tr>
<tr>
<td>2002-03</td>
<td>1,430,338</td>
<td>227,494</td>
<td>15.9%</td>
<td>37,512</td>
<td>2.6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>Total Students</th>
<th>Received BOG FW</th>
<th>Percent</th>
<th>Received Pell</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008-09</td>
<td>1,038,655</td>
<td>185,496</td>
<td>17.9%</td>
<td>16,430</td>
<td>1.6%</td>
</tr>
<tr>
<td>2007-08</td>
<td>1,010,203</td>
<td>165,875</td>
<td>16.4%</td>
<td>13,179</td>
<td>1.3%</td>
</tr>
<tr>
<td>2002-03</td>
<td>1,036,750</td>
<td>124,169</td>
<td>12.0%</td>
<td>10,159</td>
<td>1.0%</td>
</tr>
</tbody>
</table>
### All Students Attempting Any Number of Units

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>Total Students</th>
<th>Received BOG FW</th>
<th>Percent</th>
<th>Received Pell</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008-09</td>
<td>2,426,655</td>
<td>870,329</td>
<td>35.9%</td>
<td>319,041</td>
<td>13.1%</td>
</tr>
<tr>
<td>2007-08</td>
<td>2,285,343</td>
<td>761,972</td>
<td>33.3%</td>
<td>268,714</td>
<td>11.8%</td>
</tr>
<tr>
<td>2002-03</td>
<td>2,262,170</td>
<td>596,714</td>
<td>26.4%</td>
<td>234,473</td>
<td>10.4%</td>
</tr>
</tbody>
</table>
Table V, below, shows how BFAP-SFAA dollars have been lost to colleges due to unfunded COLA and Growth for each subsequent year.

While the performance measures used to evaluate the effectiveness of the BFAP-SFAA funds have shown favorable outcomes, dramatic enrollment increases and servicing demands, coupled with reduced staff and capacity, will negatively affect program participation. Financial aid offices are already stretched to capacity.

California can best protect the significant improvements achieved through the BFAP-SFAA capacity and participation allowance by granting COLA and growth funding and retaining SFAA monies for SFAA administration.

**TABLE V - Annual and Aggregate Funding for Student Financial Aid Administration with Display of Unfunded COLA and Growth**

<table>
<thead>
<tr>
<th>Year</th>
<th>SFAA Base</th>
<th>SFAA CAP</th>
<th>Total SFAA</th>
<th>Actual COLA</th>
<th>Actual Growth</th>
<th>Value of SFAA w/ COLA and Growth</th>
<th>Lost COLA and Growth</th>
<th>Annual - Aggregate %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002/03</td>
<td>$8,100,000</td>
<td>$-</td>
<td>$8,100,000</td>
<td>2.00%</td>
<td>3.00%</td>
<td>$8,100,000</td>
<td>$-</td>
<td>0%</td>
</tr>
<tr>
<td>2003/04</td>
<td>$8,447,000</td>
<td>$34,200,000</td>
<td>$42,647,000</td>
<td>0.00%</td>
<td>1.50%</td>
<td>$42,647,000</td>
<td>$-</td>
<td>0%</td>
</tr>
<tr>
<td>2004/05</td>
<td>$10,338,000</td>
<td>$34,200,000</td>
<td>$44,538,000</td>
<td>2.41%</td>
<td>3.70%</td>
<td>$45,252,732</td>
<td>$714,732</td>
<td>1.60%</td>
</tr>
<tr>
<td>2005/06</td>
<td>$9,291,000</td>
<td>$34,200,000</td>
<td>$43,491,000</td>
<td>4.23%</td>
<td>3.00%</td>
<td>$48,524,504</td>
<td>$5,033,504</td>
<td>11.57%</td>
</tr>
<tr>
<td>2006/07</td>
<td>$9,923,000</td>
<td>$34,200,000</td>
<td>$44,123,000</td>
<td>5.92%</td>
<td>2.00%</td>
<td>$52,367,645</td>
<td>$8,244,645</td>
<td>18.69%</td>
</tr>
<tr>
<td>2007/08</td>
<td>$10,170,000</td>
<td>$34,200,000</td>
<td>$44,370,000</td>
<td>4.35%</td>
<td>3.00%</td>
<td>$56,310,929</td>
<td>$11,940,929</td>
<td>26.91%</td>
</tr>
<tr>
<td>2008/09</td>
<td>$9,864,000</td>
<td>$34,200,000</td>
<td>$44,064,000</td>
<td>0.00%</td>
<td>2.00%</td>
<td>$57,437,147</td>
<td>$13,373,147</td>
<td>30.35%</td>
</tr>
<tr>
<td>2009/10</td>
<td>$9,864,000</td>
<td>$34,200,000</td>
<td>$44,064,000</td>
<td>0.00%</td>
<td>3.00%</td>
<td>$59,160,262</td>
<td>$15,096,262</td>
<td>34.26%</td>
</tr>
<tr>
<td>2010/11</td>
<td>$11,034,000</td>
<td>$34,200,000</td>
<td>$45,234,000</td>
<td>-0.38%</td>
<td>2.21%</td>
<td>$60,242,894</td>
<td>$15,008,894</td>
<td>33.18%</td>
</tr>
<tr>
<td>Total</td>
<td>$78,931,000</td>
<td>$273,600,000</td>
<td>$352,531,000</td>
<td></td>
<td></td>
<td>$421,943,113</td>
<td>$69,412,113</td>
<td>19.69%</td>
</tr>
</tbody>
</table>

In 2008/09, colleges spent more than 92 percent of their BFAP-SFAA funds on staff and staff-related expenses.
Key Findings

The BFAP-SFAA capacity and participation augmentation allowance represents the most significant milestone in the history of the California Community Colleges financial aid administration. These funds have enabled colleges to significantly increase student awareness and participation in the financial aid programs.

The weakened economy is the driving force behind increased enrollments, while the BFAP-SFAA budget augmentation is the driving force behind increased outreach and financial aid for students. During the period from 2002/03 to 2008/09, enrollments have grown only 4.7 percent. During this same period:

- Financial aid applications have increased by 46%.
- Financial aid awards have increased by approximately 46%.
- Pell Grants have increased 34%.
- BOG Fee Waivers have increased by 46%.
- Financial aid funds have increased by 74%.

These figures demonstrate the positive return on investment of the BFAP-SFAA funds.
Conclusions

It remains to be determined whether community colleges can sustain the level of financial aid services provided in recent years. As enrollments grow, so do the number of applications and the servicing demands. In the face of such growth, it will be challenging for colleges to meet these demands without workload protection and additional funds.

One of the primary directives of the BFAP-SFAA capacity funding is that colleges spend these funds to increase staff to promote financial aid participation and provide the services needed for the applicants and recipients resulting from these outreach efforts. However, the high percentage of the BFAP-SFAA funds that must be dedicated to maintaining staff is causing the “buying power” of the funds to rapidly erode.
2008/2009 Statewide Media & Public Awareness Campaign
“I Can Afford College”

Background

As a result of the fee increases in 2003/04, many Californians became concerned that students from lower-income households would be discouraged from enrolling in a community college because it seemed unaffordable. In response, the Legislature and governor set aside money from the community college budget to increase awareness about financial aid opportunities through a statewide media campaign. In 2003/04 the “I Can Afford College” statewide financial aid awareness campaign was launched. Since the campaign began, the number of students receiving some type of financial aid has increased by 36.6 percent.

In the 2008/09 fiscal budget, $2.8 million was appropriated for the I Can Afford College campaign to promote the following messages:

- California Community Colleges are affordable.
- Financial aid is available year-round to cover enrollment fees and assist students with other education related costs.
- Financial aid information and application assistance is available through local community college financial aid offices.

Target Audiences

The target audiences for the I Can Afford College campaign are as follows:

- Teens and young adults age 16-24 with an annual income at or below $40,000.
- Adults age 25-54 with an annual 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 2008/09 plan included input from community colleges and partner associations. Marketing, advertising and media relations opportunities were leveraged through relationships with partner campaigns and other state agencies in order to maximize exposure for the campaign. Various marketing tactics drove traffic to icanaffordcollege.com and the toll-free phone line. Students were provided with valuable information about financial aid and were connected directly with financial aid professionals at community college campuses to provide one-on-one assistance with the application process.

**Results**

During 2008/09, target audiences were reached through the following core advertising and marketing communication tactics:

- **Website**
  - icanaffordcollege.com received nearly 300,000 unique visitors viewing more than 850,000 pages.

- **Paid advertising**
  - 26 million impressions were delivered through radio advertising.
  - 350,000 impressions were delivered through outdoor advertising.
  - Transit interior bus ads reached 69 million riders.
  - More than 6,000 radio spots streamed on the Internet.
  - Nearly 3.5 million impressions were delivered by Internet promotions and website banners.

- **Media relations**
  - More than 3.5 million current students, potential students and their influencers were reached through newspaper articles and interviews on radio talk shows and television programs statewide. The media relations effort used a spokesperson model consisting of current and former financial aid recipients, Chancellor’s Office staff and
community college financial aid staff.

Outreach

- 650,000 people were reached through participation at county fairs.
- 790,000 people were reached through participation at the state fair.
- 16,000 high school students were directly connected with 27 community colleges through community college fairs.
- Community colleges promoted more than 350 financial aid workshops on icanaffordcollege.com.

Collateral distribution

- More than 236,000 pieces of collateral and promotional material were made available to community colleges, high schools, state agencies and campaigns and community-based and faith-based organizations free of charge.
- Materials included informational brochures, handouts, posters, flyers, folders, countertop displays and take-ones.

Website

At the heart of the campaign is the bilingual website, icanaffordcollege.com. Since the campaign began in 2004 through June 30, 2009, nearly 1.6 million people have visited the site. The goal is to provide students with basic information about financial aid and the application process and connect them with financial aid professionals at their local college to receive free personal assistance.

Detailed financial aid information and applications on the site enable students to begin the process. Students who do not have Internet access can call 1-800-987-ICAN (4226) to get connected with a local financial aid office in their area. The key features of the website include the following:

- Online access to all of the necessary financial aid forms and answers to the most frequently asked financial aid questions.
- Zip code locator that offers students direct contact information for their nearest community college campuses, including physical and website addresses and financial aid office phone numbers and e-mail addresses.
- A financial aid event and workshop locator that helps students find a nearby event where they can receive FREE individual professional assistance to
identify the types of aid that are right for them and to complete appropriate financial aid forms.

- A bilingual alternative for Spanish-speaking website visitors.

Historically, website traffic is especially high during the campaign’s paid advertising flights. The number of visits and hits during the paid advertising waves often triple or quadruple compared to the non-advertising timeframes. As an example, the website had 97,343 unique visitors while the April 2009 advertising campaign was running as compared to 15,636 unique visitors in March 2009 without any paid advertising.

During the 2008/09 fiscal year, the icanaffordcollege.com website had more than 293,000 visitors. Those who visited the site consistently viewed between two and three pages. This implies that they are exploring the site and utilizing its resources, versus simply viewing the Home Page and leaving the site.

The most-often viewed pages after the “Home Page” are:

- “Getting Started”
- “Apply Now”
- “Get Help Now” Zip Code Locator

Paid Advertising

The I Can Afford College campaign used paid advertising, mainly radio, bus ads and billboards, to reach students and prospective students throughout the state and drive them to icanaffordcollege.com and the toll-free phone line. Funds were maximized by leveraging relationships with media partners and other state agencies to broaden the reach and frequency of paid advertising.

The following paid advertising campaigns ran during the 2008/09 fiscal year:

Radio

Historically, radio has proven to be the most cost effective means of reaching the target audiences with the greatest frequency. In 2008/09, the I Can Afford College campaign’s radio strategy focused on low-income high school students ages 16-18 and low-income workforce candidates ages 18-49 for media buying purposes.
However, as online traffic increases, the campaign is refreshing its paid advertising strategies to also include online advertising.

The campaign substantially increased the value of the advertising budget as a result of cooperative efforts with the campaign’s media partner, Clear Channel. During the 2008/09 fiscal year, Clear Channel increased the campaign’s exposure by providing the following added value to media buys:

- Free talent and production for all radio spots.
- 2,000 additional on-air promotional announcements.
- More than 6,000 streamed spots online.
- Nearly 3.5 million impressions delivered by Web banners.
- More than five million impressions delivered by Pandora online radio.
- Billboard space including printing and installation costs.
- Live radio remotes at community college fairs throughout the state.
- Promotional prizes, including a $10,000 community college scholarship, travel and concert tickets for 10 finalists and guests to the Wango Tango concert and Fandango.com gift certificates.
- Prime visibility at the Wango Tango concert, including premium booth space, printing and dissemination of 1,000 icanaffordcollege.com t-shirts and jumbotron promotions.

The value of these donated components for 2008/09 is estimated at more than $1.5 million.

The following radio advertising flights took place during 2008/09:

Run Dates: January 29 - March 2, 2009

Messaging: The campaign partnered with the California Student Aid Commission to deliver a joint I Can Afford College and Cash for College workshop message leading up to the March 2 Cal Grant deadline. The following thirteen career paths were featured and rotated during the announcer portion of the :30 and :60 second spots to provide current and prospective students with examples of career training they can receive at a community college: computer programming, wildlife technology, culinary arts, digital media for artists or animators, sports medicine, automotive engineering, environmental technology, firefighting, nursing, solar technology, marketing, fashion design and electrical engineering.
Markets: Twenty media markets received advertising support during this radio campaign: Los Angeles, Riverside/San Bernardino, San Francisco, San Jose, San Diego, Sacramento, Stockton, Modesto, Fresno, Visalia, Merced, Monterey/Salinas, Santa Barbara, Bakersfield, San Luis Obispo, Santa Maria, Victor Valley and Oxnard/Ventura. Smaller rural areas in the buy included Humboldt and Imperial County.

Results: Clear Channel estimated that this radio campaign delivered more than 12 million gross impressions for our target audiences. During this flight, the website had more than 26,000 visitors viewing nearly 74,000 pages.

Run Dates: April 6 - April 30, 2009
Messaging: Messaging in this flight reminded current and potential students that “it’s not too late to apply” and financial aid is available year-round at the California Community Colleges. The radio spots highlighted that April is Financial Aid Awareness Month and encouraged listeners to visit icanaffordcollege.com for information on free financial aid workshops and CollegeBuys.org to find discounts for students on computer software.

Promotion: To provide greater incentive for listeners to visit the website, this media flight included a We Pay for College Sweepstakes for the chance to win a $10,000 community college scholarship. The $10,000 grand prize and other prizes were provided by Clear Channel. The sweepstakes was promoted through on-air promotional announcements on 41 radio stations, online streaming announcements on 31 radio stations’ websites and online interactive scratcher banners on 35 of California’s largest radio stations reaching the campaign’s target audiences. Scratcher banners are similar to a virtual scratch and win game, and provide an instant win opportunity.

A total of 25 instant winners received $100 Fandango.com gift certificates for playing the We Pay for College Sweepstakes scratcher game. When participants “scratched” on the interactive banner, win or lose, they were automatically launched to the I Can Afford College campaign website, to enter for the chance to win the $10,000 community college scholarship and more.

A total of 5,934 entries were received in the We Pay for College Sweepstakes. Ten finalists were randomly selected from all entries to receive a trip to the 2009 Wango Tango Concert for themselves and a guest. At Wango Tango,
one of the lucky finalists was randomly awarded the $10,000 grand prize. The winner, Crystal Mejia, was a senior in high school and is currently using her scholarship to attend East Los Angeles Community College.

Markets: Twenty media markets received advertising support during this radio campaign: Los Angeles, Riverside/San Bernardino, San Francisco, San Jose, San Diego, Sacramento, Stockton, Modesto, Fresno, Visalia, Merced, Monterey/Salinas, Santa Barbara, Bakersfield, San Luis Obispo, Santa Maria, Victor Valley, and Oxnard/Ventura. Smaller rural areas in the buy included Lake County and Imperial County.

Results: Clear Channel estimated that this radio campaign delivered more than 14 million gross impressions for our target audience. During this flight, the website had more than 97,000 visitors viewing nearly 340,000 pages.

Donated Radio and Outdoor Billboards: At the end of 2008, Clear Channel donated airtime and outdoor billboards to deliver a bonus campaign that highlighted how community colleges are putting people back to work. 340 on-air radio spots ran on Sacramento Clear Channel radio stations Talk 650 KSTE and News-Talk 1530 KFBK between December 15, 2008 and January 2, 2009. A total of 297 Streaming Spots ran on KFBK.com and KSTE.com between December 15, 2008 and January 3, 2009. 230,128 Web impressions were delivered on KFBK.com and KSTE.com between December 13, 2008 and January 14, 2009. Clear Channel Outdoor placed 30 premier billboards in seven locations in the Sacramento region between December 1, 2008 and January 25, 2009.

This added value campaign reached those caught in California’s tough economic situation. The message pointed out that Californian’s can attend a community college to get career training and get back out into the workforce quickly and financial aid is available year-round to help pay for it.

Transit Bus Ads

The I Can Afford College campaign partnered with the Academic Senate for the California Community Colleges’ Who Do U Want 2B campaign to deliver a joint message that students can attend a community college to turn their passion into a career and that financial aid is available year-round to help them pay for it. The internal bus ads ran in 5,000 buses in 10 markets throughout California, reaching more than 69 million riders from January 2009 through May 2009. On average, 25
percent of all riders were ages 18-24 with an average annual household income below $40,000. Of those riders, 28 percent were Hispanic, 26 percent were White, 12 percent were African American and 8 percent were Asian. The bus ad space was donated by Blu Line Media. The I Can Afford College and Who Do U Want 2B campaigns only paid for the cost of printing.

**Media Relations**

In addition to paid advertising, the campaign sought additional exposure through media relations. From more rural areas in the Central Valley to big metro areas like Los Angeles, the campaign has been publicized through TV, radio, Internet and print.

Throughout the 2008-2009 fiscal year, the campaign was featured on various formats of both English and Spanish-language media including public affairs shows, community affairs shows, evening and morning television news, news talk radio, and youth-oriented urban stations. Through media relations efforts, the campaign has successfully managed to engage parents, students and influencers to think about financial aid and the opportunities available through a community college education.

During this time period, stories and interviews reached more than 3.5 million viewers, readers, and/or listeners. These numbers are based on circulation numbers for newspapers and Nielsen numbers for broadcast outlets (many broadcast outlets were not counted in this figure as Nielsen viewer/listener numbers are not published for these outlets). Stories appeared in most of the major top-tier newspapers in the state, including the Sacramento Bee, Los Angeles Times and the San Francisco Chronicle. Interviews about financial aid were featured on most Univision television stations across the state as well as Radio Campesina and Radio Bilingue Spanish-language radio networks that air in multiple markets throughout California.

During this time the campaign promoted messages on overall financial aid as well as other community college, financial aid related topics.

They highlighted key facts about community colleges:

- They are a strong resource for the unemployed to get retrained and back into the workforce quickly.

- They can help drive California’s economic recovery and get people back to work.
While enrollment is at an all-time high, they remain accessible and affordable.

Hot jobs and career training programs are available at the colleges.

These additional messages offered a strong complement to our financial aid message, making our topic relevant to larger audiences. As a result, the campaign had successful coverage in both general and Spanish media outlets, including press coverage in all major media markets across the state: Los Angeles, San Diego, Bay Area, Fresno and other areas across the Central Valley and Sacramento.

Outreach

Grassroots outreach has helped launch the I Can Afford College campaign directly into the heart of underserved communities and establish the campaign as a valuable resource on community colleges and 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 2008/09. Since the campaign’s inception, relationships have been built with more than 125 community and faith-based organizations across the state including the East Bay Consortium, College Track, KHMER Girls in Action, California Coalition for Youth, Junior Achievement, Project Grad L.A. and Puente Project. Through these relationships, target audiences are hearing our messages from community members and organizations they trust. In addition to distributing I Can Afford College collateral materials, the campaign has engaged community organizations to allow our representatives to offer their members (parents and students) free financial aid workshops. More importantly, the coordination of the workshops is really helping the community colleges develop and foster relationships with their local organizations.

Additionally, the campaign participated in community events, from youth-targeted events to conferences for educational advocates. Examples include the Annual Cash for College Convention, Asian Youth Pacific Leadership Conference, Youngbiz, and California Association of School Counselors Conference. Community events have been a successful tool to raise awareness in parents, students, and education advocates to know that cost should never be a barrier to higher education and that financial aid is available year-round at the California Community Colleges.
2008 County Fairs

Participation in local family-oriented events in the heart of Hispanic, African American and Asian communities established the campaign as a credible community resource statewide. Altogether, the campaign reached more than 650,000 fairgoers in 2008. The campaign supported fairs in the following counties: Napa, Siskiyou, Redwood Empire, Humboldt, Monterey, Tulare and Mendocino.

2008 California State Fair

For the fourth year, the campaign had a presence at the state fair. Nearly 790,000 visitors were exposed to information about financial aid and the affordability of California’s community colleges. As in years past, Carl’s Jr. donated the booth space, valued at $17,000, to the campaign. In 2008, the I Can Afford College campaign offered to share premium booth space with a few partner organizations including: ScholarShare, Who Do U Want 2B, WE Connect, and the California Student Aid Commission.

Nearly 12,000 pieces of I Can Afford College materials and promotional items were distributed to booth visitors during the 18-day run.

High School Outreach

As part of the strategy to promote the I Can Afford College campaign and elevate awareness about financial aid availability at a grassroots level, the campaign took its message to high school campuses across the state. Partnering with the California Student Aid Commission, priority high schools such as those that offer a high percentage of free and reduced lunches and that also have a low rate of college attendance post graduation were primary targets.

From July 2008 to June 2009, the I Can Afford College campaign held eight community college and financial aid awareness fairs at high schools throughout the state, connecting nearly 16,000 students with 27 community colleges. Fairs were held in Lindsay, Oakland, Oroville, Oxnard, Rancho Cordova, San Jose, San Marcos and Santa Rosa.
Financial Aid Awareness Month – April 2009

Despite extensive public awareness campaigns sponsored by the California Student Aid Commission and Cash for College, many high school students and adult re-entry students continue to miss the first (March 2) Cal Grant deadline. This is largely due to the fact that students make their decision to enroll in college throughout the school year and are either unaware of the availability of various financial aid programs and application requirements, or are confused by the two Cal Grant deadlines for applicants (March 2 and September 2). As a result, many believe they cannot apply for student financial aid beyond the initial March 2 deadline. Promoting Financial Aid Awareness month is timed to coincide with the passing of the first Cal Grant deadline, and provide needed information about the second one.

The fifth annual California Community College Financial Aid Awareness Month (FAAM) took place in April 2009, marking yet another collaborative effort between the campaign and local campus financial aid offices. During FAAM, 65 colleges promoted more than 350 free financial aid workshops on icanaffordcollege.com to help students identify and apply for the financial aid programs that are available year-round. These events were supported by a paid radio advertising campaign that drove interested parties to icanaffordcollege.com where they received up-to-date information on financial aid workshops taking place in their community. In addition, the campaign continued to promote high school events, student success stories and financial aid workshops through a concerted media relations effort.

For the third consecutive year, the I Can Afford College campaign received a proclamation from Governor Schwarzenegger, declaring April 2009 as Financial Aid Literacy Month. This news was promoted to the media, high schools and all community colleges, garnering media coverage from outlets across the state.
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