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Associate Degree for Transfer
A Degree with a Guarantee.™

Overview of Programs

Presented by:


Lindsay Pangburn, Program Manager,
"I Can Afford College" & Associate Degree for Transfer

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Campaign Background

- Statewide initiative funded by Proposition 98
- Started in 2003-04 academic year due to fee increase concerns
- Annual campaign budget of \$2.8 million
- Directed and managed by the California Community Colleges Chancellor's Office

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California Community Colleges Fee History

<u>Fiscal Year</u>	<u>Fee (per unit)</u>
1998-99	\$12
1999-03	\$11
2003-04	\$18
2004-05	\$26
2006-07	\$20
2009-10	\$26
2011-12	\$36
Summer 2012	\$46



Los Angeles Pierce College

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Budget Act language states specific key campaign messages:

- California community colleges remain affordable and accessible
- Financial aid is available to cover enrollment fees and help with other costs such as books, supplies
- Free one-on-one assistance

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The campaign's key target audiences are low- to middle-income:

- High school juniors and seniors
- Recent high school graduates
- Current community college students
- Re-entry students
- Influencers

San Bernardino Valley College



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All activities drive people to the heart of the campaign, **icanaffordcollege.com**, which launched in May 2004

- Key features of the website include:
 - Bilingual - English/Spanish
 - Types of financial aid and how to apply
 - Direct links to applications
 - Contact information for community college financial aid offices



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New Website – Launched in March 2014



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New Website – Internal Pages



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Phase II Website Updates for 2014-15:

- College Cost Calculator
- Smart Search
- Information Build Out
 - FAFSA Videos & Forecaster
 - Scholarships
 - AB 540
 - Financial Aid Glossary
- New Student Success Stories
- Financial Literacy Info



Berkley City College



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Creative Ad Campaign

- Radio 
- Television/video
- Online




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New Campaign Advertisements

- New radio & TV ads are in development
 - To be completed in 2015
- Refreshed online banner ads
 - English & Spanish
 - Teen & adult influencer audiences




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Partnerships with Exciting Promotions

- American Idol/Be A Star, Go To College
- TMZ/Paparazzi
- Twitter Essays
- Find the 5K Website Hunt
- AND...




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The NEW “30 Seconds to College” Contest

- Sponsored by iHeart Media
- Students create “Make It Now” ad
- Launched on March 1st
 - Video entries March 1-31
 - Voting April 1-24
 - Winners announced May
- Prizes
 - Grand prize = a car
 - Three cash scholarships



30 SECONDS TO COLLEGE CONTEST

You've heard the song or seen the video, now's your chance to give it your own spin.

WIN A GRAND PRIZE!
A 30-second video of your own version. Submit yours by 11:59 PM on April 1, 2015. The 30-second video must be original.

WIN A CASH SCHOLARSHIP!
Winners with the most votes will receive a cash scholarship. The number of winners will depend on the number of entries. All winners will be announced on May 1, 2015.


For more information on the contest, to view the rules, click on the link or go to the contest page at icanaffordcollege.com.

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“30 Seconds to College” Contest Support

- Posters to high school & community college campuses
- Radio station/DJ live reads
- Radio station websites
- On-campus radio remotes
- POSSIBLY celebrity endorsements



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Star Power & Presence



Ryan Seacrest



will.i.am



iHeart Radio Festival



Nick Cannon



Ed Crane



Wango Tango

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Robust Statewide Outreach

- Events
 - High school campuses
 - College fairs
 - Community events
- Collateral materials




Inline Community College


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Middle School Outreach

- UC/CSU/CCC joint web portal
 - YourCaCollegeFuture.org
 - Link to "I Can Afford College" website
- Development of comic book



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Legislative Outreach

- Governor's Office Annex Display
- Op-Eds Authored by Legislators
- Governor's Proclamation for Financial Aid Awareness Month



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Getting Social

- Twitter & Facebook
- YouTube
- Instagram
- Social Media Contests




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It's Working!

Since the campaign launched in 2003-04:

- More than 2.5 million people have visited the "I Can Afford College" website
- Number of community college students receiving some type of financial aid has increased by nearly 70 percent




San Diego Miramar College

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Campaign Results in 2013-14

- 500,000 **unique** visitors to website
- 137.2 million impressions from **online advertising**
- 156.6 million impressions from **radio advertising**
- 18,500 students **connected** with local community colleges
- 890 college financial aid **workshops promoted**
- 140,000 students reached via **booths** at events & high schools
- 240,000 **collateral pieces** provided statewide


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Next:

Associate Degree for Transfer Program

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- California Community Colleges & CSU joint effort
- New degrees make it easier for students to transfer between two systems
- Students earn two degrees with no wasted units
- Guaranteed admission to the CSU system with junior standing
- Currently more than 1,500 degrees offered
- Nearly 12,000 students received AA-T/AS-T degrees in 2013-14
- Nearly 7,000 transferred to a CSU

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- Initial CCA funding for fall 2011 to spring 2013 = \$358,000
 - Leveraged resources to secure \$750K in pro bono bringing total budget to more than \$1.1 million
- Sustained campaign in 2013-14 with \$348,000 from California Community Colleges Chancellor's Office

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Program Branding

- Developed program logo and tagline
- Created logo usage guidelines
- Logos and guidelines available on system websites & distributed to colleges




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Program website, ADegreeWithAGuarantee.com:

- Program overview and guarantee details
- FAQs
- Searchable database of degrees (updated monthly)
- Contact information for community colleges & CSUs
- Student success stories with videos
- Links to other helpful resources




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- More than 400,000 visits since its launch
- NEW interactive database – search by degree, community college or CSU campus





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Collateral Materials

- Mini-poster, tear pad display/tear pads and bookmarks (2 versions)
- Mailing to all CA public high schools, community colleges & CSUs (Fall 2012 & Spring 2014)
- Available for order via “I Can” website



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Transfer with a Guarantee

Transfer with a Guarantee

Transfer with a Guarantee

Mini-poster

Tear pad display easel

College bookmark – “Checklist” side

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Advertising

- Animated web banner ads
- :30 and :15 Radio spots
- Media flights in fall 2012, fall 2013 & fall 2014

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Online banner ads:

TRANSFER EASILY from a California Community College to a California State University

GUARANTEED ADMISSION at one of 23 CSU campuses

MANY MAJORS to choose from

EARN TWO DEGREES with only 120 units

FIND OUT MORE ABOUT THE NEW Associate Degree for Transfer

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- Banners/buttons for campus websites

Transfer to a CSU guaranteed & earn an associate and bachelor's degree with only 120 units


AA-T/AS-T Degrees


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Student success stories


- Highlight program benefits in student voice – peer-to-peer encouragement
- Currently six student videos featured on the website

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Partnerships

- “I Can Afford College”
 - Storage and fulfillment of program materials
 - Promotion of program on social media channels
- WhoDoUWant2B
 - Development of program website
 - Counselor bookmarks
 - Use of pro bono airtime for advertising
- Clear Channel Media (now iHeart)
 - Donated airtime and online ad space

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- Program Websites:
 - icanaffordcollege.com
 - adegreewithaguarantee.com
- Social Media:
 - <http://twitter.com/icanafrcollege>
 - www.facebook.com/icanaffordcollege
 - <http://instagram.com/icanaffordcollege>
 - www.youtube.com/user/ICANAFRCOLLEGE



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City College of San Francisco

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Thank you for coming!

Questions?

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