

Celebrating 10 Years
1999 - 2009

Academic Advancement

California Reading and Literature Project (CRLP)

California State Summer School for Mathematics and Science (COSMOS)

Early Academic Outreach Program (EAOP)

GEAR UP Partnerships - North Monterey County, Pajaro Valley & South Monterey County

Girls in Engineering

Mathematics, Engineering, Science Achievement Schools Program (MESA)

San Jose California Student Opportunity and Access Program (San Jose Cal-SOAP)

Transfer Partnerships Program (TPP)



PRESS RELEASE

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2009 SAN JOSE 'CASH FOR COLLEGE CAMPAIGN'

11 Free, Multilingual Financial Aid Workshops on FAFSA and Cal Grants for Students and Families; Special Campaign Kick Off Event, January 24

(SAN JOSE, CA) – Students and families are invited to attend 11 San Jose-area Cash for College workshops for free, multilingual support about college financial aid options, including the Free Application for Federal Student Aid (FAFSA) and Cal Grants. The annual Cash for College Campaign, an initiative of the California Student Aid Commission, is part of ongoing efforts in the region to increase college-going rates and help low-income and first-in-family college students complete the financial aid application process and pursue postsecondary education. There will be a special Cash for College Campaign Kick Off event on Saturday, January 24, 2009, from 10:00 a.m. to 3:00 p.m. at The National Hispanic University in San Jose.

“The Campaign is an essential part of our work—not just getting students to college but also making sure that families feel they can afford college. The Cash for College workshops are critical to removing financial barriers and helping students access all available resources,” said Sonia Ramos, executive director of the San Jose California Student Opportunity and Access Program (Cal-SOAP). The Cal Grant deadline is March 2; the FAFSA application for the 2009-10 school year must be submitted by June 30, 2010. All college-bound high school seniors who qualify for a Cal Grant are guaranteed to receive one.

The kick off event on Jan. 24 and the Campaign workshops are being organized by the UC Santa Cruz Educational Partnership Center (EPC) and its San Jose Cal-SOAP program and K-16 partners from across Santa Clara County. Citi Foundation also provided generous support to the Cash for College Campaign.

“A college education is extremely important in increasing earning power and breaking inter-generational cycles of poverty,” said Rebecca Macieira-Kaufmann, President of Citibank California. “The Citi Foundation is supporting programs like the Cash for College Campaign to

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dramatically increase the number of low-income and first-generation students who enroll in college and obtain a degree. These programs ultimately enhance lives and strengthen our communities.”

With the cost of college rising and tight state budget constraints, student and families should take advantage of various types of state, federal, and college aid that help make higher education more affordable, said Ramos. The Cash for College Campaign provides essential resources and support for students and families, demystifies the financial aid application process, and debunks myths around college affordability and availability of aid in the current economic downturn.

“We’re working hard to close not only the achievement gap, but also the opportunity gap for our disadvantaged students,” said State Superintendent of Public Instruction Jack O’Connell. “Cal Grants help students maximize their financial aid options to pursue all types of education beyond high school.”

More than 100 students and families are expected at the Campaign kick off event at NHU. The welcome session from 10:00 – 11:00 a.m. will feature Martha Kanter, Chancellor, Foothill-DeAnza Community College District and Chair, Silicon Valley Higher Education Roundtable; Dave Johnson, Director, Grants and Development, The National Hispanic University; Mhary Joy Alcaide, Cal Grant recipient; and Bill Erlendson, Assistant Superintendent, Educational Accountability and Community Development, San Jose Unified School District. The event also includes a series of free workshops on financial aid/FAFSA, student scholarships, resources for AB 540 and undocumented students, community college and technical education options, and free tax preparation services provided by Catholic Charities. A host of volunteers will provide one-on-one assistance for the FAFSA and Cal Grant applications in an open computer lab. Students who attend a Cash for College workshop and apply for a Cal Grant by the March 2nd deadline also qualify for an extra \$1,000 scholarship.

In addition to the kick off event, there will be 10 Cash for College Campaign workshops in San Jose throughout January and February for one-on-one assistance with financial aid and scholarship applications. Workshops are free, multilingual, and open to the public.

- Wednesday, Jan. 21, from 3:00 – 8:00 p.m. at East Palo Alto Academy High School
- Thursday, Jan. 22, from 3:00 – 8:00 p.m. at Yerba Buena High School
- Wednesday, Jan. 28, from 3:00 – 7:00 p.m. at Gunderson High School
- Thursday, Jan. 29, from 3:00 – 7:00 p.m. at James Lick High School
- Wednesday, Feb. 4, from 3:00 – 8:00 p.m. at Andrew Hill High School
- Saturday, Feb. 7, from 9:00 a.m. – 2:00 p.m. at Willow Glen High School
- Wednesday, Feb. 11, from 3:00 – 7:00 p.m. at James Lick High School
- Thursday, Feb. 12, from 4:00 – 8:00 p.m. at William C. Overfelt High School
- Tuesday, Feb. 24, from 3:00 – 8:00 p.m. at San Jose High Academy
- Thursday, Feb. 26, from 4:00 – 8:00 p.m. at William C. Overfelt High School

For more information about the Jan. 24 Cash for College Campaign Kick Off event, Campaign workshops, or other media inquiries, please contact JAIMIE VARGAS, director of development and communication, at (831) 239-9130 or jevargas@ucsc.edu. To host a Cash for College workshop or volunteer, contact sbramos@ucsc.edu.

About UC Santa Cruz Educational Partnership Center

Established in 1999, the Educational Partnership Center (EPC) coordinates new and ongoing academic preparation efforts on behalf of UC Santa Cruz with the goal of increasing access and opportunity to higher education for students across the Monterey Bay and San Jose/Silicon Valley regions. EPC is a research- and data-driven, umbrella organization for an array of integrated academic preparation programs, serving students, teachers, and families from kindergarten through college. The mission of the Educational Partnership Center is to create college-bound communities that improve student learning and increase college-going rates among students from low-income and traditionally non-college-going families in collaboration with school, college, business, and community partners. In January 2009, EPC celebrated its 10th anniversary.

About San Jose Cal-SOAP

Part of a statewide initiative of the California Student Aid Commission, San Jose Cal-SOAP works collaboratively with K-12 and other education partners in an effort to build a college-going culture and motivate students to make the connection between postsecondary education and future career aspirations. San Jose Cal-SOAP is dedicated to inspiring and supporting students from socioeconomically disadvantaged backgrounds who will be the first in their families to attend college. In addition, the San Jose Cal-SOAP Consortium convenes key stakeholders from higher education institutions, K-12 districts, county office of education, City of San Jose, and community agencies and businesses to collaboratively develop and implement academic preparation programs to maximize resources and avoid duplication of efforts.

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