



CASH FOR C//LLEGE

**Site Organizer/Site Captain Manual
2012**

Los Angeles Region



CASH FOR C//LLEGE

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The Los Angeles Cash for College Program is presented by the Office of Mayor Antonio Villaraigosa, City of Los Angeles, Los Angeles Area Chamber of Commerce, Los Angeles Community College District, Los Angeles City Workforce Investment Board, Los Angeles Unified School District, UNITE-LA and the members of the Los Angeles Cash for College Steering Committee.

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Welcome to Cash for College Super Saturday 2012!

We would like to thank you in advance for your commitment to the students and families of Los Angeles County. You are part of a statewide effort to help make a college education a reality for thousands of deserving students in Los Angeles by being one of the hundreds of caring volunteers working in dozens of locations throughout Los Angeles and California on Cash for College Super Saturday, January 28, 2012. Your efforts will have a meaningful, life-changing impact on the lives of our city's college-bound students.

We have designed a Site Captain/Leader Training Program and this Site Organizer/Captain Manual to help you learn the critical role you have in ensuring the smooth operation of local Cash for College Workshops and the implementation of the performance-based scholarship. I think you will find the information provided helpful and informative, answering most of your questions.

Sincerely,



David Rattray, Chair
Cash for College Steering Committee



Despina Costopoulos, Statewide Coordinator
California Cash for College

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Requirements to Host a Workshop

Cash for College is a partnership effort which offers a series of tools and support to Cash for College organizers to plan for, promote and conduct a FAFSA financial aid workshop. Cash for College also asks workshop organizers for assistance in outreach and evaluation to make the workshop and scholarship program successful. Below is a list of what Cash for College workshop organizers are offered and what is asked as part of the partnership.

Support Offered to Organizers

- \$1,000 incentive scholarships to be offered at qualifying 2012 Cash for College workshops to encourage high school seniors to apply for federal and state aid. Workshop organizers are provided an opportunity to announce recipients in late May or early June, 2012, when recipient selection is complete and available. Organizers are provided template scholarship award notification letters and lists of recipient names at their Cash for College secure online account.
- Secure organization accounts at the CCFC Workshop Management system, at www.calgrants.org, to register your organization, create user accounts, order workshop materials, access student web-based workshop survey results, access student contact information for financial aid follow-up purposes, request site support funds, and receive rosters of scholarship recipients and scholarship materials.
- Financial Aid Power Point presentations that provide a step-by-step guide on completing the FAFSA on the Web Worksheet. Presentations will be posted to the Tools Page on this website.
- For each workshop site that uses the CCFC web-based exit survey tool, individual student exit survey data will be made available within secure organization accounts, at the time of the workshop(s).
- A collection of customizable planning tools (i.e. sign in sheets, templates, scholarship recognition letters, and student surveys) to help coordinate and implement a successful event. You will have access to these tools under your organization's account.
- Coordination of local, regional and statewide marketing efforts to increase participant attendance;
- Access to available marketing resources through the online materials ordering;
- Access to specialized trainings and resources (i.e. using the CCFC Workshop Management System, volunteer financial aid training, launching the web-based survey tool, and AB540 presentation materials and guidebooks)
- Access to coalitions of Cash for College RCOs, where applicable, to help direct students and parents to your workshop.
- Site support in the amount of \$300 is offered to the school or organization conducting the workshop. Registered sites must return 25 or more student evaluations to apply for site support funds. These funds are meant to help defray the costs of the workshops, including, but not limited to, materials, janitorial service, community site space rental, technology or assistance with computer lab set up.

Expectations of Workshop Organizers

- Complete the California Cash for College Outreach Action Plan prior to registering your workshop.
- Use the California Priority High Schools targeted outreach list to guide selection of workshop sites. Or, if Priority High Schools are not identified in your area, prioritize outreach to low-income populations and first-generation college bound students.
Use the California Cash for College posters, flyers, Facebook fan page, and other tools for student, parent, school and community outreach.
- Provide students and their parents/guardians line-by-line assistance on the FAFSA and direct students to verify their Cal Grant GPA during the months of January and February and up to the March 2nd Cal Grant deadline.
- Participate in the 2012 FAFSA completion program to encourage California high school sites to establish secure WebGrants accounts through the California Student Aid Commission. Using WebGrants school accounts, the Commission will provide FAFSA completion rosters to high school sites during the 2012 Cal Grant application window. At a minimum, your organization will ask and encourage your high school Cash for College sites to join the Commission's online e-mail list to receive the high school "Shout Out," for information about establishing or renewing secure WebGrants school accounts.
- Aggressively promote available California Cash for College scholarships prior to your workshop(s). Workshop organizers are asked to help statewide CCFC inform scholarship recipients when scholarships are announced in late May or early June, 2012.
- Offer additional language support at workshops, specific to local needs.
- Offer available Internet-connected computers at workshop.
- Use attendance sign-in sheets at workshops and return copies to regional or statewide office.
- At each workshop, provide participant access to the web-based Cash for College exit survey, or the official paper-based exit survey. Any paper-based surveys need to be gathered at the time of the workshop and return to the statewide or regional office no later than March 10, 2012. Web-based surveys are securely submitted online at the time of the workshop and do not require any further processing.
- Following the March 2 deadline, using the online tool provided at the Cash for College site, provide a summary of student and parent attendance and other relevant workshop information to help evaluate the workshop series.

Cash for College Workshop Overview

California Cash for College is a statewide effort to provide free, professional assistance to families completing the **Free Application for Federal Student Aid (FAFSA)** and the **Cal Grant GPA Verification Form**. **Cash for College Super Saturday** is an opportunity for volunteers in the City of Los Angeles to work together on the same day to help students and families at various locations throughout the region complete federal and state application forms required to obtain college financial aid. The FAFSA is required for any student seeking federal and state financial aid, including grants, employment opportunities and loans at most schools across the nation. This outreach effort mobilizes financial aid professionals, primarily from colleges and universities, to help college-bound students and their families complete the forms required for financial aid.

Each year, the eleven **Regional Cash for College Directors** select one day on which to concentrate their efforts to coordinate local workshops that meet the needs of families and students in their regions. CFC Workshops will be held at various locations throughout Los Angeles, including schools, churches and community centers on Saturday, January 28, 2012. Additional CFC Workshops will be held on other days leading up to the March 2, 2012 Cal Grant deadline. The lead organization for the **Los Angeles Cash for College Region** is UNITE-LA.

Basic Cash for College Workshop Schedule and Activities

7:00 AM

- Arrive & open rooms Post signs Set out materials & refreshments
- Set up check-in table:
 - Sign-in Sheets • Cal Grant GPA Verification Forms
 - FAFSA Forms • Evaluation Forms

8:00 AM

- Greet Volunteers as they arrive; contact the Area Coordinator regarding no-shows.
- Conduct Volunteer Orientation; distribute and review all Workshop Materials.
- Financial Aid Workshop Leader & AB540 Specialist brief volunteers with basic info on the financial aid segment and information for undocumented families.
- Highlight most common FAFSA and Cal Grant GPA Verification form errors.
- Site Captain/Leader will make volunteer assignments to the following areas: Check-In, Check-Out, Refreshments, & Form Assistants
- Welcome participants by having each individual sign-in and distribute FAFSA, Cal Grant GPA Verification Form, Exit Surveys, and PBS Scholarship Informed Consent Form

9:00 – 2:00 PM

- Provide students & families with a welcome. Start the first of five, hour-long Financial Aid Presentations. Assist in providing directions to participants as they move from one activity to another. Here are some tips:

ARRIVALS & OVERFLOW: Sign-in families and have them wait in a greeting area until the next Financial Aid presentation begins. In case of large crowds, create an overflow system: use index cards to write time of next available workshop and give this to the participants so they know when to return and that they are assured a seat at the next workshop.

BEGIN WORKSHOPS PROMPTLY: The Financial Aid Workshop Presenter will welcome participants and lead each new group into workshop room at the start of each hour-long presentation. The Presenter will direct undocumented students/families to speak with AB540 Specialist in second room.

DIRECT PARTICIPANTS TO OTHER ACTIVITIES: When a workshop ends, direct participants to breakout room to continue working on financial aid forms, obtain one-on-one counseling from Form Assistants, complete Evaluation Forms, and go through Check-Out.

SUPERVISE CHECK-OUT: Closely supervise the Check-Out process to ensure all participant forms are reviewed for completeness, and that Exit Surveys are collected from each participant.

2:30 PM

- Close doors, Place Sign-In Sheets and Student Exit Surveys in a manila folder and return promptly to Attention” Simon Flores, 350 S. Bixel Street, Ste. 200, Los Angeles CA, 90017.

Description of Cash for College Day Staff and Volunteer Roles

The successful coordination of a Cash for College Workshop requires the efforts of volunteers who contribute valuable skills and expertise. Below is a description of the roles and responsibilities for key positions needed on Cash for College Day.

Los Angeles Cash for College Program Staff—The implementation of Cash for College in the Los Angeles region is led by Regional Director, Alma Salazar and Regional Coordinator, Simon Flores. These individuals are the primary contacts for the Area Coordinators and Site Captains for all issues related to CFC activities and documents before and after the CFC Workshop Day (see Contact Information).

Area Coordinator—On Cash for College Day, an Area Coordinator is assigned to 8-12 of the 30-35 workshop sites that are anticipated to occur on that day, and is the primary point of contact for the Site Captain should problems occur. Issues related to lunch for the volunteers, the need for additional supplies/forms, or volunteer staffing needs should be directed to the Area Coordinator.

Site Captain/Leader (one per site)—manages the logistics and operation at one specific workshop site, including promoting the workshop; making all necessary arrangements for the workshop in collaboration with the Workshop Site Host; recruiting, training and delegating assignments for all workshop volunteers at their assigned site; supervising the completion of all workshop activities; ensure all students complete and return evaluation forms and informed consents; and return all workshop materials and evaluations promptly to the Regional Director.

Financial Aid Content Experts (minimum two per site) - Professional financial aid administrators who will conduct the financial aid workshops, from local colleges, universities and California Association of Student Financial Aid Administrators (CASFAA).

Form Assistants (at least 5 per site)—Will sit with families during and after the workshops to help them complete their Free Application for Federal Student Aid (FAFSA) and Cal Grant GPA Verification forms. These are trained community volunteers assigned to help families during the workshops complete their Free Application for Federal Student Aid (FAFSA) and Cal Grant GPA Verification forms.

AB540 Specialists (1-2 at each site, if needed)—Assist recent immigrants and undocumented families in identifying financial aid opportunities. Volunteers are provided by/recruited from the Mexican American Legal Defense and Education Fund (MALDEF), Coalition for Humane Immigrant Rights in Los Angeles (CHIRLA) and the Salvadoran-American Leadership and Education Fund (SALEF) or volunteers that participate in AB540 training.

Workshop Site Hospitality Team (at least 3-5 per site)—School or community volunteers who will welcome families, oversee refreshments and staff the check-in & check-out tables. These individuals are critically important to the success of the Program Evaluation and CFC Scholarship Program.

Required Cash for College Day Activities

Check-In: Hospitality volunteers will welcome students and families, ensure that they sign in, and provide them the Event Program, Informed Consent Form, FAFSA on the Web Worksheet, GPA Verification Form, and Evaluation Form, and direct them to the waiting area (if available), or the workshop room. Financial aid brochures and entry forms for the California Cash for College Scholarship contest will also be available.

Welcome: On the hour, the Financial Aid Workshop Presenter (or Site Captain/Leader, if desired) will take a moment to welcome the applicants, either in the waiting area or the main workshop room. This individual may invite the high school principal or counselors, elected officials or their representatives in attendance to greet the applicant families. The Financial Aid Presenter will provide a brief preview of the presentation and review the documents that the participants should have brought with them to complete the application. Undocumented students should be directed to meet with AB540 Specialists.

Step 1: Cash for College Workshop Presentation: The Financial Aid Content Expert will present a PowerPoint or overhead presentation for approximately 45 minutes. The presentation will cover how to apply for financial aid, providing a line-by-line review of the Free Application for Federal Student Aid (FAFSA) and Cal Grant GPA Verification Form.

Step 2: One-on-One Form Assistance: At the conclusion of the presentation, families should be encouraged to stay and complete their forms at the event site. At most sites, this will take place in a different room. Every site should have five or more Form Assistants who will provide one-on-one assistance. AB540 Specialists will counsel and inform under- and/or un-documented students and their families.

Step 3: Complete the Student Exit Survey: Each year, Cash for College students are asked to complete an exit survey at the end of the workshop to help evaluate progress in helping students successfully apply for as much financial aid as possible. The exit survey is also a high school senior's entry form into the scholarship program. For workshops that offer Internet-connected computers, using the web-based exit survey is highly encouraged.

Sites that use the web-based exit survey will have access to student contact information to follow up with students on their application status. A web-based exit survey also increases the quality of survey data so that Cal Grant application and awards for Cash for College participants can be tracked. If you are interested to learn more about this new web-based feature, please contact the statewide Cash for College coordinator at cashforcollege@csac.ca.gov.

Site Captain/Leader Task List—Before the Workshop

1. **Promote the Workshop** (begin 6-8 weeks before and continue leading up to the Workshop)

To ensure maximum student participation at your workshop site, it's important to do localized grass-roots marketing of your workshop. Here are some ways to promote your workshop:

- Customize your Cash for College Fliers – Publicize your site as a CFC Workshop site.
- Contact local high schools and community-based organizations in your area and let their students know that you are hosting a Cash for College workshop; distribute Flyers.
- Aggressively promote the Cash for College Scholarship Program.
- Announce the workshops by facilitating a Sprint Tel Message for high school seniors.
- Publicize the workshops to your students and families at all major school functions and let their students know the Cash for College workshop site closest to them.

2. **Order Your Cash for College Materials**

When you've logged into your account, you can click on the Orders link to place your orders. Most all materials will be shipped to you from the CSAC warehouse. Some materials will be shipped from CSAC Headquarters or your Regional Coordinating Organization. When you place your order, tell us your "need to receive by" date. Remember to build in a reasonable amount of time you'll need to assemble your materials, as shipments will be targeted for receipt in time for your "need by" date.

3. **Obtain Refreshments** (solicit donations 3-6 weeks before the Workshop)

Coffee and light refreshments (donuts, chips, fruit) can be provided by your organization or donated by a local business. While attendance may vary from site to site, you should plan for refreshments for 25-50 volunteers. If you are hosting your workshop on CFC Super Saturday, January 29, 2011, lunch for your volunteers will be arranged by the L.A. CFC office.

4. **Recruit Volunteers** (recruit and confirm at least one week before the Workshop)

You will just need to recruit financial aid content experts and individuals from your school or community who will participate as financial aid leaders, form assistants, AB540 specialists and hospitality volunteers. You may want to use incentives to recruit volunteers in teams, from community-based organizations, neighborhood councils, faith-based groups, etc.

5. **Facilitate Arrangements at Your Workshop Site** (at least one week before the Workshop)

Survey the space where you will conduct your CFC Workshop. Make sure the following equipment and facilities needs at the workshop site are available and in good working order:

Equipment Check:

- Equipment for the Financial Aid Presentation – Either a laptop computer, LCD projector and screen, or an overhead projector and screen; and overhead projector cart.
- Tables and chairs set-up in an area for attendees to view the Financial Aid Presentation and fill-out the FAFSA and Cal Grant GPA Verification forms;
- Microphones, power strips, and/or extension cords;
- Lighting, heat, and open restrooms and parking lots;
- Computers with Internet access so students can apply on-line (if available). *****Schools are strongly encouraged to provide a computer lab where students will be able to complete the FAFSA and Exit survey online. The use of the computer lab will not only expedite the students'**

FAFSA completion, but will also ensure that scholarship recipients are selected and notified in a timely manner. ***

Facilities Check—The set-up for the CFC Workshop day should include:

- Entry to the building and room at least one hour in advance of your workshop;
- A registration table staffed by Hospitality Volunteers where attendees sign-in and receive materials before the workshop;
- A designated room for your Financial Aid Presenter to give the “Applying for Financial Aid” presentation to a large group;
- Tables and chairs where attendees can sit and complete the FAFSA and Cal Grant GPA Verification forms during and after the presentation;
- Areas where Form Assistant Volunteers can offer participants one-to-one guidance for complex questions (ideally in a second room);
- Space where the AB540 Specialist can talk with families;
- A table for attendees to sign-out as they leave and have their applications checked and evaluation/scholarship entry forms collected by Hospitality Volunteers;
- Additional table for display of additional resource materials; and
- A table or area for volunteer refreshments/lunch (optional).

6. Confirm you have received your Cash for College Workshop Materials

At least two days prior to your event, verify that all your materials in your box before your workshop. It will include the following items you’ll need for your CFC Workshop.

Workshop Site Set-Up:

- Welcome Posters
- Directional Sign Templates (draw on arrows with marker)
- Table Signs (Check-In, Check-Out)
- T-Shirts for Volunteers

Check-In Materials for Workshop Participants:

- Sign-in Sheets
- FAFSA On the Web worksheet in *English*
- FAFSA On the Web worksheet in *Spanish (if applicable)*
- Cal Grant GPA Verification Form (Electronic Only)
- 2011 Cash for College Student Exit Survey/Scholarship Entry Form

Cash for College Workshop Presentation (for Financial Aid Presenter):

- One FAFSA Power Point Presentation

Participant Check-Out Forms to be Collected by the Workshop Organizer/site captain or Designated Volunteer:

(These must be collected from students before they depart the workshop to be eligible for the CFC Scholarship opportunity).

- 2011 Cash for College Student Exit Survey/Scholarship Entry Form

Optional Student Financial Aid Resources/Exit Package

- Fund Your Future Student Workbook – English/Spanish (optional)
- "Top Ten" Cal Grant Tips for Students - English & Spanish
- "Top Ten" Cal Grant Tips for Parents - English & Spanish
- California Chafee Grant Foster Youth Brochure

Frequently Asked Questions

Listed below are questions commonly asked by students, parents and site volunteers about the Cash for College Workshops. All Site Captains should be familiar with these responses, and make sure that all CFC Volunteers are equally as knowledgeable. If you receive a question you can't answer, please call the Los Angeles Cash for College Regional Office at the L.A. Chamber of Commerce and we'll try to get you the information you need!

- **What is Cash for College?**
- **When and where will Cash for College Workshops be held?**
- **Who should attend a Cash for College Workshop?**
- **What if I cannot attend a Cash for College Workshop?**
- **Why should I fill out the FAFSA?**
- **What are Cal Grants, and am I eligible?**
- **What other kinds of aid are available?**
- **What should I bring to a Cash for College Workshop?**
- **What if I am not a U.S. Citizen?**
- **How does the Cash for College Scholarship work?**

- **How do I get more information?**

What is Cash for College?

California Cash for College is a statewide effort to provide free, professional assistance to families completing the Free Application for Federal Student Aid (FAFSA) and the Cal Grant GPA Verification Form. The FAFSA is required for any student seeking federal and state financial aid, including grants, employment opportunities and loans at most schools across the nation. This outreach effort mobilizes financial aid professionals, primarily from colleges and universities, to help college-bound students and their families complete the forms required for financial aid.

Each year, the Regional Cash for College Directors agree on one day to coordinate local workshops that meet the needs of families and students in their regions. These workshops, held at various locations including schools, churches and community centers, provide FREE, professional assistance to families completing the FAFSA and Cal Grant GPA Verification forms necessary for Cal Grants and other forms of financial aid. For 2011, Cash for College Day has been scheduled for Saturday, January 29th. The lead organization for the Los Angeles Cash for College Region is the Los Angeles Area Chamber of Commerce.

When and where will Cash for College Workshops be held?

The 2011 Workshops will be held at sites located throughout Los Angeles County on Cash for College Day, Saturday, January 29, 2011, and on other days leading up to the Cal Grant deadline, March 2, 2011. The easiest way to find a Workshop location is to go to the website www.lacashforcollege.org or calgrants.org for the most up-to-date information.

Who should attend a Cash for College Workshop?

The 2011 Cash for College Workshops are for all students who plan to attend college in the Fall of 2011 or during the 2011-2012 academic year. Any student who feels that he/she needs financial aid to attend college and who needs help applying for that aid is encouraged to attend one of the Workshops.

Why should I fill out the Free Application for Federal Student Aid (FAFSA)?

The FAFSA is the financial aid form required by most colleges, universities and vocational/technical schools in the nation. By completing the FAFSA, students can qualify for thousands of dollars in financial assistance, including grants and scholarships that do not have to be paid back, work study jobs, or student loans which require repayment.

What are Cal Grants, and am I eligible?

Cal Grant awards are state funded monetary grants given to students to help pay for college expenses. The awards do not have to be paid back. ***The deadline to apply for Cal Grants is March 2, 2012.***

What other kinds of financial aid are available through the FAFSA?

Even if you are not eligible for a Cal Grant, there are other financial aid opportunities for which you may be eligible, all of which require filling out the FAFSA. These include grants, scholarships, part-time job opportunities, and student loans as well as other financial aid funds from the college or university you plan to attend during the 2012-2013 academic year.

What should I bring to a Cash for College Workshop?

Students who are 23 years of age or younger and are not financially independent should attend with their parent(s) or guardian(s). They should bring their parents' income and asset information listed below. If parents are unable to attend, students may attend alone and bring their parents' information. Students who are 24 years of age or older or are financially independent may attend alone and bring their own income and asset information. To complete the FAFSA, families have been told to bring the following info:

For U.S. residents, their Social Security Cards, driver's license, or other government-issued ID
The family's Federal Income Tax return for 2011 or 2010 (if not complete, bring all income records from 2011)

If you do not have or cannot find any of these items, please attend a workshop anyway so that a counselor can help you get started with the financial aid application process. If you have any questions, please contact the California Student Aid Commission at 1-888-CA-GRANT (888-224-7268), www.csac.ca.gov, or e-mail custsvcs@csac.ca.gov.

What if I am not a U.S. Citizen?

Currently, only U.S. citizens and legal permanent residents are eligible for Cal Grants and federal financial aid. However, there are many private scholarship opportunities available for students without residency status. Plus, a new state law allows undocumented students who are pursuing a college education and meet certain requirements to be exempt from paying out-of-state tuition and fees at California's public postsecondary institutions. This results in significant savings at California

Community, California State University and the University of California. In order to qualify, a student must graduate from a California high school, attend high school in California for at least three years, graduate from a California high school or receive a GED, and file an affidavit with the state college or university stating the intention to file an application with the Immigration and Naturalization Service (INS) to obtain legal permanent residency as soon as he or she is eligible.

Information on this law will be available at Cash for College workshops. For more information, contact the Mexican American Legal Defense and Education Fund at (213) 629-2512.

How can I enter to win a Cash for College Scholarship?

High School seniors who attend any of the Cash for College workshops and meet specific eligibility criteria will automatically be entered into a drawing to win a college scholarship, up to \$1,000. At least one winner from each Cash for College Workshop will be randomly selected. To be eligible, students must meet all the following requirements:

- Complete and submit a Workshop Exit Survey/Evaluation Form;
- Complete and submit their FAFSA and Cal Grant GPA Verification forms or AB540 Affidavit by the March 2nd deadline;
- Meet the Cal Grant A/C income eligibility guidelines;
- Attend an accredited 2-year or 4-year degree granting post-secondary institution; and

Awards will be announced in late May or early June of 2012. To claim the scholarship, recipients must enroll in Fall 2011 and pursue an Associates or Bachelors degree path at an accredited 2-year or 4-year public or private degree granting institution in the nation.

What qualifies a workshop to offer a Cash for College scholarship?

A workshop must be registered prior to the workshop date. Student exit surveys (either web or paper-based) must be collected at the workshop and returned to the regional or statewide office as soon as possible following each workshop. For sites using the web-based exit surveys are electronically submitted to the Cash for College website as soon as the student completes the survey.

What if I cannot attend a Cash for College workshop?

If you are unable to attend a Cash for College Workshop, contact your high school counselor or college financial aid administrator for assistance. There are also a number of resources available through the California Student Aid Commission (CSAC). For more information, visit the CSAC website at www.csac.ca.gov, or contact CSAC at 1-888-CA-GRANT (888-224-7268) or custsvcs@csac.ca.gov.

Whom can I contact with questions?

To learn more about the California Cash for College and the Los Angeles Cash for College Workshops, visit www.californiacashforcollege.com and www.lacashforcollege.org.

For more information about Cal Grants, visit the California Student Aid Commission's website at www.csac.ca.gov and click on "Cal Grants." You may also contact the California Student Aid Commission at 1-888-CA-GRANT (888-224-7268), www.csac.ca.gov, or e-mail custsvcs@csac.ca.gov.