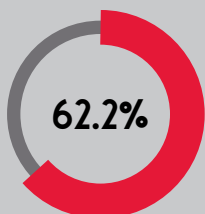


PROGRAM AT A GLANCE

Percentage of Enrolled Students
Eligible for CARES

527 out of 847 students

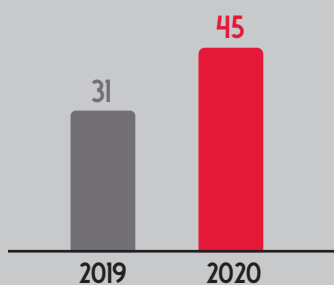


FINANCIAL AID

527 scholarships
awarded

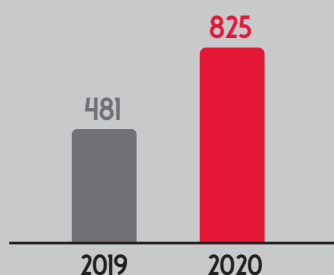
\$573,575 total amount
awarded

ENROLLMENT (EXTENDED UNIVERSITY)



Summer Session B Class Offerings

PERCENT GROWTH:
45.2%



Summer Session B Enrollment

PERCENT GROWTH:
71.5%

THE CARES SUMMER GRANT PROGRAM

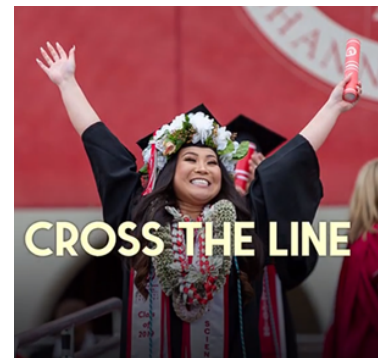
- Provided tuition assistance to help students stay on track with their coursework over the summer
- Covered cost up to 3-units for summer session B classes which started on July 13, 2020
- Award amounts were calculated per unit with awards that ranged from \$1,095 for undergraduate students, \$1,101 for credential students and \$1,275 for graduate students
- To be eligible, students had to be continuing CSUCI students that were enrolled in a degree seeking program, had been registered in the spring 2020 semester, and had filed a FAFSA, among other eligibility criteria
- Federal funds established by the Higher Education Emergency Relief Fund (HEERF) provided funding for CSUCI's CARES Summer Grant Program funding
- CSUCI's Student Academic Success and Equity Initiatives (SASEI) partnered with Extended University, Enrollment Management, and Communications & Marketing to design, implement, support and promote the CARES Summer Grant Program to students that would benefit from the grant awards provided by the program



"I am so thankful that I have this grant. All of my fall semester classes went online except for one. Since I am now home in Bakersfield, it doesn't make sense to come back to campus when all of my other classes are online. I would either have to commute from Bakersfield to Camarillo for this one class or I would have had to take out a large loan to be able to live on campus for my last semester. This would have been hard since I don't have a car and I was worried that there might be another outbreak. I was worried for my family. With this grant, I am now able to stay home and finish out classes. Thanks to this grant, everything has worked out perfectly because I can now afford to take it (the class) over the summer and graduate on time."

Trishainah Varnado
Major: Health Science
Status: graduating Dec 2020





CAMPAIGN & OUTREACH OVERVIEW

In collaboration with Communication & Marketing, Academic Advising and Teaching & Learning Innovations, the SASEI department implemented several strategies to promote the CARES Summer Grant Program:

SOCIAL MEDIA CAMPAIGN:

A 6-part series of social media videos were developed and released from mid-May to early July that promoted the available funding for summer session B courses. Audience members were moved to the program's website.

Target Audience: All users

Medium: Instagram, Facebook, LinkedIn

DIRECT-TO-STUDENT EMAIL CAMPAIGN:

Emails to students were released by Academic Advising linking targeted students to available funds. Additional emails were sent to students, including a video announcement email sent by President Beck to all CSUCI students.

Target Audience: Targeted, all students

Medium: Email

DIRECT-TO-STUDENT EKHOBOT NUDGE CAMPAIGN:

Using CSUCI's chatbot technology, a nudge campaign was developed and sent to targeted students. Students were nudged to the program's website.

Target Audience: Targeted students

Medium: Chatbot technology (Ekhobot)

OUTREACH STRATEGY

1. SOCIAL MEDIA REACH

17,499  Instagram

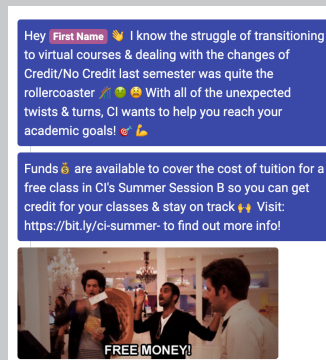
9,951  Facebook

2. EMAIL OUTREACH

9,108 

3. EKHOBOT

886 Students nudged



"The grant is very helpful for students like me. I know a lot of people have already gotten their grant, and it really helped them. This is what we, as students, needed."

Monica Sifuentes
Major: Psychology
Status: graduating Dec 2020

"The grant really helped me get ahead in my classes. I picked up two minors in Economics and Communication to be more competitive in the workforce. But that was before the pandemic. Now, having to take more classes has been stressful. With the grant, I was able to take an Econ 311 class that I need before I can take the Econ 310 class in the fall. Before the grant, I had been very stressed because I did not have the money to pay for a summer session, but I wanted to stay on track to graduate. Receiving the grant took a weight off my shoulders. I was able to complete my general ed requirements at Oxnard College, but the grant allowed to take upper division classes which is what I really needed. It honestly really did help me out a lot. Not only will it (award) help me academically, but one class can really help out a lot."

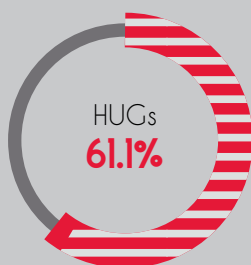
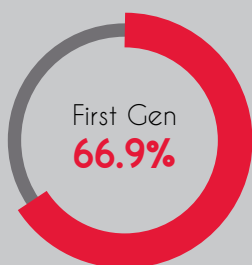
Emilia Contreras

Major: Business

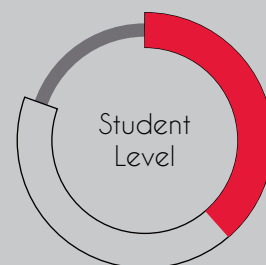
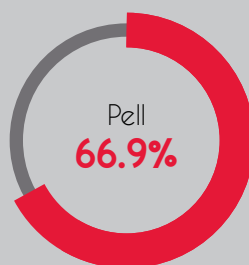
Status: graduating May 2022

GRANT RECIPIENT DEMOGRAPHICS

Reflecting a total number of 499



57.7% Latinx



Junior **41.9%** Senior **39.3%**

TOP 4 PROGRAMS REPRESENTED



Health Science
15.4%



Biology
15.4%



Psychology
14.4%



Business
13.4%

FINACIAL AID BY SCHOOL



11%
School of Education
58 Awards
\$65,130 Disbursed

76%
Arts & Sciences
397 Awards
\$429,605 Disbursed

13%
MVS School of Business & Economics
69 Awards
\$75,555 Disbursed