





The Board of Governors of the California Community Colleges

PRESENTED TO THE BOARD OF GOVERNORS

DATE: September 18-19, 2017

SUBJECT: Renaming Board of Governors Fee Waiver		Item Number: 4.3	
		Attachment: No	
CATEGORY:	Communications	TYPE OF BOARD CONSIDERATION:	
Recommended By:	 Paul Feist, Vice Chancellor	Consent/Routine	
		First Reading	
Approved for Consideration:	 Eloy Ortiz Oakley, Chancellor	Action	
		Information	X

ISSUE: The Chancellor's Office will provide an overview of plans to change the name of the Board of Governors Fee Waiver to the California College Promise Grant as part of a broader California College Promise policy framework.

BACKGROUND: For more than 30 years, the Board of Governors Fee Waiver has provided tuition-free education to millions of Californians with financial need and has helped to increase access for historically underrepresented students. About 1 million students currently receive the fee waiver. The formal name of this financial assistance, however, is not well suited for broad name recognition, nor is it closely associated with the College Promise movement that has spread through the nation and California. Research by the Chancellor's Office found that less than a quarter of high school students are aware of the fee waiver. Lack of enthusiasm for BOGFW name among high school students likely is driven by low awareness and confusion over the name. The name does not make it immediately apparent that it is financial aid, and students are unsure what the Board of Governors is. While about two-thirds of current community college students say they are aware of the fee waiver, only 32 percent say they are receiving the waiver, significantly less than actually receive it. **(Background cont.)**

RECOMMENDATION: This item is for information.

(Background cont.)

Other findings of the research that surveyed 400 current community college students, high school students and adults not enrolled include:

- California College Promise Grant was preferred name among respondents, and it is especially popular among high school students. The tagline “Helping Students Succeed” was also the most popular of those tested.
- 79 percent of all respondents said California College Promise Grant is a name they can remember
- 76 percent say it is a good fit for the financial aid benefit

Renaming the Board of Governors Fee Waiver the California College Promise Grant provides an opportunity to increase awareness and understanding among students and the public, while aligning it with local Promise partnerships. The renaming will be phased in to take effect in Fall of 2018 and completed in the 2019 academic year. Financial aid and communications and marketing staff from the Chancellor’s Office have already been laid the groundwork with college officials in preparation of the change.

Concurrent with the name change, the Chancellor’s Office will work with the state Legislature and colleges to significantly expand the state’s commitment to students under the framework of the California College Promise. The goals of the Promise include:

- Increasing the number and percentage of high school students who are prepared for and who attend college full-time directly from high school.
- Increasing the percentage of high school graduates placed in college-level math and English at a public postsecondary university in California.
- Increasing the number and types of working age adults earning a college credential.
- Increasing the percentage of students who earn associate degrees or certificates, or who successfully transfer from a community college to a public four-year institution and graduate with bachelor’s degrees.
- Reducing and eliminating achievement gaps for students from groups that are under-represented in postsecondary education.