

**CSAC & Education Trust -West
SB 737 (Limón) Cal - SOAP Social Media Tool Kit
2021**

Link: <http://bit.ly/CalSOAP>

Graphics: <http://bit.ly/3pnKii2>

Possible Hashtags:

- #CalSOAP
- #ModernizeCalSOAP
- #Allin4FinancialAid
- #finaid
- #FAFSA
- #CADAA
- #CADreamAct

Twitter Handles:

- @castudentaid
- @edtrustwest
- @MoniqueLimonCA

Instagram Handles:

- @castudentaid
- @edtrustwest
- @moniquelimonca

Twitter/Instagram Posts

- We need to modernize Cal-SOAP! SB 737 focuses on improving #finaid awareness and access for all 16 #CalSOAP projects throughout #CA, including completion of the #FAFSA or #CADreamAct apps, to promote postsecondary opportunities for low-income and underserved students <http://bit.ly/3pnKii2>
[ATTACH GRAPHIC - tag ETW and CSAC in photo]
- Most #CA students qualify for financial aid, but the complex process discourages many from applying. Because of this, almost \$550 million in financial aid went unclaimed during 2018-2019 in #CA. Modernizing #CalSOAP would ensure that more students have access to these funds!
[ATTACH GRAPHIC - tag ETW and CSAC in photo]
- What would a modernized #CalSOAP look like? A Cal-SOAP that promotes higher education opportunities for low-income and underserved

communities through financial aid awareness. [ATTACH GRAPHIC, graphic will contain proposed updates - tag ETW and CSAC in photo]

- The pressure of #COVID has discouraged many low-income and first-gen students from applying for the #FAFSA, #CADAA, or pursuing higher education altogether. This magnifies the need for focused #finaid outreach to students and families, which could be achieved through modernizing Cal-SOAP!
[ATTACH GRAPHIC - tag ETW and CSAC in photo]
- Cal-SOAP hasn't been updated in over 40 years. While there are many programs that increase academic college eligibility, our #CA students also deserve programs that help them understand the cost of attendance while supporting them through the #finaid process. Let's modernize #CalSOAP!
[ATTACH GRAPHIC - tag ETW and CSAC in photo]
- Awareness of college financing options must go hand-in-hand with academic eligibility awareness. Modernizing #CalSOAP would make #finaid outreach a top priority. [ATTACH GRAPHIC - tag ETW and CSAC in photo]
- We can't talk about college access without talking about college financing options and #finaid. That is why SB 737 would help low-income and first-generation students have the necessary tools and knowledge to attend and afford college. [ATTACH GRAPHIC - tag ETW and CSAC in photo]