

Free City College Oversight Committee

Meeting Agenda



Members: Eileen Mariano (Co-Chair), Alan Wong (Co-Chair), Win-Mon Kyi, Heather Brandt, Patrick West, Calvin Quock, Maria Su, Dr. Lisa Cooper Wilkins, Alisa Messer, Christopher Brodie, Jill Yee, Conny Ford, Malinalli Villalobos

Date and Time: Friday, January 26, 2024, 10:00 am – 12:00 pm
In-Person Meeting Location: City College (Main Campus) – MUB RM 140
50 Frida Kahlo Way, San Francisco, CA 94112

Remote Public Access (if not attending in person)

Remote public access is available via Zoom for members of the public only. To join remotely, please follow the link below. FCCOC Committee Members must attend in person unless a disability accommodation request has been submitted.

Zoom Link for Remote Public Access ONLY:

<https://us06web.zoom.us/j/82150261162?pwd=M2fdVxaMefxXhkvaoo2abfPha7esKc.1>

Meeting ID: 821 5026 1162

Passcode: 930846

Public Comment will be heard in the following order: 1) members of the public attending in-person, and 2) members of the public attending remotely. Please contact the FCCOC Secretary at FCCOC@dcyf.org with any questions.

I. Call to Order and Roll Call

II. Adoption of the Agenda (5 min)
Action required

III. General Public Comments (5 min)
This item allows members of the public to comment generally on matters within the oversight committee’s purview that are not on the agenda.

IV. Review and Approval of October 2023 Minutes (5 min)
Action required

V. Equity Subcommittee (15 min)
Discussion Only

VI. Outstanding Fees (20 min)
Discussion Only

VII. City College (15 min)
Discussion Only

VIII. Marketing (15 min)
Discussion Only

Free City College Oversight Committee

Meeting Agenda

IX. Unfinished Business

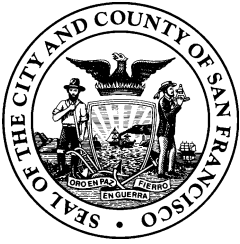
No items to discuss.

X. Future Agenda Items (5 min)

Discussion Only

XI. Adjournment

Action required



Free City College Oversight Committee

Policies & Translations



KNOW YOUR RIGHTS UNDER THE SUNSHINE ORDINANCE

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review. For information on your rights under the Sunshine Ordinance (Chapters 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, please contact:

Sunshine Ordinance Task Force Administrator
City Hall – Room 244 1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4683
415-554-7724 (Office); 415-554-7854 (Fax)
E-mail: SOTF@sfgov.org

Copies of the Sunshine Ordinance can be obtained from the Clerk of the Sunshine Task Force, the San Francisco Public Library and on the City's website at www.sfgov.org. Copies of explanatory documents are available to the public online at <http://www.sfbos.org/sunshine> or, upon request to the Commission Secretary, at the above address or phone number.

LANGUAGE ACCESS

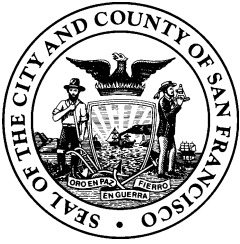
Per the Language Access Ordinance (Chapter 91 of the San Francisco Administrative Code), Chinese, Spanish and or Filipino (Tagalog) interpreters will be available upon request. Meeting Minutes may be translated, if requested, after they have been adopted by the Commission. Assistance in additional languages may be honored whenever possible. To request assistance with these services please contact Emily Davis at 415-987-5959 or Emily.Davis@dcyf.org at least 48 hours in advance of the hearing. Late requests will be honored if possible.

ACCESSIBLE MEETING POLICY

Per the Americans with Disabilities Act and the Language Access Ordinance, Chinese, Spanish, Filipino (Tagalog), and/or American Sign Language interpreters will be available upon request. Additionally, every effort will be made to provide assistive listening devices and meeting materials in alternative formats (braille or large print). Minutes may be translated after they have been adopted by the Commission. For all these requests, please contact Emily Davis, Community Engagement Associate at least 72 hours before the meeting at 415-987-5959. Late requests will be honored if possible. The hearing room is wheelchair accessible. In order to assist the City's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical-based products. Please help the City to accommodate these individuals.

LOBBYIST ORDINANCE

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [SF Campaign & Governmental Conduct Code 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 25 Van Ness Avenue, Suite 220, San Francisco, CA 94102, (415) 252-3100, FAX (415) 252-3112



Free City College Oversight Committee

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website: www.sfgov.org/ethics.

CHINESE

如對會議有任何疑問，請致電415-557-9942查詢。當會議進行時，嚴禁使用手機及任何發聲電子裝置。會議主席可以命令任何使用手機或其他發出聲音裝置的人等離開會議場所。

了解你在陽光政策下的權益

政府的職責是為公眾服務，並在具透明度的情況下作出決策。市及縣政府的委員會，市參事會，議會和其他機構的存在是為處理民眾的事務。本政策保證一切政務討論都在民眾面前進行，而市政府的運作也公開讓民眾審查。如果你需要知道你在陽光政策 (San Francisco Administrative Code Chapter 67) 下擁有的權利，或是需要舉報違反本條例的情況，請聯絡：

陽光政策 專責小組行政官

地址：City Hall – Room 244 1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4683
電話號碼:415-554-7724 ; 傳真號碼415- 554-5163
電子郵箱: SOTF@sfgov.org

陽光政策的文件可以通過陽光政策專責小組秘書、三藩市公共圖書館、以及市政府網頁www.sfgov.org等途徑索取。民眾也可以到網頁<http://www.sfbos.org/sunshine>閱覽有關的解釋文件，或根據以上提供的地址和電話向委員會秘書索取。

語言服務

根據語言服務條例(三藩市行政法典第91章)，中文、西班牙語和/或菲律賓語（泰加洛語）傳譯人員在收到要求後將會提供傳譯服務。翻譯版本的會議記錄可在委員會通過後透過要求而提供。其他語言協助在可能的情況下也將可提供。上述的要求，請於會議前最少48小時致電415-557-9942或電郵至Brandon.Shou@dcyf.org 向委員會秘書Brandon Shou提出。逾期提出的請求，若可能的話，亦會被考慮接納。

利便參與會議的相關規定

根據《美國殘疾人士法案》(Americans with Disabilities Act) 與「語言服務條例」(Language Access Ordinance)，中文、西班牙文、菲律賓文和/或美國手語傳譯員，須應要求，提供傳譯服務。另外，我們會盡一切努力予以提供輔助性聽力儀器及不同格式（點字印製或特大字體）的會議資料。翻譯版本的會議記錄可在委員會通過後予以提供。如有這些方面的請求，請在會議前七十二（72）小時致電628-652-7108與Brandon Shou 聯絡。逾期所提出的請求，若可能的話，亦會接納。聽證室設有輪椅通道。

為了讓市政府更好照顧有嚴重過敏、因環境產生不適、或對多種化學物質敏感的病患者，以及有相關殘疾的人士，出席公眾會議時，請注意其他與會者可能會對不同的化學成分產品產生過敏。請協助市政府關顧這些個別人士的需要。

遊說者法令

依據「三藩市遊說者法令」(SF Campaign & Governmental Conduct Code 2.100) 能影響或欲影響本地立法或行政的人士或團體可能需要註冊，並報告其遊說行為。如需更多有關遊說者法令的資訊，請聯絡位於Van Ness 街25號 220室的三藩市道德委員會，電話號碼:415- 252-3100，傳真號碼 415-252-3112，網址: www.sfgov.org/ethics。



Free City College Oversight Committee

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SPANISH

Para preguntas acerca de la reunión, por favor contactar el 415-934-4840. El timbrado de y el uso de teléfonos celulares, localizadores de personas, y artículos electrónicos que producen sonidos similares, están prohibidos en esta reunión. Por favor tome en cuenta que el Presidente podría ordenar el retiro de la sala de la reunión a cualquier persona(s) responsable del timbrado o el uso de un teléfono celular, localizador de personas, u otros artículos electrónicos que producen sonidos similares.

CONOZCA SUS DERECHOS BAJO LA ORDENANZA SUNSHINE

El deber del Gobierno es servir al público, alcanzando sus decisiones a completa vista del público. Comisiones, juntas, concilios, y otras agencias de la Ciudad y Condado, existen para conducir negocios de la gente. Esta ordenanza asegura que las deliberaciones se lleven a cabo ante la gente y que las operaciones de la ciudad estén abiertas para revisión de la gente. Para obtener información sobre sus derechos bajo la Ordenanza Sunshine (capítulo 67 del Código Administrativo de San Francisco) o para reportar una violación de la ordenanza, por favor póngase en contacto con:

Administrador del Grupo de Trabajo de la Ordenanza Sunshine (Sunshine Ordinance Task Force Administrator)
City Hall – Room 244 1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4683
415-554-7724 (Oficina); 415-554-5163 (Fax);
Correo electrónico: SOTF@sfgov.org

Copias de la Ordenanza Sunshine pueden ser obtenidas del Secretario del grupo de Trabajo de la Ordenanza Sunshine, la Biblioteca Pública de San Francisco y en la página web del internet de la ciudad en www.sfgov.org. Copias de documentos explicativos están disponibles al público por Internet en <http://www.sfbos.org/sunshine>; o, pidiéndolas al Secretario de la Comisión en la dirección o número telefónico mencionados arriba.

ACCESO A IDIOMAS

De acuerdo con la Ordenanza de Acceso a Idiomas “Language Access Ordinance” (Capítulo 91 del Código Administrativo de San Francisco “Chapter 91 of the San Francisco Administrative Code”) intérpretes de chino, español y/o filipino (tagalo) estarán disponibles de ser requeridos. Las minutas podrán ser traducidas, de ser requeridas, luego de ser aprobadas por la Comisión. La asistencia en idiomas adicionales se tomará en cuenta siempre que sea posible. Para solicitar asistencia con estos servicios favor comunicarse con Prishni Murillo al 628-652-7139, o Prishni.Murillo@dcyf.org por lo menos 48 horas antes de la reunión. Las solicitudes tardías serán consideradas de ser posible.

POLITICA DE ACCESO A LA REUNIÓN

De acuerdo con la Ley sobre Estadounidenses con Discapacidades (Americans with Disabilities Act) y la Ordenanza de Acceso a Idiomas (Language Access Ordinance) intérpretes de chino, español, filipino (tagalo) y lenguaje de señas estarán disponibles de ser requeridos. En adición, se hará todo el esfuerzo posible para proveer un sistema mejoramiento de sonido y materiales de la reunión en formatos alternativos. Las minutas podrán ser traducidas luego de ser aprobadas por la Comisión. Para solicitar estos servicios, favor contactar a Prishni Murillo, por lo menos 72 horas antes de la reunión al 415-934-4840. Las solicitudes tardías serán consideradas de ser posible. La sala de audiencia es accesible a silla de ruedas.

ORDENANZA DE CABILDEO

Individuos y entidades que influyen o intentan influenciar legislación local o acciones administrativas podrían ser requeridos por la Ordenanza de Cabildeo de San Francisco (SF Campaign & Governmental Conduct Code 2.100) a registrarse y a reportar actividades de cabildeo. Para más información acerca de la Ordenanza de Cabildeo, por favor contactar la Comisión de Ética: 25 de la avenida



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Van Ness , Suite 220, San Francisco, CA 94102, 415-252-3100, FAX 415-252-3112, sitio web: www.sfgov.org/ethics.

FILIPINO

Kung mayroon kayong mga tanong tungkol sa miting, mangyaring tumawag lang sa 415-554-8991. Ang pagtunog at paggamit ng mga cell phone, mga pager at kagamitang may tunog ay ipinagbabawal sa pulong. Paalala po na maaaring palabasin ng Tagapangulo ang sinumang may-ari o responsible sa ingay o tunog na mula sa cell-phone, pager o iba pang gamit na lumilikha ng ingay.

ALAMIN ANG INYONG MGA KARAPATAN SA ILALIM NG SUNSHINE ORDINANCE

Tungkulin ng Pamahalaan na paglinkuran ang publiko, maabot ito sa patas at madaling maunawaan na paraan. Ang mga komisyon, board, kapulungan at iba pang mga ahensya ng Lungsod at County ay mananatili upang maglingkod sa pamayanan. Tinitiyak ng ordinansa na ang desisyon o pagpapasya ay ginagawa kasama ng mamamayan at ang mga gawaing panglungsod na napagkaisahan ay bukas sa pagsusuri ng publiko. Para sa impormasyon ukol sa inyong karapatan sa ilalim ng Sunshine Ordinance (Kapitulo 67 sa San Francisco Administrative Code) o para mag -----report sa paglabag sa ordinansa, mangyaring tumawag sa Administrador ng Sunshine Ordinance Task Force .

City Hall – Room 244 1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4683
415-554-7724 (Opisina); 415-554-7854 (Fax)
E-mail: SOTF@sfgov.org

Ang mga kopya ng Sunshine Ordinance ay makukuha sa Clerk ng Sunshine Task Force, sa pampublikong aklatan ng San Francisco at sa website ng Lungsod sa www.sfgov.org. Mga kopya at mga dokumentong na nagpapaliwanag sa Ordinance ay makukuha online sa <http://www.sfbos.org/sunshine> o sa kahilingan sa Commission Secretary, sa address sa itaas o sa numero ng telepono.

PAG-ACCESS SA WIKA

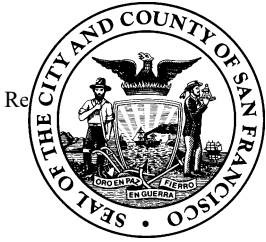
Ayon sa Language Access Ordinance (Chapter 91 ng San Francisco Administrative Code), maaaring mag-request ng mga tagapagsalin sa wikang Tsino, Espanyol, at/o Filipino (Tagalog). Kapag hiniling, ang mga kaganapan ng miting ay maaring isalin sa ibang wika matapos ito ay aprobahan ng komisyon. Maari din magkaroon ng tulong sa ibang wika. Sa mga ganitong uri ng kahilingan, mangyaring tumawag sa Clerk ng Commission Emily Davis sa 415-987-5959, o Emily.Davis@dcyf.org sa hindi bababa sa 48 oras bago mag miting. Kung maari, ang mga late na hiling ay posibleng pagbibigyan.

PATAKARAN PARA SA PAG-ACCESS NG MGA MITING

Ayon sa batas ng Americans with Disabilities Act at ng Language Access Ordinance, maaaring mag-request ng mga tagapagsalin wika sa salitang Tsino, Espanyol, Filipino o sa may kapansanan pandinig sa American Sign Language. Bukod pa dito, sisikapin gawan ng paraan na makapaglaan ng gamit upang lalong pabutihin ang inyong pakikinig at maibahagi ang mga kaganapan ng miting sa iba't ibang anyo (braille o malalaking print). Ang mga kaganapan ng miting ay maaaring isalin sa ibang wika matapos ito ay aprobahan ng komisyon. Sa mga ganitong uri ng kahilingan, tumawag po lamang kay Emily Davis sa 415-554-8991. Magbigay po lamang ng hindi bababa sa 72 oras na abiso bago ng miting. Kung maaari, ang mga late na hiling ay posibleng tanggapin. Ang silid ng pagpupulungan ay accessible sa mga naka wheelchair.

LOBBYIST ORDINANCE

Ayon sa San Francisco Lobbyist Ordinance [SF Campaign & Governmental Conduct Code 2.100], ang mga indibidwal o mga entity na nag iimpluensiya o sumusubok na mag impluensiya sa mga lokal na pambatasan o administrative na aksyon ay maaaring kailangan mag-register o mag-report ng aktibidad ng lobbying. Para sa karagdagan na impormasyon tungkol sa Lobbyist Ordinance, tumawag lamang po sa San Francisco Ethics Commission at 25 Van Ness Avenue, Suite 220, San Francisco, CA 94102, (415) 252-3100, FAX (415) 252-3112, website: www.sfgov.org/ethics.



Free City College Oversight Committee Meeting Minutes **DRAFT**



Members: Eileen Mariano (Co-Chair), Alan Wong (Co-Chair), Win-Mon Kyi, Heather Brandt, Patrick West, Calvin Quock, Maria Su, Dr. Lisa Cooper Wilkins, Alisa Messer, Christopher Brodie, Jill Yee, Conny Ford, Malinalli Villalobos

Date and Time: Friday, October 6, 2023, 10:00 AM - 12:00 PM
In-Person Location: City College (Main Campus) - Multi-Use Building (MUB),
Rm 140 50 Frida Kahlo Way, San Francisco, CA. 94112

I. Call to Order and Roll Call

- A. Meeting called to order at 10:05 AM.
- B. Members Present: Eileen Mariano (Co-Chair), Alan Wong (Co-Chair), Win-Mon Kyi, Heather Brandt, Calvin Quock, Maria Su, Dr. Lisa Cooper Wilkins, Alisa Messer, Conny Ford, Malinalli Villalobos
- C. Members Absent: Patrick West, Christopher Brodie, Jill Yee,

II. Adoption of the Agenda

- A. Agenda adopted.
- B. Member Villalobos motioned.
Member Ford seconded.

III. General Public Comments

- A. No public comment.

IV. Review and Approval of April 2023 Minutes

- A. Minutes approved.
- B. Member Villalobos motioned.
Member Messer seconded.
- C. Member Comments
 - Member Messer asked if there will be discussions on the growth of outstanding fees and non-audit procedure #4. Co-Chair Wong responded yes. The non-audit procedure #4 discussions will be held under the Year 2 Audit Update.

V. Outstanding Fees Update

- A. Update provided by Dr. Lisa Cooper Wilkins.
 - Provided an overview of the Free City Debt Program.
 - The process of applying the fee relief to student accounts began on August 22nd. Students were notified via email and text. The terms for eligibility were explained.
 - All FCC fees a student could accrue are covered under this relief. Fees accrued from other financial aid programs are not covered.
 - No refunds will be issued for students who have already paid. The relief is for students who have an actual outstanding balance.

- Holds will be automatically lifted once the funds have been applied. They are working in reverse chronological order.
- Fee Processing Updates
 - As of last Friday (September 29th), 5,270 students have received relief. The goal is to finish processing well in advance of Spring 2024 registration.

B. Member Comments

- Member Villalobos asked what the number is as of this morning. Member Cooper Wilkins stated as of last Friday, the number was 5,270 plus, with 1000 being processed per week.
 - If we can't reach students by email, what other methods will we try? CCSF is reaching out to all emails on file and did a second press release. The FCC marketing campaign is aiming to also let people know about it.
 - <https://www.ccsf.edu/news/debt-relief-underway-thousands-city-college-students-free-city-program>
- Co-Chair Wong asked why they are only processing 1000 a week. Member Cooper Wilkins shared that it is because of the different fees that are involved and students' accounts. There is some extra work that needs to be done.
- Member Ford asked how confident are we in reaching out to all the students. What is the percentage of people we reached out to? Member Cooper Wilkins stated that CCSF is fairly confident in the outreach but also taking extra steps.
- Member Messer asked if we could send a postcard to the addresses on file of the students. Member Cooper Wilkins suggested letters.
- Member Brandt shared that it is great it is debt relief and not debt reduction. It is unfortunate that we aren't covering Fall 2022-Present because there are some students that we are missing. When is the earliest registration date? Member Cooper Wilkins stated priority registration begins the Monday after Thanksgiving.
- Member Villalobos asked what happens to students if their debt isn't cleared. Does it go to collections? Member Cooper Wilkins shared that CCSF is required to participate in the Chancellor's Office Offset Program and to inform students that their debt may be sought by the State to be repaid. Technically, some student's debt did not go to collections.
- Co-Chair Wong asked where the money (funds to pay the student debt) goes once received from CCSF. Member Cooper Wilkins shared it goes to an account designated for the fund.

C. No Public Comment.

VI. FCC Year 2 Audit Update

A. Update provided by DCYF.

- Shared the new Expense Request and Review form, Appendix A, and process to address audit finding #1.

B. Member Comments

- Co-Chair Wong asked have we heard anything about the Board of Supervisors wanting to have a hearing on our FCC finances. Member Su stated Supervisor Chan called for a hearing to understand more about the two special funds, SFUSD's Public Education and Enrichment Fund and the FCC fund. She submitted the request at the end of their board calendar. Will let CCSF know once it is scheduled. It is also unknown what questions will be asked and what she'll be looking for. Initially, it was to understand the way the dollars are being managed. There probably will be a partnership between CSSF and DCYF coming to present. The structures that we are putting in place show that we have oversight, we're organized and we're managing these dollars in the best way.

- Co-Chair Wong shared he will encourage CCSF's administration to participate. In the past CCSF may have been shy to participate. Member Su stated DCYF has a fantastic relationship with CCSF senior leadership and Dr. Cooper-Wilkins.
- Co-Chair Wong shared he feels very confident that DCYF or CCSF, or both can respond.
- Member Brandt asked in a worst-case scenario, if an expense is not approved where do the funds come from? Member Su stated these are funds external to CCSF. For example, the marketing campaign. In the event we do not approve, the decision is final.
 - Member Brandt clarified it was in relation to payroll (CCSF) that was mentioned. The Free City College Analyst shared that if we don't receive the proper documentation that could be a cause for denial.
 - Member Cooper Wilkins shared that in a prior audit, something was paid for using the fund and CCSF had to pay it back.
 - Member Messer asked if we could talk about outstanding fees and Non-Audit Procedure 4. The Free City College Analyst read Non-Audit Procedure 4. Member Messer shared that it's not just about revenue but what are the actual benefits of Free City to students and the City. Try to capture those non-financial benefits. Would like to share more policy ideas in a discussion. This could be a potential agenda item.
- Member Ford asked how much the public knows about the student debt relief. Was it published in major newspapers? Did we give the Mayor a thank you note?
 - Member Su shared it was published in the Chronicle. Requested we send it to Member Ford. <https://www.sfchronicle.com/sf/article/city-college-san-francisco-18288129.php>
 - Member Brandt agreed it should be more visible.

C. No Public Comment.

VII. 22-23 Annual Report

- A. Presented by CCSF Staff, Kelly Karandjeff and Micheline Pontious.
- Thank you to my excellent collaborators, Dr. Lisa Cooper Wilkins, and Micheline Pontious!
 - The annual reports are caught up. Will typically see reports from the prior academic year in the Fall.
 - Not much has changed, and this will likely be the last of its kind due to the equity planning work the committee is doing. Some of the metrics we will be tracking may look different in future reports.
 - The data and the findings from this last year are very supportive of the equity planning work the committee is engaged in. The four big goals:
 - Increasing use of Free City particularly amongst the equity population.
 - Reducing students' financial burden.
 - Expanding students' use of financial supports.
 - Fostering Free City participants' financial literacy.
 - Reviewed how Free City is administered to students.
 - Good news, in this last year, enrollment stabilized, and students' use of the Free City program held steady compared to the prior year.
 - Students use term by term was aligned to the annual rate of participation.
 - The students' use of the cash grant option has been very stagnant, they are mostly using just the waiver.
 - There might be opportunities to have students submit a FAFSA, so they receive more support. There is a larger portion of people who are receiving the CA College Promise Grant.
 - Participation by age really didn't shift much. Something for the committee to think about in planning outreach, engagement, and marketing.

- Some key equity groups continue to lag behind their peers in terms of using the programs. Students aged 25-50, male students, and other equity groups by race and ethnicity continue to have lower rates of participation.
- Free City participants take slightly more units compared to their non-Free City peers (part-time) and they pass at slightly higher rates at least in this last academic year.

B. Member Comments

- Member Cooper-Wilkins asked can we see if the number of students who received a Pell Grant is the same as the number of students who were offered one but didn't accept it. Micheline Pontious responded that it can be done with Financial Aid.
- Member Messer asked at what point during our Free City College work, did we combine the cash grant with the promise grant. Kelly Karandjeff asked a clarifying question on linking the eligibility for the cash grant to the Promise grant. Co-Chair Wong shared It was changed in 2019.
- Member Brandt asked how many people were accessing the FCC grant prior to the additional requirements being implemented. Financial aid considers the federal poverty level and not what it means to be Bay Area poor. Students may not be applying for these grants because they're afraid if life is difficult and they must repay their tuition, they will be unable to afford to repay the grants. Member Cooper-Wilkins shared it's not always the case they have to repay the grant. There are different rules.
- Member Brandt was curious about other parts of our equity groups: former foster youth, system-impacted, unhoused. Are there intersectional approaches to gathering that information?
 - Kelly Karandjeff shared data that showed equity students have a lower participation rate than non-equity students. It does raise questions about those intersections. A data point that is being looked at but wasn't included (need to do more work on it) is SF residency. Equity populations may be more likely to live outside the City.
- Member Su asked do we know what types of classes Free City students are taking. It would be interesting to see the types of classes and overlay that with age. Kelly Karandjeff responded they have not looked at that data.
 - Examples of types of classes: core classes needed to transfer, career pathways, enrichment, and life-long learning. Micheline Pontious responded that the number of students in Free City and non-Free City is going to be a combination, but that's something we can show.
 - Member Brandt asked if it's possible to collect data on student parents with the passing of AB2881. Micheline Pontious responded that City College just started collecting student parent data because of the new requirement for priority registration. This will be the first semester where student parents can have early enrollment.

C. No Public Comment.

VIII. Unfinished Business

A. Appeals process for students who drop out of FCC due to circumstances.

- Member Brandt inquired about creating a process where students can explain why they needed to leave from taking classes so their fees can be covered, despite having to drop classes for unforeseen circumstances. Member Cooper-Wilkins shared that currently, CCSF does it on a case-by-case basis, but students would have to make that request themselves. However, it can be made more accessible.
 - Member Villalobos shared that when life events are happening, having to repay FCC will be the last thing on students' minds.
 - Co-Chair Wong shared it could be that students are also unaware of how to drop a class.

- Member Messer asked how we can think about making this a better experience for students. Our students deserve additional chances to not build up debt. The committee should figure out what that looks like, propose it, and make it happen.
- Member Su asked a clarifying question on the BOG waiver having provisions that allow students to drop whenever. Member Cooper Wilkins responded not whenever, but for certain circumstances. Member Su shared that the committee should look into that (BOG waiver provisions) and align it with Free City.

B. Support for Students with Barriers

- Member Cooper-Wilkins shared that many of the barriers Member Brandt raised in the past were built into the equity discussions and planning.
- Member Brandt expressed interest in seeing the student-parent population data incorporated (CCSF has begun collecting the data). Thinking of appeals and how to better support students when situations happen.
- Member Kyi shared that the committee should consider language in media (example, CCSF website) and in helping students navigate. CCSF is such a diverse population, with different migrant communities, political asylees, and various ranges of citizenships (also, consider in equity populations).

C. Marketing Campaign

- Dr. Lisa Cooper Wilkins presented a three-year marketing campaign project.
 - Marketing approach that shares information about Free City (outreach) and in-reach to current students to let them know they can be eligible and apply.
 - The three-year plan will assist with addressing current challenges and opportunities.
 - The marketing process includes research to analyze the approaches being used and collaboration where we would leverage a partnership between Free City and CCSF. For example, there is a class of students who would love to analyze the data. There are many offices who can support (Institutional Research Office and the Outreach Office) and students in different areas who can lend their expertise.
 - Be consistent in building our brand and getting the information out. Engage our actual Free City students as creatives. Began outreach to a network of students to garner interest.
 - Leverage our social media channels. Currently, we do not have TikTok or YouTube channels. This approach will widen our access to people who may not know about Free City.
 - Offer traditional and digital approaches.
 - Geofencing allows us to focus on a particular area. Information will be shared with people in that area.
 - Use some newer approaches like augmented reality (AR)
 - By taking a wide range of approaches we are more assured of reaching our intended audiences.
 - Shared next steps, including presenting the project to the board. The marketing firm has worked with CCSF on prior marketing campaigns.
- Co-Chair Wong asked how much it will cost. Member Cooper Wilkins shared that the cost covers a full-service contract for 3 years. Provided an estimate of the cost. Think of it as an investment for the long term and it includes printing.
- Member Messer asked will this be a complete rebranding. Member Cooper Wilkins responded no; this will build off what we currently have.

IX. Future Agenda Items

- A. Marketing
- B. Equity Subcommittees
- C. Outstanding Fees

- How do we move the needle forward?
- Leftover funds? Can we cover the present outstanding fees?
- **UPDATE:** 6,707 students received (outstanding fees) relief. \$863,205.62 total spent.

X. Adjournment

- A. Member Ford motioned.
Member Cooper Wilkins seconded.
- B. Meeting adjourned at 11:40 AM.

Free City College Program Fall 2023 Update

FREE CITY OVERSIGHT COMMITTEE MEETING

FRIDAY, JANUARY 26, 2024

Dr. Lisa Cooper Wilkins
Vice Chancellor, Student Affairs

Overview

- Equity Working Group Update
- Student Debt Relief and Outstanding Fees Update
- City College Updates
 - ❖ Fall 2023 FFC Program Participation Report
 - ❖ Fall 2023 FCC Enrollment Metrics Report
 - ❖ Financial Aid Metrics
- Marketing Update
- Q&A

Equity Working Group

EQUITY IMPACT GOALS & PROGRESS

STUDENT FINANCIAL STABILITY

PLANNED RESEARCH ACTIVITIES

Free City Awareness

Related Goals:

- Increase Free City use

Strategies:

- Public outreach campaign (2023-2026); focus on equity groups
- Internal campaign focused on current students, college personnel

Free City Processes

Related Goals:

- Increase Free City use
- Remove students' financial burden

Strategies:

- Outreach to current students qualified for Free City but not currently receiving benefits
- Application redesign based on student and college personnel feedback

Free City Program Design

Related Goals:

- Reduce students' financial burden

Strategies:

- Elimination of outstanding debt for prior Free City recipients (2017-2022)
- Reconsideration of program repayment requirements
- Exploration of student fee coverage through Free City program

What Is Student Financial Stability

Free City is part of a broader institutional strategy to...

- Ensure students are financially secure across their college journey through financial aid and other resources and supports
- Intentionally help students...
 - **Cover college costs**, including tuition, books, supplies, fees
 - **Address basic needs** (e.g., housing, food, childcare, technology, transportation, healthcare, mental health, utilities)
 - **Make informed choices about education and career** so their decisions improve their long-term economic and social mobility

NCII (2021)

www.ncii-improve.com/student-financial-stability

Free City & Beyond

INSTITUTIONAL STUDENT FINANCIAL STABILITY EFFORTS

- ❖ FAFSA completion
- ❖ PELL Eligibility
- ❖ Use of basic needs supports via SparkPoint
- ❖ Financial Literacy efforts
- ❖ Efforts to increase students' use other financial resources and supports

Planned Research Activities

- Focus Groups with current Free City College Program Participants (Spring 2024)

Student Debt Relief & Outstanding Fees

UPDATES

Student Debt Relief

- ❑ Total number Students whose debt has been paid: **10,660**
- ❑ Total amount spent on Debt Relief to date: **\$1,624,821**
- ❑ Amount of funding remaining: **\$446,697**

Recommendation: Once processing of debt relief is completed, apply remaining funding to Spring 2023 and Summer 2023 to complete the Free City academic-year.

Current Outstanding Fees

- Spring 2023: **\$203,181**
- Summer 2023: **\$37,832**
- Fall 2023: **\$266,081**

Other Updates

Number of FCC participants who received the debt relief who registered for:

- ✓ Fall 2023 semester: **53**
- ✓ Spring 2024 semester: **301**

City College Updates

PROGRAM PARTICIPANTS ENROLLMENT METRICS REPORTS
FINANCIAL AID METRICS



Free City College - Program Participation Report

Report Date: 1/23/2024

Summary data by semester

Free City College (FCC) Category	Student count	FCC Enrl Fee Waiver amount	FCC Repayment amount	FCC Grant Paid amount	Billed Units total	Dropped Units total	Excused Units total
Spring 2023							
FCC Enrl Fee Waiver	8,177	(\$2,560,337.00)	\$459,402.00	--	55,662.0	(10,056.0)	0.0
FCC Grant Paid	3,448	--	--	\$1,413,394.69	35,097.0	(5,370.0)	0.0
No FCC	6,401	--	--	--	50,414.0	(10,933.5)	14.0
Total for Spring 2023	18,026	(\$2,560,337.00)	\$459,402.00	\$1,413,394.69	141,173.0	(26,359.5)	14.0
Summer 2023							
FCC Enrl Fee Waiver	2,474	(\$522,698.00)	\$96,623.00	--	11,363.0	(2,120.5)	0.0
FCC Grant Paid	1,134	--	--	\$255,885.22	6,051.0	(820.0)	0.0
No FCC	2,367	--	--	--	11,259.0	(2,495.0)	0.0
Total for Summer 2023	5,975	(\$522,698.00)	\$96,623.00	\$255,885.22	28,673.0	(5,435.5)	0.0
Fall 2023							
FCC Enrl Fee Waiver	8,989	(\$2,887,489.00)	\$509,036.00	--	62,771.5	(11,129.0)	0.0
FCC Grant Paid	3,479	--	--	\$1,550,751.00	37,510.5	(3,499.5)	0.0
No FCC	6,000	--	--	--	47,505.5	(8,668.5)	0.0
Total for Fall 2023	18,468	(\$2,887,489.00)	\$509,036.00	\$1,550,751.00	147,787.5	(23,297.0)	0.0
CCSF Overall Total	42,469	(\$5,970,524.00)	\$1,065,061.00	\$3,220,030.91	317,633.5	(55,092.0)	14.0

Definitions and Data Source

- FCC Enrl Fee Waiver - Enrollment fees waived prior to refund deadline, before repayments.
- FCC Repayment - Repayments for dropped classes that had been waived by Enrollment Fee Waiver. (Not applicable to Grant.)
- FCC Grant Paid - Disbursed grants, includes adjustments.
- Billed Units - Total enrolled units as of the refund deadline. Does not include excused withdrawals.
- Dropped Units - Total billable units dropped or withdrawn.
- Excused Units - Units not billed to student in special circumstances, e.g. excused withdrawals.
- Enrollment fees = \$46 per unit

Min/Max record dates:
 11/28/2022 9:00:23 AM
 1/23/2024 4:11:15 PM
 User Name: mpontious
 Connection: PROD OCI



Free City College - Enrollment Metrics Report

Report date: 1/23/2024

Summary data by semester

Free City College (FCC) Category	Student count	Average FCC amount	Billed Units average	Earned Units average	Students with Drop/Withdrawal	Students with Zero Units Earned	Full Time (12+) student count
Spring 2023							
FCC Enrl Fee Waiver	8,177	(\$256.93)	6.8	5.6	2,310	1,055	1,447
FCC Grant Paid	3,448	\$409.92	10.2	8.6	1,012	259	1,535
No FCC	6,401	--	7.9	6.2	2,129	1,087	1,925
Total for Spring 2023	18,026	--	7.8	6.4	5,451	2,401	4,907
Summer 2023							
FCC Enrl Fee Waiver	2,474	(\$172.22)	4.6	3.7	546	390	19
FCC Grant Paid	1,134	\$225.65	5.3	4.6	197	88	11
No FCC	2,367	--	4.8	3.7	556	444	78
Total for Summer 2023	5,975	--	4.8	3.9	1,299	922	108
Fall 2023							
FCC Enrl Fee Waiver	8,989	(\$264.60)	7.0	5.7	2,487	1,109	1,744
FCC Grant Paid	3,479	\$445.75	10.8	9.8	773	3	1,766
No FCC	6,000	--	7.9	6.5	1,681	936	1,891
Total for Fall 2023	18,468	--	8.0	6.7	4,941	2,048	5,401
Overall Total	42,469	--	7.5	6.2	11,691	5,371	10,416

Definitions and Data Source

- Student count - unduplicated count of students within the row category.
- Average FCC amount - amount of Free City College funds used per student.
- Billed Units average - units enrolled as of the refund deadline. Does not include excused withdrawals.
- Earned Units average - credit units completed with a passing grade.
- Students with Drop/Withdrawal - number of students with any units dropped or withdrawn after refund deadline.
- Students with Zero Units Earned - number of students who earned zero units, dropped or withdrew all enrollments.
- Full Time (12+) student count - number of students who enrolled full time (12 or more attempted units).

Min record date: 11/28/2022 9:00:23 AM

Max record date: 1/23/2024 4:11:15 PM

User Name: mpontious

Connection: PROD OCI

Financial Aid-related Updates

A	B	C	D
TERM	TOTAL_ENROLLED	FA_CCPG_APP	AWARDED_FA
Spring 2023	18472	6718	6112
Summer 2023	5702	2010	1680
Fall 2023	17852	7022	6270

Column A represents= the Term

Column B represents = Total Student enrolled

Column C represents= Total students who applied for FAFSA, CADAA, or CCPG

Column D represents= Total students who received some type of award

Marketing Updates



MARKETING OVERVIEW

FRESH START: STUDENT DEBT RELIEF CAMPAIGN

MEET THE TEAM



Tim Huynh
Brand Strategist



Kevin Kearns
Director of Digital Strategy



Becky Kloetzel-Roberts
Director of Traditional
Media



Monica Gallardo
Sr. Account Manager



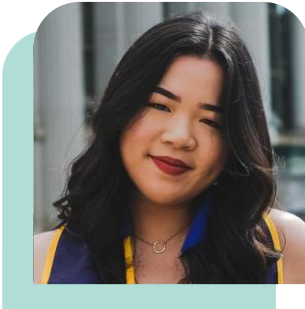
Gary Ware
Paid Media Specialist



Stevie Hash
Digital Specialist



Katheryn Miranda
Director of Operations



Quynh Uong
Creative Lead



Jessica Alexander
Account Manager

PROJECT OVERVIEW

Campaign Goal:

In addition to raising overall awareness about the Free City program with city and county residents, this spring 2024 campaign will be focused on educating parents, students, and influencers about the Fresh Start opportunity afforded by the debt relief program.

Creative Messaging:

Knowing that CCSF's mission is to **provide quality education and support services** that lead to student success, emphasizing this commitment to students' academic and personal growth is of most priority. **Messaging should highlight the Fresh Start** debt relief program that will waive outstanding fees in student accounts, giving students a fresh start at pursuing their educational and career aspirations, the **Free City** program, highlighting partnership between City College and the City & County of San Francisco to provide its residents free tuition or grants for financial aid recipients to City College.

Desired Outcome: Increased Awareness

Increased Enrollment

Greater Diversity of CCSF Students and those that access FCC Program

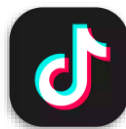
Marketing Research & Approach

Media Plan to be developed considering the following digital platforms and out-of-home

- Display
- Search
- Remarketing
- Geofencing
- Meta (Facebook & Instagram)
- TikTok
- CTV/OTT
- YouTube
- Snapchat
- Posters
- Transit Shelters
- Bus Backs

Flight Dates:

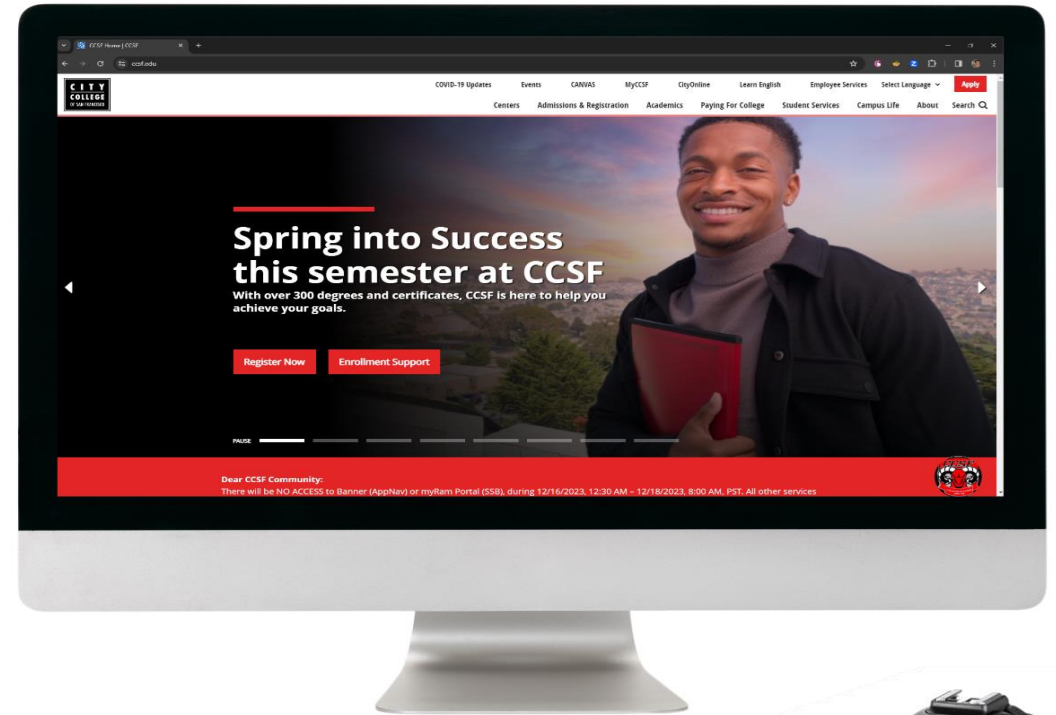
January 2024 – March 2024 – Spring 2024 – **Fresh Start**
April 2024-June 2024 – Summer 2024 – **Fresh Start and Free City**
July 2024 – August 2024 – Fall 2024 – **Fresh Start and Free City**
November 2024 – December 2024 – Spring 2025 – **Free City**



Synergy with CCSF 2024 SPRING MARKETING CAMPAIGN

Efforts for this upcoming campaign will be focused on:

- Landing Page
- Organic Social Media
- Paid Advertising
- Developing Social Media Videos
- Photography
- CCSF Website Update
- Analytics and Data
- Insights and Recommendations



FREE City

The path to *free*
job training
a career

LEARN MORE

CCSF.edu/Free-City



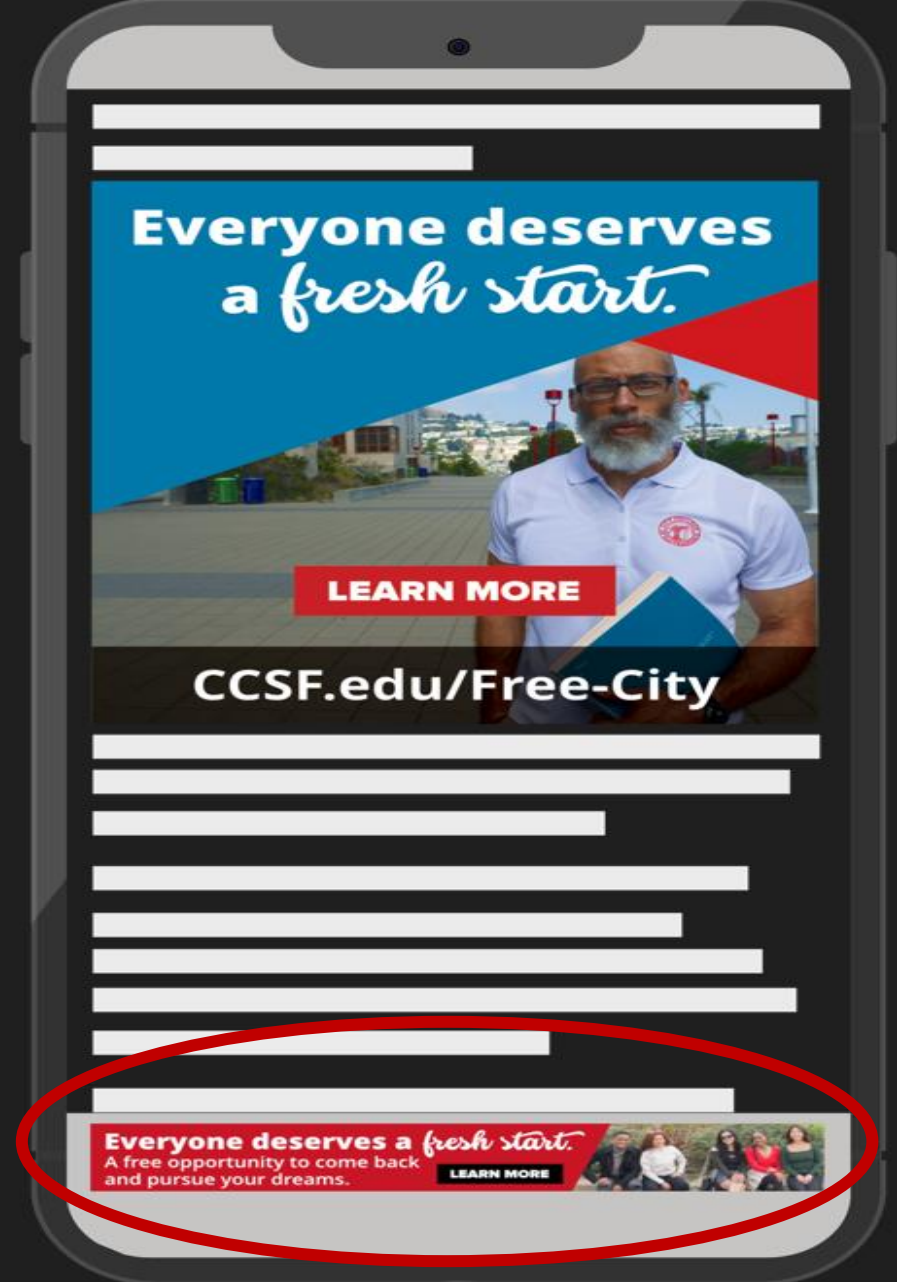
FREE City

The path to a *free*
education.

RE

[Free-City](https://CCSF.edu/Free-City)





Everyone deserves a *fresh start.*
A free opportunity to come back and pursue your dreams. [LEARN MORE](#)

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Q&A



