

California Community Colleges
“I *Can* Afford College”

2017 Sacramento Chinese New Year Celebration
Hiram Johnson High School
6879 14th Ave,
Sacramento, CA 95820
Saturday, February 18, 2017
9am - 4pm



Overview

The 2017 Sacramento Chinese New Year Celebration event was held on Saturday, February 18th at the Hiram Johnson High School and was coordinated by the by Sacramento Chinese New Year Cultural Association (CNYCA). The celebration was one the final Lunar New Year events in the California and helped close out Lunar New Year in the Chinese community. The event brought together many students, residents, community leaders and Asian media to celebrate the New Year.

Highlights from the event included a dedicated community booth area, outdoor activities for children, dragon dancing, traditional performances by students, and local singers. The event had about 400-500 attendees throughout the day. A large majority of

attendees were older mono-lingual Chinese and Vietnamese parents and grandparents. Other vendors that participated at the event included Wells Fargo, the California Department of Fish and Wildlife, Asian Multicultural center, craft vendors, and 20 other organizations. The “I **Can** Afford College” was placed in the middle of the event with the most foot-traffic.

These parents often brought their young children and grandchildren that were usually in middle school or elementary school. Most attendees were unfamiliar with “I **Can** Afford College” and asked basic financial aid and college admission questions.

Since attendees have not heard of “I **Can** Afford College,” the laptop was extremely helpful in showcasing the website and walking attendees through the drop-down menu items.

Event organizers also were able to include stage mentions directing guests to our booth as part of added value and logo on booklets handed out to each guest.

Overall the event had a moderate attendance level but given the attendees were mostly in their 60-70s, it is uncertain whether information would be passed on to students in their households. Future participation in the event is not recommended because of the age demographic and a substitute Sacramento API event should be identified.

Questions Asked:

Q: Does this financial aid apply to UC’s or California State Universities?

A: Yes, the FAFSA is used by Community Colleges, UCs and State Universities.

Q: Is this the same website as FAFSA.GOV?

A: No, our website is a special resource that guides students and parents through all financial aid information and makes learning how to pay for college easier.

Successful Outcomes

- Educated around 250 attendees about the website and resources available
- Distributed approximately 450 pieces of collateral and swag
- Secured added value with logo in program booklet

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