



**CALIFORNIA DEPARTMENT
OF EDUCATION**

TONY THURMOND
STATE SUPERINTENDENT OF
PUBLIC INSTRUCTION

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August 26, 2019

Dear Select County and District Superintendents:

Sacramento State *Feria de Educación*

We are writing to inform you about an upcoming college outreach and educational fair for students and families that will devote particular attention to empowering Spanish-speaking parents and students to succeed in California's educational system.

The seventh annual *Feria de Educación* will be held Saturday, October 12, 2019, from 9 a.m. to 3 p.m. in the University Union Ballroom on the Sacramento State campus. The *Feria de Educación* is hosted by Univision 19, the California State University, and Sacramento State. One of the objectives of the fair is to provide a culturally sensitive environment and information and resources in Spanish to help bridge the cultural gap between Spanish-speaking parents and California's educational system, from preschool to higher education, to increase the college-going culture among the Latinx population. This free community event attracts over 5,000 participants each year.

The fair will include interactive workshops on financial aid, scholarships, planning for college, and services for undocumented students, among others. The California Student Aid Commission will offer individual assistance with completing the 2019–20 Free Application for Federal Student Aid (also known as the FAFSA) and California Dream Act Application. In addition, approximately 70 universities, community colleges, educational organizations, and nonprofit groups will participate in the event to provide information and resources to students and their families.

For the first time this year, the California Department of Education (CDE) will feature the CDE's California CareerZone (<https://www.cacareerzone.org/>) to help students learn about their careers of interest (e.g., salaries, education required, length of degree, type of courses to complete). In addition, attendees can visit the Transfer Corner designed to address the needs of students planning to transfer to a four-year institution and a Visualization Booth to help students envision college graduation. The event also offers music and live entertainment.

We greatly appreciate any assistance you can provide to promote the event to families in your district or school. In particular, we encourage principals, counselors, school districts, and school boards to coordinate buses for students and their families who are interested in attending this free event.

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Sacramento State would like to show its appreciation by offering two possible incentives to help bring more students and their families. This year, Sacramento State is offering a choice of a bus rebate program or lunch vouchers for attendees. For more information, visit <https://www.csus.edu/president/feria/2schools.html>.

We are happy to send posters to hang in your schools. You may also access an electronic version of the save-the-date card and poster online at https://csus.co1.qualtrics.com/WRQualtricsControlPanel_rel/File.php?F=F_1zBm0SyX1Uavilf.

If you have any questions concerning this year's *Feria de Educación*, please contact Dr. Viridiana Diaz, Assistant Vice President of Strategic Diversity Initiatives at Sacramento State, by email at viridiaz@csus.edu.

If you have any further questions regarding this subject, please contact LeAnn Fong-Batkin, Education Administrator, CDE Student Support Branch, by phone at 916-319-0560 or by email at lfongbatkin@cde.ca.gov.

Thank you for your efforts promoting this event. We hope to see many of your students and families in attendance.

Sincerely,



Tony Thurmond
State Superintendent of Public Instruction



Robert S. Nelson
President
Sacramento State



Steve Stuck
President and General Manager
Univision 19

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