



Spanish Media Engagement

ScholarShare Investment Board Meeting
December 18, 2025

Why Spanish Interviews Matter



Impact

Over 28% of California households speak Spanish at home.



Awareness

Many eligible families are unaware of the program



Trust

Spanish interviews build trust, visibility, and cultural connection.



Accessibility

Helps ensure families can access funds and understand the steps

Key Engagement Roles

Raise Awareness

Ensure Spanish-speaking families know CalKIDS exists and understand benefits

Build Trust & Credibility

Use culturally appropriate messaging and relatable spokespeople.

Increase Enrollment & Account Activation

Provide clear steps families can follow after the interview.

Empower Communities

Facilitate long-term educational and financial readiness.



A Powerful Media Channel

Objective

Deliver clear, consistent, and culturally aligned information about:



CalKIDS Eligibility



Account Access



CalKIDS Benefits



How to use Funds

Sources: Litmus: *The State of Email Innovations Report 2024*, Litmus: *The ROI of Email Marketing*, Porch Group Media, zerobounce.net, mailerlite.com, mailmodo.com smscomparison.com, simpletexting.com

Interview Communication Strategy

Clear Messaging

- Use simple, concise, and jargon-free Spanish
- Highlight what parents most care about: money available now and future benefits.

Truth-Based Approach

- Mention the state support, privacy protection, and no cost to families

Culturally Relevant Examples

- Show real-life scenarios that motivate families

Consistent Calls to Action

- End with steps to:
 1. Check scholarship eligibility
 2. Claim scholarship
 3. Use resources online or local support, as needed

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Recently Completed Spanish Interviews

Media	Campaign
Telemundo 52 (LA) (8/26/25)	Back-to-School Campaign
Telemundo 52 (LA) (9/3/25)	Back-to-School Campaign
KNSJ Al Chile (9/27/25)	Back-to-School Campaign
Univision Sacramento (10/22/25)	Baby's 1st Scholarship Campaign
Radio Bulingüe (10/31/25)	Baby's 1st Scholarship Campaign
Univision (pending link and airdate)	Baby's 1st Scholarship Campaign
Telemundo 52 (LA) (airs 12/22/25)	Educational Segment Stemming from National Scholarship Month PR Pitching



Thank You

Dana Salas

ScholarShare Investment Board

