



CALIFORNIA DEPARTMENT OF EDUCATION



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August 31, 2016

Dear Select High School Superintendents and Principals:

REQUEST TO PROMOTE *FERIA DE EDUCACIÓN*

We are writing to inform you about an upcoming college outreach and educational fair that is designed to create a college-going culture among the Spanish-speaking immigrant community in the Sacramento region.

The fourth annual *Feria de Educación* will be held on Saturday, October 1, 2016, from 10 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. The objective of the fair is to provide Spanish-speaking families with the information necessary to navigate California's education system from kindergarten through grade twelve and on to college and a career.

Information is presented in Spanish, including workshops on financial aid, preparing for college, and exploring career options. The California Student Aid Commission will be offering a financial aid workshop to explain the changes to the Free Application for Federal Student Aid. More than 70 universities, community colleges, and educational organizations participate in the event to provide information and resources to students and their families.

This free community event attracts audiences of several thousand people each year. There is a book giveaway, music and entertainment, and a reading garden for children.

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

Attached is the "Save the Date" flyer in English and Spanish that you can share with your colleagues. We are also happy to send posters to hang in your schools. For more information, please visit Sacramento State's *Feria de Educación* Web page at <http://www.csus.edu/excellence/feria/>.

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If you have any questions concerning this fair, please contact Carolina Rojas-Gore, Director of Community Empowerment, Univision 19, by phone at 916-614-1918 or by e-mail at cgore@univision.net.

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

Sincerely,



Tom Torlakson
State Superintendent of Public Instruction
California Department of Education



Robert S. Nelsen
President
California State University



Steve Stuck
General Manager
Univision

TT/RN/SS:lfb
Attachment

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