

JOHN
BURTON
ADVOCATES FOR YOUTH

www.jbaforyouth.org

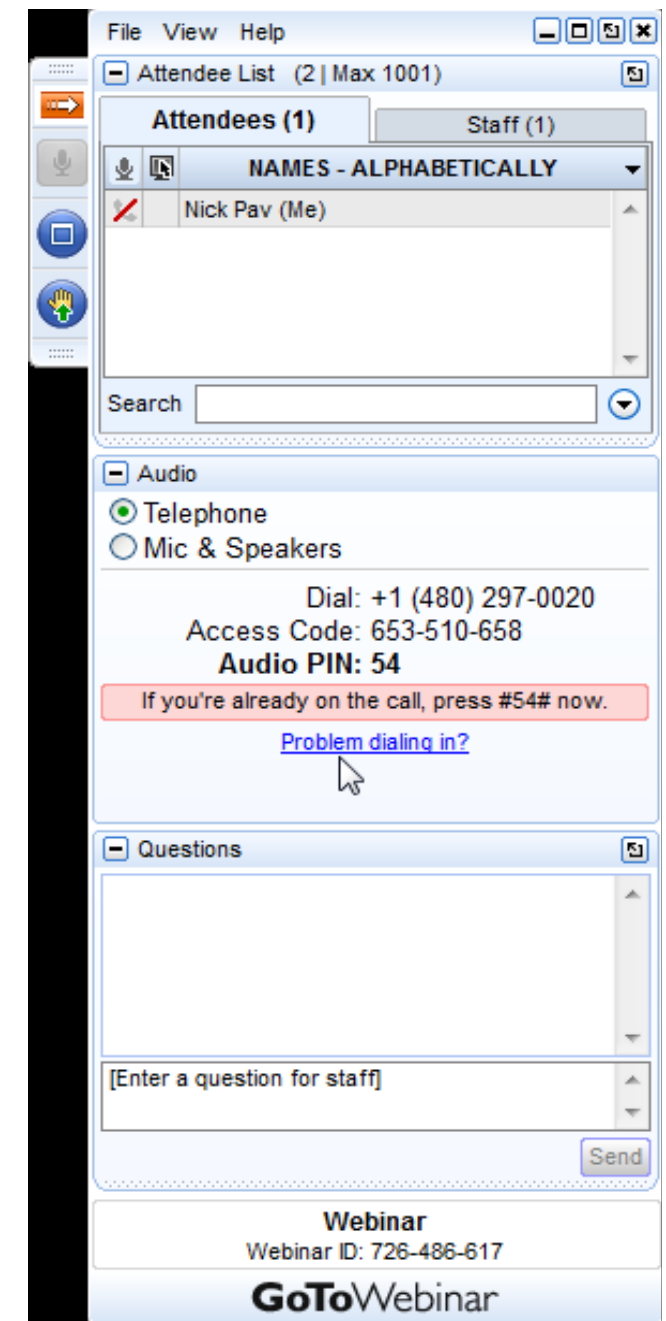
ADDRESSING STIGMA

Strategies for Facilitating Access to Basic
Needs Support at College



Information to Participate

- Call-in information
 - Phone number: (562) 247-8422
 - Access code: 138-071-905
- To submit live questions, click on the “Questions” panel, type your question, and click “send”
- Presentation materials and audio will be posted www.jbaforyouth.org
- A PDF of the slides is available as a handout



Stigma



: a mark of shame or discredit : STAIN

Stigma of *homelessness* and social stigma attached to receiving *welfare* are the examples cited in the Merriam-Webster dictionary.

Today's Panelists

- Rachel Sumekh
CEO, Swipe Out Hunger
- Chad Thompson
Sparkpoint Director, Skyline College
- Alouette Cervantes-Salazar
Coordinator, Financial Wellness Program, East Los Angeles College

SWIPE OUT

HUNGER

x



**JOHN
BURTON**
Advocates for Youth

09.27.18

**STUDENT HUNGER IS REAL.
WE CAN HELP END IT.**

When I spend money on
food, I end up feeling guilty
rather than proud about
providing my body what it
needs.

#overlookedoncampus



Since I can't afford the meal plan, I eat most of my meals in my bedroom. I miss out on campus community.

#overlookedoncampus



AGENDA

- What is Swipe Out Hunger
- Key Challenges
- Best practices
- @OverlookedOnCampus
Campaign
- Ideas for Next Steps





STUDENT HUNGER IS REAL.

WE CAN HELP END IT.

Swipe Out Hunger partners with universities across the country to end student hunger.

HOW WE WORK

Our new programs and initiatives scale in sync with available resources and according to student needs.

1 Student donates extra meal swipes

2 Donated dollars move into a "Swipe" fund

3 Swipe fund is used towards:



Dining Hall Credits



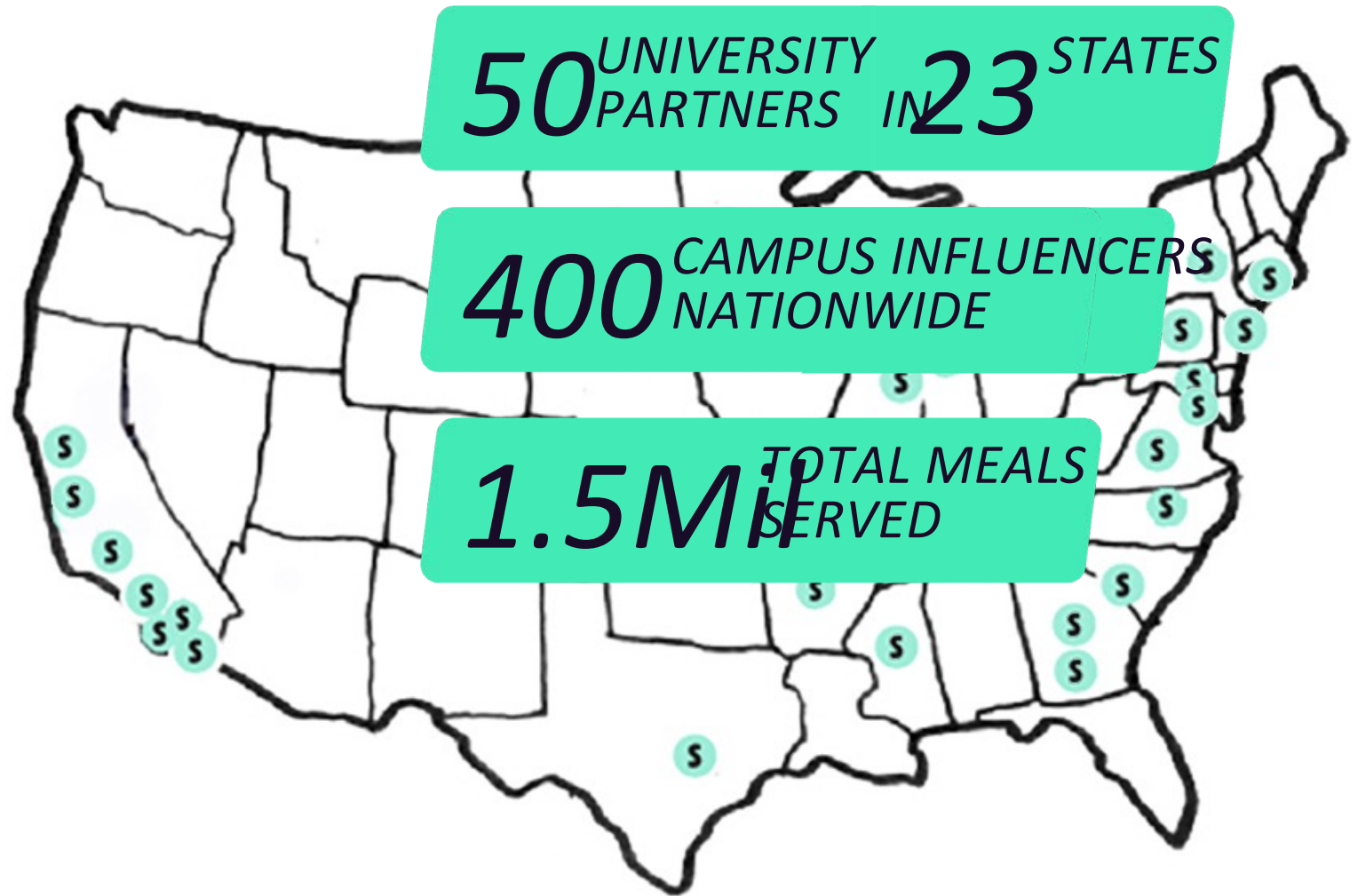
Campus Food Pantry



SUCCESS TO DATE

*I would not have made it
through the year if I didn't
have the meal vouchers
program.*

— Riley, second year student at a public state school



WHY IS THERE STIGMA?

1. Taboo of being seen utilizing the resource.
2. Students don't believe the services are for them.
3. They don't know services exist.

RESPONDING TO THE STIGMA

1. Taboo: why food stamps went from paper to EBT cards. Not many good examples of non-stigmatized supportive services. We must create them.
2. Making basic needs a part of greater campus conversation.
3. GET FEEDBACK!

WHY FEEDBACK IS CRITICAL. QUOTES FROM CALIFORNIA STUDENTS

*“It feels as if employees are **not trained to handle low income / meal voucher students** and are unwilling in accepting meal vouchers, or don’t know how to handle them. And being food insecure, it is quite embarrassing - no one wants to not be able to afford food.”*

*“It was a little alienating to be singled out by the lunch staff for having these tickets. It put me on the spot a few times. **They pressured me to explain my situation.** It was hard to have to tell the dining manager that I am homeless.”*

*“It’s just sometimes a little awkward or embarrassing having to ask for meals and worrying about people **staring at me because** I can’t afford to buy the food on this campus.”*



STUDENT LEADERSHIP

INVOLVE STUDENTS. Great programs go to waste if students don't know about them.

65% of students didn't know about our meal voucher program until a friend told them about it.



this one goes out to

**ANYONE WHO CAN'T FIND
FREE PIZZA AT A CLUB
MEETING TONIGHT.**

CalFresh is a financial aid program that awards
you up to \$194 a month to buy groceries.



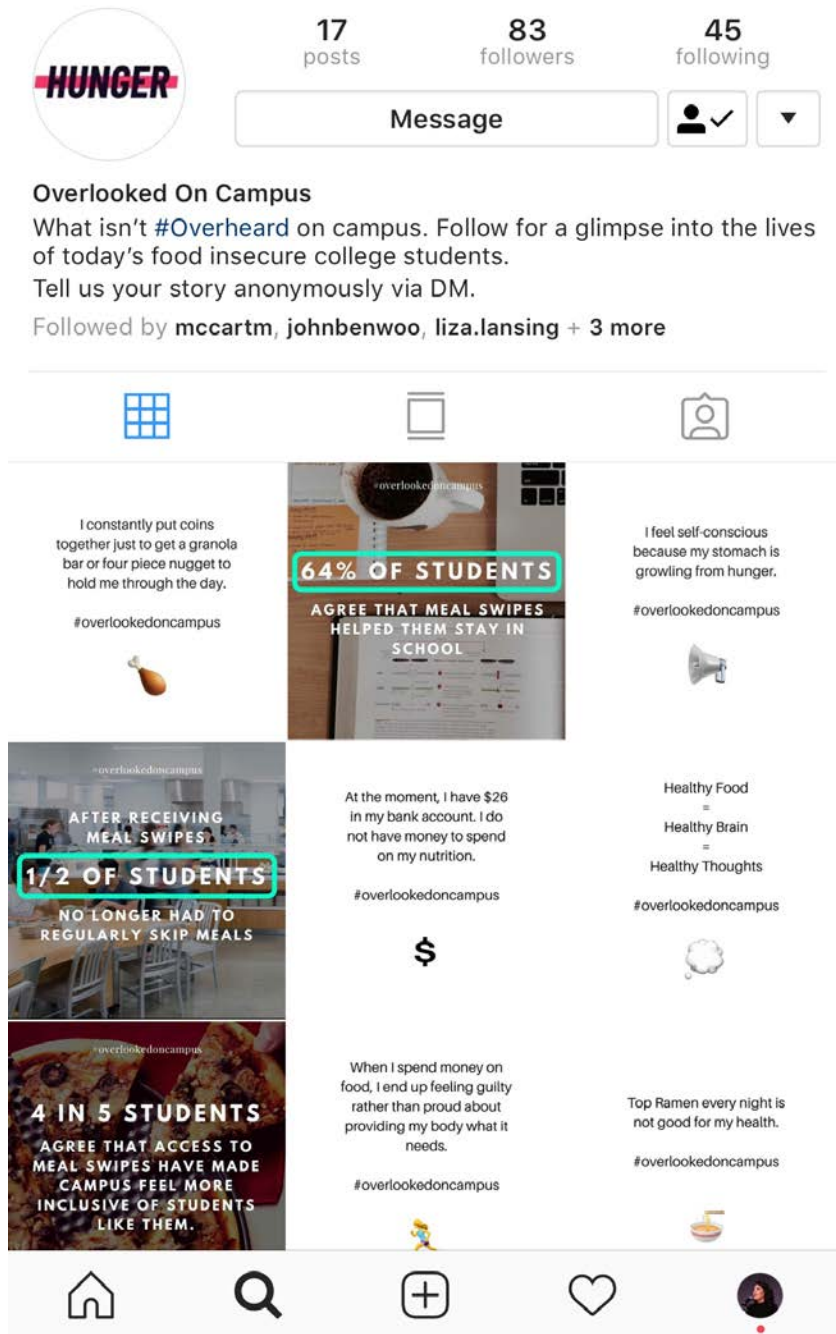
MATERIALS THAT FEEL RELEVANT

LANGUAGE MATTERS. Brand and market
programs in a new way.

Here's our chance to change the way social
services are viewed.

GET ON INSTAGRAM.

swipehunger.org/marketing



@OverlookedOnCampus

Students send DMs (direct messages) to our account with their stories. Helps them feel less isolated. Builds a wall of stories other students can relate to.

PUBLIC EVENTS

THE REALITY IS HUNGER ON COMMUNITY COLLEGES IS HIGH.

HOST OPEN, CAMPUS WIDE EVENTS. SMC HAS THEIR FARMERS MARKET POP UP. SOUTHWEST COLLEGE HOSTED “FOOD FOR ALL EVENT.”



EVERYONE'S TALKING ABOUT IT.



Informational Hearing
ADDRESSING FOOD AND HOUSING INSECURITY

California State Assembly

“The public’s will to act has never been so present. If you turn on Google alerts for the phrase ‘hungry college students’ you’ll get several articles a day.”

- CEO Rachel Sumekh, testifying before CA legislators, May 2018

SWIPE OUT
HUNGER

PRESS & PARTNERS

“The work you’re doing gives me incredible confidence in the capacity of this country to adopt new ways of doing things.”

- President Obama addressing Swipe Out Hunger (yes, really)



Forbes

The Washington Post

The New York Times



Chicago Tribune

wework

LinkedIn for Good



Los Angeles Times

“I’ve become more resilient to stressful situations now that I’m eating regularly.”

– Jennifer

SWIPE OUT HUNGER



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@rachelsumekh @swipeouthunger

Chad Thompson
Director, SparkPoint Center



SparkPoint at Skyline College

Increasing Student Persistence, Retention and Success by addressing financial barriers.

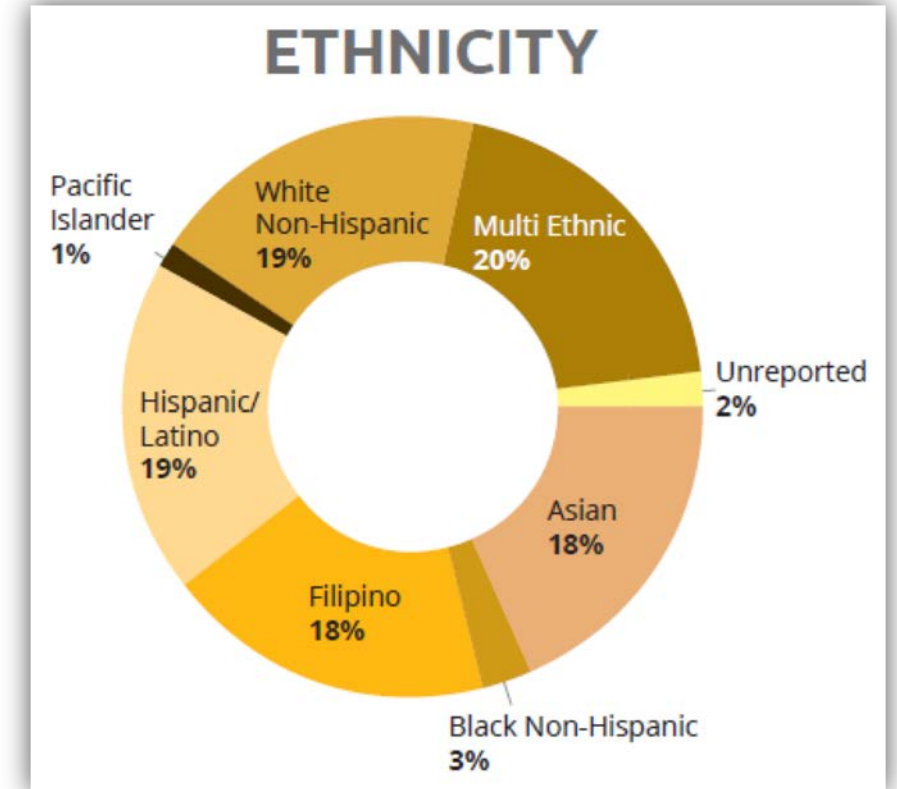


Prepared by Chad Thompson for the Addressing Stigma: Strategies for Facilitating Access to Basic Needs Support at Community Colleges Webinar on September 27th, 2018



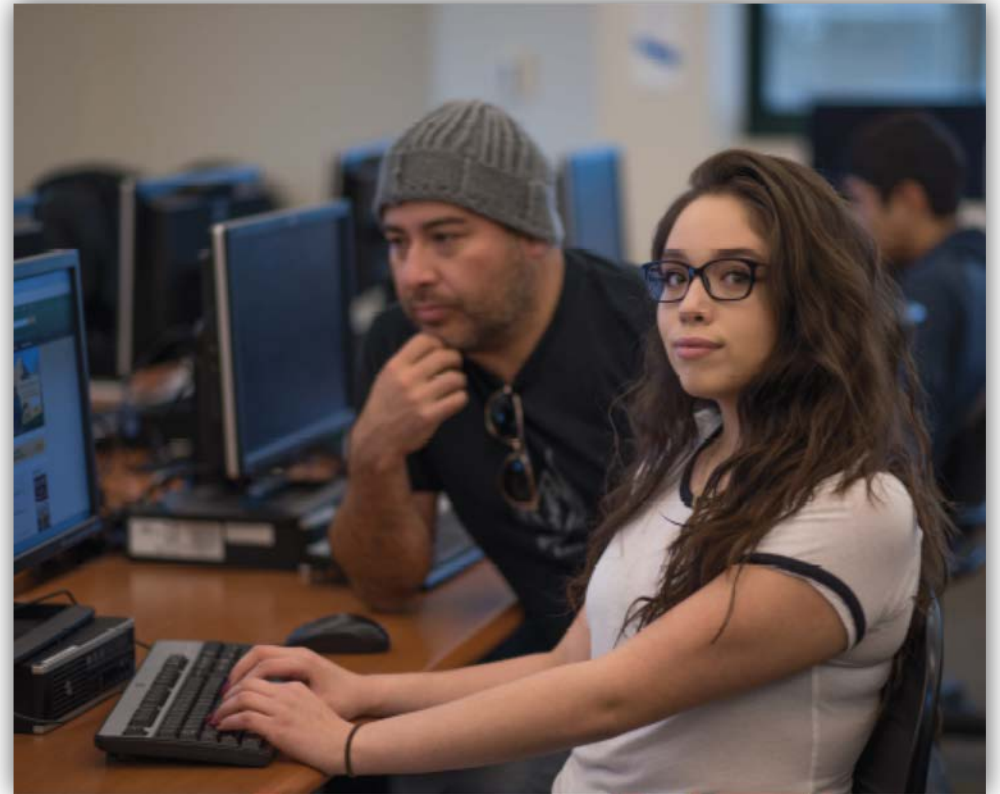
Skyline College

- Vision: Skyline College inspires a global and diverse community of learners to achieve intellectual, cultural, social, economic and personal fulfillment.
- 16,000 students annually
- 9,221 Total Credit Students
- 56% students under age 22
- 23% students age 23-28



What is SparkPoint?

Students and other members of the community use **SparkPoint** services & resources to strengthen their financial capability & further their economic & educational goals.



SparkPoint Services

Services in these three general areas:

1. Workforce Preparation | Education
2. Financial Capability
3. Benefits Access | Supports

List of Resources and Services:

- Financial Coaching (Budget, credit, banking, IDA, Debt, etc.)
- Public Benefits access (resource referral and support)
- Food Pantry Access
- Career Services and NOVA Job Center
- Volunteer Income Tax Assistance (VITA)
- Grove Scholars Program
- Legal Clinic


SparkPoint Skyline Snapshot

- July 1st, 2017 – April 25th, 2018
- Over 300 students served in 25 workshops
- 406 families served by the Food Pantry for over 3,800 distribution touchpoints and 108,000 lbs of food.
- Over 600 Financial Coaching efforts
- 176 “Clients” served
- 105 “Measurable Clients” served
- 50 Grove Scholars served
- 198 Benefits appointments



Reducing Stigma Through Outreach Strategies

- Use of “interest cards” during classroom presentations
- Cards are collected from all students
- Dramatic increase in response rate from previous strategies

 **SPARKPOINT**
SKYLINE COLLEGE

Interest Card

Date: _____ G # _____

Name: _____

Birth Date: _____ Phone: _____ Email: _____

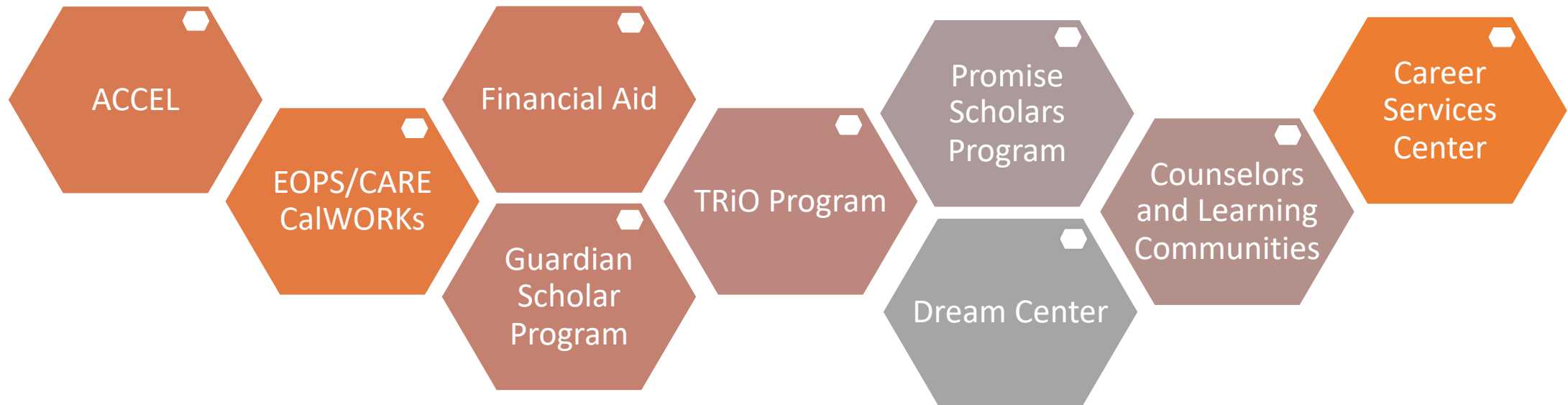
I am interested in the following Services:

- ☐ Financial Coaching – One-on-One Coaching, Savings & Asset Building, Individual Development Accounts, Credit Education
- ☐ Food Pantry – Food Assistance
- ☐ Career & Employment Services – Career Exploration, Interview Training, Resume Critique, Job Search, NOVA Job Center
- ☐ Free Tax Preparation Assistance (VITA) – Free Income Tax Assistance for Individuals earning under 51K per year (February- April)
- ☐ Financial Game Plan Support-Promise Scholars Program requirement, one-on-one meeting, lab hours or workshops to help complete the the Financial Game Plan.
- ☐ Public Benefits – Cash, Food, Medical and Housing Resources

CALL: (650) 738-7035 EMAIL: SkylineSparkPoint @smccd.edu VISIT:skylinecollege.edu/sparkpoint, Building 1 Room 1214

Reducing Stigma Through Partnerships

- SparkPoint is fully integrated into the college and supports student success and lifelong financial wellness
- Internal Partnerships are crucial



Reducing Stigma Through Linked Services

- This year SparkPoint will dramatically increase screenings for benefits by providing them during mandatory Financial Game Plan workshops for Skyline College Promise Scholars.
- Every client receiving financial coaching will also receive a short screening for CalFresh and other benefits.
- We are making plans to include these screenings in all of the classroom Financial Education presentations and workshops requested by faculty



Reducing Stigma Through Off-Site Services

Meeting students where they are (literally)

- Some services are provided outside of Sparkpoint to make them more accessible.
- For example, financial counseling and food pantry services are provided at the foster youth program office on campus as this is already a comfortable space for foster youth.

Reducing Stigma Through Food Pantry Design

Grocery Store Model

- Participants select their own food
- Generally no limits on items (with a few exceptions)
- Restocked between each visit
- “Personal shopper” assists during visit to make sure aisles are properly stocked
- No income or residency requirements to access



Reducing Stigma Through Availability

Sparkpoint Snacks

- New program to place snack baskets around campus
- College is paying for snacks, SparkPoint is purchasing, storing and stocking them
- Sponsor programs are monitoring and reordering with SparkPoint
- Snacks have SparkPoint business cards attached
- Available to all with no barriers



Thank You

Chad Thompson

Director

SparkPoint and Career Services at Skyline College

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thompsonc@smccd.edu

www.skylinecollege.edu/sparkpoint



Alouette Cervantes-Salazar

Coordinator, Financial Wellness Program





**Changing the way students
manage their money through**

- **awareness**
- **action**
- **accountability**

Financial Wellness Program Overview

One-On-One Confidential Financial Coaching

Workshops - Budgeting, Savings and Spending Habits, Credit 101, etc.

Coupon Corner - save on food, merchandise and activities

Resources such as FREE Tax Preparation

Events - Budgeting, Recognition

Reducing stigma through integration of financial literacy into campus environment

1. Continual collaboration across main and smaller campuses.
2. Financial aid office → Financial Wellness Center

- ❖ Financial Aid & Scholarship Office
- ❖ Financial Aid Computer Lab
- ❖ Financial Coaching & Literacy



Reducing stigma through student relationships

- ▶ From day one, all coaching sessions have been marketed as “personalized, confidential coaching - no judging, just guidance.”
- ▶ Many students are afraid of looking at their financial habits or situation, don’t know what to do about changing habits, or unsure of who they can trust with their personal information.
- ▶ Goal is to gain trust, build awareness around individual financial habits, and provide resources and accountability as goals are set and attained.

Reducing stigma through student relationships (cont.)

Tips

- ▶ Be aware of the environment/setting
- ▶ Keep an open mind and try to stay “neutral yet caring.”
- ▶ Remember that everyone can learn
- ▶ Tailor presentations, workshops and coaching sessions to meet the students “where they are” financially, academically, emotionally, etc.
- ▶ Use the past as a reference, the present as a starting point and the future as a “map” to set and achieve goals.
- ▶ Keep it real
- ▶ Be encouraging - as long as there's breath there's hope!



Tips

Reducing stigma through student relationships (cont.)

- ▶ Find something “positive” to say or point out - i.e.: “you’re already making a difference in your life by taking the initiative to come in today and participate/talk with me.”
- ▶ Remind them of how “far” they’ve come - base this on notes from previous conversations with them.
- ▶ Before referring them to another service on campus ask them if it would be alright to do so and/or walk them to office and stay with them until needed to make sure they’ll be receiving service.
- ▶ Work around their schedule as much as possible.
- ▶ Hold all students to the same standards/processes.
- ▶ Offer water or snacks “nonchalantly” so that they don’t feel like you’re giving them a “handout.” You’re just having a snack at the same time.

Reducing stigma through outreach

- ▶ Use non-judgmental words in flyers and outreach materials
 - ▶ You're in a relationship with your money. How's it going?
 - ▶ Learn how to manage your money before it manages you.
 - ▶ Earn while you learn.
- ▶ Using social media
 - ▶ Program Facebook and Instagram accounts
 - ▶ Keep it catchy
 - ▶ "It's better to thrive than survive"
 - ▶ Bitmojis, real pictures, quotes/phrases, eye-catching fonts and filters, humor, pictures of real students doing something that's "financially healthy."

Reducing stigma by engaging creativity!

We utilize catchy phrases, sayings and acronyms to stress the importance of having healthy financial management habits.

➤ Quick tools

- AAA Factor
- Financial Management Five
- ANTS

➤ Workshop series

- Snacks & FAQs → Financially-Fit
- ELAC Earnings
- Certificates of Achievement

➤ Acronyms

- ARISE
- SAVE
- CREDIT
- THINK - a tool for when we are tempted to overspend.



T.H.I.N.K.

- ✓ *T* - Totally worth it?
- ✓ *H* - How am I paying for this?
- ✓ *I* - Is it something that can wait?
- ✓ *N* - Need it?
- ✓ *K* - Keep track.





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Upcoming webinars: FAFSA Completion

FAFSA Completion for Foster Youth

- Thursday October 25
- 10:00 a.m. – 11:30 a.m.

FAFSA Completion for Homeless Youth

- Thursday, October 25
- 1:00 p.m. – 2:30 p.m.





To submit questions, click on the “Questions” panel, type your question, and click “send”