



**JOHN  
BURTON**  
ADVOCATES FOR YOUTH

[www.jbaforyouth.org](http://www.jbaforyouth.org)

# Equity Made Real:

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## Promising Strategies for Addressing College Student Basic Needs

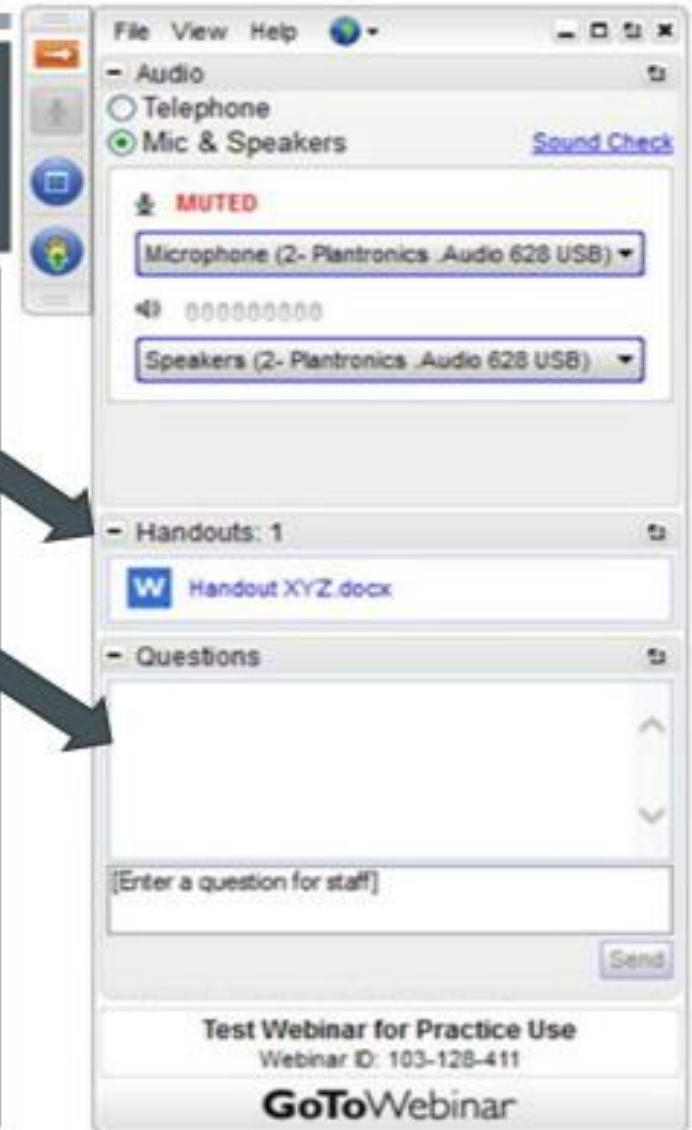
October 29, 2020



# Technical Issues:

## INFORMATION TO PARTICIPATE

- Today's PowerPoint can be downloaded from the “handouts” section of your control panel
- To submit live questions, click on the “questions” panel, type your question, and click “send.”
- Presentation materials and audio will be sent to all registrants and posted at [www.jbay.org](http://www.jbay.org) under “Training Archive.”



# Today's Agenda



Basic Needs: Background & Evidence



Legislative History



Structure of Basic Needs Centers



Challenges



Campus Practice Recommendations



Campus Examples: Best Practices



Policy Recommendations



Conclusions and Q&A

# Today's Presenters:

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**Colleen Ganley**, Specialist/Programmatic Support  
California Community Colleges Chancellor's Office

**Justin Mendez**, Basic Needs Program Manager

**Dianka Lohay**, Basic Needs Program Coordinator  
Long Beach City College

**Bianca Bisi**, Interim Associate Dean, Student Equity & Achievement

**Camila F. Collado**, Counselor, Student Equity & Achievement Program  
Imperial Valley College

**Melissa Bond**, Project Manager

John Burton Advocates for Youth

# Methods and Acknowledgements

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Philanthropic  
Support

Literature &  
Legislative  
Review

Campus &  
Stakeholder  
Interviews\*

**BASIC NEEDS  
REPORT**

[https://www.jbafor  
youth.org/basic-  
needs-publication/](https://www.jbafor youth.org/basic-needs-publication/)

\*California Community Colleges Office of the Chancellor, Skyline College, College of San Mateo, Cañada College, United Way of Bay Area, Imperial Valley College, College of the Redwoods, Butte College, Gavilan College, East Los Angeles College, Cerritos College and Long Beach City College.

# Basic Needs Background

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# What are Basic Needs?

Definition: Any resource deemed necessary for persons or households to achieve and maintain physical well-being, including food, water and shelter.



## Maslow's Hierarchy of Needs



# Basic Needs and Higher Education

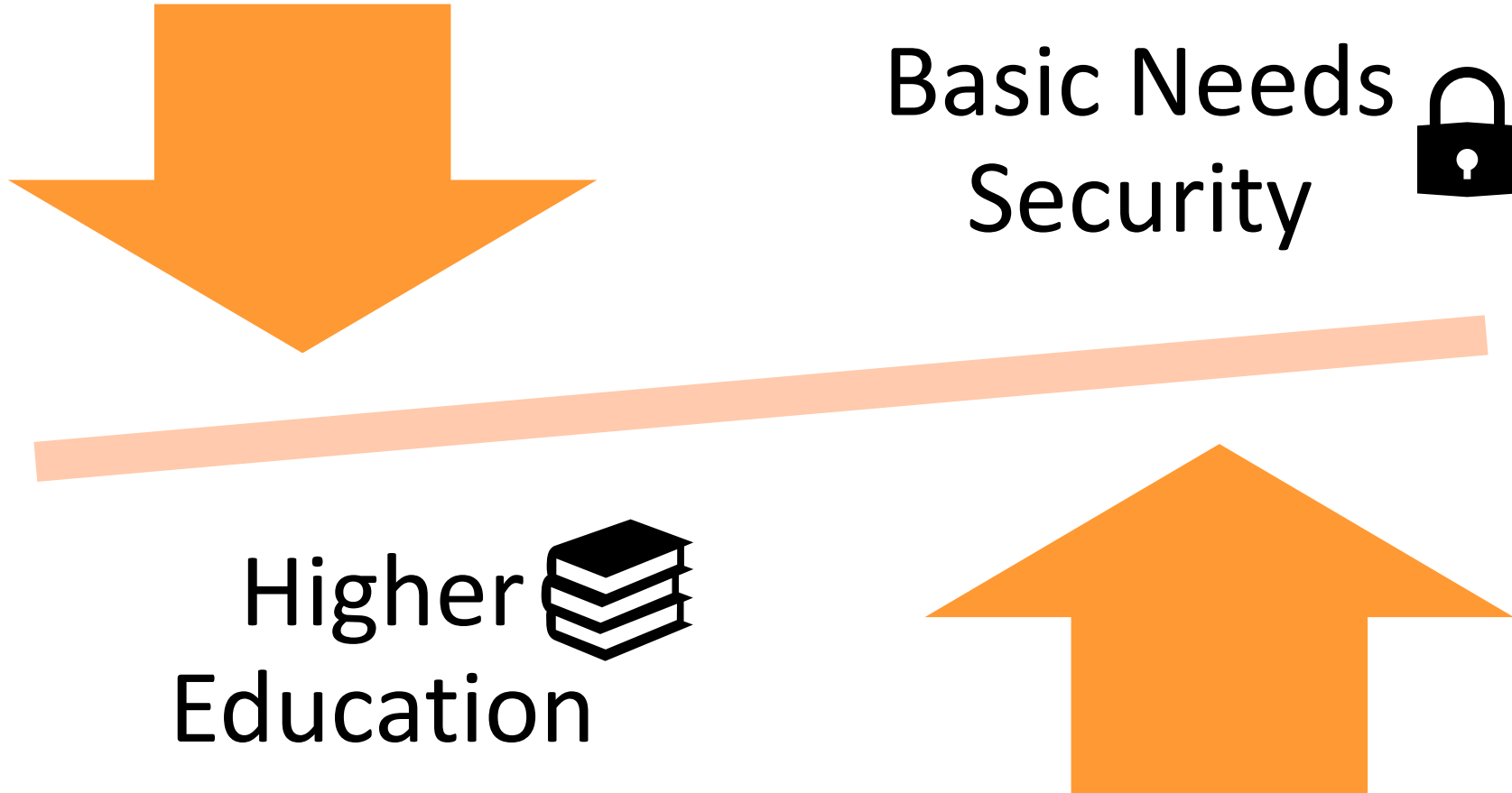
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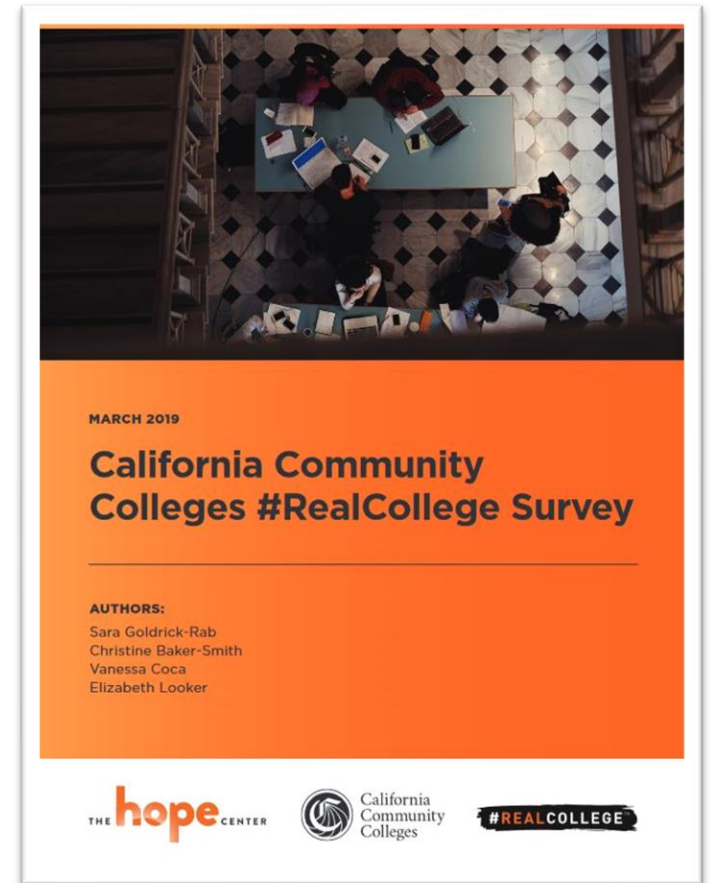
# Competing Forces

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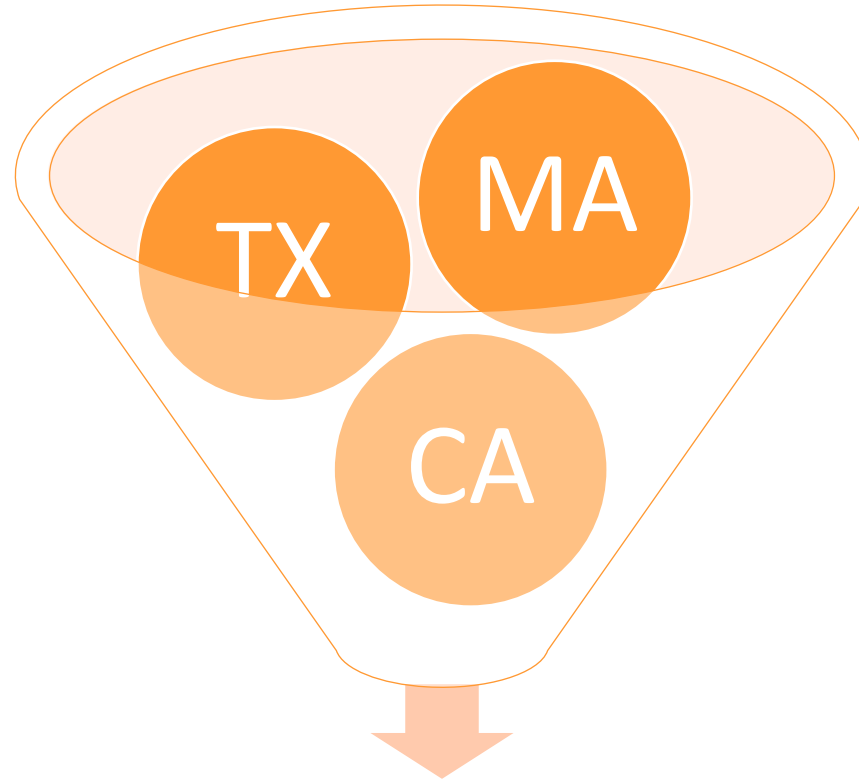
# 2019 #RealCollege Report

- Out of the 40,000 students at 57 CCC campuses, the results indicated that:
  - 50% of respondents were food insecure in the prior 30 days
  - 60% of respondents were housing insecure in the prior 12 months
  - 19% of respondents were homeless in the previous 12 months



# Evidence Supports Efficacy of Basic Needs Interventions

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Basic Needs Security is Associated with Higher Persistence, Retention, and Financial Wellbeing

# Legislative History

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# Major Interventions to Date

2013 & 2017:  
Expanded  
CalFresh  
Eligibility for  
Students

2017:  
Hunger  
Free  
Campus  
Initiative

2019: College-  
Focused Rapid  
Rehousing

2016:  
Fresh  
Success

2019:  
Restaurant  
Meal  
Program

# Hunger Free Campus Initiative



## CCC Funds:

2017-18: \$2.5 million

2018-19: \$10 million

2019-20: \$3.9 million



- 109 CCCs hosting food pantries or regular food distribution
- Majority providing support to students to enroll in CalFresh benefits

# CCC Hunger Free Campus Activities

- CalFresh Enrollment Support Services
- Expand Campus Food Pantry/Mobile Food Vans
- Hot Meal Voucher
- Meal Donation Give Back Programs
- Financial Literacy Programs
- Farmers Market Donation Programs
- Community Garden Programs



# CCC Hunger Free Campus Service Numbers

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As of Spring 2018 Colleges report the following service numbers:

- Food pantry services to over **100,000 students**
- Supporting over **15K students to enroll in CalFresh benefits**
- **1525 CCC faculty and staff** learning about CalFresh and supporting students to enroll
- 51 CCC report developing and hosting Basic Need Hubs on their campus



# Expanding CalFresh Eligibility to Students

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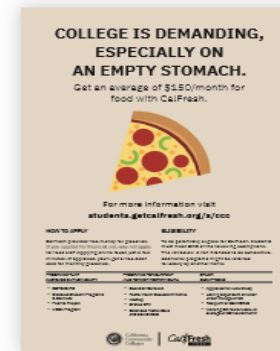
# CalFresh Outreach Toolkit



## CalFresh Outreach Toolkit

### FOOD ASSISTANCE FOR STUDENTS

Up to half of California community college students face food insecurity. CalFresh is a helpful and sustainable resource that feeds students and their families. This CalFresh Outreach Toolkit provides resources that will encourage students to find out if they are eligible to apply for CalFresh, and potentially receive an average of \$150/month to purchase groceries. The enclosed letter provides some suggestions on how to utilize the outreach materials.



POSTERS



POSTCARDS

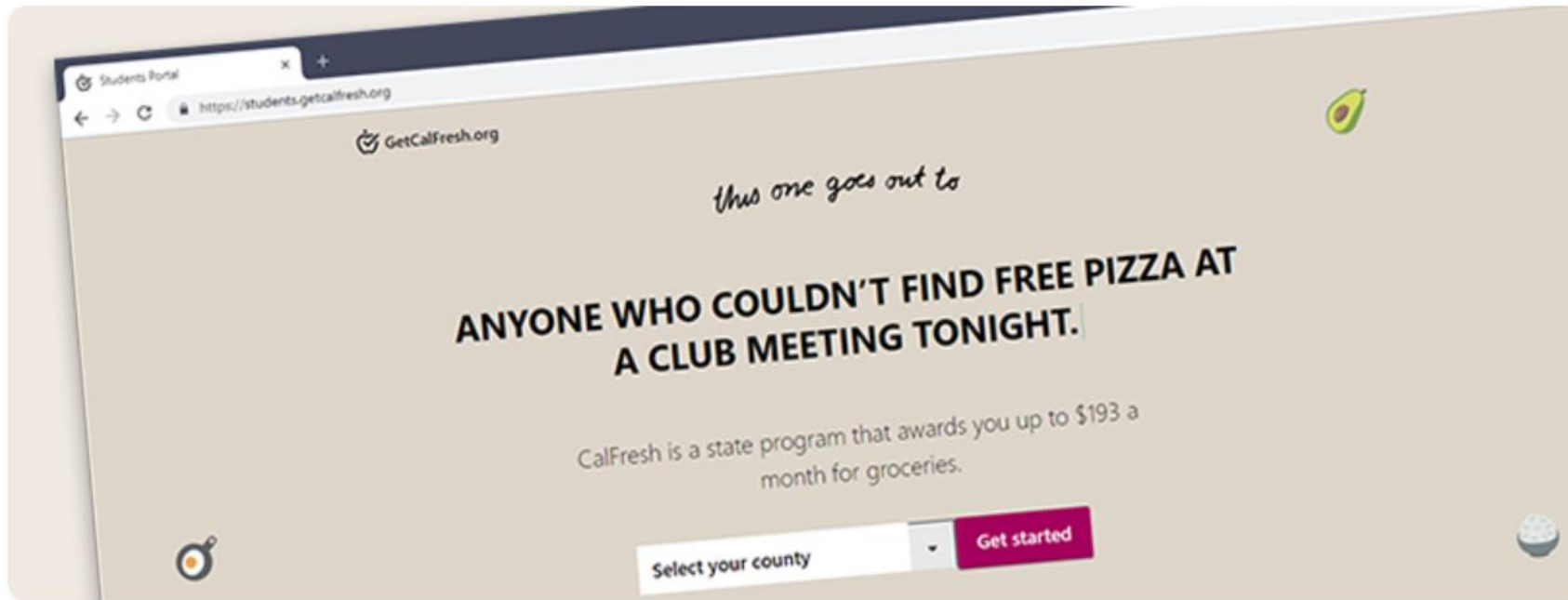


DECALS

# New: COVID-19 Digital CalFresh Outreach Toolkit

COVID-19 CalFresh Social Media Toolkit

What We Do / Equity / CalFresh Outreach Project



## Includes:

- Digital postcards
- Social media images
- Example copy for Facebook, Twitter, and Instagram

<https://foundationccc.org/What-We-Do/Equity/COVID-19-CalFresh-Social-Media-Toolkit>

Social Media Resources

# Restaurant Meal Program (RMP)

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Allows purchase of hot, prepared foods at participating restaurants using their Electronic Benefits Transfer (EBT) cards



# Fresh Success

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Fresh Success helps community colleges and community-based organizations effectively start and manage CalFresh Employment and Training (E&T) programs in partnership with their counties.

# College-Focused Rapid Rehousing

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- \$9 million for HHIP Pilot Program
- 14 CCC receiving HHIP funding to provide rapid rehousing services to students
- Services include:
  - Housing navigation services
  - Rental subsidy
  - Case management services



# HHIP Goals



Address the permanent housing needs of students experiencing homeless or those at risk of becoming homeless



Create long-term solutions that end student homelessness and support retention and post-secondary success

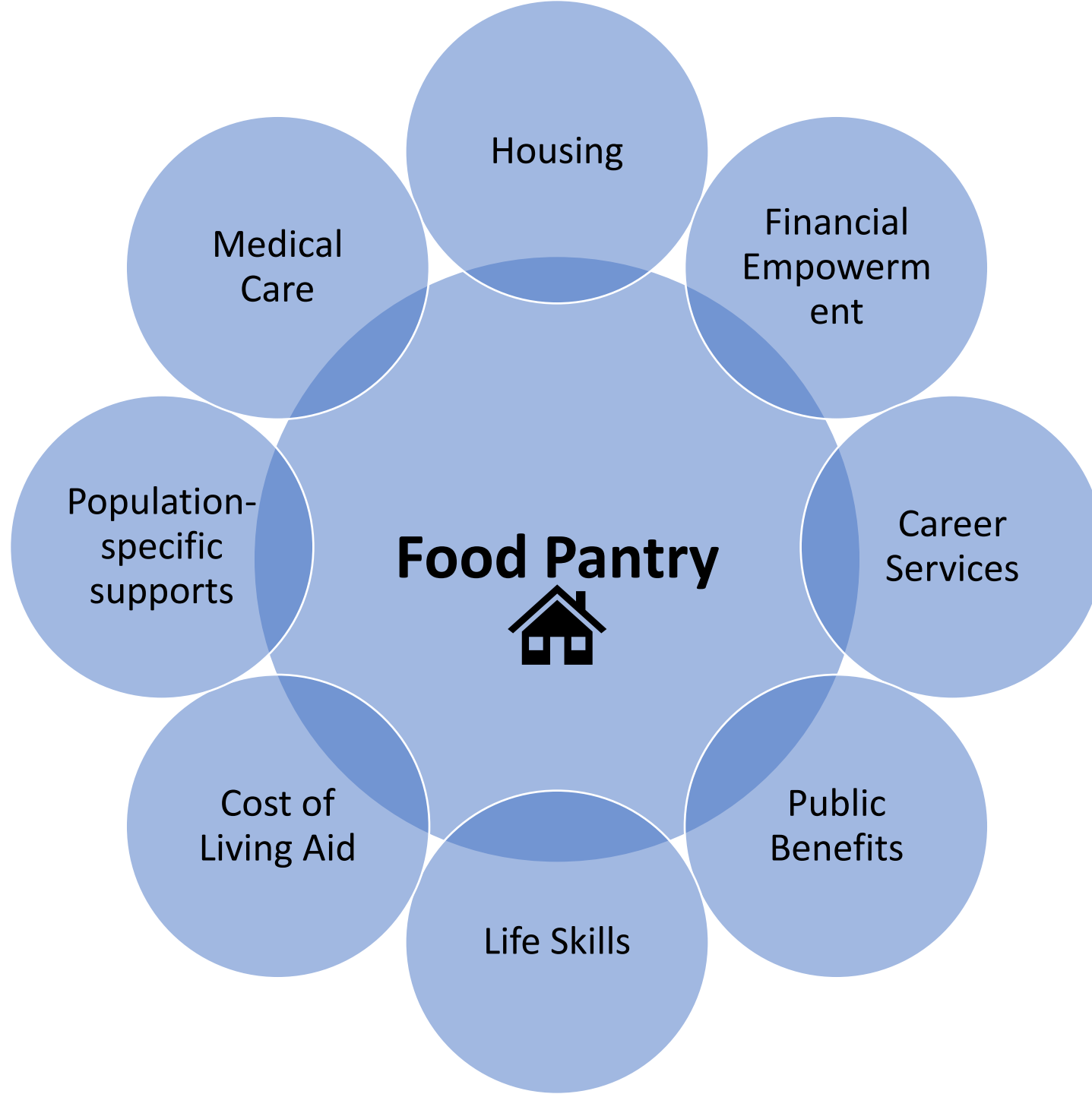


Develop successful proof of concept to advocate for expanded funding (with reports to the legislature)

# Structure of Basic Needs Centers

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# Similarities and Differences

**The location of a basic needs center hinges largely on where champions exist**

**While food pantries are universal, offshoot services differ**

**Funding structures for basic needs centers differ substantially**

# Top Challenges



- COVID-19 & Campus Closures
- Limited Funding for Basic Needs Centers
- Lack of Resources & Expertise to Address College Student Homelessness
- Reaching the Most Vulnerable Students
- Mission Creep

# Campus Practice Recommendations

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# #1: Promote Collaboration Between Students and Leadership in the Design of Programming



## Goals:

- Draw upon unique expertise and perspectives
- Pool resources
- Tackle challenges as a community

# #2: Create a Basic Needs Task Force

## Goals:

- Participation from all perspectives & departments for a holistic team
- Write and execute a strategic plan
- Demonstrate the campus' dedication and transparency to basic needs



# #3: Engage with Students During the Application and Matriculation Processes

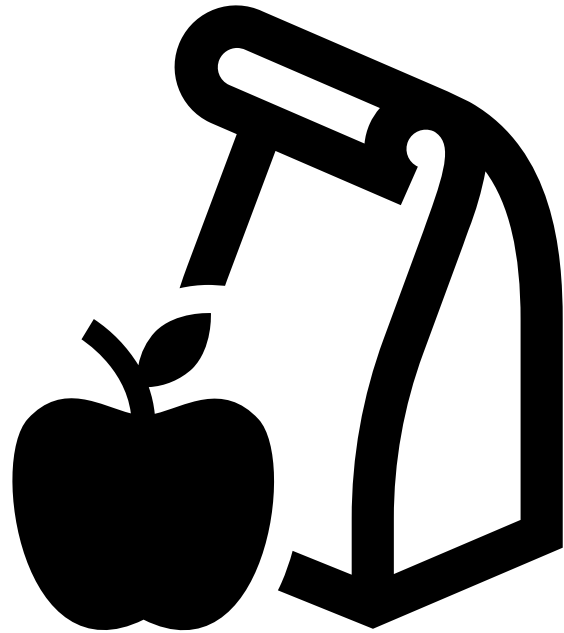


## #4: Dedicate a Physical Space for the Basic Needs Center and Develop a Strong Remote Presence






# #5: Leverage Food Pantries



# #6: Mitigate Stigma by Offering a Safe and Open Space to the Entire Community





# #7: Utilize Stigma-Reducing and Broad-Reaching Outreach Strategies



**HUNGER SHOULDN'T GET IN  
THE WAY OF LEARNING**


Stretch your food budget with CalFresh



*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  
an average of \$150 a month to buy groceries.



# #8: Embrace a peer-to-peer model by involving student workers

- Win-win situation for all:
  - Builds trust and comfort
  - Peers with lived experience are credible messengers
  - Cultural competency
  - “Pays it forward”
  - Provides sense of student ownership
  - Provides work study students with a meaningful job



## #9: Integrate seamlessly with other campus departments and develop a holistic approach to financial aid determinations

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### Specific Strategies:

- Ensure FAFSA completion
- Streamline homeless verification
- Maximize aid through appropriate EFC and COA adjustments
- Fully implement AB 2416 (colleges to consider homelessness as an extenuating circumstance for SAP appeals)

# #10: Collaborate with Outside Partners

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# #11: Invest in Robust Data Collection & Analysis

Data is important:

- To justify your intervention (supporting its continued existence and expansion)
- For program design and modification
- To gauge effectiveness
- To know your beneficiaries
- To observe service gaps
- For fundraising and storytelling



# Campus Examples: Best Practices

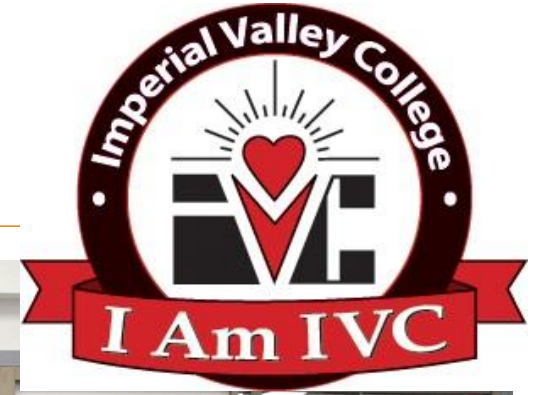
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Imperial Valley College & Long Beach City College



# Basic Needs Initiative @ IVC

- Holistic Case Management
- Emergency Food
- Housing
- Technology
- Textbooks
- Emergency Funding
- Transportation



*Access*

*Retention*

*Completion*

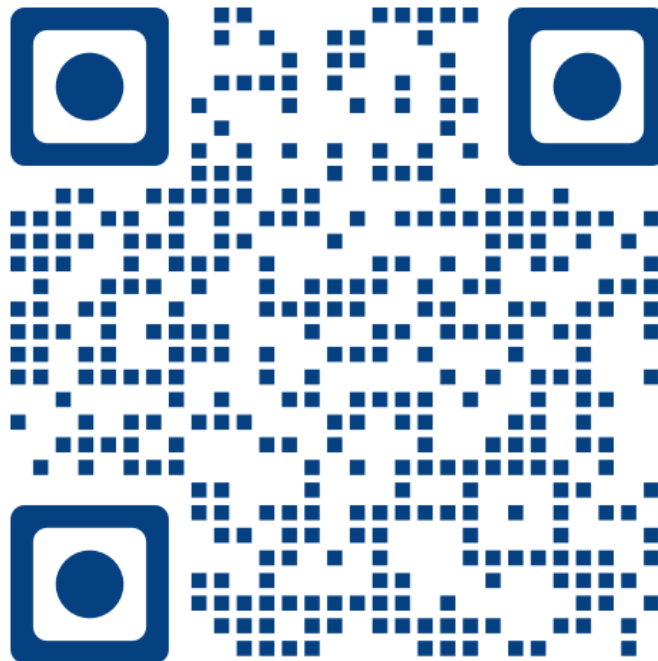
# Pandemic Response: Case Management

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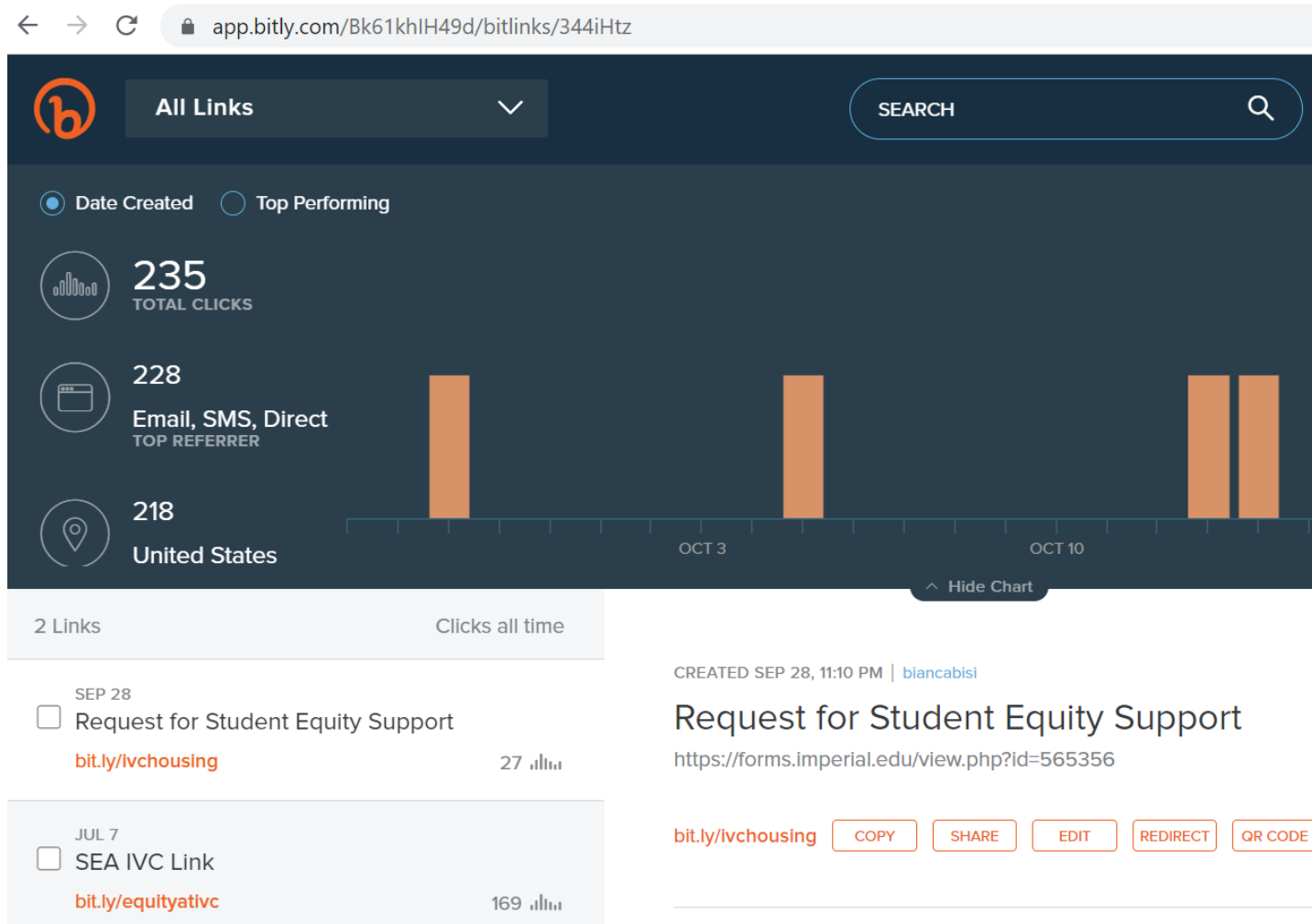
## Holistic Case Management during a Pandemic

- How do we assess digitally and remain socially relevant?
- Without front counters how do we serve the line?

Request for Student Equity Support

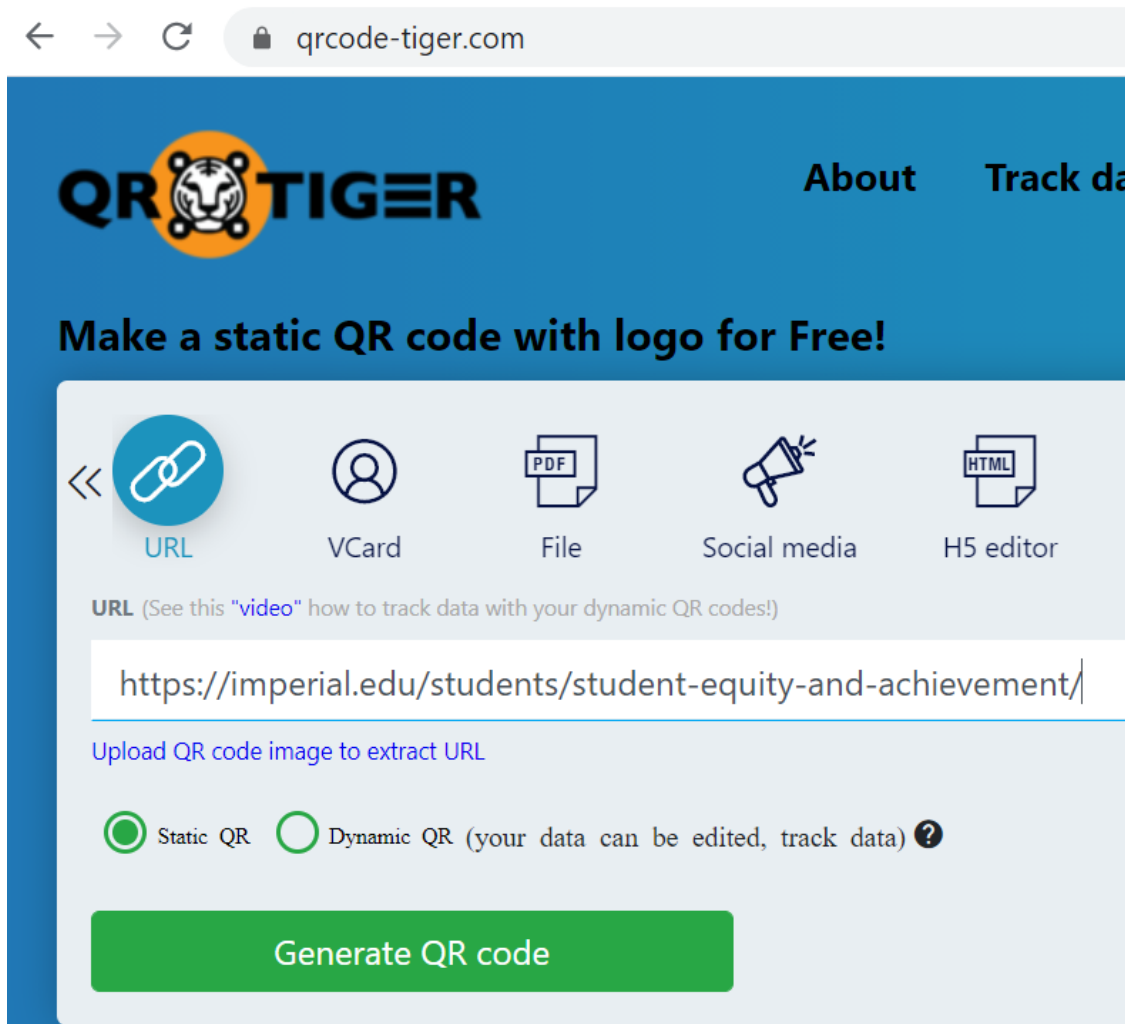


# Bitly – Socially Relevant and Visually Pleasing



**Bit.ly/equityativc**

# QR Codes – Socially Relevant + Easy Access



The screenshot shows the QRcode-tiger.com website. At the top left is the logo "QR TIGER" with a tiger head icon. To the right are links for "About" and "Track data". Below the logo is the headline "Make a static QR code with logo for Free!". A navigation bar contains icons for "URL", "VCard", "File", "Social media", and "H5 editor". The "URL" option is selected. A text input field contains the URL "https://imperial.edu/students/student-equity-and-achievement/". Below the input field are radio buttons for "Static QR" (selected) and "Dynamic QR (your data can be edited, track data)". A green "Generate QR code" button is at the bottom.



The advertisement features a large, light purple lotus logo on the left. To its right, the word "Home." is written in a cursive font, with a QR code to its right. Below "Home." is the URL "http://bit.ly/ivchousing". The bottom half of the ad shows a photograph of a row of multi-story brick buildings. Overlaid on the top of the photo is the text "Homeless? Struggling with rent? Contact IVC here" with a white arrow pointing towards the QR code.

# Pandemic Response: Case Management

- Without front counters how do we serve the line?



## Request for Student Equity Support

The Student Equity & Achievement Program at IVC serves to remove barriers that prevent academic success and well-being of our most resilient students. We advocate for an equitable chance at academic success for students who identify as LGBTQIA+, Black or African American, Foster Youth, Formerly Incarcerated, Homeless, Housing/Food Insecure, Student Athletes, and Veterans. Tell us below how our team can help.

Name \*

First Last

Email \*

Phone

 -  - 

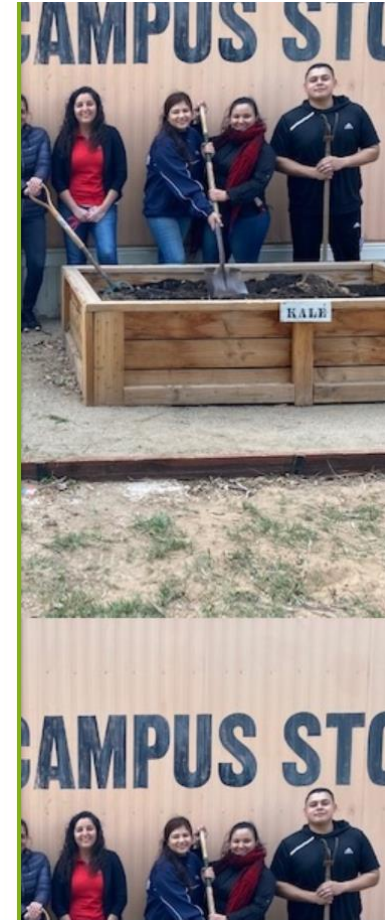
### ### ####

Student ID \*

Must be 9 characters. Currently Entered: 3 characters.

How can we help? Select all that apply. \*

- I need to discuss my academics with a SEA, RSP, or RJP Counselor
- I need help applying to IVC
- I need to schedule ESL testing
- I am having trouble affording food for myself and/or my family
- I am homeless or will be homeless soon



# Pandemic Response: Basic Needs Distribution

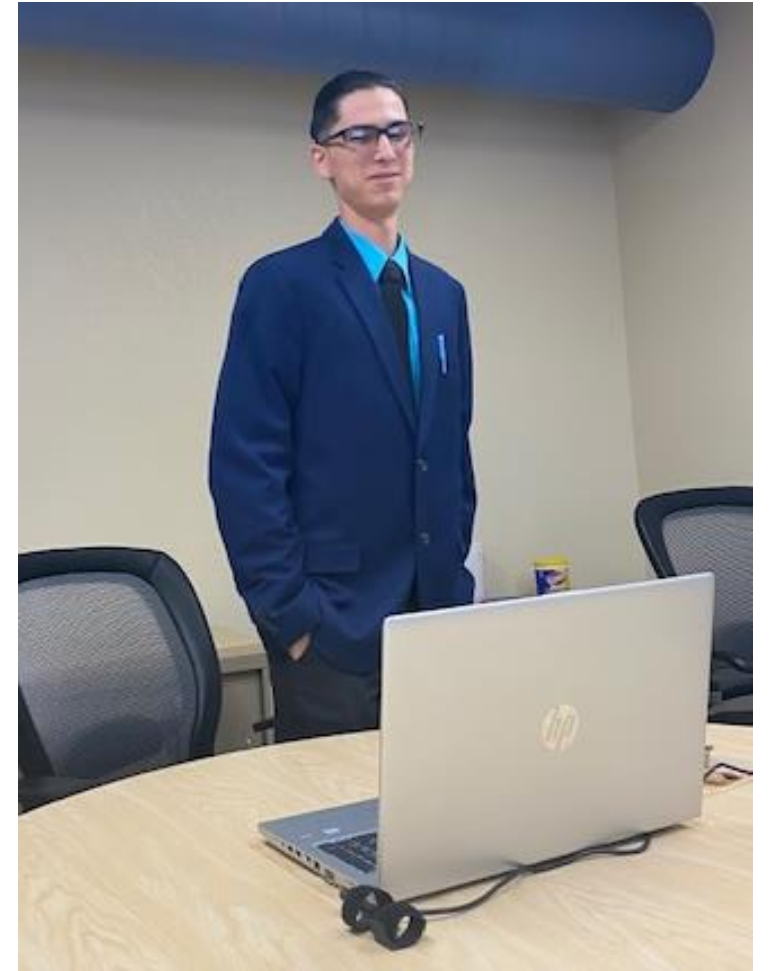
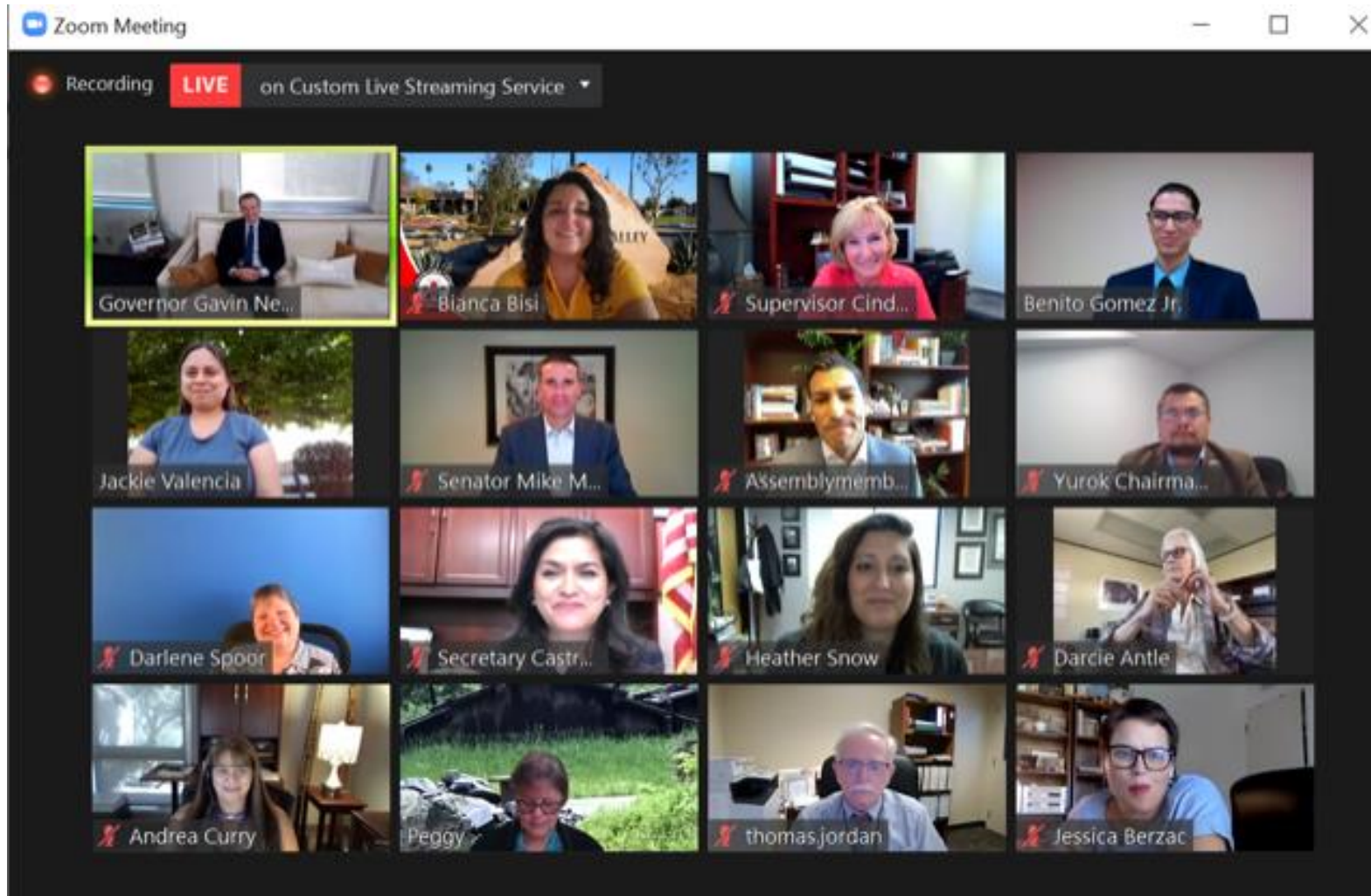
- How did we adapt? Drive-thru, Home Deliveries, PPE



# Working with FEMA, Campus COVID-19 Hospital



# Project Homekey: Tiny Homes





# Project Homekey: Tiny Homes

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- 13 Units
- Local Lot of Land
- Resident Assistant
- Savings Account
- Wraparound Case Management

# Student Housing Project: Imperial County



- 12 RVs
- Local Mobile Home Park
- Resident Assistant
- Savings Account
- Wraparound Case Management

# Basic Needs @



Viking Vault



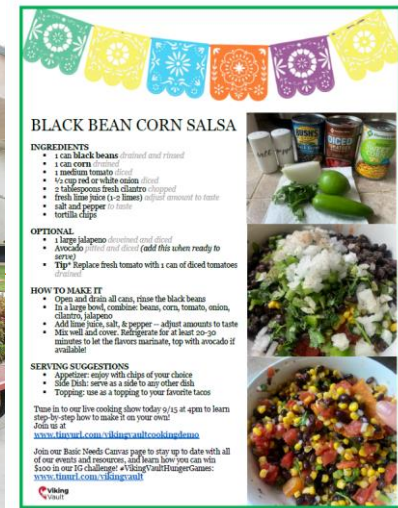
Housing



Transportation

# Viking Vault Services

- Bi-weekly Grab & Go's
  - Including recipes, Cal-Fresh flyers, Campus
- In-person visits by appointment
- Zoom cooking demonstrations
  - Celebrating Latinx Heritage Month
- CalFresh webinars and appointments
- Grocery Gift Cards



# Viking Vault Distribution Numbers

FALL 2019		
Better Breakfasts (Free hot-cooked breakfasts)	1,729	
Viking Vault Visits	1,619	
Spring 2020	February-March	March-June
Better Breakfasts + Love Markets	1,025	
Viking Vault Visits	1,413	
Grab & Go		2,941
Summer 2020	Students Served	Total in the households
Grab & Go	515	2,106
Fall 2020	Students Served	Total in the households
Grab & Go	428	1,646

# Community Relations



VanBuren Council for Human Services, NP





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# Housing

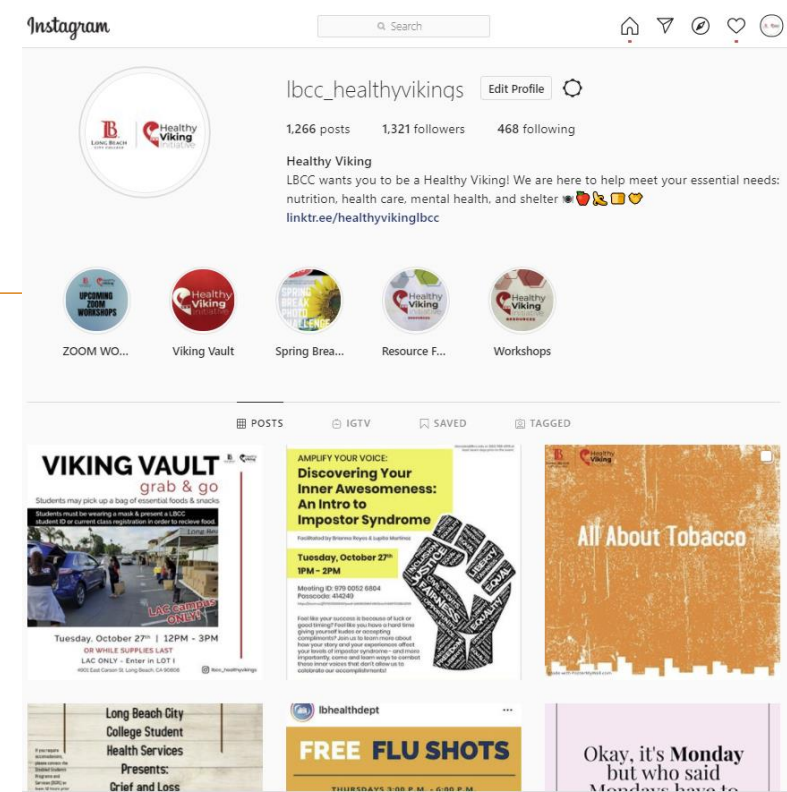
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- CCCCO Homeless and Housing Insecure Pilot Program (HHIP)
- Jovenes: will provide direct housing placement and case management services to support educational and career goals for up to 40 students annually for 3 years
- Eligibility:
  - Identified as experiencing homelessness or housing insecurity
  - Registered in minimum of 9 units
  - Completed a minimum of 9 units
  - 2.0 G.P.A.
  - In good standing with college
- Services:
  - College-Focused Bridge Housing
  - College-Focused Rapid Re-Housing



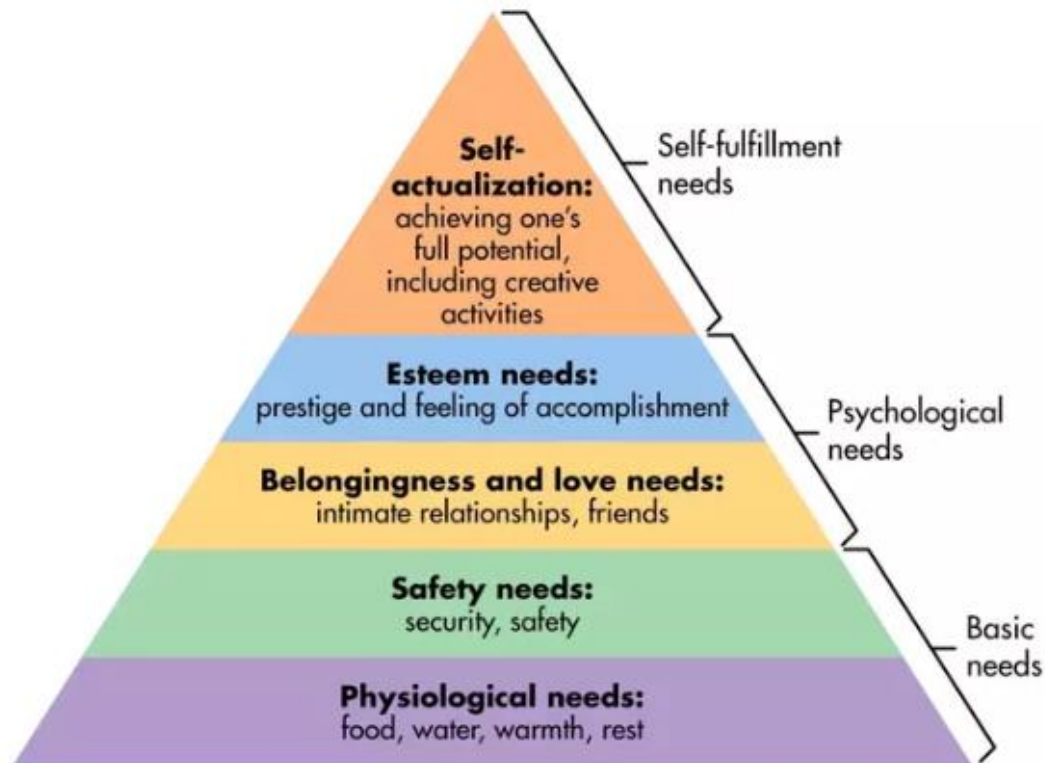
# Outreach

- Emergency Aid Application
- Basic Needs Canvas – [www.tinyurl.com/vikingvault](http://www.tinyurl.com/vikingvault)
- Academic Affairs & Student Services Engagement
  - Syllabus statement + Basic Needs slides for faculty
  - Presentations to Umoja, Justice Scholars, Guardian scholars/NextUp, etc.
  - Associated Student Body Basic Needs Committee
- Viking Engagement – 73,000 total individuals enrolled
- Instagram @LBCC\_HealthyVikings

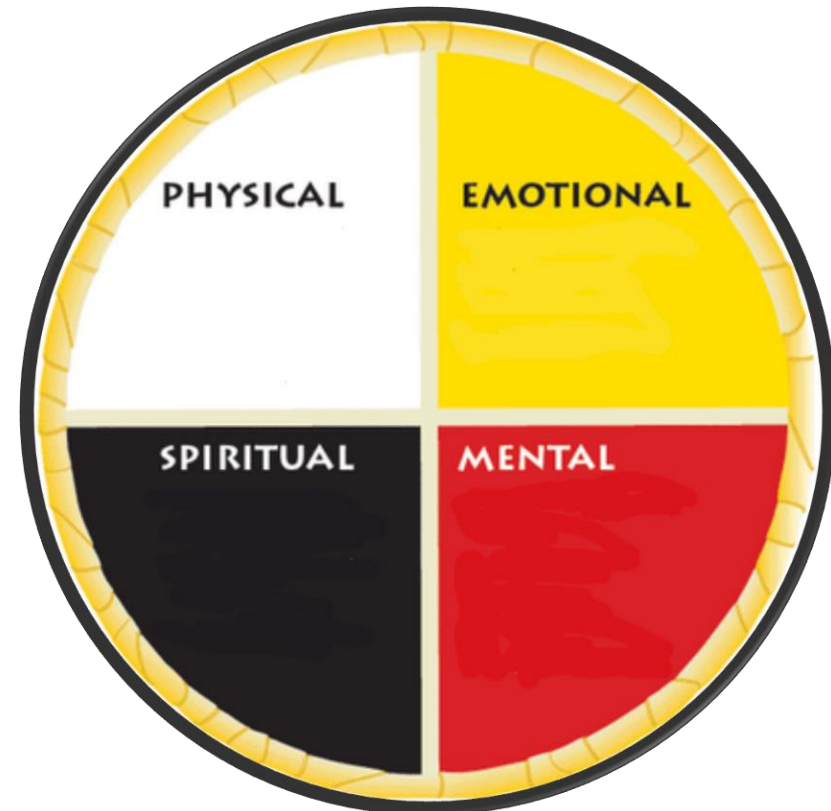


# Best Practices

Maslow's Hierarchy of Needs  
(Western ideology)



Medicine Wheel  
(Indigenous ideology)



# Data Informs Our Work

	Spring 20	Spring 20	Spring 20- Fall 20	Spring 20- Fall 20
Race/Ethnicity	Cards Distributed	Grocery Requests	Housing Requests	Literally Homeless
Asian & Filipino	10%	12%	10%	7%
Black/Afr.-Amer.	22%	23%	32%	52%
Hispanic/Latino	51%	50%	40%	27%
Native American	1%	1%	1%	1%
Pacific Islander	1%	2%	1%	1%
Unknown	3%	1%	2%	1%
White	12%	11%	15%	12%
<b>Total</b>	<b>551</b>	<b>1565</b>	<b>3130</b>	<b>215</b>

Gender	Cards Distributed	Grocery Requests	Housing Requests	Literally Homeless
Female	66%	66%	62%	65%
Male	32%	33%	36%	33%
Other/Unknown	2%	1%	2%	2%
<b>Total</b>	<b>551</b>	<b>1565</b>	<b>3130</b>	<b>215</b>

Term	Cards Distributed	Grocery Resources	Housing Requests	Literally Homeless
Spring 2020	551	1565	1252	
Summer 2020			468	
Fall 2020			1410	215
<b>Total</b>	<b>551</b>	<b>1565</b>	<b>3130</b>	<b>215</b>

# Equity-Driven & Data-Informed Examples:

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Prioritizing grocery card distribution by high-need populations

- Looking at: Literally homeless, Foster Youth, AB-540/DREAMER/DACA, Justice Scholars, TRiO, Umoja, Puente, etc.

Built-in emergency application questions to identify levels of student need

- Looking at: Reliable source of income, Couch surfing, sleeping in car, public place, rent overdue, etc.

Focused outreach to Equity programs for presentations on Basic Needs resources

- Based on demographic data and qualitative data

# Policy Recommendations

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- **Create a permanent state funding source for student basic needs centers**
- Further develop campus strategies to address college student homelessness
- Expand Fresh Success
- Invest in data collection and evaluation



# Q&A

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**TO SUBMIT LIVE QUESTIONS,  
CLICK ON THE “QUESTIONS”  
PANEL, TYPE YOUR QUESTION,  
AND CLICK “SEND”**

Contact Information:

Melissa Bond, Project Manager,  
John Burton Advocates for Youth

Melissa@jbay.org

