Equity Made Real:

Promising Strategies for Addressing College Student Basic Needs

October 29, 2020
Technical Issues:

- 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 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:

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

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Long Beach City College

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

**Melissa Bond**, Project Manager  
John Burton Advocates for Youth
Methods and Acknowledgements

Philanthropic Support

Literature & Legislative Review

Campus & Stakeholder Interviews*

BASIC NEEDS REPORT
https://www.jbaforyouth.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
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

Basic Needs Services + Higher Education = Basic Needs Centers
Competing Forces

Basic Needs
Security

Higher Education
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

Basic Needs Security is Associated with Higher Persistence, Retention, and Financial Wellbeing
Legislative History
Major Interventions to Date

2013 & 2017: Expanded CalFresh Eligibility for Students

2016: Fresh Success

2017: Hunger Free Campus Initiative

2019: Restaurant Meal Program

2019: College-Focused Rapid Rehousing
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

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

Students (through ACL 1705 and SB 77)
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.
New: COVID-19 Digital CalFresh Outreach Toolkit

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
Restaurant Meal Program (RMP)

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

- $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

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

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

3. Develop successful proof of concept to advocate for expanded funding (with reports to the legislature)
Structure of Basic Needs Centers
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
#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
#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

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
#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
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

Holistic Case Management during a Pandemic

• How do we assess digitally and remain socially relevant?
• Without front counters how do we serve the line?
Bitly – Socially Relevant and Visually Pleasing

Bit.ly/equityativc
QR Codes – Socially Relevant + Easy Access

Make a static QR code with logo for Free!

URL
VCard
File
Social media
H5 editor

https://imperial.edu/students/student-equity-and-achievement/

Generate QR code

Homeless? Struggling with rent? Contact IVC here

Pandemic Response: Case Management

- Without front counters how do we serve the line?
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

- 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

JOHN BURTON ADVOCATES FOR YOUTH
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

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<tr>
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<td>Grab &amp; Go</td>
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Community Relations

LONG BEACH CITY COLLEGE FOUNDATION

Food Finders
Rescuing Food, Reducing Hunger

VanBuren Council for Human Services, NP

LOS ANGELES REGIONAL FOOD BANK
Fighting Hunger. Giving Hope.

GRATEFUL HEARTS

NCJ
National Council of Jewish Women

Rotary Club of Long Beach

The Grand

US. FOODS

TEMPLE ISRAEL
Long Beach

JOHN BURTON ADVOCATES FOR YOUTH
Housing

- 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

• 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 Heirarchy of Needs (Western ideology)

- Self-actualization: achieving one’s full potential, including creative activities
- Esteem needs: prestige and feeling of accomplishment
- Belongingness and love needs: intimate relationships, friends
- Safety needs: security, safety
- Physiological needs: food, water, warmth, rest

Medicine Wheel (Indigenous ideology)

- Physical
- Emotional
- Spiritual
- Mental
## Data Informs Our Work

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<th>Race/Ethnicity</th>
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<th>Spring 20-Fall 20</th>
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<td>Cards Distributed</td>
<td>Grocery Requests</td>
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<td>Literally Homeless</td>
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## Equity-Driven & Data-Informed Examples:

<table>
<thead>
<tr>
<th>Priority: Prioritizing grocery card distribution by high-need populations</th>
<th>Priority: Built-in emergency application questions to identify levels of student need</th>
<th>Priority: Focused outreach to Equity programs for Basic Needs resources</th>
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</thead>
<tbody>
<tr>
<td>- Looking at: Literally homeless, Foster Youth, AB-540/DREAMER/DACA, Justice Scholars, TRiO, Umoja, Puente, etc.</td>
<td>- Looking at: Reliable source of income, Couch surfing, sleeping in car, public place, rent overdue, etc.</td>
<td>- Based on demographic data and qualitative data</td>
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</table>
Policy Recommendations

• 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

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

Contact Information:
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Melissa@jbay.org