Cañada College Meal Program
Hot and Cold Meal Options for Students

#RealCollege California Basic Needs Summit
Laney College – December 6, 2019
Between 2014 and 2018, the amount needed to meet the costs of basic needs increased across the state, but skyrocketed in the Bay Area.

- **San Francisco**: $123,442
- **Fresno**: $59,440 (family of four, two adults, a preschooler, and a school-age child)
- **Los Angeles**: $80,642
- **San Diego**: $82,620
Students and members of the Community use SparkPoint services & resources to strengthen their financial capability and further their economic and educational goals.
SparkPoint Services

Take Charge of Your Money!

Why Meet with a Financial Coach?
- Budget your money.
- Build your savings.
- Track your spending.
- Understand your credit score and improve it.
- Plan your expenditures.

Program Spotlight: Cañada Cash
- Earn money for completing positive financial, transfer, and career goals.
  - You select your goals.
  - Complete up to six goals and earn up to $150.
  - Limited Space Available.

Food Pantry
- Healthy food for students and families in need.
- Contact us; Schedule an appointment today by calling 650-381-3580.
- Time and Location: 12:30pm-3:30pm, Tue - Thu & Thu 5:00pm - 6:30pm in Bldg. 3, room 202.

Benefits Assistance
- You may be eligible for benefits.
  - Apply Today!
- Resources for food, cash and healthcare.
- A family of 4 could be eligible for over $640 in monthly assistance.

Free Legal Clinic
- Focus on immigration and limited tenant-rights & domestic violence
- Confidential consultations with an attorney
- Bilingual Services Available!
- Schedule an appointment: www.tinystep.com/CaCLegalClinic

A one-on-one Financial Coaching
Create your financial plan, give us a call today!

Call Us: 650 381 3550
Visit Our Location: EOPS Receptions Desk (Bldg. 3)
Visit Our Website: canadacollege.edu/sparkpoint
SparkPoint Outcomes

- Livable income that reaches the Self Sufficiency Standard
- Good credit score of 700 or above
- Savings equal to three months of living expenses
- Reduced (revolving) debt
- Increased Student Persistence
- Increased financial “peace of mind”
**Cañada Cash**

<table>
<thead>
<tr>
<th>Financial</th>
<th>Transfer &amp; Career</th>
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<tbody>
<tr>
<td>Identify where you are financially</td>
<td>Complete a spending tracker</td>
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<tr>
<td>Improve your credit score</td>
<td>Pay down your debt</td>
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<td>Increase your savings by $25/mo</td>
<td>Set up direct deposit</td>
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<td>Complete online video tutorials</td>
<td>Apply for public benefits</td>
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<td>Complete an informational interview</td>
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**Top four behaviors:**
- 17% - Save $25
- 15% - Review financial situation
- 14% - Complete a spending tracker
- 12% - Credit report review

Cañada Cash has added Transfer, Career, Public Benefits and a financial literacy video tutorial strand.

Cañada Cash is now open to non-students.
Food Pantry

• Last year, the SparkPoint Food Pantry distributed 87,797 lbs. of food - a total value of over $105,505

• Partnership with Financial Aid and Student Life and Leadership to offer expanded support and evening hours appointments.

• This year, SparkPoint partnered with the bookstore and Student Life and Leadership to begin the $3 and $6 Grab and Go meal plans

• Community Markets and Pop-Up Markets
Customize, Scale and Tailor

- Identifying your campus culture
- Selecting your target populations
- Determining your budget
- Identifying your champions/partners
- Establishing a process for enrolling students
- Reporting
- Invoicing
Don’t Forget the Data!

- What is needed
  - POS/ Billing system
  - Meal Selection

- Who is needed
  - Who determines eligibility
  - Who will determine changes needed

- What does the reporting look like?
Creating a Meal Program

• Variety / Selection
• Locations / Ease of Access
• Hours of Operation (day / evening)
• Increasing access to multiple food options
  • Not competition but business
  • External Food Partnerships
  • Gift Cards
Addressing Food Insecurity and Reducing Stigma

- Marketing
- Promotion
- The Process
  - with dignity and respect
  - Paperless
  - Discreet
Quick Guide to Implementation

• Determine what you’ll offer
• Select who you’ll serve
• Ensure you have needed funding
• Maintain the Reporting
• Assess / adjust / assess / adjust …

“The resources are different but the challenges remain the same”
How did Cañada College Start?

1. A district-wide food survey
2. A Student Senate interested in supporting students who are food insecure
3. A meeting that brought together the Bookstore, Pacific Dining, SparkPoint, Student Life and Student Senate to review the survey data
4. That group deciding what action they wanted to take based on the data and ensuring that students voices were part of the conversation and decision-making
Starting A Partnership

- Student buy-in from personal experience, data, and meeting with campus partners
- Student Senate votes to financially support and provide funds towards the meal subsidies program
- Student Life Vending Commission Opportunity to garner further funds

San Mateo County Community College District Strategic Goal #1
Develop and Strengthen Educational Offerings, Interventions, and Support Programs that Increase Student Access & Success
How Far We’ve Come

• Student leaders employed by the bookstore and within Student Senate who uses the services and support and demystified food insecurity on-campus

• Students promoting the initiative in their social networks and classrooms

• A campus-wide Awareness Summit with student leaders, community leaders, campus programs, and college administration

• President’s Luncheon featured a student speaker and financially supported the meal bundle that year

• We are working on a District-wide Hunger Resources Plan to provide hot and cold meals to students
Questions?

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