Harnessing the Power of Student Leaders to Address Food Insecurity

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About Us

• Our Mission
  • To benefit, support, and enhance the missions of the California Community Colleges

• Our Vision
  • The Foundation is the trusted partner of the California Community Colleges – facilitating collaboration, accelerating innovation, and increasing systemwide resources.
What is “Food Insecurity”? 

• Not just hunger!
• Stress, anxiety, worrying about where or how you will eat or feed your family
• Skipping meals or reducing the size of your meals
• Limited or uncertain availability of adequate food
• USDA’s federal definition, used broadly nationwide
What is CalFresh?

• Federally funded, sustainable intervention for student hunger.

• California’s Supplemental Nutrition Assistance Program (SNAP)

• Many students are eligible for CalFresh benefits, which feeds students and their families.
CalFresh Eligibility

• CalFresh determines eligibility based off household size and income
  • To apply for CalFresh, you must reside in CA as a citizen or Legal Permanent Resident

• How does CalFresh define a “household”?
  • An individual or unit of individuals that purchase and prepare food together.

• A CalFresh household must meet income guidelines and reside in California as a legal resident or citizen.
Student Eligibility

Between the ages of 18 and 49

“Student”

Enrolled at least half time (6 units/semester CCC)

Others not considered a “student” under CalFresh eligibility can disregard student rules and apply normally.
Student Eligibility in CCCs

HOW TO APPLY

CalFresh provides free money for groceries. If you applied for financial aid, why not apply for food aid? Applying online takes just a few minutes. If approved, you’ll get a free debit card for monthly groceries.

ELIGIBILITY

To be potentially eligible for CalFresh, students must meet ONE of the following exemptions. The list below is not intended to be exhaustive; additional programs might be referred to locally by another name.

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<th>PROGRAMS THAT INCREASE EMPLOYABILITY</th>
<th>PROGRAMS FOR CURRENT AND FORMER FOSTER YOUTH</th>
<th>OTHER EXEMPTIONS</th>
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<td>Disabled Student Programs &amp; Services</td>
<td>Foster Youth Success Initiative</td>
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<td>Puente Project</td>
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<td>MESA Program</td>
<td>Chafee ETV</td>
<td>Working 20 hours/week; or average of 80 hours/month</td>
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<td>Extended Foster Care (AB 12/AB 212)</td>
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Students can apply online at:

students.getcalfresh.org/s/ccc
Student Ambassador Program Model

Foundation for California Community Colleges Student Ambassador Programs train students how to conduct peer-to-peer outreach on their campus to promote a variety of holistic resources that help students succeed.

The program model leverages current programs and partnerships and has already attracted new opportunities.
Student Ambassador Program Model

- Reduces stigma by promoting student benefits and resources in a welcoming and relatable manner
- Promotes services and resources through innovative and creative outreach strategies
- Furthers student reach and collaboration across campus and surrounding communities
- Focuses on reaching historically underserved students
- Supports professional development of students through leadership empowerment, networking, career exploration, and deeper connections to campuses and communities
- Improves student outcomes by providing resources and support for student success
History of Peer-to-Peer Outreach at the Foundation

• 2016 – 2017 | Civic Impact Project/Civic Impact Scholars
• 2017-2018 | AmeriCorps Student Ambassador Program
• 2018 – Present | Environmental Equity Ambassadors
• 2018 – Present | Student Wellness Ambassador Program
• 2019-Present | Cal Fresh Outreach Ambassadors (Sacramento Valley and LA County)
• 2020 | Census Outreach Ambassadors
Traditional Ambassador Activities

- Conduct peer-to-peer outreach to raise awareness of mental health and wellness resources and information
- Connect students to on and off campus resources and support systems
- Network and partner with campus resources such as health centers, foster youth liaisons, homeless youth liaisons, wellness centers, food pantries, and mental health counselors
- Organize and deliver campus resource tables and health and wellness fairs on campus
- Coordinate and collaborate with existing on-campus student support programs
- Implement activities on and off campus to increase awareness of student support programs
Pivot to Digital Outreach

- Social Media Posts-Connection to Public Information Officers (PIO)
- Digital Presentations
- Virtual Events
- College-Wide Emails and list-servs
- Canvas Message Boards
Programmatic Elements

- Campus Partnership | Role of On-Campus Advisor
- Training Series and Ongoing Training
- Action Plan
- Monthly Reports/Data Tracking
- Advisor Approval Form
- Additional Challenges/Event Funds
Timeline of an Ambassador Program (full academic year)

• Late Spring\Early Summer | Application Opens, Outreach to Campus Partners
• Mid-Summer | Students Notified of Acceptance and Campus Partners Notified of Selected Students
• Late-Summer | Virtual or In-Person Training
• Fall | Ambassador Program Activities
  • Students meet with on-campus advisors 2-3 times per semester
  • Students receive ongoing training from Foundation staff
• December/January | First Stipend Distributed
• Early January | Additional Training
• Spring | Continued Ambassador Program Outreach Activities
  • Students meet with on-campus advisors 2-3 times per semester
  • Students receive ongoing training from Foundation staff
• May/June | Final Stipend Distributed
Impact

• Student Interest | Since 2018, over 1,000 students have applied for an Ambassador opportunity
  • 130 applications for CalFresh Outreach Ambassadors

• Outreach Impact
  • Spring 2020
    • 17 CFO Ambassadors promoted CalFresh to 7,225 students from January 2020-May 2020
  • Fall 2020
    • 25 CFO Ambassadors have reached 3,366 as of October 2020
What do Ambassadors receive?

• Comprehensive training covering:
  • Program content and available resources
  • Best practices and strategies to effectively conduct outreach

• Personal stipend
  • Varies between programs based on requirements and length of position
  • Currently $1,200 for CFO Ambassador Outreach Program (Fall and Spring Semester)

• Materials and tool kit of resources to distribute on campus

• Event fund to use for hosting events on campus (when in-person outreach is allowed)
  • Typically $500 per campus

• Ongoing training and professional development

• An on-campus advisor plus support from Foundation staff
Current Opportunities

• **LA Cohort Application is Open for Spring 2021**
  • Application Due December 11

• **Campus/FCCC Partnership | Combined Sponsorship**
  • Focus Group Strategy Sessions, January 2021
  • If you are interested in participating in these early strategy sessions, please email Carly Smith at csmith@foundationccc.org

• **CalFresh Outreach Digital Toolkit**
  • https://foundationccc.org/CalFreshOutreach
Thank you!

• Contact Information
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• https://foundationccc.org/CalFreshOutreach