

# Harnessing the Power of Student Leaders to Address Food Insecurity

- Carly Smith, Foundation for California Community Colleges
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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

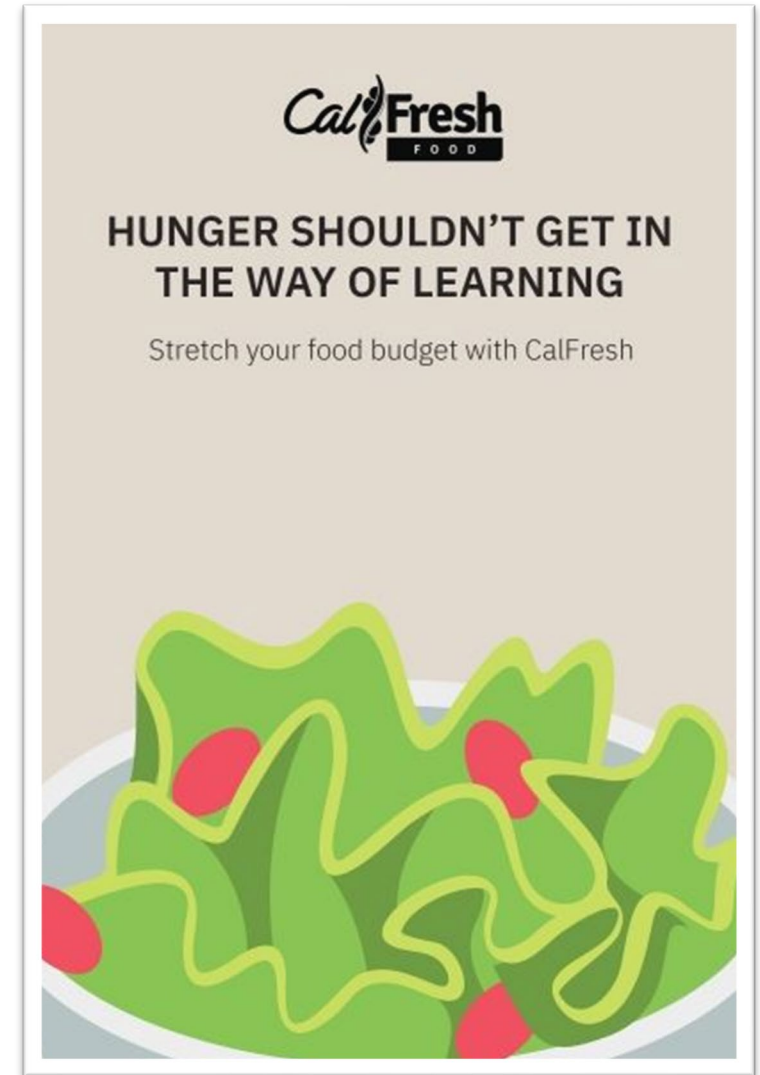
# What is CalFresh?

- 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.

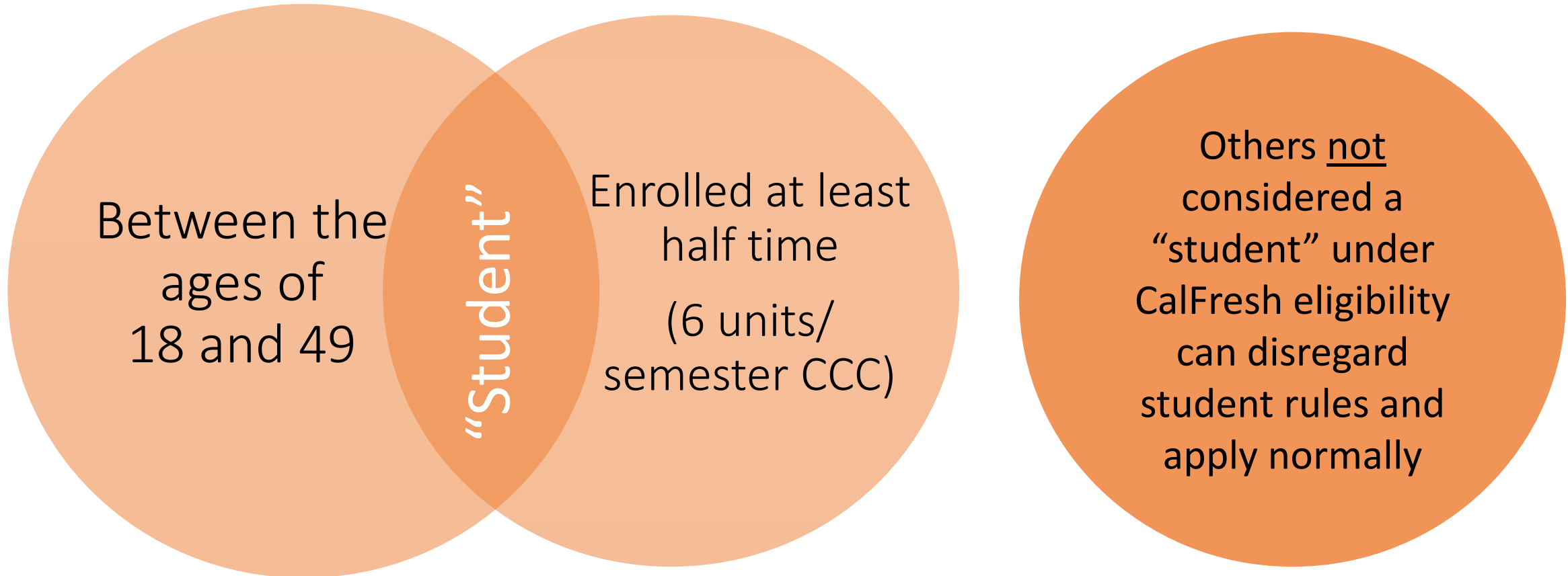


# CalFresh Eligibility

- 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.




### PROGRAMS THAT INCREASE EMPLOYABILITY

- EOPS/CARE
- Disabled Student Programs & Services
- Puente Project
- MESA Program



### PROGRAMS FOR CURRENT AND FORMER FOSTER YOUTH

- Guardian Scholars
- Foster Youth Success Initiative
- NextUp
- Chafee ETV
- Extended Foster Care (AB 12/AB 212)



### OTHER EXEMPTIONS

- Approved for work study
- Having dependent children under the age of 12
- Recipient of CalWORKs
- Working 20 hours/week; or average of 80 hours/month

Students can apply online at:

[students.getcalfresh.org/s/ccc](https://students.getcalfresh.org/s/ccc)



*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.



FOUNDATION *for* CALIFORNIA  
COMMUNITY COLLEGES



# 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



**Stress over finals, Not food.**  
2 in 5 college students are eligible for CalFresh Food benefits.\*

**Individuals can receive \$16 - \$194 each month for groceries.**  
CalFresh Food is California's Supplemental Nutrition Assistance Program (SNAP) that provides monthly food assistance for individuals and families with low incomes.

**Applying is easy and the first step only takes 10-15 minutes.**  
You can apply for and receive CalFresh Food benefits without ever going into a county social service office. Apply online, talk to a county social service worker over the phone, and have your EBT card mailed to you.

**Find out if you're eligible, apply today:**

- 1 Click [GetCalFresh.org/Students](https://www.getcalfresh.org/students)
- 2 Call **1-877-847-3663 (FOOD)**
- 3 Find an office at [CalFreshFood.org](https://www.getcalfresh.org)

**CDSS** For other languages, or reasonable accommodations, find an office at [CalFreshFood.org](https://www.getcalfresh.org). For speech and/or hearing assistance call **1-877-847-3663 (FOOD)** or **711 Relay**.  
\*CalFresh.org/Students

**CalFresh**  
FOOD

State of California Health and Human Services Agency | California Department of Social Services | Funded by USDA, an equal opportunity provider and employer.

studentlifecrc • Following

studentlifecrc Determine whether you are eligible for CalFresh benefits and apply today. If you have any questions about eligibility or the application, contact CalFresh ambassador Sabeeha Baqui at [sabeehabaqui@gmail.com](mailto:sabeehabaqui@gmail.com)

1w

16 likes

7 DAYS AGO

Add a comment... Post



# 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

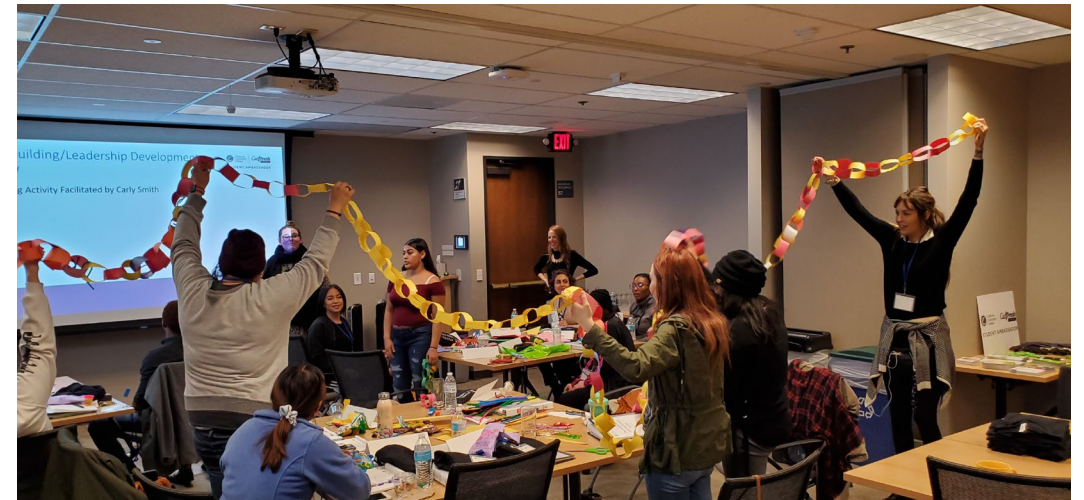
- Student Interest | Since 2018, over 1,000 students have applied for an Ambassador opportunity
  - 130 applications for CalFresh Outreach Ambassadors
- Outreach Impact
  - Spring 2020
    - 17 CFO Ambassadors promoted CalFresh to 7,225 students from January 2020-May 2020
  - Fall 2020
    - 25 CFO Ambassadors 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](mailto:csmith@foundationccc.org)
- [CalFresh Outreach Digital Toolkit](#)
  - <https://foundationccc.org/CalFreshOutreach>



# Thank you!

- Contact Information
  - Carly Smith, [csmith@foundationccc.org](mailto:csmith@foundationccc.org)
  - General CalFresh Outreach Ambassador Information, [calfresh@foundationccc.org](mailto:calfresh@foundationccc.org)
- <https://foundationccc.org/CalFreshOutreach>

