

Addressing College Students' Basic Needs

Food and Housing Insecurity on Campus



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Student Affairs Forum

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- Help institutions serve these students with existing resources today, and
- Plan for a growing population in the future

Four-Part Webconference Series

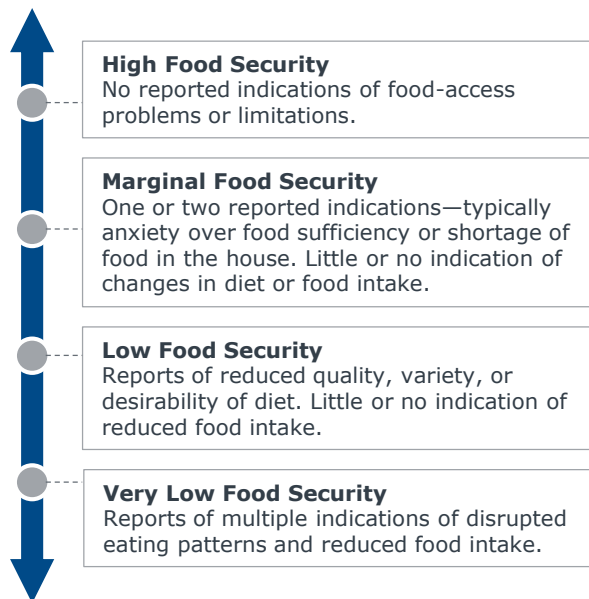
- 1 [What You Should Know About Food and Housing Insecurity on Campus](#)
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Speaking the Same Language

Key Terms and Definitions

Range of Food Security

USDA Economic Research Service



Indicators of Housing Insecurity

Experienced any of the following in the last 12 months...

- Had difficulty paying rent
- Didn't pay full cost of utility bills
- Didn't pay full cost of rent
- Borrowed money to help pay bills
- Moved in with others, even briefly, because of financial problems
- Moved two or more times

Indicators of Homelessness

Experienced any of the following in the last 12 months...

- Didn't know where you were going to sleep, even for one night
- Thrown out of home by someone else in the household because of financial problems
- Stayed in any place not meant for regular housing, even for one night
- Didn't have a home
- Stayed in a shelter
- Evicted from home

The “Starving College Student”

Outdated Stereotypes Shape Public Perception of Struggling Students

Widespread Misperceptions Abound



Skimps on Meals to Buy Beer

"I remember many nights where I traded dinner for beer money!"



Eats Ramen Because They Like It

"They could always go to the dining hall if they're really hungry."



Works to Supplement Spending Money

"I worked through college too...kids these days are just spoiled."



Access to Additional Resources

"They're paying tuition, they can't really be hungry."

“

A No-Win Situation

“For many people, it’s a **contradiction in terms – homeless college student**. If you’re a college student, you had to be with it enough to get yourself into college, so obviously you can’t be homeless.”

*Paul Toro
Professor of Psychology
Wayne State University*

”

Contrasting Stereotypes with Reality

Hunger and Housing Insecurity a Real Problem for Today's Students

College-Going at an All-Time High...

17%

Growth in **undergraduate enrollment** in the U.S.,
2004 - 2014

2X

Number of **FT university students** in Canada has
doubled since 1980

...But No Longer the Ticket Out of Poverty

“Students and families all over the country are saving, working, taking out loans... Yet they still find themselves facing an unreasonably high price for college, **and fall short of the resources they need to successfully complete degrees.** Unexpected costs, even those that might appear modest in size, can derail students from families lacking financial cushions.”

The Real Price of College
The Century Foundation



Alarming Prevalence of Basic Needs Insecurity

36%

Of students at four-year institutions in the U.S. qualify as having low food security

64%

Of food insecure students also experience housing insecurity

39%

Of Canadian university students experience food insecurity

Who Is the Basic Needs Insecure Student?

Three Groups of Students Struggling on Campus



1

Chronically Poor

Increased access brings more low-income students to college



51%

Of K-12 students in U.S. public schools who qualify for free or reduced-price lunch



2

Newly Struggling

High costs overextend middle-class families, so basic needs insecurity is often just one unforeseen expense away



57%

Percentage of food insecure students in the University of California system for whom hunger was a new phenomenon



3

In Crisis

Some students unexpectedly lose necessary support (e.g., LGBTQ students, victims of domestic violence)



39%

Of LGBT individuals say they were rejected by a family member or close friend

A Snapshot of Campus-Level Data

Consistent Findings Across Institutional Sizes and Types

U.S. Public Institutions



42%

Of students report low food security at a **large system**



21%

Of students report low food security at a **mid-sized research university**

U.S. Private Institutions



23%

Of students report some level of food insecurity at a **small private institution**



22%

Of students experienced very low food security at a **mid-sized, very selective university**

Canadian Institutions



15%

Of students report severe food insecurity at a **small research university** in Canada



30%

Of students experience some level of food insecurity at a **large research university**

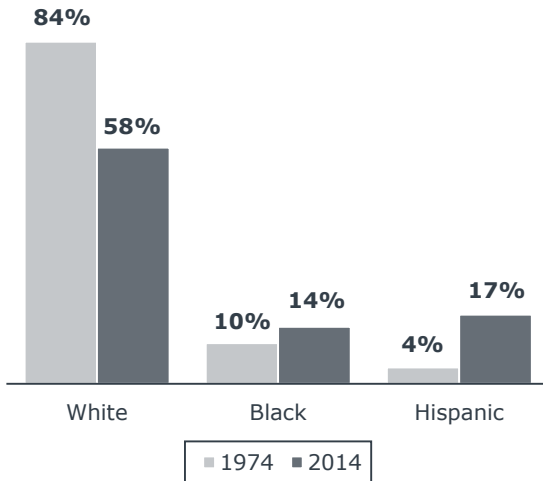
Source: Anderson, Nick. "For the Poor in the Ivy League, a Full Ride Isn't Always What They Imagined." Washington Post. May 16, 2016. Hungry for knowledge: Assessing the prevalence of student food insecurity on five Canadian campuses. Toronto: Meal Exchange. Martinez, Susanna, Maynard, Katie, and Lorrene Ritchie. *Student Food Access and Security Study*. University of California. 2016. "Starving College Student" Is Not a Joke: *Changing the Culture Around Food Insecurity on Campus*. University of Nevada, Reno. EAB interviews and analysis.

Looking Down the Pipeline

Urgency of Addressing Basic Needs Will Continue to Escalate

Increasingly Diverse Make-Up of Post-Secondary Enrollment

National Center for Education Statistics



Need Will Grow in the Years Ahead



9%

Of white students in four-year colleges come from food insecure households



16%

Of Hispanic students in four-year colleges come from food insecure households



18%

Of black students in four-year colleges come from food insecure households



56%

Of Aboriginal post-secondary students in Canada experience food insecurity

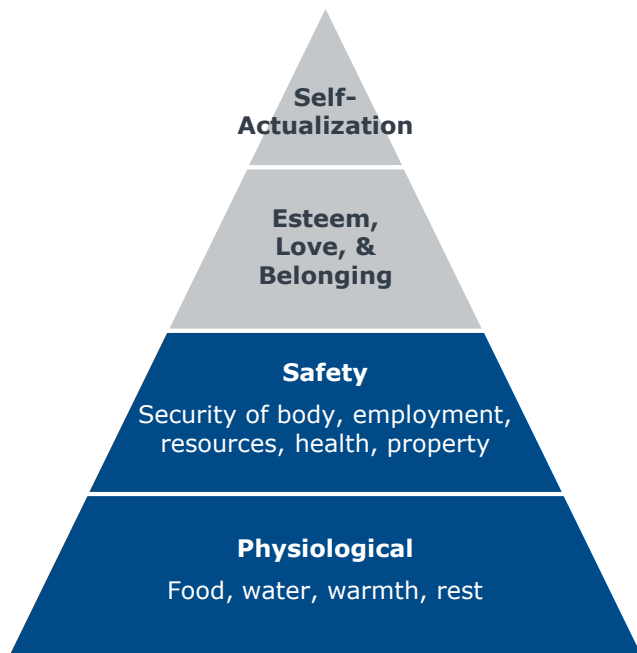
Source: NCES Digest of Education Statistics: 2015, retrieved from https://nces.ed.gov/programs/digest/d15/ch_3.asp; *Assessing Food Insecurity on Campus*, The Urban Institute, 2017; Silverthorn, D. (2016). *Hungry for knowledge: Assessing the prevalence of student food insecurity on five Canadian campuses*. Toronto: Meal Exchange. Retrieved from: <http://mealexchange.com>; EAB interviews and analysis.

Whatever the Cause, the Consequences Are Real



Severe Personal and Physical Impacts for Basic Needs Insecure Students

Maslow's Hierarchy of Needs



Under-Resourced Students Face Constraints on Their Time and Focus



*"When I leave the dining hall I take an apple or a banana with me. I always think ahead about food – **it never leaves my mind.**"*



*"I'll take photos of a textbook with more than 500 page **so I can avoid buying it.** It takes hours but you get into a rhythm."*



*"Trying to do homework when you **haven't eaten in 70 hours** is not going to happen."*



*"**I never know if I'll have quiet,** or an internet connection at night, so I try to get as much done as I can during the day."*

Source: Anderson, Nick. "For the Poor in the Ivy League, a Full Ride Isn't Always What They Imagined." Washington Post. May 16, 2016. Sj, Taylor. *This is What It's Like to Be Homeless in College.* Vice. July 23, 2015. EAB interviews and analysis.

The New Frontier in Student Success



Institutional Priorities Around Student Outcomes



Mental Health and Well-Being

55%

Of students with very low food security also report symptoms of depression



Early Academic Indicators

25%

Of basic needs insecure students consequently drop a class

A+

Academic Performance

15X

Higher chance food insecure students will fail a class



Retention and Graduation

<20%

Of basic needs insecure students will graduate in five years

Source: Goldrick-Rab, S., Broton, K., and Eisenberg, D., *Hungry to Learn: Addressing Food & Housing Insecurity Among Undergraduates*, Wisconsin Hope Lab, 2015; Dubick, James, Brandon Mathews, and Clare Cady. *Hunger on Campus*. 2016. Retrieved from http://studentsagainsthunger.org/wp-content/uploads/2016/10/Hunger_On_Campus.pdf; Goldrick-Rab, S., *Paying the Price*, 2016; EAB interviews and analysis.

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The Good News Around Fundraising

Basic Needs Efforts Are a Strong Fit for Donor Appeal



Today's Donors Are Cause-Based...

"A Millennial's philanthropic endeavors aren't fueled by big incentives. Instead, they become involved in philanthropy for mostly altruistic intentions. In fact, they desire to establish connections with the causes they become involved with."

Millennials: The Cause Generation
YouCaring



...And Impact-Centric

64%

Of donors want to hear stories about people who were helped with their donations

62%

Of donors want information on how the organization plans to use their gift

75%

Of donors want information on the results achieved with their gift

Combining Data and Stories

How to Leverage Your Work for Fundraising Success



Highlight Causes

“Our donors are often surprised to hear about the challenges our students are facing, and the distressing trade-offs they’re having to make to stay in school.”

*Dean of Students
Small Private University*



Make It Concrete

“What went so well is that we highlighted that the cost of a taxi ride home is \$25. People can really wrap their heads around that and realize that their gift matters.”

*Development Officer
Large Private University*



Share Impact



“Our annual report breaks down exactly how many students we were able to serve, and shows donors exactly what support their donations provided.”

*Vice President of Student Affairs
Large Public University*

“We have our donors, partners and volunteers tell their story about why they give back to the Student Cupboard, and how that impacts them. It's a great way to engage others.”

*Basic Needs Coordinator
Mid-Sized Public University*

Pursue Collaborative Partnerships

Partner With Advancement to Maximize Fundraising Opportunities

Annual Fund and Giving Days

- Coordinate with advancement to add an option for annual fund donors
- Partner on campus-wide efforts like Giving Days to leverage publicity and competition

\$187

Average online gift to colleges and universities during Giving Tuesday 2014

Specialized Campaigns

- Penn State's Class of 2017 selected the Lion's Pantry as their senior class gift campaign
- The class gift "took a ten year plan and turned it into a ten week plan"

\$90K

Current value of Lion Pantry Endowment

Matching Opportunities

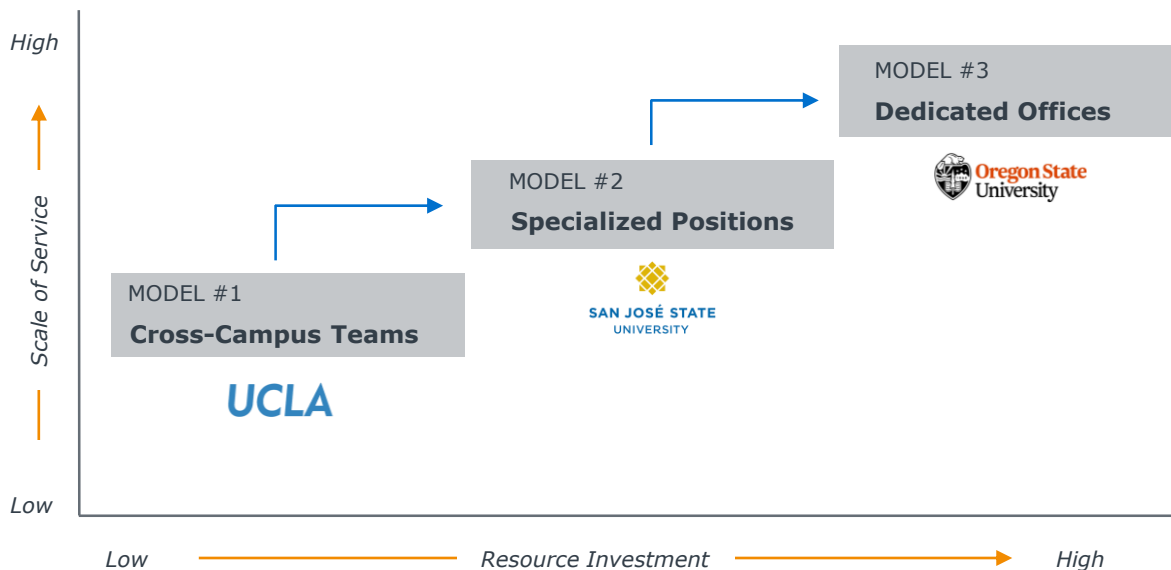
- Fresno State partnered with advancement to find donors to provide matching funds
- March Matchup raised enough to fund all annual expenses for the Campus Food Security Project
- Campaign leverages social media, including [YouTube](#)

\$186K

Raised by Fresno State during 2017 "March Matchup" Campaign

Finding the Right Answer for Your Campus

Navigating a Spectrum of Staffing Options



Bring Structure to Existing Campus-Wide Efforts

Cross-Campus Teams Provide Coordination and Clarity



UCLA's Economic Crisis Response Team (ECRT)

The ECRT provides support and guidance to students who have self-identified, or been identified by faculty or staff, as experiencing a financial crisis that impacts their academic success.

ECRT Triage Support for At-Risk Students

- 1 Identify**
Team coordinator intakes referrals and collects case details
- 2 Consult**
Team meets bi-weekly to discuss new cases and recommend resources
- 3 Support**
Team connects students with appropriate resources and follow-up support



Meal Vouchers



Emergency or Crisis Housing



Emergency Loans and Grants



Advocacy and Other Support



Centralized "one stop shop" model encourages and facilitates referrals



Coordinated access to resources and personalized support

Build a Representative Team

Diverse Team Composition Expands Campus Reach

Team Make-Up Reflects Common Constituencies Served

Economic Crisis Response Team Members



Residential Life



Financial Aid & Loan Services



Academic Affairs



Population-Based Offices

- Former Foster Youth
- Veterans Center
- International Student Services
- Multicultural Center
- Transfer Student Services

Key Benefits



Broad campus awareness of team and its work



Access to diverse perspectives and resources



Expanded touchpoints to identify and serve students in need

ECRT's Growing Impact

50

Students served by the ECRT per week

4X

Increase in caseload since 2009 launch

Investing in Specialized Positions

Hire Dedicated Staff to Expand Capabilities and Impact

Apply Now: Basic Needs Coordinator

Case Management (40% of time)

Evaluate student needs and research to connect students with the appropriate resources.

Outreach and Education (15% of time)

Compile existing campus resources and develop strategies to improve utilization across campus.

Program Assessment & Development (20% of time)

Identify gaps in existing student support and evaluate and launch ideas for new programming.

Relationship-Building (25% of time)

Responsible for cultivating relationships with non-profits and other community partners to build referral networks.

Early Adopters of Specialized Staff Positions

UC San Diego



SAN JOSÉ STATE
UNIVERSITY



Bringing Services Under One Roof

Oregon State University's Human Services Resource Center (HSRC)



How the HSRC Helps Students



Food Pantry



Textbook Lending



On-Campus Food Assistance Program



Emergency Housing & Legal Advocacy



Workshops and Opportunities for Employment



Benefits Screening & SNAP Application Support

Key Elements of HSRC's Success



Dedicated Space

Just moved into a newly renovated building with a welcoming, attractive space



Branding and Visibility

HSRC hosts classes, offers tours, leverages social media, and crafts careful messaging to build a positive brand on campus



Continuity of Support

Staff are able to build relationships with students they serve, allowing them to ladder up support when needed

Scope of Impact

5K+

Number of students served by HSRC in 2016-2017¹

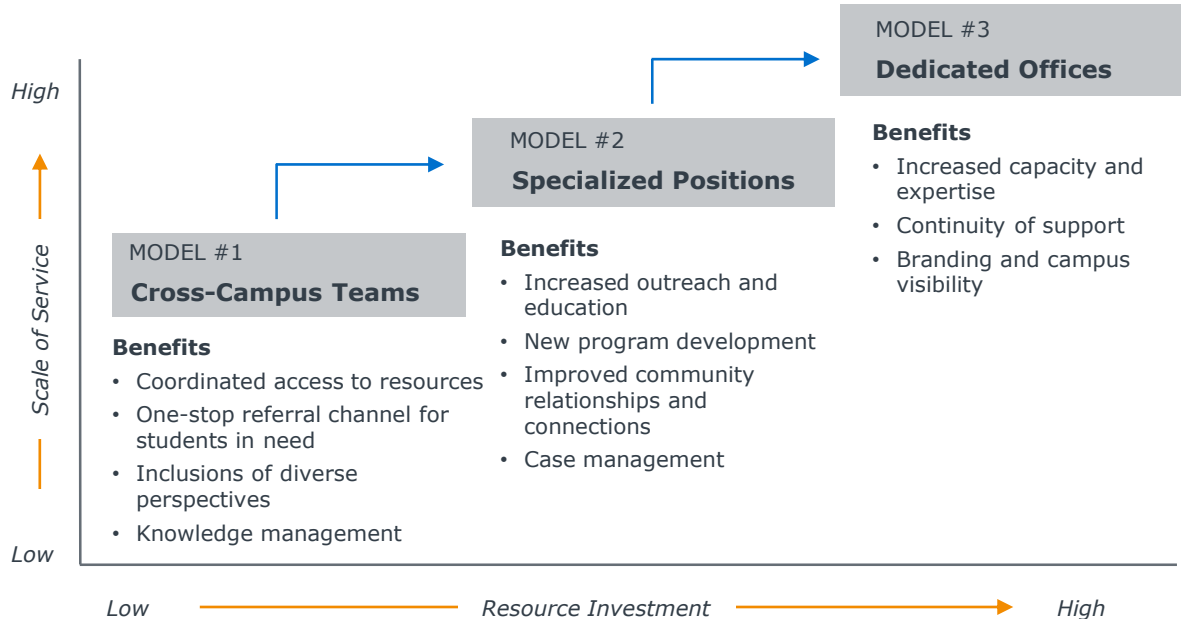
8K+

Number of students HSRC is on track to serve in 2017-2018

1) Some students access multiple services, so these figures could be a duplicated count

The Spectrum of Staffing Options

Weighing the Costs and Benefits of Basic Needs Support Models



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Using This Research on Campus

Forthcoming Resources from the Student Affairs Forum

Webinar Series

Each section spotlighted in 30- to 45-minute webinar sessions; perfect for team meetings and brown-bag workshops



Book-Length Publication

Every best practice from the study compiled in a bound publication, featuring guidance and worksheets for your team



Implementation Toolkit

Templates and examples from profiled institutions help student affairs leaders avoid “reinventing the wheel” and streamline new initiatives



Executive Briefing

Ready-to-go resource for senior leaders that explains the current state of affairs on campus and what institutions are doing to meet students' demand



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