

**FRESNO STATE**

Student Cupboard

# FOOD SECURITY FOR COLLEGE STUDENTS

Presented by: Jessica Medina





# ABOUT YOUR PRESENTER

- Jessica Medina, Coordinator of the Food Security Project at Fresno State
- B.A. in Mass Communication and Journalism with an emphasis in Public Relations
- M.A. in Education with an emphasis on Higher Education Administration and Leadership.
- Working in higher education for 17 years
- Helped launch the Food Security Project at Fresno State in 2014







# FOOD INSECURITY

## IS DEFINED AS...

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the state of being without **reliable access** to a **sufficient quantity** of **affordable** and **nutritious** food.

# BRIEF HISTORY

## EARLY BEGINNINGS

- Food Security Project started in November 2014
- Fresno State joined the CalFresh Outreach Grant in 2015

## FRESNO STATE DEMOGRAPHICS

- 25,341 Students
- 64% First Generation
- 84% Financial Aid Recipients
- 43.7% Food Insecurity Rate

## APPLICATION NUMBERS

- 2016/2017: 66 applications
- 2017/2018: 278 applications
- **2018/2019: 840 applications**
- 2019/2020: **788 applications**
- 2020/2021: 198+ (during COVID-19)



# FOOD SECURITY PROJECT



- Student Cupboard
- CalFresh Outreach
- CalFresh Healthy Living
- Emergency Meal Vouchers
- Referral services



# WHAT'S BEEN HAPPENING SINCE MARCH





# CALFRESH ASSISTANCE



- Students could be eligible for up to \$204 for groceries each month
- CalFresh Interest Form
- Application assistance with our team
- Follow-up process with our team




# CALFRESH INTEREST FORM FOR STUDENTS

Jessica's Student Center

Click on each green arrow to expand the desired information.

- My Academic Records & Registration
- My Admissions and Program Applications
- My Finances (Financial Obligations and Financial Aid)
- My Personal Information



SEARCH FOR CLASSES

- Important Info & Holds  
None
- To Do List  
None
- Enrollment Dates  
[Open Enrollment Dates](#)
- Advisor  
Program Advisor  
None Assigned
- Important Links  
[Register to Vote](#)  
[California State Student Assoc](#)  
[Violence Awareness Training](#)
- CSU Initiatives  
[CalFresh Interest](#)

## CalFresh Interest Form

\* Required

Contact Information

First Name \*

Your answer

Last Name \*

Your answer

Email \*

Your answer

Text Phone Number \*

Your answer



# OUTREACH EFFORTS

## HOW WE ENGAGE STUDENTS

- Partnerships with campus departments
- Social media
- Monthly newsletter
- Hunger and Homelessness Awareness Week activities
- CalFresh Outreach Days
- Incorporation in other presentations





# FOLLOW-UP

- Email after 3 weeks
  - Did they have their interview?
  - Did they submit their documents
- Email after 5 weeks
  - Approved, denied or status pending
- Interest form but no application
- SAR7
  - GetCalFresh SAR7 link
  - Sent to anyone who applied in the last 6 months
- Monthly Newsletter



# WHAT ELSE IS NEW?





# MAKING AN IMPACT

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- More than **243,000** visits to the Student Cupboard
- Over **17,700** unique visitors!
- More than **800** CalFresh applications last grant year (844 the year before!)
- **100%** donor and grant funded program







# Jessica Medina

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