FRESN@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...

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





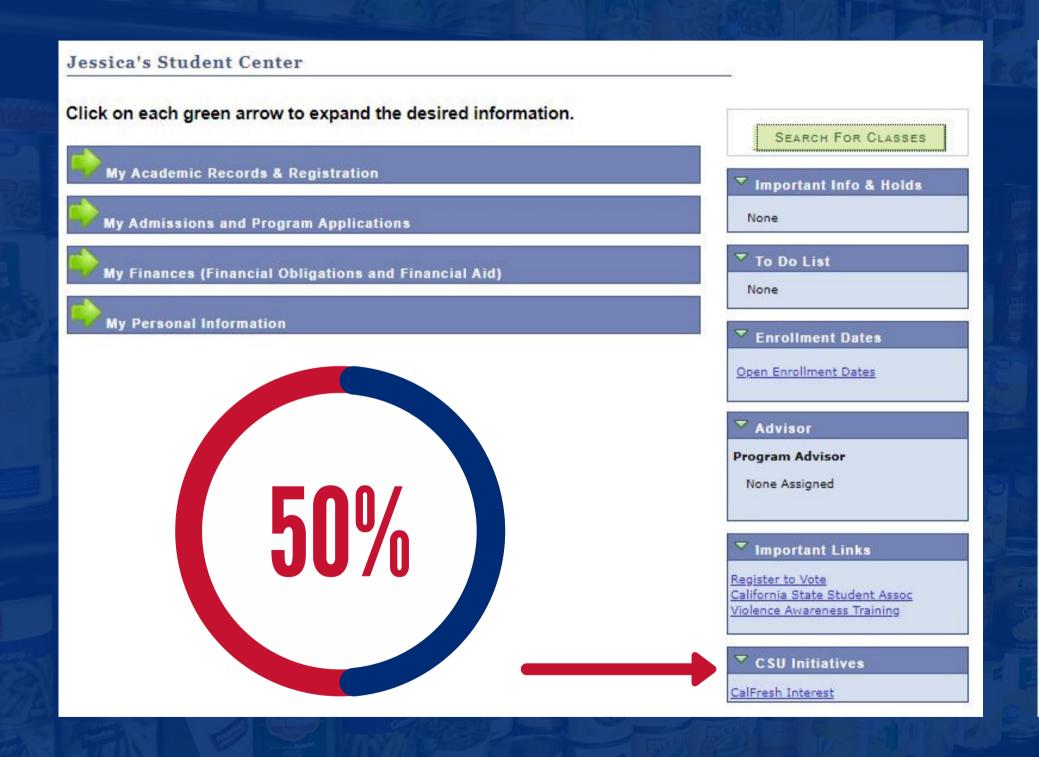
CALFRESH ASSISTANCE

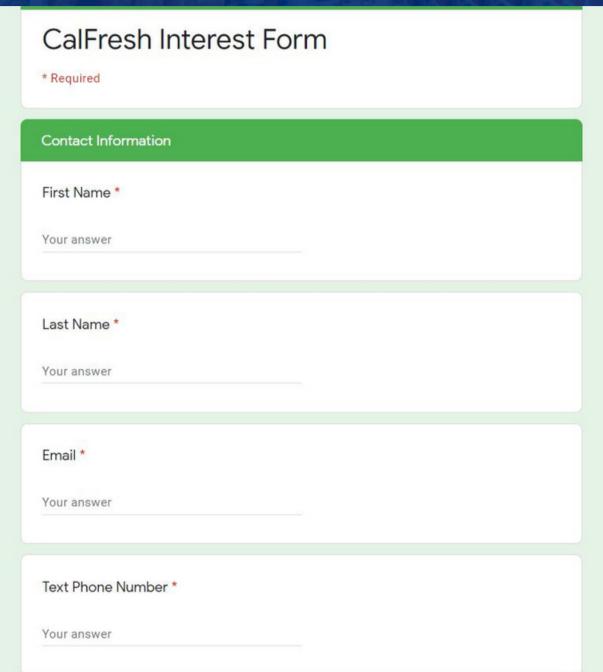


- Students could be eligible for up to \$204 for groceries each month
- CalFresh Interest Form
- Application assistance with our team
- Follow-up process with our team



CALFRESH INTEREST FORM FOR STUDENTS





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

- 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







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