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# INTRODUCTION





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**41.6 %** of CSU students reported food insecurity, of those **20%** experienced low food security and **21.6%** very low food security. This makes the college student population a **high concern**.



- Level of food security impacts GPA – students with the **highest level of basic needs insecurity** who accessed services had **lower GPAs**.
- Students may not use the services because they think they don't need it, don't know about the services, or do not think of themselves as needy enough to be eligible for services.
- Need for increasing student support.
- Many campuses have developed responses to food and housing insecure students, including CalFresh application assistance strategies, food pantries, and emergency grants and housing.



# LOGOS





C S U D H  
**BASIC NEEDS INITIATIVE**

Dedicated to helping students succeed



C S U D H

# BASIC NEEDS INITIATIVE

Your needs come before ours





Helping Toro's succeed by providing them with a **helping hand**

# 3 EVENT SERIES



# CSUDH Urban Farm: Chef's Table

Location: **Palm Courtyard**



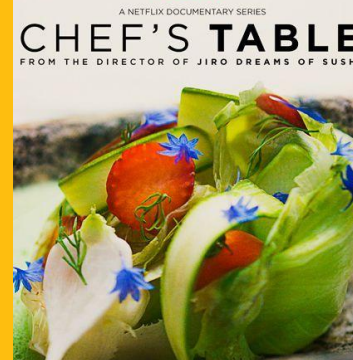
- **Welcome alumni that have culinary background and promote “togetherness”**
- **Ready-to-eat foods : salads, protein smoothies, veggie platters and more**

## **DESIGN:**

- *Wooden farm tables lined with floral arrangements*
- *Specialty napkin & flatware*
- *Ghost chairs*
- *An installation to match to stay consistent with the overall theme*

**Nicer design = Showcase that an event is taking place**

**All students are welcome to participate**



# Re-charge with an NFL Charger



Photo-op with the  
NFL Charger



Meet & Greet with  
the NFL Charger



Backdrop  
Installation



Raffle  
—



## Re-Charge with a Charger

Location: **CSUDH North Lawn**

### DESIGN:

- Step and Repeat that says “I Re-charged with a Charger for Basic Needs”
- Victory Podium Stand
- Participant gold medals that have the logo on them
- Flag football area to have the grass painted to the logo





# Always a Home Expo

Location: Open field at CSUDH

- Basic Needs department will host 3 different food trucks
- In order to receive free food, students must donate 3 cans of food for 1 meal ticket OR Calfresh dollars at a food truck of their choice.
- High cocktail tables
- Lawn games such as corn hole, big jenga, life size connect-four, etc. will be available to play.



# STRATEGIC PUBLIC RELATIONS IDEAS



# #TorosUnite Campaign





## GET RID OF THE STIGMA VIDEO

During the “Always a Home” Expo, documentary-style video interviews of current homeless, food insecure or financially unstable students (possibly anonymous if necessary) and information on resources featuring Morgan Kirk will be shown.

**Campaign Goal:** to make students who are struggling feel less like outcasts so they understand that it's nothing to be ashamed of to reach out for help and to increase awareness of how common these problems are.

**Day-in-the-Life Video:** Inspired by NCAA Day-in-the-Life of a Student Athlete Video

*On-Campus film production students can film to assist with cost.*





## A Couch is NOT A HOME

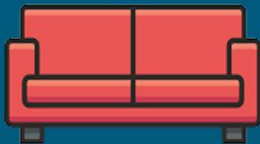
- This stunt will focus on explaining the varying levels of homelessness to raise awareness.
- Goal: Humanize homeless student. Homelessness doesn't only mean someone who is living on the streets, but a fellow Toro who's couch surfing at friends' houses or sleeping in their car.



# INFOGRAPHICS



## SURFING IS HARD.... COUCH SURFING IS WORSE



*Here at CSUDH, we want you to succeed...and success requires good sleep. If you've come across some hard times and need a place to stay, the CSUDH Basic Needs Initiative has you covered!*

**STEP 1:** Download the CSUDH EATS App

**STEP 2:** Fill out & Submit Short-Term Housing Application



## FEELING HOPELESS?

CSUDH BASIC NEEDS INITIATIVE IS HERE TO HELP!

WE OFFER FREE ASSISTANCE FOR STUDENTS WHO MAY BE GOING THROUGH TOUGH TIMES



CSUDH  
BASIC NEEDS INITIATIVE  
Your needs come before ours



TRANSPORTATION



HEALTH



FOOD



HOUSING

TO LEARN MORE, PLEASE VISIT <https://www.csudh.edu/student-support/food-shelter/>



BASIC NEEDS INITIATIVE  
Your needs come before ours



FOOD PANTRY

## DID YOU KNOW...

CSUDH OFFERS A FOOD  
PANTRY FOR STUDENTS THAT MAY BE  
EXPERIENCING FOOD CHALLENGES?



At no cost, CSUDH students are able to visit one of three food pantries that we have on campus and to receive food distribution that they need.

### LOCATIONS & HOURS

Office of Student Life **Loker Student Union, Room 121**

Monday - Thursday, 8:00 a.m. to 6:00 p.m.; Friday, 8:00 a.m. to 5:00 p.m.

**Women's Resource Center Library, 3rd floor**

Monday - Friday, 8:00 a.m. - 5:00 p.m.

**University Housing Services Building A**

Monday - Friday, 8:00 a.m. - 5:00 p.m.

# COMMUNITY & CAMPUS PARTNERSHIPS



# Purpose of on **campus collaboration**:

- Awareness
- Generate action
- Inform students of their on campus resources exclusively for them



## on campus collaboration

### Financial Aid Department

Do you...



Work at least 20 hours a week?



Receive state or federal work-study money?

If so, you may qualify to receive \$ for groceries.

MAKE AN APPOINTMENT WITH THE BASIC NEEDS DEPARTMENT BY FOLLOWING THIS QR CODE TO FIND OUT IF YOU QUALIFY.



### New Student Checklist

**CSUDH**

#### NEW STUDENT ORIENTATION CHECKLIST



CHECK-IN



TAKE STUDENT  
ID PICTURE



VISIT FINANCIAL  
AID OFFICE



VISIT BOOKSTORE



VISIT HEALTH  
DEPARTMENT



VISIT LIBRARY



VISIT BASIC  
NEEDS DEPT



TOUR LSU

### Syllabus Integration

#### IV. Academic Integrity

California State University believes strongly in academic honesty and integrity. Plagiarism and academic cheating are, therefore, prohibited. Academic dishonesty cases that occur in the classroom shall be handled by faculty members. The faculty member shall complete a form that identifies the student who was found responsible, the general nature of the offense, the action taken, and a recommendation as to whether or not additional action should be considered by the campus judicial affairs office. The penalty for academic dishonesty can vary from receiving a lower or failing grade for a particular assignment. To a failing grade in the course, to suspension or expulsion from the University

#### V. Disability

"Disabled Student Services at CSU Dominguez Hills strives to make all of the university's educational, cultural, social and physical facilities and programs available to students with disabilities. The program serves as a centralized source of information for students with disabilities and those who work with them. For more information, visit the Disabled Student Services website or call (310) 243-3660."

#### VI. Basic Needs

Students who need assistance with basic needs should seek to contact the Basic Needs program. The program is designed to assist students in need of emergency housing, applying of the Cal-Fresh program for groceries, transportation, and assist in providing a meal. For more information, visit the department on the third floor of the library.





# PAID MEDIA



## Basic Needs Initiative Paid Media Strategy

- Flyers and banners (\$300)
- Mail infographics to all students (\$400)
- Sponsored Instagram ad (\$100)
- Ads on school benches (15 = \$1,125)
- Canopy at LSU with handouts and free pens (\$2,500)
- **Grand Total = \$4,425**



# SOCIAL MEDIA



# Here's what we noticed:

Low to no comments = **Low engagement**

Low follower count = **Low awareness**

Broken Links

Inactive Facebook Page



Some Ideas To Help



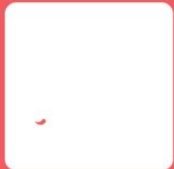
# Improve Your **Social Media** Metrics

## What To Do

- Build followers
- Create a more interactive community
- Send appropriate and relevant messaging

## How To Do It

- Offer promotional items for following social media pages at tabling events
- Shout out your social media pages
- Post Interactive/informational stories
- Create questions in your posts
- Keep information relevant and simple
- Keep post times in mind
- Maintain and manage links



# Here's an **example:**

- Short messaging
- Maintain school brand
- Clean layout makes it easy to read!





# Keep your Facebook **active!**

- Easy to manage
- Mirror Instagram Content
- Manage comments and messages
- Facebook can be more “Student Friendly”
- In the end, increase awareness and reach



# INNOVATIVE IDEA



The **CSUDH Eats** app, which has just launched, gives students access to:

- Donate food to feed hungry students with a simple click of the button.
- Sign up for the CalFresh Program.
- Find out about the Toro Food Pantry. (Or make a food donation.)
- Learn about how CSUDH is promoting sustainability with programs such as Toro Tokens.
- Get connected with organizations tackling hunger on campus.
- Create an order online for the many on-campus dining options

Because the app is fairly new, there are some improvements we think can be made to it to include more **Basic Needs** content:



# Food Pantry System:

This would help with keeping track of how many people visit and use the food pantry service. This could be a QR code that is scanned upon usage of the food pantry. This would not limit the usage of students but would track the amount of students who are using the services.

- With this system in place, we could also make a system that tracks when food supplies are running low and it could send out a blast to students letting them know that the pantries could use some donations.
- Once the Hot Meal Cards are available again, we could make it so that it could be used through the app, that way it's available electronically.



# “Giving” Thursday + Raffle

Similar to “Toro Tuesdays” but instead of entering them in a raffle when they wear DH gear, we ask them to donate a minimum of 2 canned/non-perishable food items and enter them into a raffle. Every 2 food items donated would be an entry. This could also be tracked through the use of a QR code on the app and students would be able to track how many entries they have right on the app.



# Resources for Students

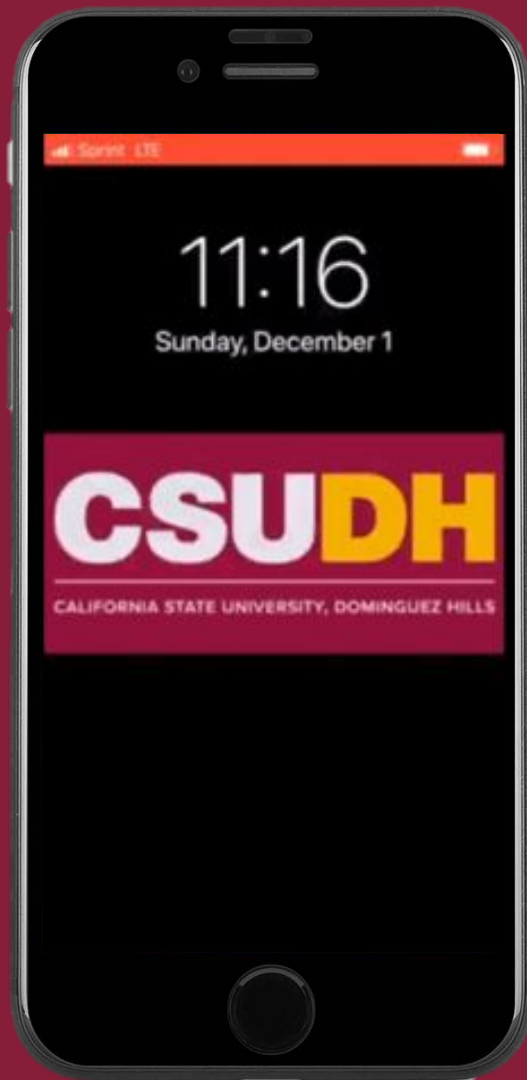
**For students who may be struggling with food insecurity or homelessness would have access to emergency housing applications, phone #'s of local organizations that can help them, etc..., on the app in one centralized hub**



# Student Testimonials

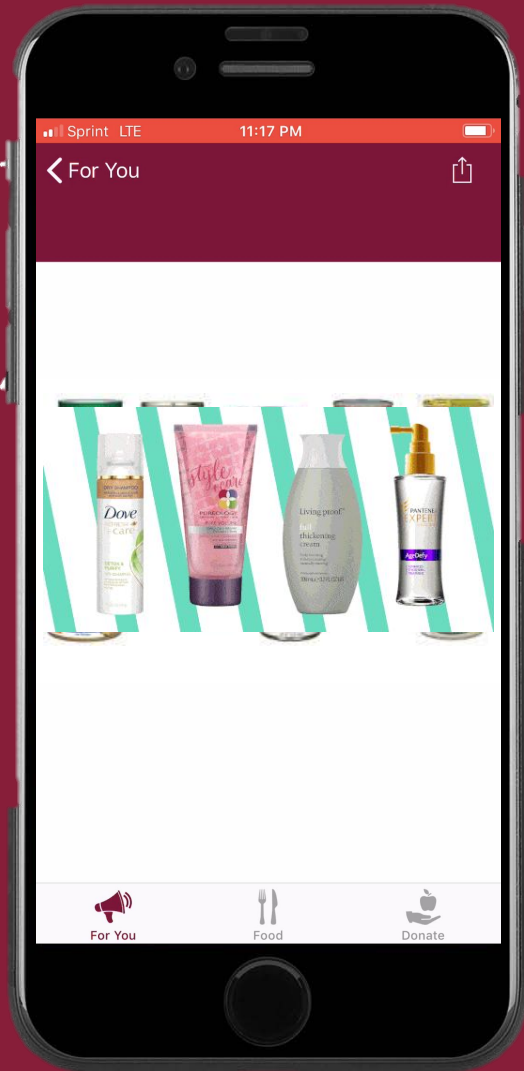
**Featured on the front page of the Basic Needs Initiative portion of the App, while also shared across our other social media platforms in varying ways (video for FB, pictures of person + short quote on IG and app, etc...)**











**RAFFLE:**  
-1-2 Front space  
parking spots  
reserved on each lot  
for those who  
donate

-New winners  
announced weekly  
on CSUDH EATS  
App



**GOAL:**  
-Encouraging  
Donations  
  
-Spreading  
Awareness

