



MARKETING & COMMUNICATIONS STRATEGIES FOR FOOD & HOUSING INSECURE STUDENTS

LESSONS FROM A STATEWIDE TASK FORCE

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Chancellor, Peralta Community College District

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April 2024 CCCPRO Conference, Santa Cruz, CA



Real
College
California

OUTLINE

- Introduction to Task Force
- Strategies
 - Research & Conferences
 - Policy Briefs
 - Advocacy & Legislative Presentations
- Successes
- Next Steps



THE AFFORDABILITY, FOOD, & HOUSING ACCESS TASK FORCE

Established in the spring of 2018 by the CEOCCC Board to provide system-wide recommendations to address housing and food insecurities faced daily by our students

Areas of Focus

- **Housing Affordability**
- **Food Insecurity**
- **Affordability Solutions**
- **Technology, Transportation, Financial Aid Reform**
- **Advocacy & Visibility**
- **Expanding Real College California Coalition & Support for Basic Needs Work**
- **Real College California Basic Needs Summit**

TASK FORCE MEMBERSHIP

- Tammeil Gilkerson, Chancellor, Peralta CCD (chair)
- Dorothy Battenfeld, Trustee, Santa Rosa Junior College
- Rudy Besikof, President, Laney College
- Carie Camacho, Superintendent/President, Lassen CCD
- Keith Curry, President/CEO, Compton College
- Marilyn Flores, Superintendent/President, Rio Hondo College
- Colleen Ganley, Basic Needs Specialist, Chancellor's Office
- Martha Garcia, Superintendent/President, Mt. San Antonio College
- Adrienne Grey, Trustee, West Valley-Mission CCD
- John Hernandez, President, Irvine Valley College
- Andra Hoffman, Trustee, LACCD
- Rebekah Kalleen, Executive Director, Community College Facility Coalition
- James Preston, President, West Hills College Lemoore
- Diana Rodriguez, Chancellor, San Bernardino CCD
- Joshua Williams, Project Manager, Real College California Coalition
- Staff Contacts
- [Lisa Mealoy](#), Chief Operating Officer, Community College League of California
- [Andrew Martinez](#), Senior Director of Government Relations, Community College League of California
- [Nune Garipian](#), Senior Policy Advocate, Community College League of California

CONFERENCES: THE BASIC NEEDS SUMMIT



#REALCOLLEGECALIFORNIA
BASIC NEEDS SUMMIT
It's Time to Act Now!


SAN BERNARDINO VALLEY COLLEGE
FRIDAY, DECEMBER 9, 2022

 **San Bernardino Valley College**


Presented by: @ellucian
Brought to you by: Affordability, Food, and Housing Access Taskforce and CCLC

 **COMMUNITY COLLEGE LEAGUE OF CALIFORNIA**

DECEMBER 8th, 2023
EVERGREEN VALLEY COLLEGE
SAN JOSE, CALIFORNIA

 Real College California

2023 BASIC NEEDS SUMMIT

 **RISING TO**

HE FOR

#RealCollegeCalifornia Scholarship Recipients



Eight Students Received \$500 Scholarships

CONFERENCE QUICK FACTS

More than 320 participants at San Jose Evergreen College

6th conference hosted by the coalition

In-person 4 years

Compton 2018

Laney 2019

San Bernardino Valley 2022

San Jose Evergreen 2023

Virtual 2 years during pandemic

REAL COLLEGE CALIFORNIA QUICK FACTS

90 colleges are members

Emerged out of partnership with the Hope Center

Created as its own entity in 2023

Joshua Williams hired as first executive director

Helped organize the 2023 Basic Needs Survey





Real
College
California

Logo Design Winner



Erwin Quiroz
Irvine Valley College
Major: Graphic Design



Affordability, Food, and Housing
Access Taskforce Report:
**ADDRESSING HOUSING
AFFORDABILITY ISSUES**

February 2021

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Affordability, Food, and Housing
Access Taskforce Report
**FINANCIAL AID: FEELING THE
PRESSURE OF INCREASED
VOLUME AND ACCOUNTABILITY**

April 2023

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Affordability, Food, and Housing
Access Taskforce Report:
**DEEPENING THE COMMITMENT TO
AFFORDABLE STUDENT HOUSING**

January 2023

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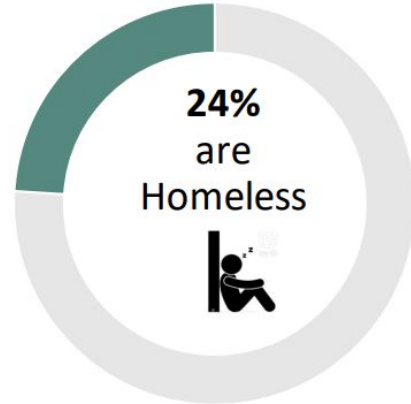
POLICY BRIEFS

Brief summaries of major issues facing students

Policy recommendations for CEO's, Boards, and legislators



Basic Needs Insecurity Indices



Affordability, Food, and Housing
Access Taskforce Report
**REAL COLLEGE CALIFORNIA:
BASIC NEEDS AMONG CALIFORNIA
COMMUNITY COLLEGE STUDENTS**

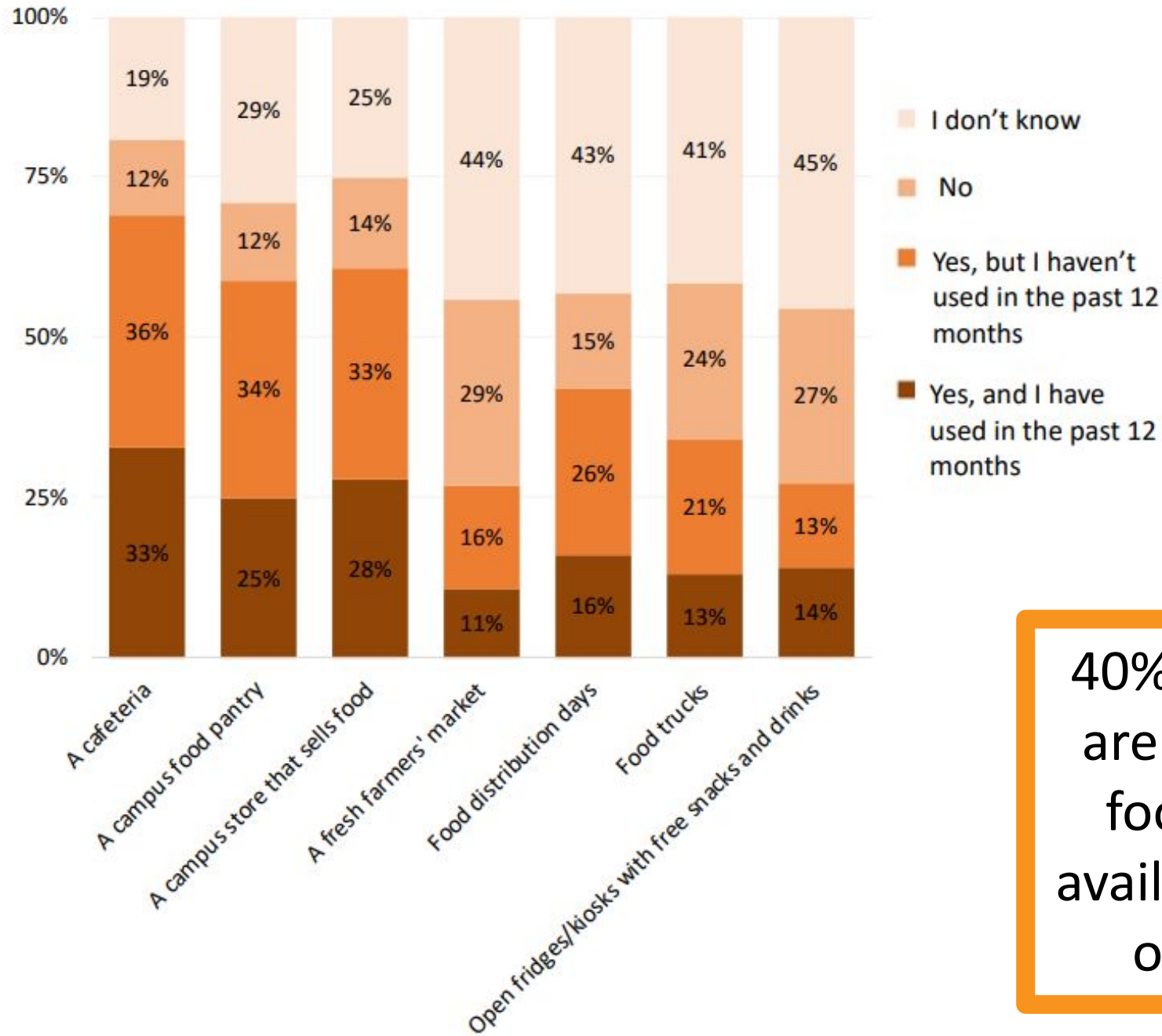
September 2023

Students from marginalized groups are far more likely to suffer from housing and food insecurity



Student Category	Percent Food Insecure	Percent Homeless
Foster Care Student	81	68
Transgender	74	64
Single Parent	72	39
Native American	67	46
Military/Veteran	64	57
Black	62	39
Pacific Islander/Hawaiian	59	39
Age 26-30	59	34
Pell Grant Recipient	54	26
Average CCC Student	47	24

Use of Campus Food Services



40% of students are unaware of food services available to them on campus

How can marketing and PIO offices help inform students on campus basic needs services & centers? Have you done something that works effectively?

Take a few minutes to discuss in small groups of 2 or 3 people. Be ready to share a light bulb moment!



Does CCPRO have a basic needs or social justice marketing award?

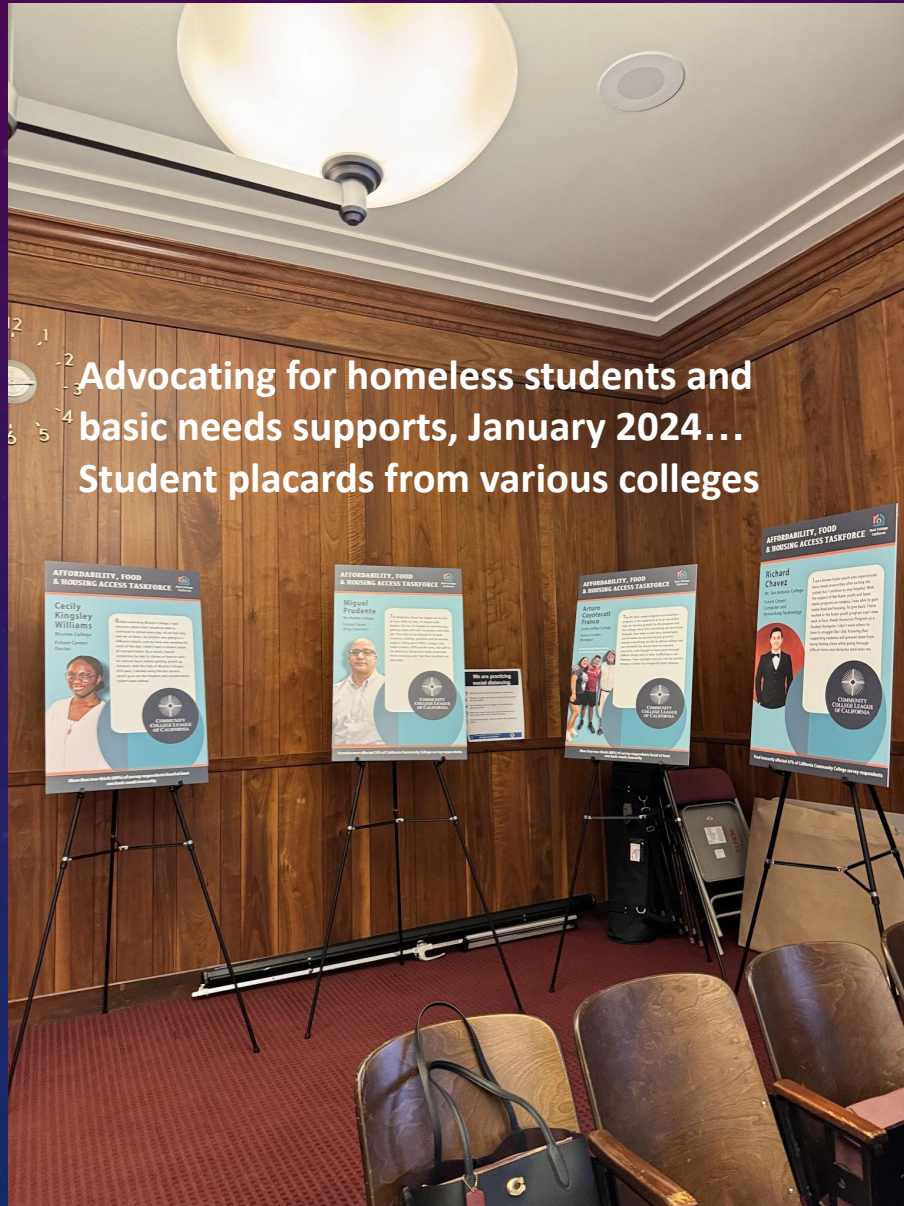
LEGISLATIVE ADVOCACY

Student Housing funding for the 2022-23
state budget \$2 Billion for CCC's



Cerritos College President Jose Fierro and a team from his college with Senator John Laird,
March 2023

LEGISLATIVE ADVOCACY



SUCCESSSES

Advocacy for housing funding

Traction with key legislators & policy makers

Collective action within the task force

Conference has built a community of practice

CCLC Staff have helped immensely with professional publications

LESSONS LEARNED

Student narratives are more important than data

The policy briefs take time and effort

You can only do so much at one time

Do what you can with what you have where you are – Teddy Roosevelt

Q&A ... AND THANK YOU



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