



Missouri State University

Team Leader: Aidan Williams

Team Members: Jennifer Brandom, Elayna Coleman, Kaley Dahl

STUDENTAFFAIRS.COM CASE STUDY COMPETITION

Institutional Information

FONTVILLE COLLEGE

- Midwest comprehensive master's institution
- Located in Springfield, MO
- Fall 2019 enrollment:
 - Undergraduate - 20,311, Graduate - 3,815
 - Female – 54%, Male – 46%
 - White – 81.4%, Black/African-American - 4.2%, Hispanic/Latino – 3.7%, Asian, 1.5%





Today's Agenda

FOOD INSECURITY PRESENTATION

- Reflection activity and discussion
- Defining and understanding food insecurity
- Food insecurity among college students
- Discuss what you can do as students, faculty, and staff



Think about it...

REFLECTION ACTIVITY

Let's start our presentation with a reflection activity. Take out a piece of paper and write everything you know about the issue of hunger. You won't be asked to share your answers—this is just to get your brain thinking and take inventory of what you know. As you write, here are some questions to think about:

- Who does hunger impact?
- What does it mean to "be hungry?"
- What causes people to be hungry or not have enough to eat?
- What impact does hunger have on peoples' lives?
- How often does the issue of hunger come up in my daily life or conversations?



We are here today to talk about an important issue: Hunger.



An estimated 820 million people in the world do not have enough to eat (FAO, 2019).



This includes more than 40 million in the United States (Feeding America, 2019).



Approximately 1 in 5 college students are hungry, lacking sufficient access to food. (CUFBA, 2020)

If you aren't experiencing hunger, it can feel like a very distant issue. However, if you are struggling to access the food you need, hunger is a very personal issue. Today, our goal is to deepen our understanding of hunger, or "food insecurity."

What is Food Insecurity?

DEFINITIONS

If an individual is "**food secure**," they have access to the food they need to live a healthy, active life. In contrast, if an individual is "**food insecure**," something is preventing the individual from accessing the food they need for a healthy, active life (Feeding America, 2020).

In the United States, millions of people are impacted by hunger each day. In fact, an estimated 1 in 9 people struggle with hunger (Feeding America, 2020). Food insecurity is one way we can identify, measure, and assess the risk of hunger.

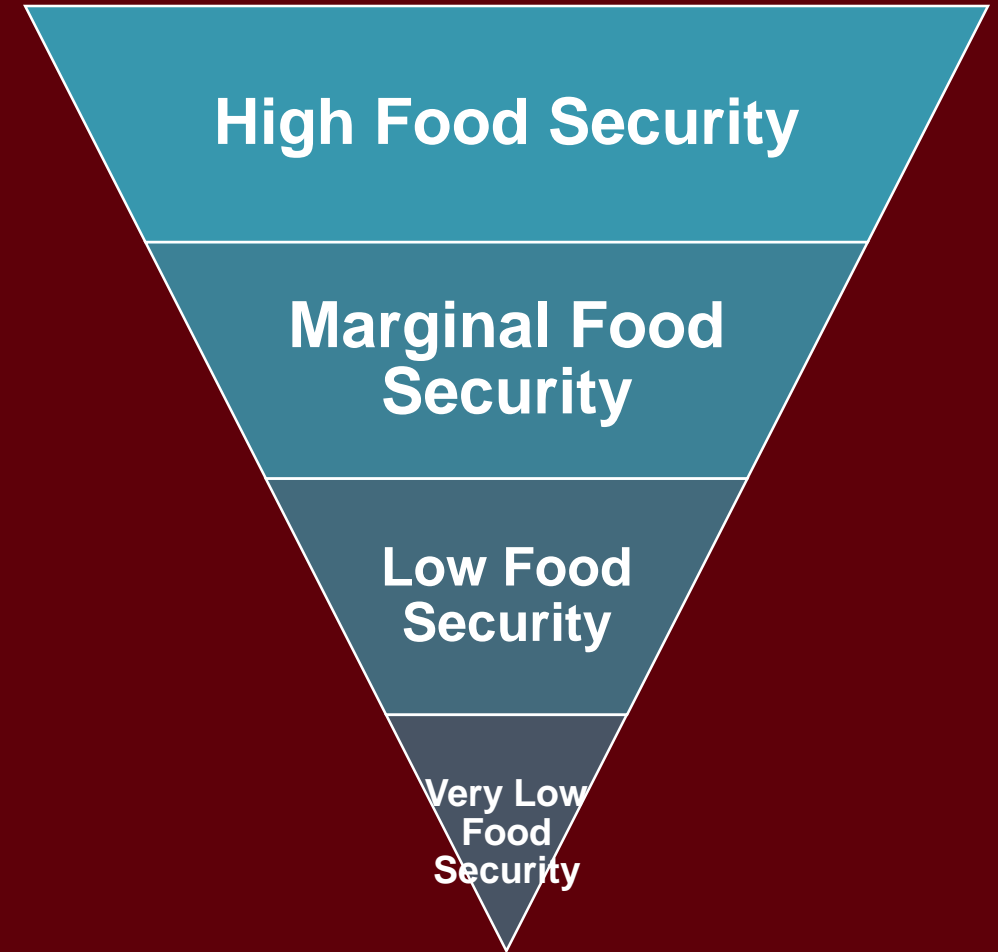


Measuring Food Insecurity

USDA LEVELS OF FOOD SECURITY

The United States Department of Agriculture (2020) measures food security on a scale, which is useful in assessing the risk of hunger in a household. The scale consists of four levels:

- **High food security:** There are no indications of food-access limitations.
- **Marginal food security:** There may be 1-2 indications of food-access limitations, but the household has generally reliable access to food.
- **Low food security:** There is not a reduction in food intake, but there is a reduction in the quality, variety, or desirability of the food a household can access.
- **Very low food security:** A disruption in eating patterns and reduced food intake occurs due to food-access limitations.

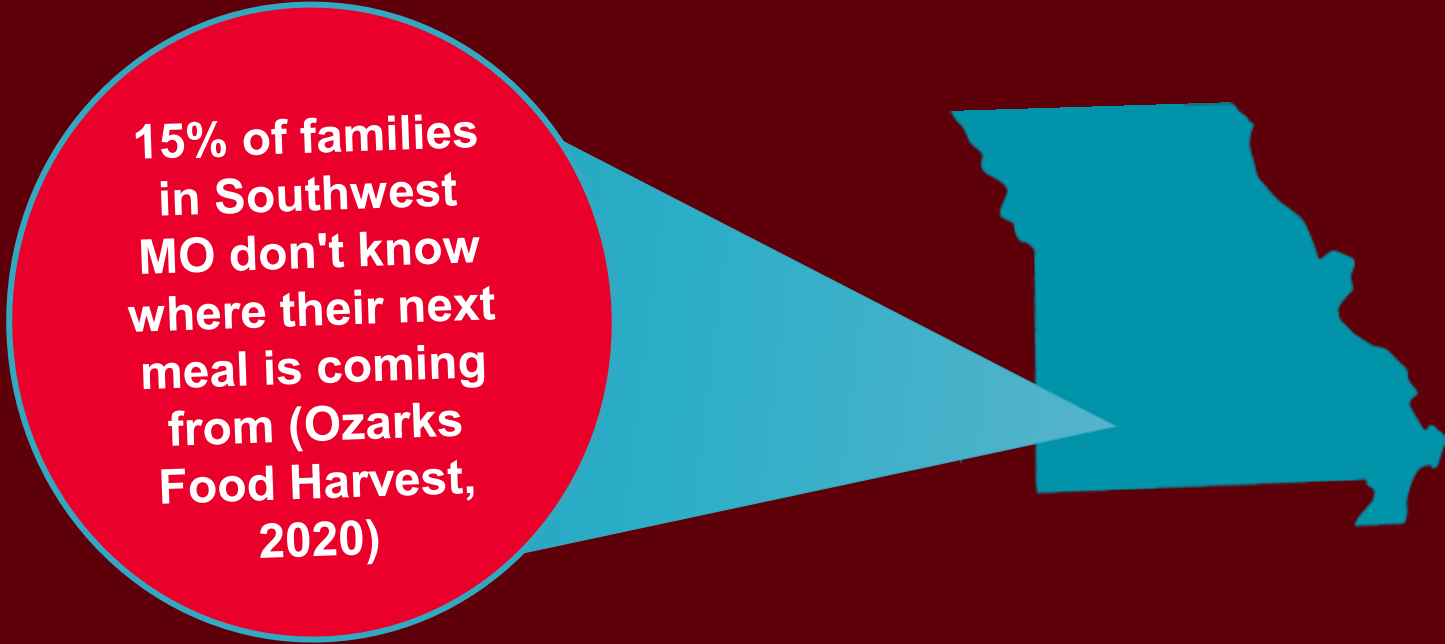




Food Insecurity in Missouri

HOW THE ISSUE AFFECTS OUR COMMUNITY

Food insecurity in Missouri has decreased over the past five years, but it has not returned to the level it was at prior to the 2008 recession (Bass et al., 2019). Our Regional Foodbank, **Ozarks Food Harvest (2020)**, serves approximately 10,000 households—or 30,000 individuals. Approximately 67% of people served by Ozarks Food Harvest (2020) regularly have to choose between paying for utilities and buying food.



**15% of families
in Southwest
MO don't know
where their next
meal is coming
from (Ozarks
Food Harvest,
2020)**



Food Insecurity Among Students

HOW ARE COLLEGE STUDENTS IMPACTED?

Believe it or not, a high number of college students experience food insecurity. A recent large-scale study of nearly 86,000 students at public institutions found that 45% of college students surveyed were food insecure in the past 30 days at the time of the survey (Goldrick-Rab et al., 2019). Here are some other statistics about hunger on college campuses:

- An estimated 43% of food insecure students have a meal plan (College and University Food Bank Alliance, 2020).
- Approximately 56% of food insecure students are already working as they attend college (College and University Food Bank Alliance, 2020)
- Multiple studies connect food insecurity to negative impacts on physical health, academic achievement, mental health, and social-emotional health (Farahbakhsh et al., 2017; Henry, 2017; Hickey et al., 2019)

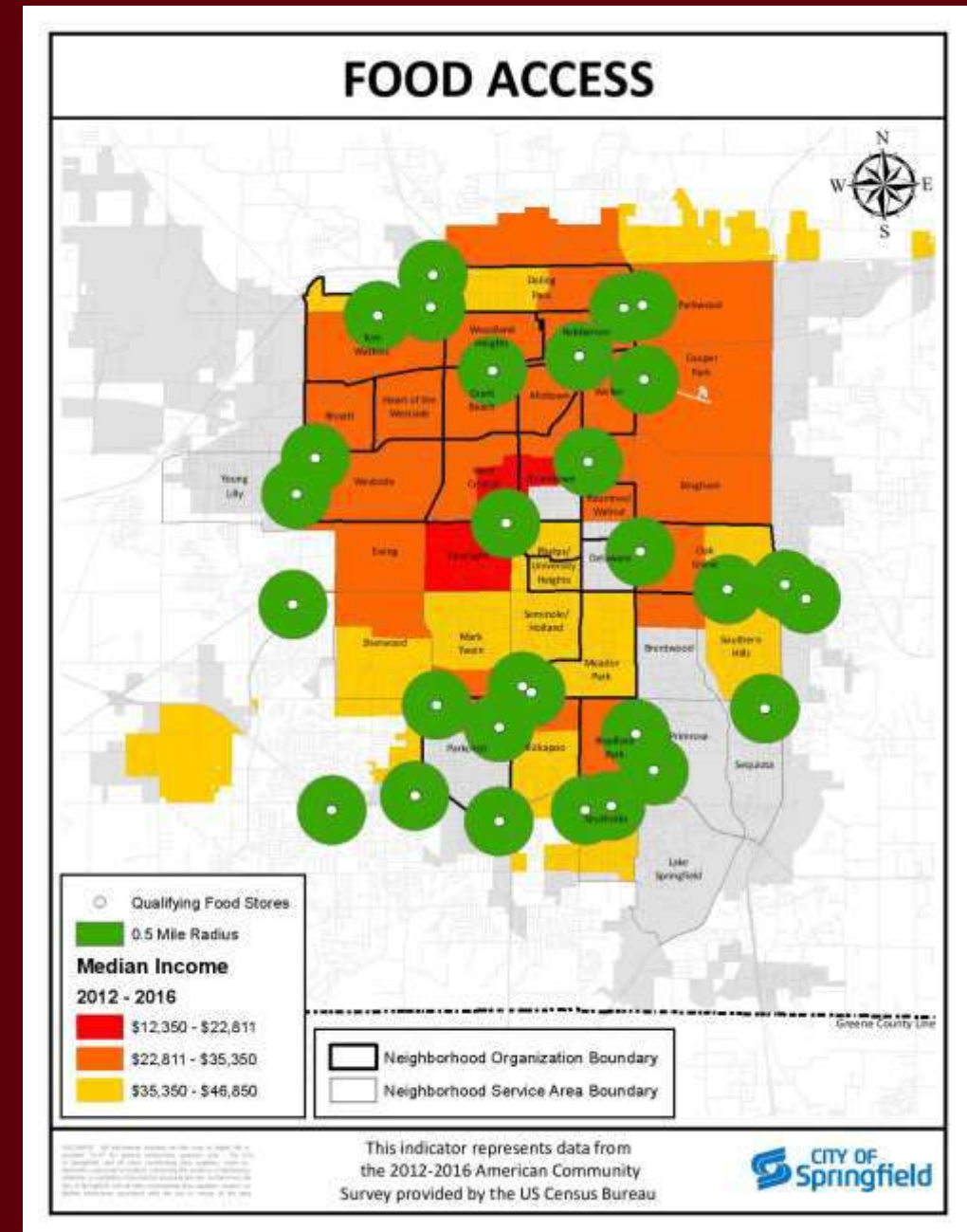
Prolonged food insecurity has been linked to chronic disease (Decker & Flynn, 2016). If someone is having to choose between affording food and affording healthcare or medication, they may experience further health complications. Food insecurity can also impact a child's ability to learn and grow (Feeding America, 2020).

Causes of Food Insecurity

FOOD-ACCESS LIMITATIONS

It's important to understand that food insecurity can happen to almost anyone. There are many reasons why a college student might become food insecure. According to Feeding America (2020), access to food could be impacted by changes in employment, lack of reliable transportation to a food source, or unexpected circumstances--like medical bills or car maintenance. College students are often experiencing increases in bills, reduction in income, and change in familial support. Any combination of these circumstances could cause someone's food access to change, on either a temporary or long-term basis. Food insecurity research suggests that students facing food insecurity have often experienced a reduction in income, increase in bills, changes in familial support, or unexpected circumstances or expenses (Henry, 2017).

Food insecurity could also be a result of someone living in a **food desert**. A food desert is essentially a geographic neighborhood with limited access to healthy food resources (USDA, 2020). This map demonstrates where food deserts exist in our community of Springfield, MO. Food deserts are especially impactful to people with transportation barriers. Imagine—what would like be like if you had to walk or ride the bus to a food source? How would your access be impacted? What if you also had a disability that inhibited your ability to travel through these methods of transportation?





Food Insecurity Among Students

WHY IS IT IMPORTANT?

There are many reasons why a college student may become food insecure. There is no single demographic that is affected by food insecurity, though food insecurity seems to disproportionately affect minoritized racial groups, women, and LGBTQ+ identifying students (Henry, 2017; Goldrick-Rab, 2019). Research demonstrates that students facing food insecurity may also:

- Feel less motivated to attend campus events or get involved with student organizations
- See a decline in their grades, or struggle to focus in the classroom
- Feel misunderstood by their peers—especially because they may not always be able to spend money on social outings

These are a few of the barriers that prevent food insecure students from maximizing the college experience (Henry, 2017; Hickey et al., 2019; Meza et al., 2019).

Can you infer any other potential negative impacts food insecurity may have on a college student?



Food Assistance Programs

PROGRAMS FOR STUDENTS

Students often assume that they are not eligible for any kind of food assistance (Meza et al., 2019). However, there are a few types of food assistance you may be eligible for as a student. Common types of food assistance programs include:

- **Government assistance:** One very common government program is the Supplemental Nutrition Assistance Program (SNAP), formerly known as food stamps. The requirements for SNAP can seem confusing as a student, but some students are eligible. If you would like a Fontville College representative to assist you in determining if you can apply for SNAP, we encourage you to visit the Student Services One Stop Center.
- **Food pantries or food banks:** Though we do not currently have an on-campus food pantry or food bank, there are food pantries in neighboring communities you may have access to as a student. If you need assistance in locating a pantry to access, visit the Student Services One Stop Center.
- **Community meals:** There are several organizations on and around campus that provide free meals on certain days. For example, the Methodist Student Center hosts "Free Spaghetti Fridays," where students can enjoy a free spaghetti dinner, salad, and dessert. For most of these community meals, you do not need to be a member of the organization to participate.



Key Takeaways

“WHAT SHOULD I ABSOLUTELY KNOW ABOUT FOOD INSECURITY?”

There is no single demographic that food insecurity impacts. Challenging our assumptions about who food insecurity impacts is an important step in understanding the issue.

Research suggests that college students are particularly vulnerable to food insecurity due to the cost of higher education and the limited ability to work outside of academics.

College students **ARE** eligible for food assistance.



What can I do about it?

STUDENT CALL TO ACTION

Know the resources available to you and other students. If you aren't sure what resources exist, or how to access them, we encourage you to visit the Student Services One Stop Center.

Advocate for your peers. Students facing food insecurity often feel isolated and struggle to make social connections (Henry, 2017; Meza et al., 2019). You can work to decrease the stigma around food insecurity by starting conversations and being willing to listen to understand peers who are affected.

Treat people facing food insecurity with dignity. Nobody wants to feel inadequate. Admitting that you're struggling can be really hard, but there should not be any shame in asking for help—we all need to at some point.

Volunteer. There are many local organizations that address hunger by providing services or advocating for better policies. Get involved!



What can I do about it?

FACULTY & STAFF CALL TO ACTION

Make sure students know about resources. Would you be willing to put a note in your syllabus? Make an announcement during classes? Bring in a guest speaker to talk about this issue? Think about how to incorporate this information into your classroom.

Be understanding of the economic issues many students face. Yes, we want all students to succeed and prioritize academics. We want to maintain high standards for our students, but we also must understand the great financial pressure that some students face.

Be vigilant. If you are not sure how to help a student that is struggling, please remember you can submit a report to the Student Care Team to ensure that the student doesn't fall through the cracks.



Program Proposal: *Stop & Shop Groceries*

AN ON-CAMPUS FOOD PANTRY DESIGNED TO
COMBAT FOOD INSECURITY AND SOCIAL STIGMA



Presentation Overview

1. Meet the Food Insecurity Committee
2. Needs Assessment Overview
3. Our Plan: Stop & Shop Groceries
4. Program details including marketing, budgeting, staffing and logistics
5. Discuss short and long-term goals moving forward
6. Questions





Food Insecurity Committee

UNDER GUIDANCE OF THE DEAN OF STUDENTS



Pat Smith
Director, Residence Life



Jamie Miller
Coordinator, Student Activities



Alex Johnson
*Director, Mental Health
Resource Center*



Morgan Jones
Director, Campus Dining

Student Committee Members:

Jennifer Brandom, Elayna Coleman, Kaley Dahl, & Aidan Williams



Needs Assessment

CONDUCTED TO IDENTIFY STUDENTS' FOOD NEEDS

Research Questions

RQ1: What is the rate of food insecurity among Fontville College students?

RQ2: What do students believe to be the most successful way to alleviate this problem at Fontville College?

Methodology

Sent survey to student body based on questions found in the College and University Food Bank Alliance Toolkit



Needs Assessment



Results

- 35% of Fontville students experience low or very low food security.
- Although many students believed a food pantry would be beneficial, the social stigma of using one made them uncomfortable.
- Many would, however, be comfortable using an on-campus grocery store with very low-cost or free items.



Conclusion

- To combat the stigma of a food pantry, which many feel needs to be used discreetly, we decided to open an on-campus "grocery store" located in a central and visible space on campus.

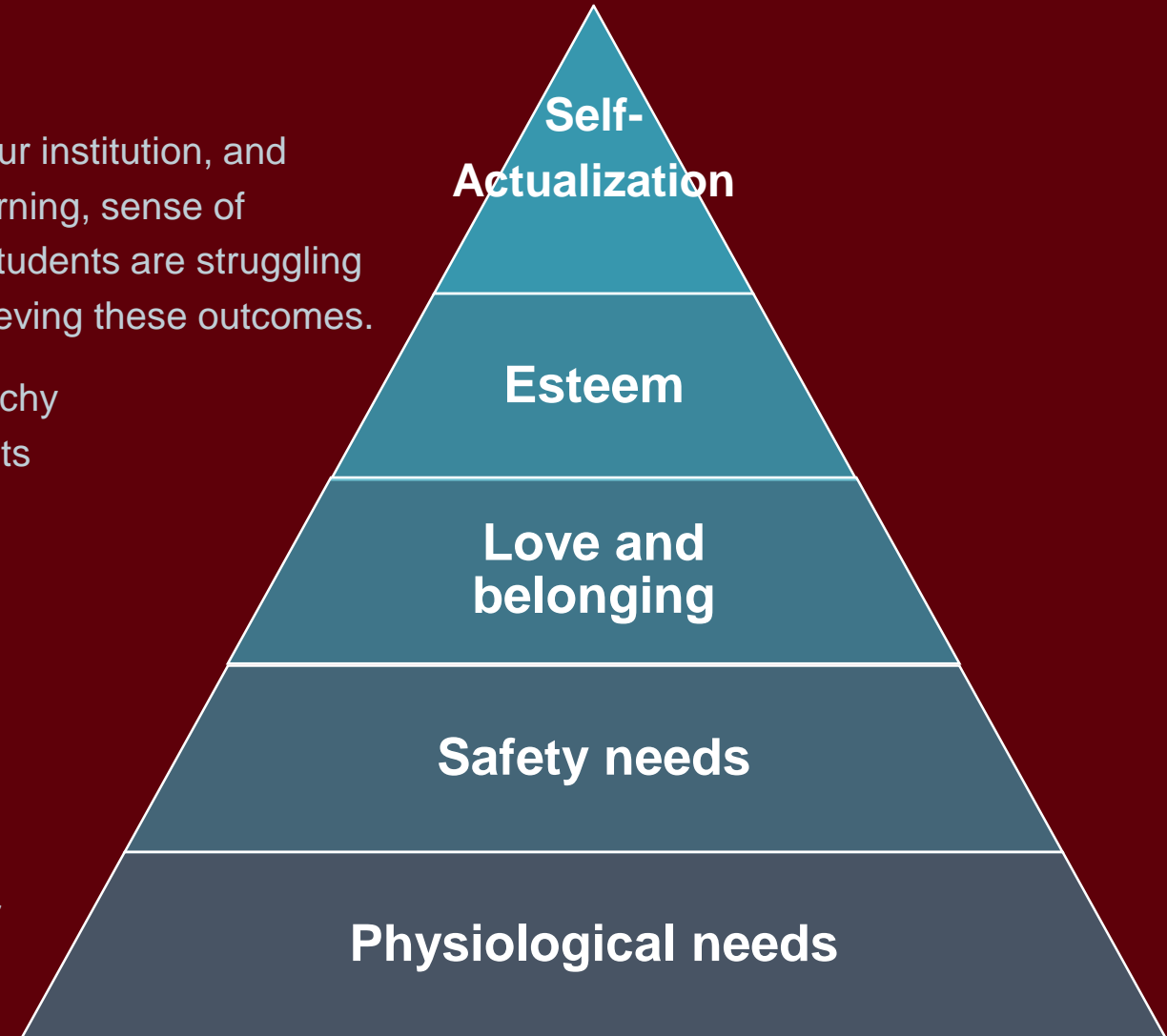
Significance of the Issue

WHY IS THIS OUR RESPONSIBILITY?

The issue of food insecurity on our campus demands attention. Our institution, and specifically the Division of Student Affairs, has named student learning, sense of belonging, and career readiness as priorities for our work. But if students are struggling to have their basic needs met, they may struggle to focus on achieving these outcomes.

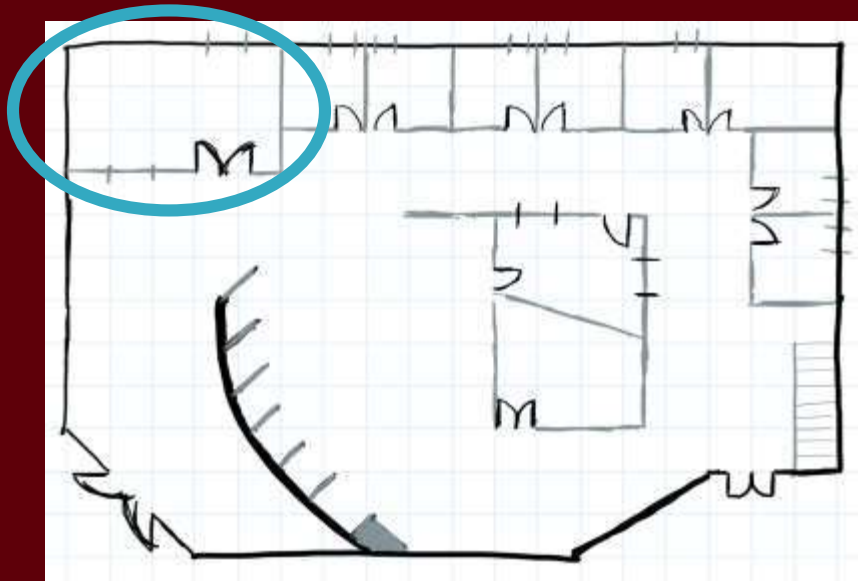
Think about this issue in the framework of Maslow's (1943) Hierarchy of Needs. Most of our work in higher education challenges students to focus on higher-level needs, such as building skills and confidence (esteem), forming meaningful relationships (love and belonging), and developing capacity for life-long learning (self-actualization). Per Maslow's Hierarchy, it will be difficult for an individual to focus on these things if their basic physiological and safety needs (including food) are not being met.

The literature on food insecurity affirms this idea, as students experiencing food insecurity consistently report an impact on their academic and social success (Farahbakhsh et al., 2017; Henry, 2017; Meza et al., 2019).



Stop & Shop Groceries

A CAMPUS FOOD PANTRY DESIGNED WITH HEALTH AND ACCESSIBILITY IN MIND



STOP 
SHOP

Our plan is to convert a staff lounge in the Student Services One Stop Center into a food pantry, accessible to all Fontville College students. The staff in the One Stop Center will still have access to another staff lounge in the same building.

- The pantry will follow a **client-choice model**, which means using the pantry will resemble going to the grocery store. Client-choice models have been noted to decrease food waste and support client dietary needs (Canto, Ingham, & Larson, 2018).
- We plan to call this new service "**Stop & Shop Groceries**" and strive to market this as a place for students to get groceries, rather than a "handout" for students who are struggling. The Stop & Shop is available for anyone who wants to utilize it. By using this framework, we hope to decrease the stigma and shame associated with seeking food assistance (Henry, 2017; Meza et al., 2019).
- Initially, the pantry will be supported entirely by donations. The pantry could be sponsored by a fiscal entity (such as the Fontville College Foundation) or could collaborate with a nonprofit such as the Ozarks Food Harvest, the regional foodbank for Southwest MO. This partnership with Ozarks Food Harvest would allow discounted, donated items, creating a more sustainable pantry.

Starting Budget of \$3,000

Supplies	Estimated Costs
Heavy Duty Shelving (6 @ 63.19)	\$379.14
Utility Cart and Dolly	\$251.28
PantryWorx Software (1 year)	\$200.00
Non-Perishable Food Items	\$0.00 (donated)
Cleaning Supplies	\$40.00
Grocery Bags (100 @ .50)	\$50.00
Marketing	\$400.00
Signage and Decor	\$200.00
Laptop Computer & Printer	\$800.00
Educational Outreach	\$300.00
Grocery Baskets (Set of 5)	\$38.90
Remaining Funds Put in Reserves	\$340.71
Total Costs	\$3,000

- The Stop & Shop aims to keep operating costs low by utilizing student volunteers to work the front desk at the pantry, as well as repurposing a space that currently exists in order to prevent further operational and facility costs.
- A student food drive will be held several weeks prior to the Stop & Shop's opening in order to solicit donations and build a generous stock of nonperishable items.
- A \$300 budget has been included for Educational Outreach. This will be used to begin programs that aim to educate the Fontville community about food insecurity. This will not only increase awareness of the issue and our new service, but also work to decrease social stigma of food insecurity.

Staffing and Logistics

PANTRY DAILY OPERATIONS

- The Stop & Shop front desk will be staffed entirely by student volunteers who will be responsible for covering shifts from 9am - 5pm Monday through Friday. The Food Insecurity Committee will recruit potential volunteers for the operation through each committee member's various functional areas.
- A Student Intern position will be created for the following academic year which will give a student the opportunity to learn the budgeting and administration of a food pantry, while also developing leadership skills and community awareness.
- The committee will be responsible for all volunteer training, fund allocation, and marketing initiatives.



The student intern and volunteers can receive volunteer hours and/or course credit through service-learning.

Marketing and Communications

With the exciting addition of the Stop & Shop to the Campus Community, we want to make sure students, faculty, and staff are aware of this new resource!

- The Grand opening of the Stop & Shop will be marketed through social media, posted flyers, as well as university email. Each committee member will disseminate this information to their respective staff members at departmental meetings.
- This resource will be introduced into programming for the following academic year within first-year programs and transfer student orientation. This will allow all incoming students to be aware of the Stop & Shop at the beginning of their academic careers.



Promoting Healthy Lifestyles

AN INITIATIVE OF THE STOP & SHOP



Cans Get You Cooking (2020) is a sustainability campaign that advocates for individuals meeting their essential nutritional needs through canned goods. Using steel, recyclable cans reduces food waste and is an affordable option for healthy diets.

The Stop & Shop, while operating as a client choice pantry, will emphasize making healthy lifestyle choices by offering supplemental nutritional guides and information to its consumers. Researchers have found that:

- Food insecure individuals are more likely to suffer from obesity, diabetes mellitus, and cardiovascular disease (Decker & Flynn, 2018).
- “Students with severe food insecurity consumed significantly fewer fruits, vegetables and legumes than those with non-severe food insecurity (most of whom were moderately food insecure) and consumed less dairy” (Farahbakhsh et al., 2017, pg. 71).

For these reasons, the committee will actively focus on educational initiatives for both clients and donors to promote healthy lifestyles.

Short-Term Goals

IMMEDIATE ACTION STEPS FOR THE COMMITTEE UPON APPROVAL

- Establish an account with the Fontville Foundation, which will be used to handle monetary donations. Once the account is established, we can begin fundraising.
- Begin drafting a manual of policies and procedures for Stop & Shop Groceries, including training and scheduling processes for volunteers.
- Develop a list of needed items and begin seeking donations to stock pantry with non-perishable food items.
- Begin purchasing necessary items such as shelving, grocery bags, etc.

Ideally, the following items will be offered to students immediately when Stop & Shop opens:

Non-perishable food items including grains, proteins, snacks, and fruits/veggies	Information about existing resources such as employment, counseling & health services, budget planning, discounted bus passes and bike rentals, etc.
Bi-weekly recipe bundle giveaways and cooking supply drawings	Group tours for campus organizations and athletic teams



Long-Term Goals

LOOKING TO THE FUTURE

Expansion

- Cooling units for frozen, dairy, and perishables
- Extended hours for clients to visit pantry

Advocacy

- Institution wide policy changes
- Lower education costs, higher student employee wages, increased on-campus employment

Outreach

- Education about healthy food choices
- Establish campus-wide and community partnerships



Long-Term Goals

CONTINUED ASSESSMENT



Assess

After one year, assess our food pantry operations using the **Safe & Healthy Food Pantries Assessment** tools (Canto, Ingham, & Bader, 2018).



Evaluate

Evaluate donors' understanding of our preference for nutrient-dense foods and implement education if needed.



Survey

Survey students' desire for dietary-specific foods (e.g. Kosher, gluten-free, vegan, etc.).



Identify

Identify the pantry's priority areas for needed improvement and set an action plan for implementing best practice.

Fundraising Initiatives

CREATING PARTNERSHIPS FOR SUCCESS

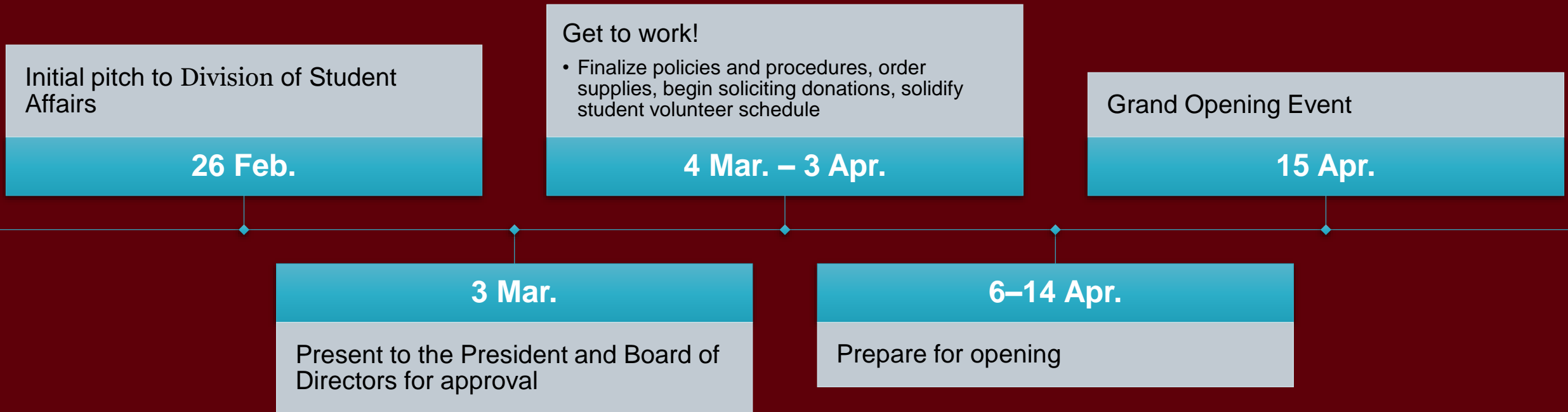
- Partnering with Alpha Gamma Delta, an international women's fraternity whose primary philanthropic focus is fighting hunger locally and nationally.
- Work with Student Government Association and other student organizations to develop initiatives (e.g. a fundraising/donor drive competition with a rival institution)
- Becoming a member agency with Ozark Food Harvest Food Bank to eventually expand food offerings and secure discounted food donations.
- Establishing a relationship with the Fontville Foundation in order to procure future donations from alumni and institutional donors.





Timeline for Opening

PENDING APPROVAL



Case Study Supporting Document

Missouri State University

Team Leader: Aidan Williams

Team Members: Jennifer Brandom, Elayna Coleman, Kaley Dahl

Slide Details

Slide 22

- Fontville has a centralized Student Services "One Stop Center" with Admissions, Financial Aid, Career Counseling, and the Mental Health Resource Center all in one location.
- Students check-in with front desk staff who are trained to answer basic questions for each area. If students need more in-depth information, the front desk staff sends them back to meet with a professional from the respective area needed.
- The staff lounge in the One Stop Center is an ideal location for the Stop & Shop because it is easy to find and close to other helpful campus resources. In addition, the space already has a sink, countertop with cabinets, and a refrigerator hookup.

Slide 23

- The remaining \$340.71 will be put into reserves for our long-term goals.

Slide 27

- Food insecurity is often accompanied by other aspects of economic instability, as well as social, mental, and emotional effects (Henry, 2017). For this reason, we will be providing information to ensure students are aware of resources to alleviate the financial and mental stress that often accompanies food insecurity. Furthermore, the proximity of the Stop &

Shop to Financial Aid, Career Counseling, and the Mental Health Resource Center decreases barriers for students visiting the Stop & Shop to utilize those resources as well.

- Group tours are meant to create awareness of the Stop & Shop for involved students and reduce stigma. For example, if the entire baseball team tours the Stop & Shop after practice and has it presented to them in a way that outlines the availability of the Stop & Shop to all students, our hope is that players will be less likely to feel a need to hide their use of the Stop & Shop from their team members.

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