



# OLD DOMINION UNIVERSITY

Emily Love (Team Leader) | Alia Banks | Kayleigh Poggioli

# MEET THE TEAM



Emily Love

Graduate Assistant for Office Coordinator for Student Activities Programming  
Undergraduate Admissions



Alia Banks



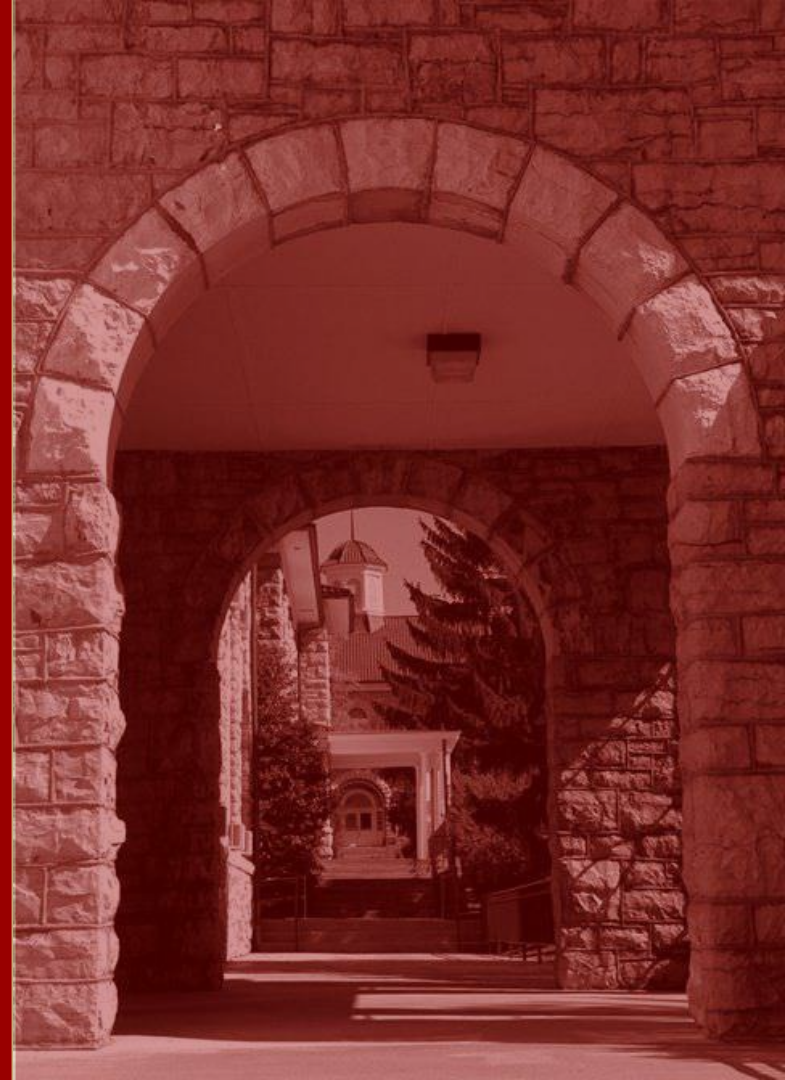
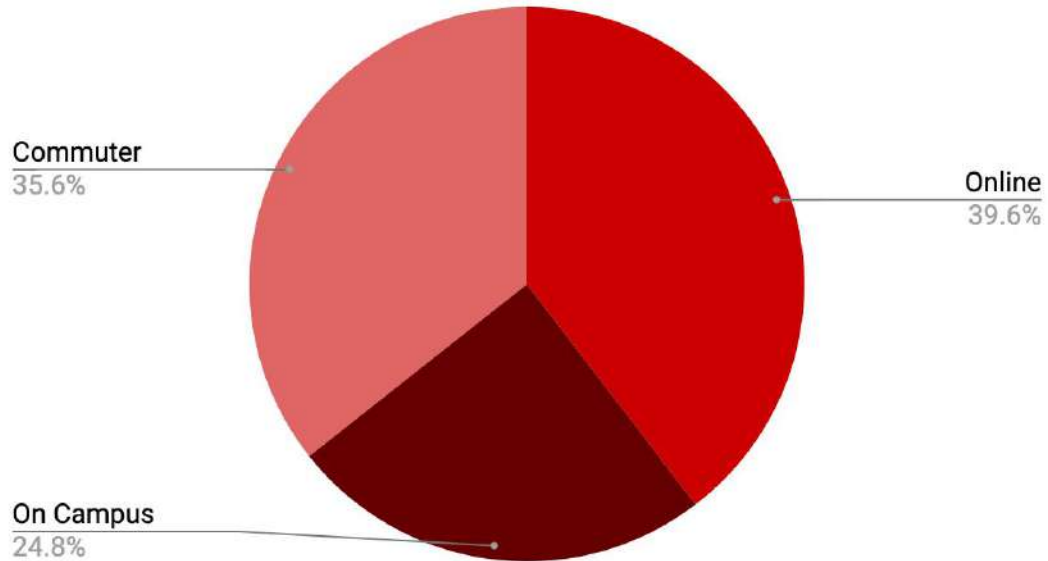
Kayleigh Poggioli

Graduate Assistant for Service & Civic Engagement

# FONTVILLE COLLEGE

Located in Norfolk, Virginia, Fontville College is a four-year, medium private institution of more than 4,500 students.

## Student Demographics



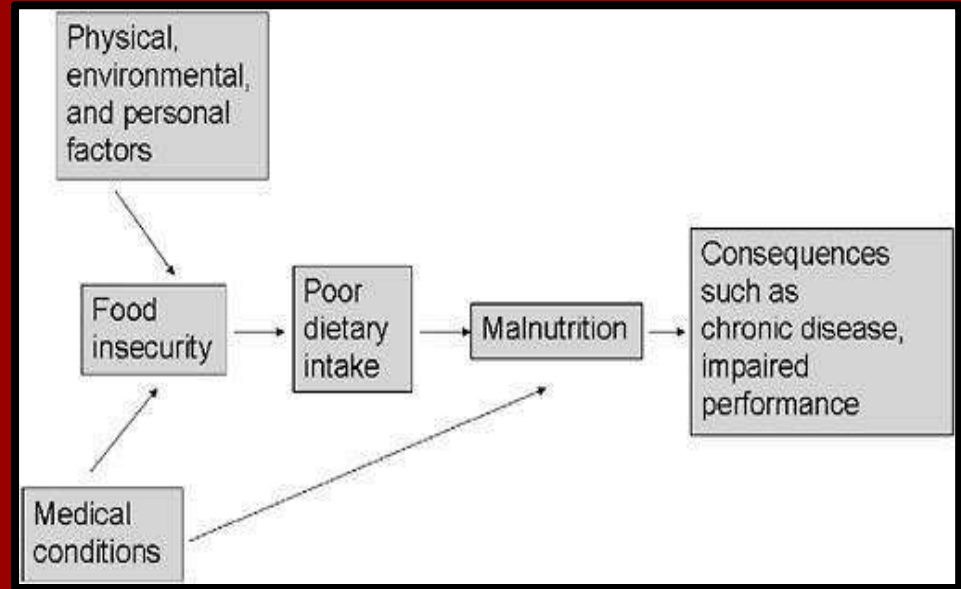


# FOOD INSECURITY

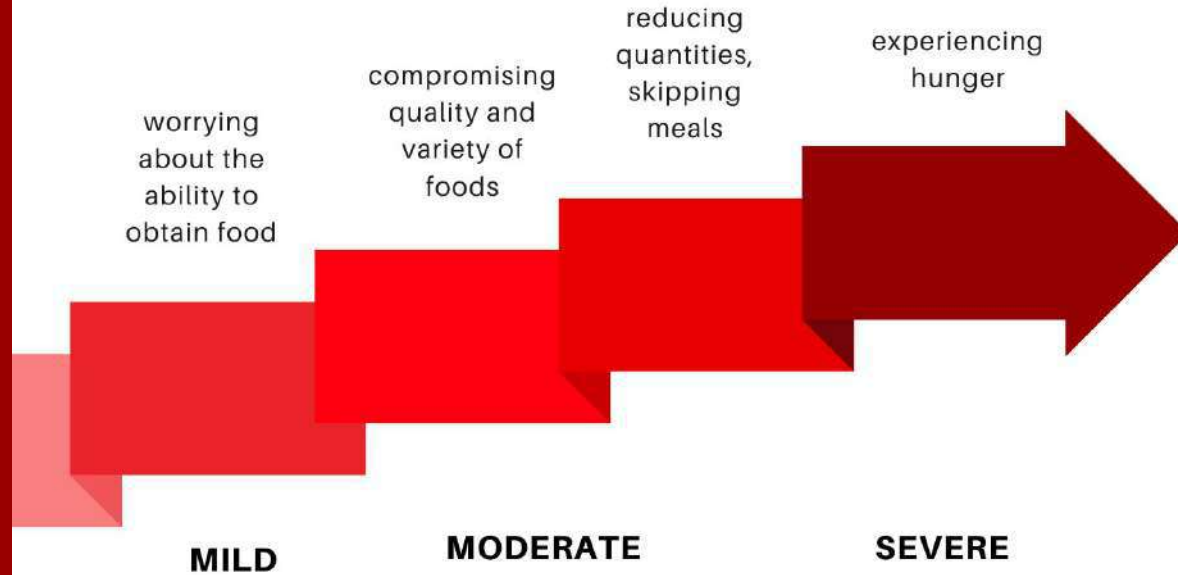
According to the Food & Drug Administration:

“Food insecurity is the limited or uncertain availability of nutritionally adequate and safe foods or limited or uncertain ability to acquire acceptable foods in socially acceptable ways.”

Individuals may cope with food insecurity by eating less food per meal, skip meals, or eat foods lower in nutritional value to ensure they will be able to eat a larger portioned meal later.



# FOOD INSECURITY



College students are more likely to experience food insecurity than the general population.

# FOOD DESERTS

According to the Food & Drug Administration, food deserts are typically low-income neighborhoods where there is less than a mile distance to a supermarket where fresh produce is available.

While many colleges have small grocery like stores, such as Provision on Demand (POD), This is not classified as a supermarket, as it does not sell fresh, healthy foods.



**POD**  
MARKET  
PROVISIONS ON DEMAND

**HOURS OF OPERATION**

MONDAY	8:00AM - 6:00PM
TUESDAY	8:00AM - 6:00PM
WEDNESDAY	8:00AM - 6:00PM
THURSDAY	8:00AM - 6:00PM
FRIDAY	8:00AM - 6:00PM
SATURDAY	8:00AM - 6:00PM
SUNDAY	CLOSED
GENERAL	CLOSED

# COLLEGE MEAL PLANS

Students enrolled in colleges across the country are required or strongly encouraged to purchase a meal plan, which can cost upwards for \$3,000 per year.

Students who live off campus are often exempt from these expensive meal plans. However, how does this affect their ability to receive high quality, nutritious meals?

# EXAMPLES OF MEAL PLANS AT FONTVILLE COLLEGE



## Fontville College MEAL PLANS

**\$2,545**

### **ALL ACCESS**

Unlimited access to all-you-can-eat dining locations  
5 meals per week to use as meal exchange.  
Guest meals  
\$200 to use at retail locations

**\$2,290**

### **BLOCK 160**

160 meals per semester at all-you-can-eat dining locations  
\$500 to use at retail locations

**\$1,270**

### **BLOCK 80**

80 meals per semester at all-you-can-eat dining locations  
\$350 to use at all retail locations

**\$840**

### **BLOCK 50**

50 meals per semester at all-you-can-eat dining locations  
\$250 to use at all retail locations

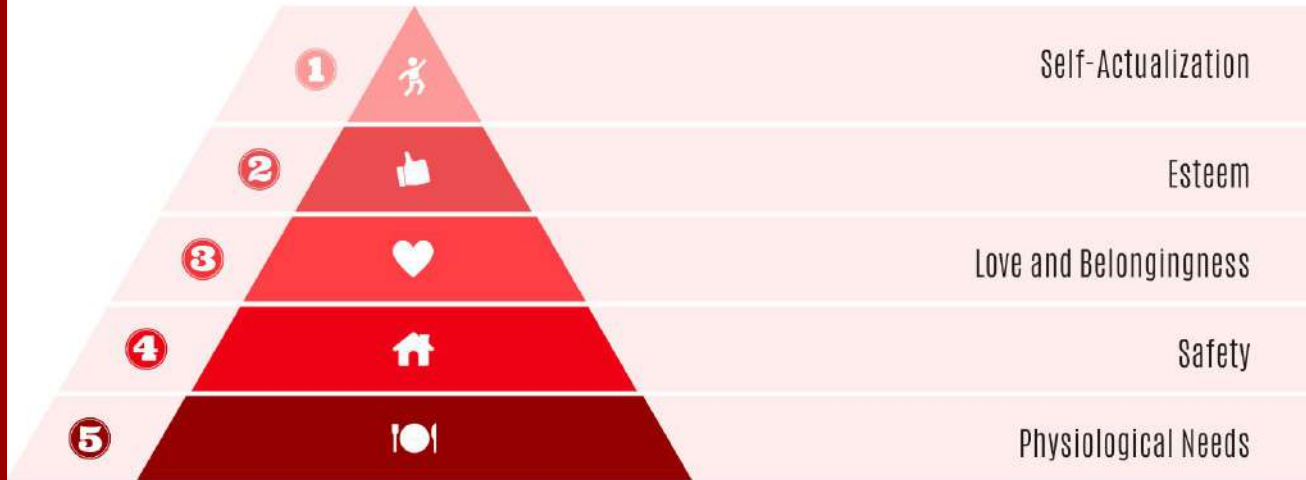
**\$420**

### **BLOCK 25**

25 meals per semester at all-you-can-eat dining locations  
\$100 to use at all retail locations



## Maslow's Hierarchy of Needs



Food insecurity is important to understand for college students, as without their basic needs met, students will not be equipped for involvement inside or outside of the classroom. This is demonstrated through Maslow's Hierarchy of Needs.

# OTHER CONSIDERATIONS

- Students who are racial minorities are 20% more likely to report being food insecure than their white peers
- Students who are Pell grant recipients are more likely to experience food insecurity
- Students who are food insecure are more likely to withdraw from their courses and leave the university

# FOOD INSECURITY AT FONTVILLE

- Food insecurity is present on college campuses across the United States and Fontville is no exception.
- Many students struggle with food insecurity but may not consider themselves to be in that category. There is a certain “stereotype” about what someone who is food insecure may look, act like, etc. Food insecurity can also be normalizing the “broke college kid” mindset and living off of quick and easy foods, for example, ramen. If a student has to live off of food that is cheap and lacks nutrition, that is also considered food insecurity.
- Because our campus is primarily commuter and online students, we found that focusing on these student populations would be beneficial and unique.

# REFERENCES

Flowers [Digital image]. (2003, April 21). Retrieved from <https://www.flickr.com/photos/oduphotos/5385023623/>

Measurement. (n.d.). Retrieved from <https://www.ers.usda.gov/topics/food-nutrition-assistance/food-security-in-the-us/measurement.aspx>

On the Quad [Digital image]. (2014, October 10). Retrieved from <https://www.flickr.com/photos/jamesmadisonuniversity/15311772808/>

Pod Market [Digital image]. (n.d.). Retrieved from <https://www.lib.utk.edu/hours/spaces/pod-market/>

Read “food insecurity and hunger in the united states: An assessment of the measure” At Nap.edu. Retrieved from <https://www.nap.edu/read/11578/chapter/5#47>

Report: Hunger On Campus. (n.d). Retrieved from <https://studentsagainsthunger.org/hunger-on-campus/>

Writers, S. (n.d). Food insecurity in college: Finding support on campus. Retrieved from <https://affordablecollegesonline.org/college-resource-center/college-food-insecurity-support/>



The image is a red-tinted photograph of a university campus. In the foreground on the right, there is a large bronze statue of a man in 18th-century attire, including a powdered wig and a long coat. In the background, a large, classical-style building with a pedimented entrance is visible. A wide, paved walkway leads towards the building, with several people walking on it. Bare trees are scattered throughout the scene, and a low hedge runs across the bottom of the frame. The text "FOOD INSECURITY AT FONTVILLE: PROGRAM PLAN" is centered in the middle of the image in a white, sans-serif font. Two thin, light-colored lines form an L-shape, one starting from the top left and extending right, and another starting from the bottom right and extending left, framing the text.

# OUR PROGRAM PLAN

In order to combat food insecurity at Fontville College, our team proposes a two step approach:

- First part targets Fontville's commuter students
- Second part targets Fontville's online or distance learning students



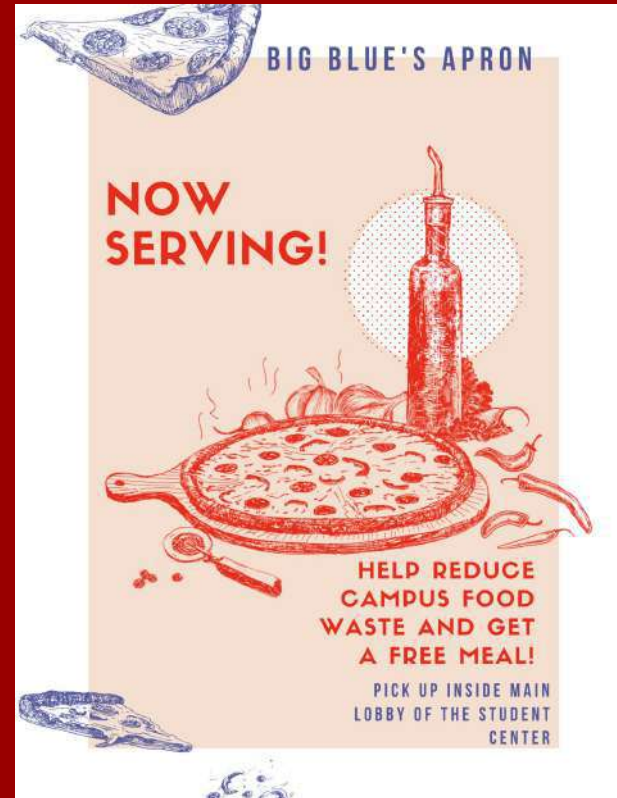
Fontville College's mascot,  
Big Red

# BIG RED'S APRON

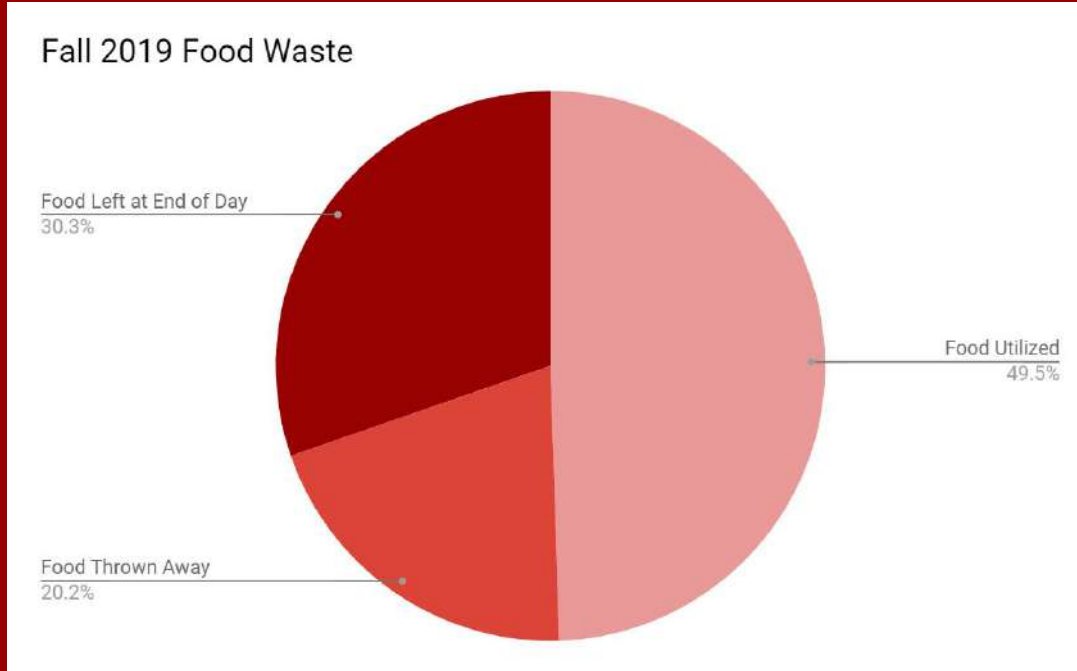
At 7pm Monday-Friday, employees from the dining hall at Fontville College would package up leftover food from the dinner rush into meal containers.

These meal containers would then be distributed in the student center free of cost.

Flyers such as the one to the right could be used and marketing would be focused on reducing food waste in order to not single out students who are food insecure.



# FOOD WASTE



Food waste is a relevant issue at Fontville College. Big Blue's Apron will assist with the levels of waste within dining halls.



# #TheManeShow

- Short programs hosted in collaboration with dining services and the mental health resource center that show students how to make healthy meals on a tight budget
- Students would come in person or tune in to a live showing via Zoom
- A mini-clip series would be made and shared on various university social media platforms (Instagram, TikTok, Twitter) following the hashtag #TheManeShow to increase engagement and boost morale

# CAMPUS PARTNERS

- For both Big Red's Apron and #TheManeShow, we intend on collaborating with partners across campus to ensure the success of each program.
- We plan to work with Dining Services and the Mental Health Resource Center to host #TheManeShow to demonstrate to students how to make a healthy meal on a tight budget. For the convenience of our online and commuter students, we will work with the Student Involvement Office and Student Affairs Office in addition to Dining Services and the Mental Health Resource Center to show live broadcasts of #TheManeShow.
- Mini clips of #TheManeShow and photos/videos from Big Blue's Apron will be made and shared by the graphic designer in the Student Activities Office to ensure it is informatively trendy
- In an effort to promote sustainability and food waste, we would also collaborate with our Student Sustainability Club on campus to help us advertise and cross-program.
  - This would also dually serve as a way to ensure student involvement and feedback for the program

# PROGRAM PLAN COSTS

## Monthly

Name	Amount
Social Media Coordinator (Student Worker)	\$8/hr. for 5 hrs/week for 14 weeks = \$560
Food Packaging	\$41 for 500 containers = \$287
Dollar Store Food Items	\$20/month for 5 months = \$100
Total	\$947

We plan to hire a student worker, \$8 an hour for 5 hours a week as a test for the first semester, who coordinates our department's social media platforms. The student will use free social media platforms and graphic design resources to promote the programs. For our packaged meal program, we will run a test for 14 weeks to assess the need and popularity of the program. We will purchase clear, plastic containers, 500 for \$41, and split the 500 containers between two weeks, which leaves us only needing seven weeks worth of containers. The cooking show demonstration will require us to purchase food items from the dollar store, and all promotions and advertising will be done by our student worker on free social media platforms. The cooking show will be held once a month so that we can assess the need and popularity of the program.

# ASSESSMENT OF PROGRAM PLAN

- We have a three step plan for assessment in hopes of knowing where and how to improve
  - A Qualtrics surveys sent with the University Announcements that allow students to anonymously rate and suggest feedback for both programs
  - SWOT analysis done with dining services to see what affects the program had on food waste
  - A focus groups made up of the campus partners and a few student leaders to discuss how the program should move forward.



# REFERENCES

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