

# EVC F.R.E.S.H INITIATIVES Annual Report

2021 Academic Year



Food, Resources, and Education to Stop Hunger & Homelessness

# EVC FRESH MARKET PARTNERSHIPS & BUDGET

AUGUST 2020-JULY 2021


**SECOND HARVEST**  
of SILICON VALLEY

## OVERVIEW OF PARTNERSHIPS

TOTAL LBS OF  
FOOD RECEIVED  
FROM SECOND  
HARVEST

**409,640**



TOTAL LBS OF  
FOOD RECEIVED  
FROM NEW  
SEASONS  
MARKET

**4,521**

## CAMPUS OUTREACH

TOTAL NUMBER OF  
UNDUPLICATED  
STUDENTS SERVED  
THROUGH SPECIAL  
PROGRAMS

**213**

TOTAL NUMBER OF  
NEW SEASONS  
GIFT CARDS GIVEN  
TO STUDENTS

**430**

## EXTERNAL PARTNERSHIPS

- Hunger at Home
- New Seasons Grocery Store
- Santa Clara County Public Health Department
- Second Harvest of Silicon Valley

TOTAL NUMBER OF  
STUDENTS  
VOLUNTEERING  
THROUGH  
SERVICE  
LEARNING

**24**

TOTAL NUMBER OF  
VOLUNTEER  
HOURS FROM ALL  
STUDENT  
VOLUNTEERS

**272**

## Budget Breakdown

FY21 Hunger-Free Grant Allocation Total: \$27,906

## MAJOR ENCUMBRANCES

Memberships

**\$3,000**

- Membership was paid for Evergreen Valley College's membership to RealCollege California Coalition

Food & Food Services

**\$4,241**

- Food purchased for Annual Turkey Giveaway

Advertising

**\$7,535**

- Additional Canopies were ordered to assist with the EVC Second Harvest Drive-Thru Distribution

Other Payments to/for Students

**\$9,000**

- (90) \$100 gift cards were purchased through New Seasons Market, to supplement donated gift cards from New Seasons Market.

## Additional Encumbrances

- Personal Contract Services: \$4,050
- EVC purchased Slick Text Messaging to allow for text messaging services to students for EVC Second Harvest Food Distribution reminders

 Total Spent FY21: **\$27,827**

## WRAP AROUND SERVICES

- Monthly reports were run through SARS. Students who utilized the drive-thru distribution 2+ times a month were contacted and referred to/ applied for:
  1. **Sparkpoint** for financial literacy lessons
  2. **CalFresh** (60% of students receiving services submitted an application)
  3. EVC Case Manager for county resources/application assistance
- Office of Student Life collaborated with the **Early Alert Team**. Pantry users who appeared on Early Alert lists were contacted and referred to tutoring and received additional resources if needed, such as ASG Emergency Funds, grocery gift cards, or referral to Mental Health and Wellness services on campus.
- EVC FRESH Market continued to offer monthly events related to nutrition and health including:
  1. Top Chef EVC- healthy recipes utilizing commonly received food items
  2. Training to understand Best By, Use By, Sell By to end food waste



# EVC DRIVE-THRU DISTRIBUTION DEMOGRAPHICS

August 2020-July 2021

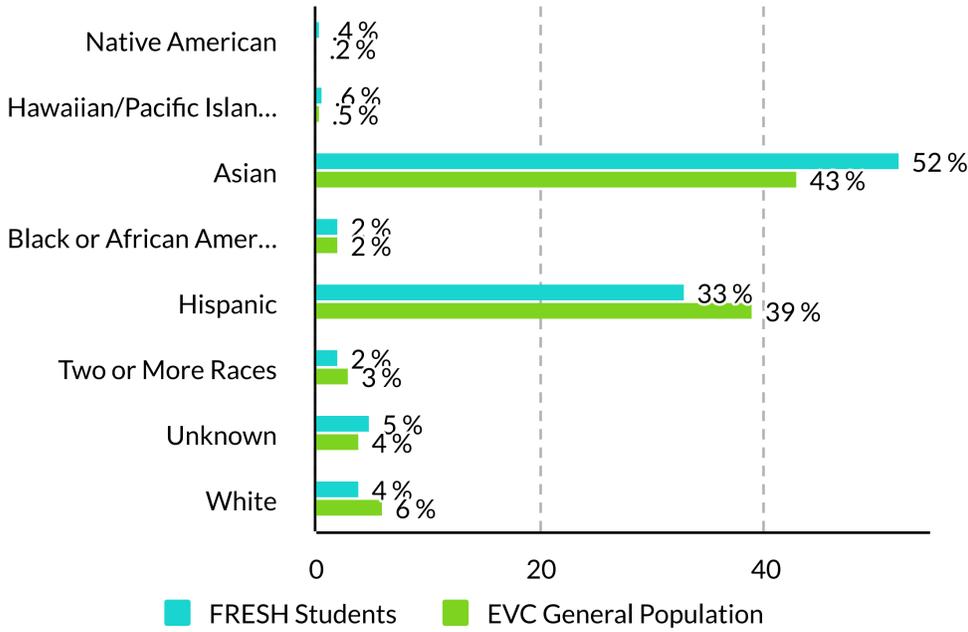


## OVERVIEW & DEMOGRAPHICS

|  |   |   |   |
|--|---|---|---|
| <p><b>TOTAL NUMBER OF UNDUPLICATED STUDENTS SERVED</b></p> <p><b>1,641</b></p> | <p><b>TOTAL NUMBER OF INDIVIDUALS SERVED</b></p> <p><b>13,168</b></p> <p><small>*TOTAL NUMBER SERVED INCLUDES THE NUMBER OF HOUSEHOLD MEMBERS FOR EACH STUDENT THAT RECEIVED FOOD</small></p> | <p><b>TOTAL NUMBER OF UNDUPLICATED COMMUNITY MEMBERS SERVED</b></p> <p><b>221</b></p> | <p><b>TOTAL AMOUNT OF LBS. FOOD GIVEN</b></p> <p><b>409,640</b></p> |
|--|---|---|---|

\*Due to the Shelter in Place Orders, the EVC FRESH Market Pantry closed beginning March 16, 2020. To continue to assist the basic needs of students, the pantry transitioned to a drive thru style distribution. In partnership with Second Harvest of Silicon Valley, the drive-thru distribution has continued for over a year on the First and Third Friday of every month.

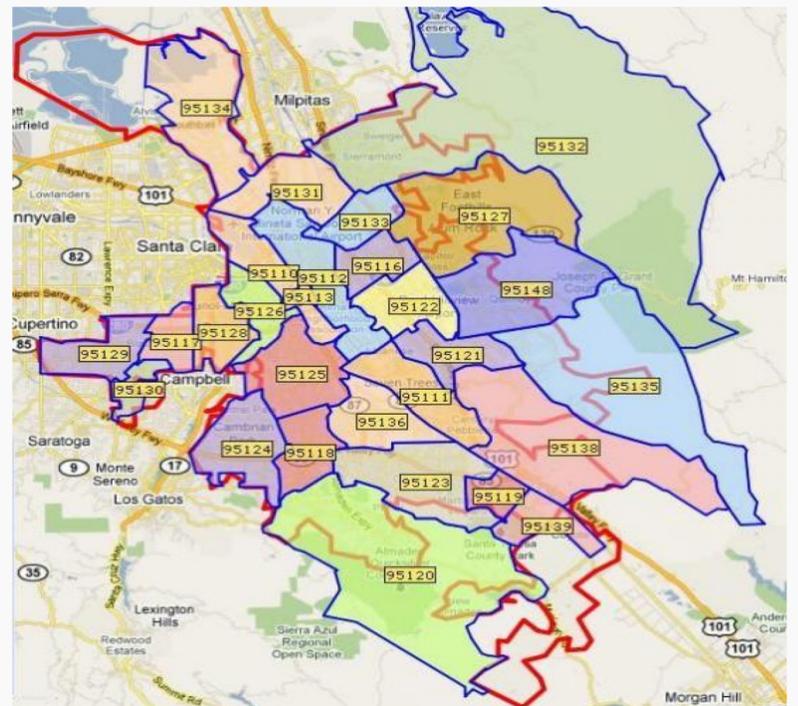
### RACE/ETHNICITY BREAKDOWN



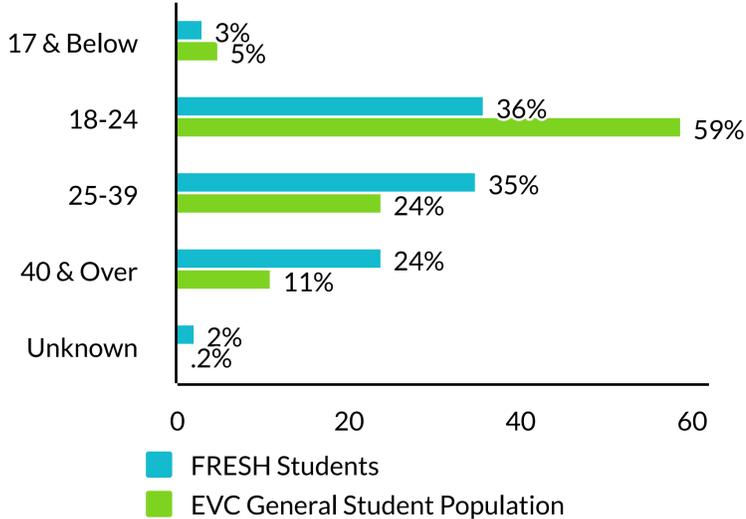
### TOP FIVE ZIPCODES SERVED

|                              |            |
|------------------------------|------------|
| 95111*                       | 13%        |
| 95121                        | 10%        |
| 95127*                       | 10%        |
| 95122*                       | 9%         |
| 95148*                       | 9%         |
| <b>Total zipcodes served</b> | <b>105</b> |

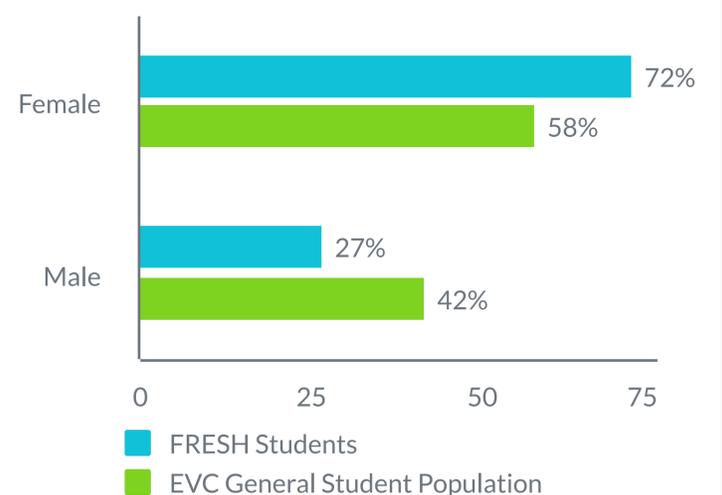
\*Zipcodes hardest impacted by COVID-19 with 250 or more cases per 100,000 people



### AGE BREAKDOWN



### GENDER BREAKDOWN



### Quick Comparison

Venue Differences

As compared to last year, EVC FRESH Market Drive-Thru Distribution users, continue to be older. During the 2020-2021 Academic Year, there was a 10% increase in female students' utilization of services. There was a 13% increase of students aged 25-39 utilization of services and a slight increase of students aged 17 & below utilizing services. Lastly, as compared to last year, the 2020-2021 Academic Year saw a 17% increase in Hispanic student utilization.

\*Percentages rounded to nearest whole number

# Academic Impact of EVC FRESH MARKET

**AUGUST 2020-MAY 2021**

The “starving college student” cliché—being broke and eating ramen—has long been perceived jokingly, as a light-hearted rite of passage, integral to the college experience. The current reality, however, shows that the problem of food insecurity among American college students is anything but a joke. In the most recent RealCollege California Survey conducted in 2018, nearly 50% of EVC students were identified as being food insecure within the last 30 days. The 2020 COVID-19 pandemic likely only exasperated this number among the EVC student population.

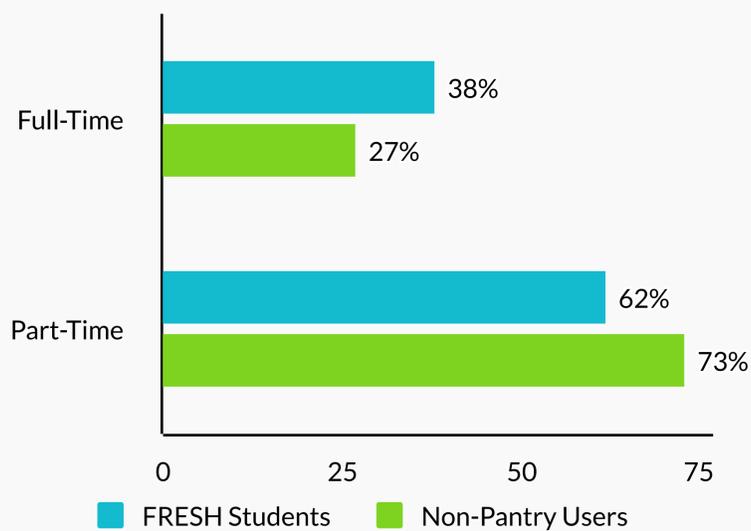
Research has shown a significant relationship between food insecurity and GPA, concentration levels, and energy level. As such, EVC recognizes that secure access to food and housing is essential to academic success in higher education and must, therefore, be treated as a top educational priority. We advance a campus culture of caring that recognizes that students are humans first. We exemplify this commitment in our public statements and in our daily work by addressing the structural poverty that created this basic needs security crisis. We use data and evidence to drive our efforts to reduce food and housing insecurity and seek to impact as many of our students as possible.

We openly share this data with others and welcome all into the conversation of supporting our students through Basic Needs Initiatives.

## ACADEMIC LOAD BY SEMESTER

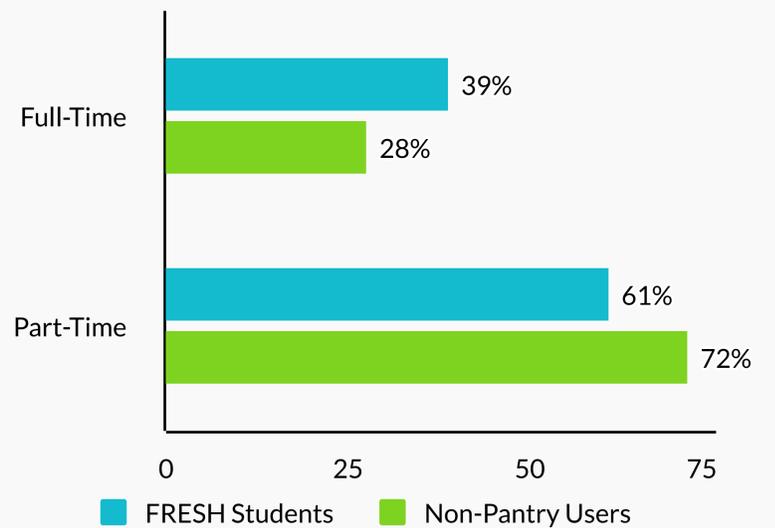
**Fall 2020 Data**

**ACADEMIC LOAD**



**Spring 2021 Data**

**ACADEMIC LOAD**



\*Percentages rounded to nearest whole number

# Academic Impact of EVC FRESH MARKET

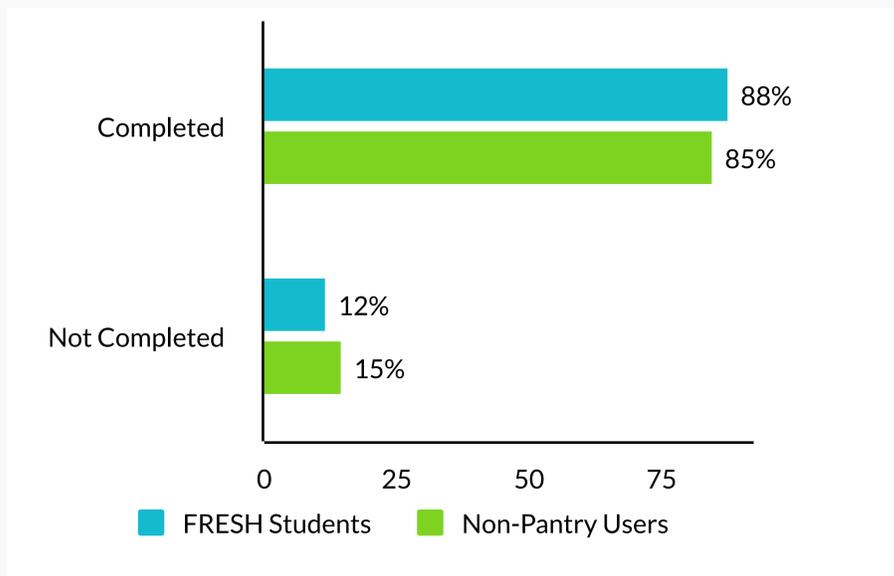
**AUGUST 2020-MAY 2021**

Although they make up a small percentage of the student population, students accessing basic needs initiatives as a group have consistently had higher retention rates and rates of course completion/success than non-pantry users. It is important to note that the data provided for Fall 2020 and Spring 2021 is based on the adjustment rate. In looking at course success for Fall 2020 and Spring 2021, students who earned an F had their grades converted to NPP. The traditional way was to include these students in the denominator because they earned an F for the course. Now that they have NPPs, it is as if they did not take the course, and they are not included in the success rates. Fall 2020 and Spring 2021 Success rate appears as an anomaly because overall everyone did better compared to previous semesters pre-COVID.



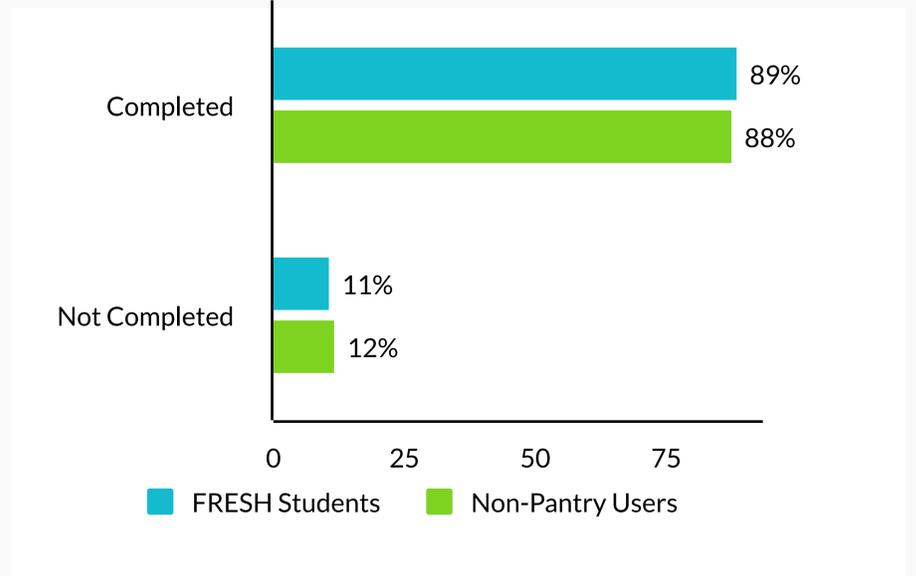
## Fall 2020 Data

### COURSE COMPLETION

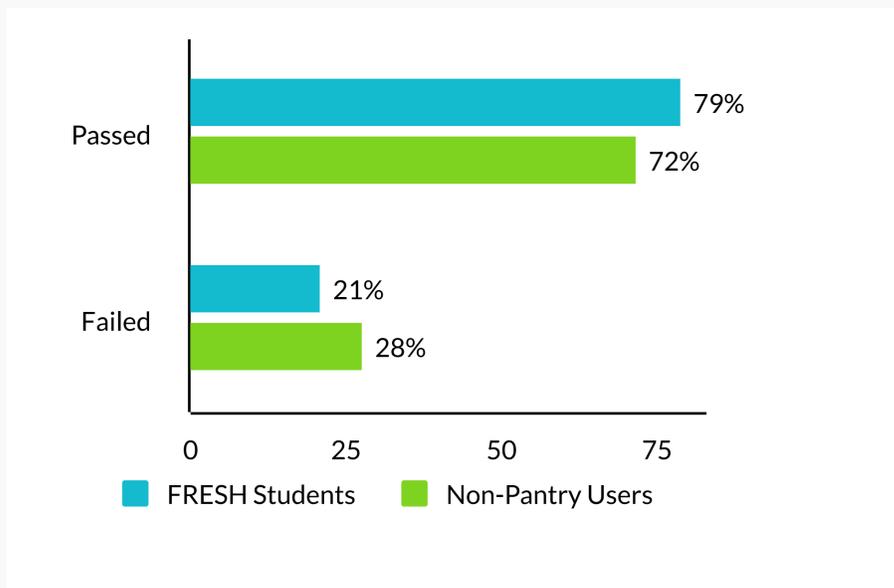


## Spring 2021 Data

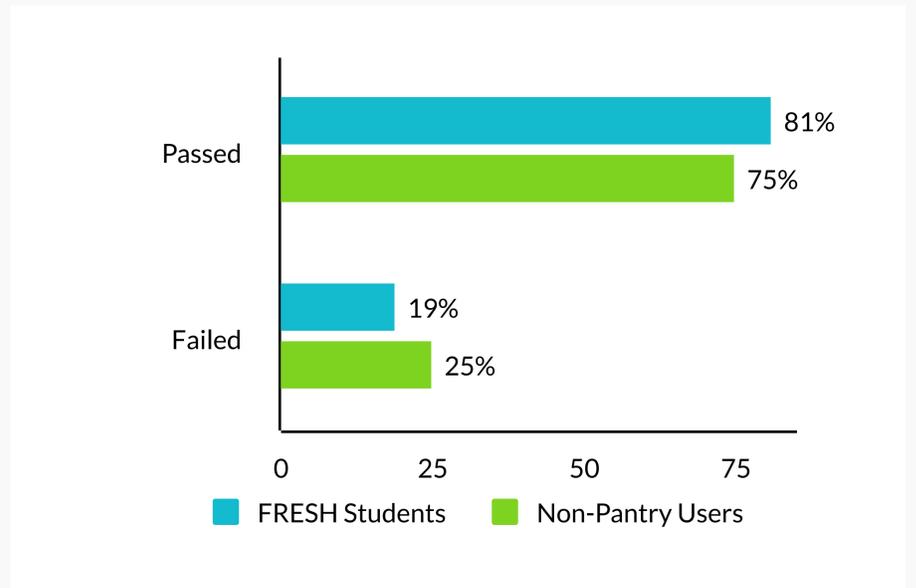
### COURSE COMPLETION



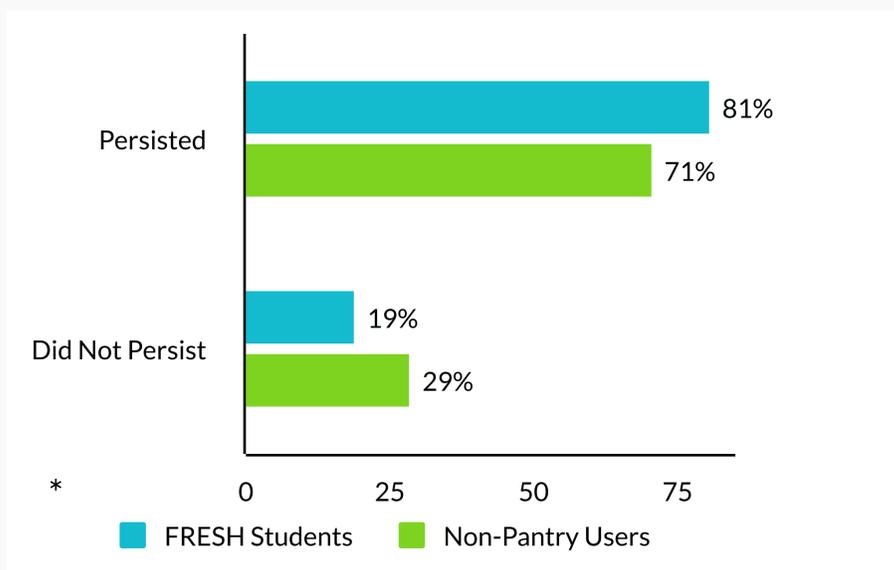
## SUCCESS RATES



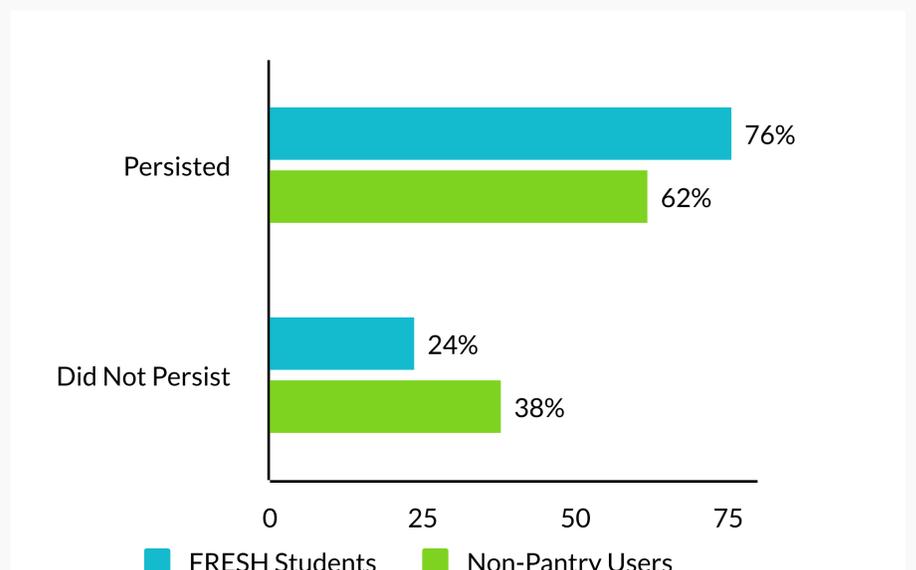
## SUCCESS RATES



## PERSISTENCE/RETENTION



## PERSISTENCE/RETENTION



\*

# Equity Impact of EVC FRESH MARKET

Equity plans are designed to increase achievement by targeting specific indicators (access; retention; attained the vision goal completion; transferred to a four-year institution; and completed both transfer-level math and English) and gauging their success. Colleges are required to create establish goals and implement strategies to address disparities discovered. In the Spring of 2020, Governor Newsom's updated budget called for the merger of Basic Needs work (specifically addressing Food Insecurity) and the **Student Equity and Achievement Program**.

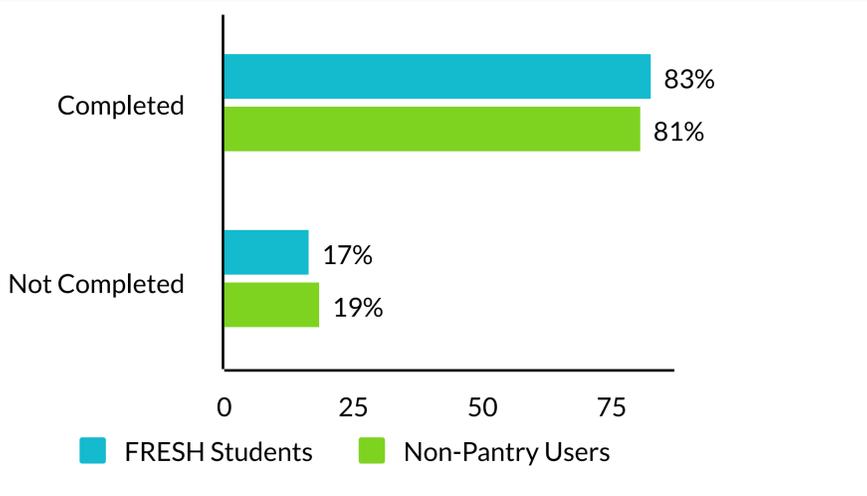
Of the six disproportionately impacted (DI) groups identified within EVC's Student Equity Plan, only three, Hispanic students Black/African American students, and Hawaiian/Pacific Islander students, had either significant usage or were easily identifiable through data collected within the pantry. This page provides a preliminary review of the course completion and course success rates of pantry users within these three groups.



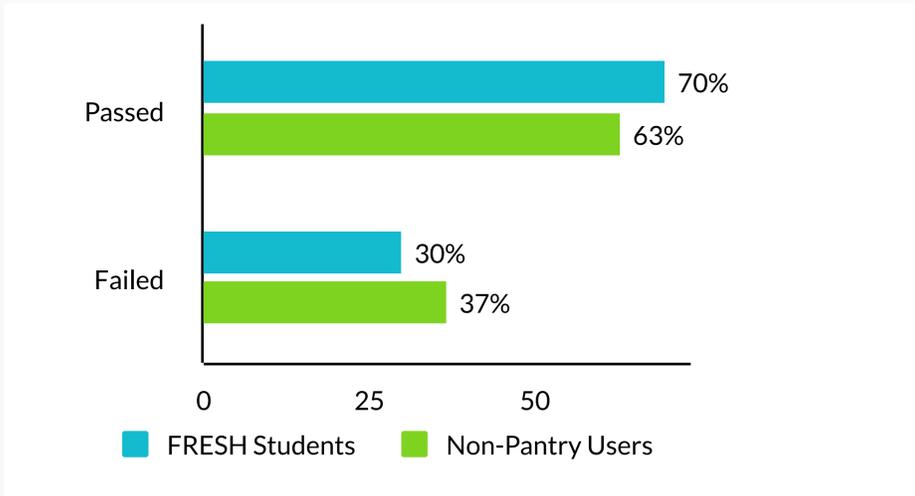
## Hispanic Students

### Fall 2020 Data

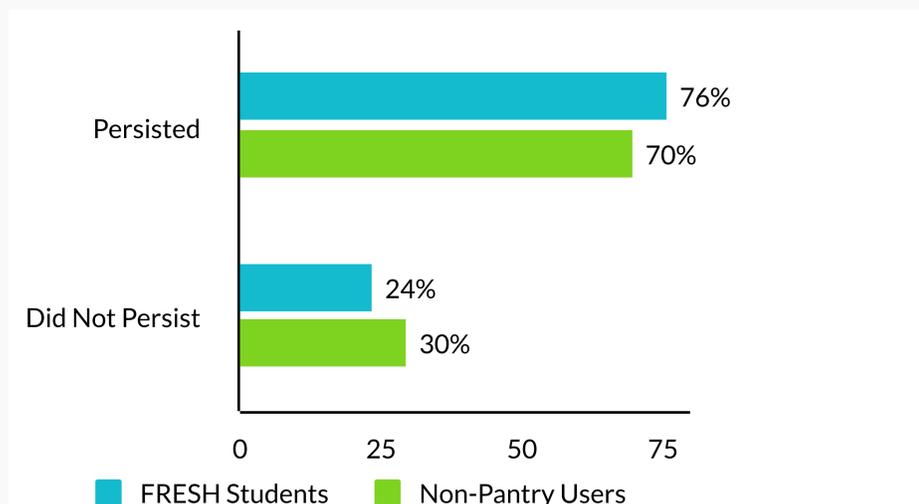
#### COURSE COMPLETION



#### SUCCESS RATES

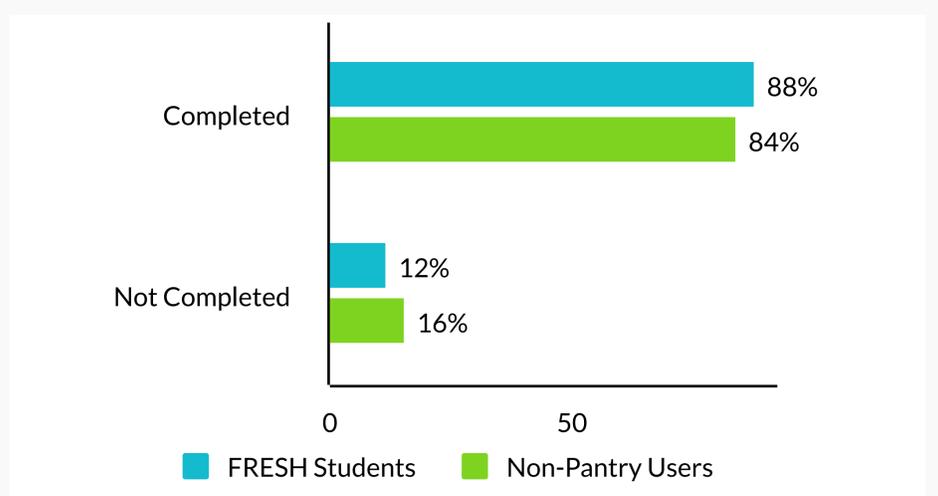


#### PERSISTENCE/RETENTION

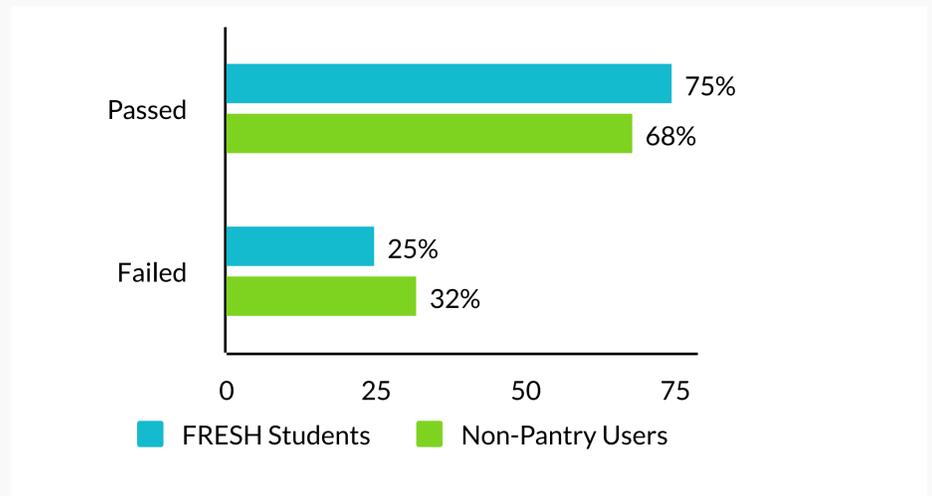


### Spring 2021 Data

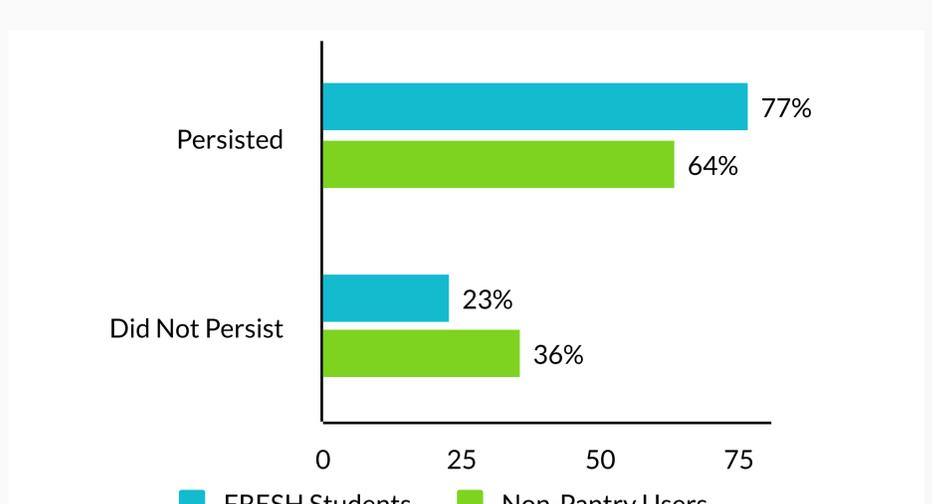
#### COURSE COMPLETION



#### SUCCESS RATES



#### PERSISTENCE/RETENTION



\* Percentages rounded to the nearest whole number.

# Equity Impact of EVC FRESH MARKET

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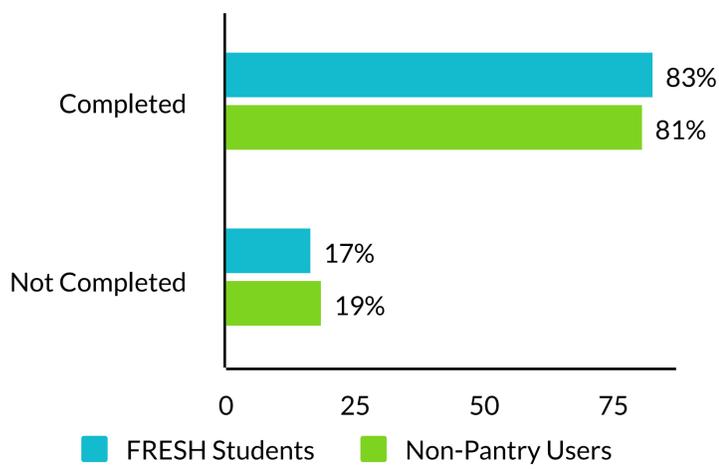
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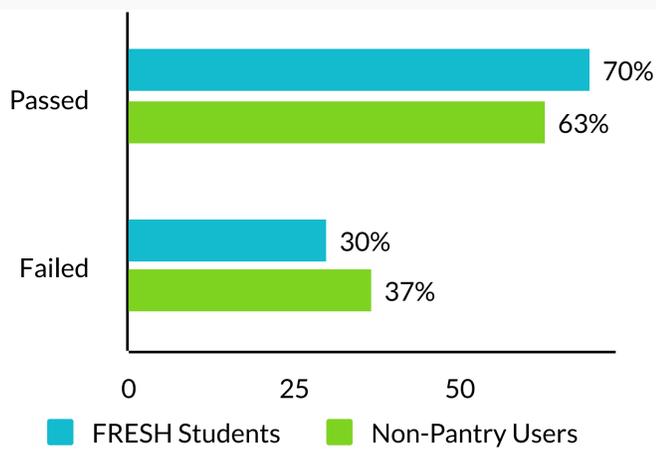
## Black Students

### Fall 2020 Data

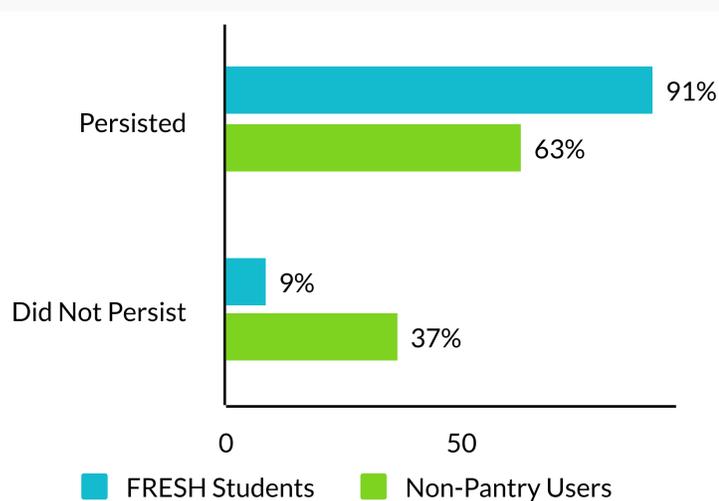
#### COURSE COMPLETION



#### SUCCESS RATES

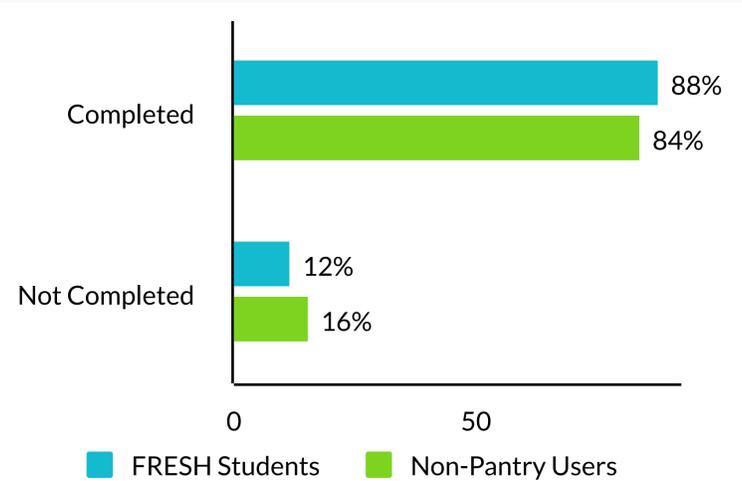


#### PERSISTENCE/RETENTION

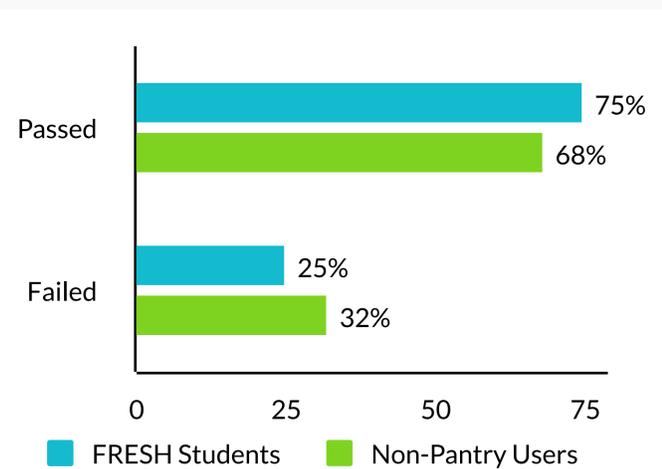


### Spring 2021 Data

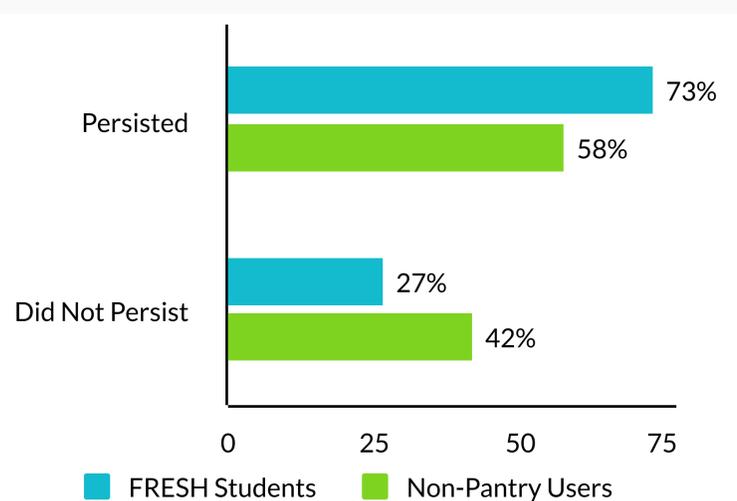
#### COURSE COMPLETION



#### SUCCESS RATES



#### PERSISTENCE/RETENTION



\* Percentages rounded to the nearest whole number.

# Equity Impact of EVC FRESH MARKET

Of the six disproportionately impacted (DI) groups identified within EVC's Student Equity Plan, Hispanic Students, Black/African American Students, and Hawaiian/Pacific Islander students had either significant usage or were easily identifiable through data collected within the pantry. This page provides a preliminary review of the course completion, course success rates, and persistence and retention rates of pantry users within these groups.

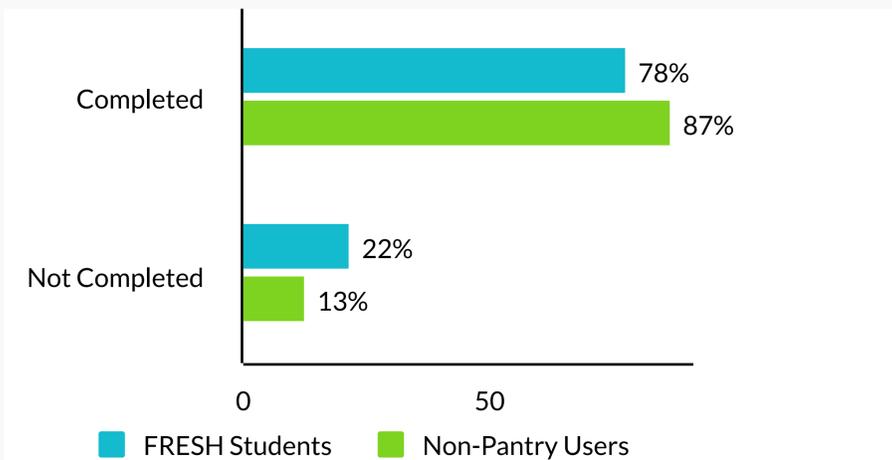
In comparison to both Hispanic and Black/African American Students, Hawaiian/Pacific Islander students are the only population where students receiving basic need services did not perform better academically than nonusers (with the exception of Spring 2021 persistence rates). Additional research is recommended to understand what additional services or processes can be utilized to assist this student population.



## Hawaiian/Pacific Islander Students

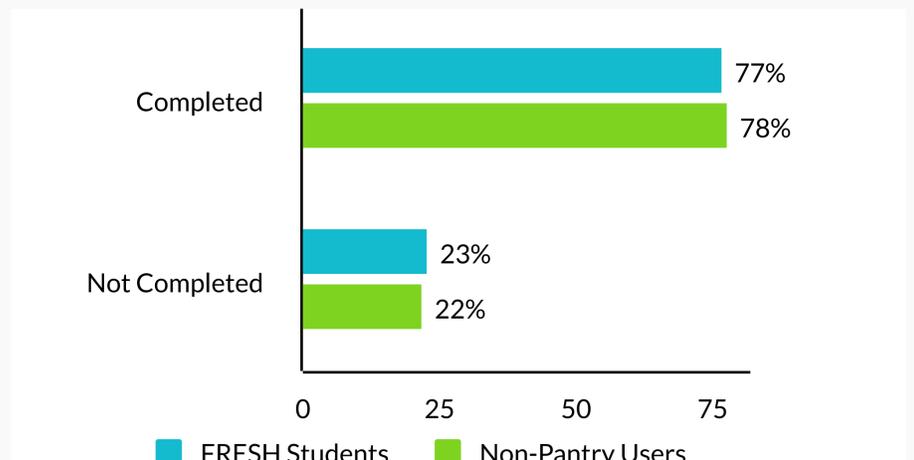
### Fall 2020 Data

#### COURSE COMPLETION

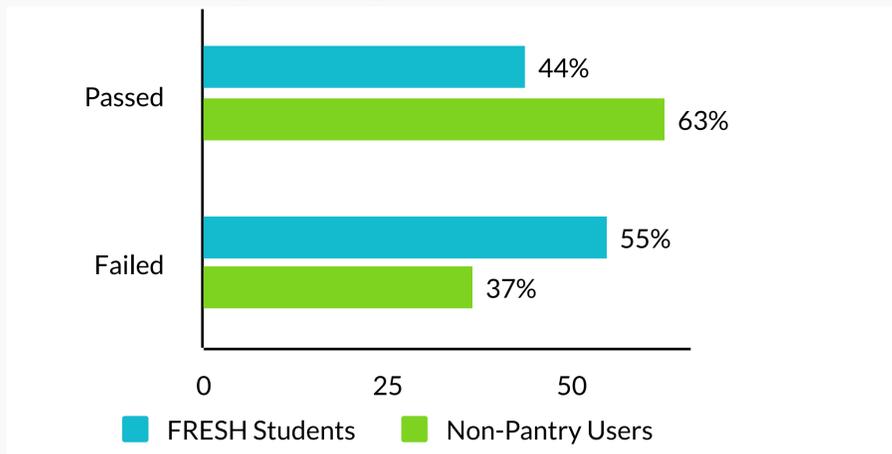


### Spring 2021 Data

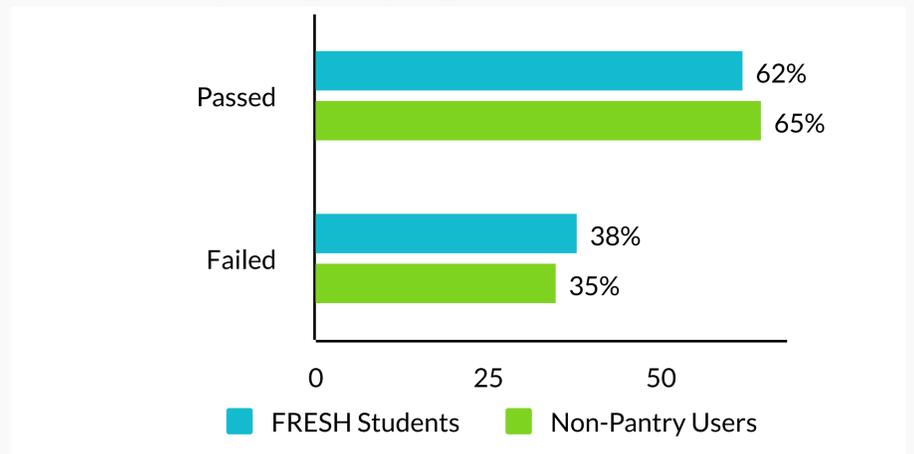
#### COURSE COMPLETION



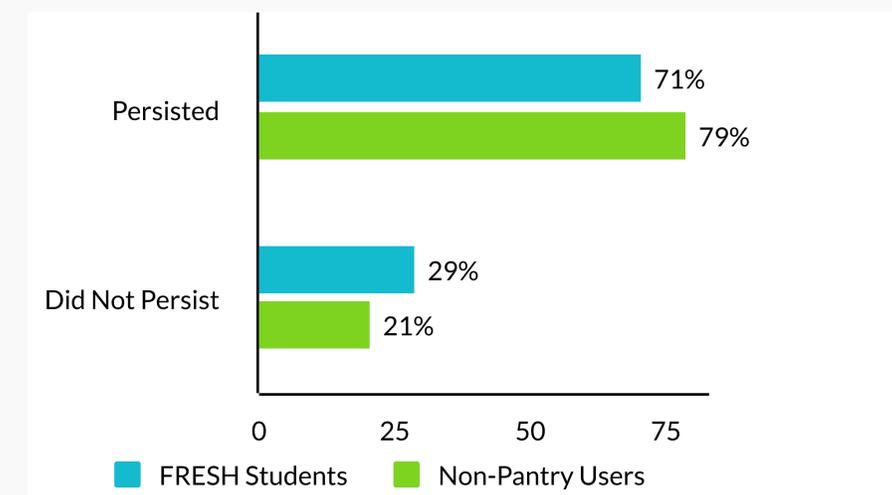
#### SUCCESS RATES



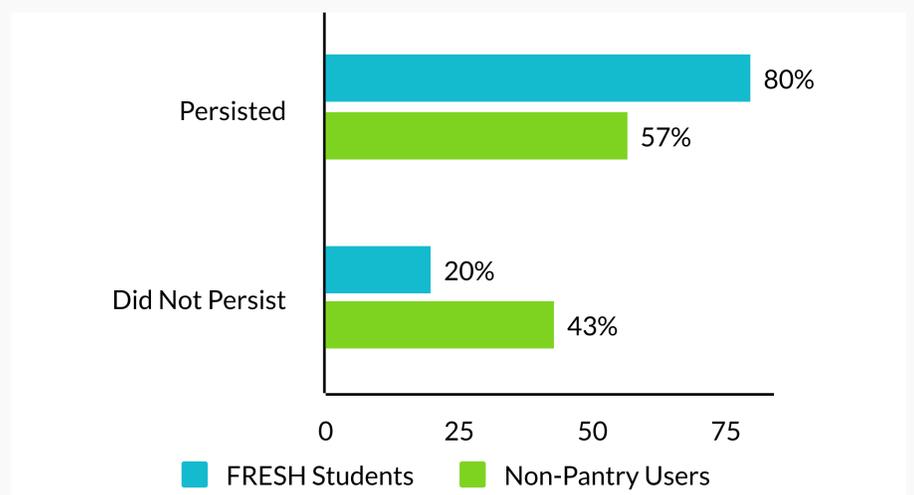
#### SUCCESS RATES



#### PERSISTENCE/RETENTION



#### PERSISTENCE/RETENTION



\* Percentages rounded to the nearest whole number.

# SUCCESSSES AND OPPORTUNITES FOR IMPROVEMENT

## ✔ INCREASE IN DISPROPORTIONATE POPULATIONS

In the 2019-2020 Academic Year, only 16% of the Hispanic student population utilized basic needs services. In 2020-2021, 33% of Hispanic students utilized basic needs services at least once. The percentage increase could be the result of targeted outreach to the ENLACE and OASISS Programs, Spanish translation flyers, and direct email targeting students who self-identified as Hispanic.

## ✔ COMMUNITY PARTNERSHIPS

The EVC FRESH Market has successfully grown its community partnerships. One such partnership that has continued to expand is with New Seasons Market through three key areas. First, through the Hunger Partner Program. This program is centered on customer monetary donations collected at the register and in-store fundraisers. As a result of the collected monetary donations, the EVC Emergency Funds account has received quarterly payments that assist in providing emergency funds to students facing a financial crisis. To date, we have received over \$6,000 towards this fund as a result of the Hunger Partner Program. Secondly, in early 2021, The EVC FRESH Market Pantry, became one of three community recipients for the New Seasons Market's Neighbor Rewards Bag it Forward Program. Through the Neighbor Rewards Bag It Forward Program, each time a customer brings in a reusable bag, a 5-cent bag refund is provided to the EVC FRESH Market Pantry. These funds are used to further support the sustainability of the EVC Fresh Market Pantry. To date over \$200 has been received. Lastly, as one of the nearest grocery stores to campus, New Seasons Market has established a daily student discount for students who show their EVC Student ID at checkout. Students receive a 10% discount at checkout for their items.

## ✔ RETENTION SUCCESS

At a time when community colleges throughout the state of California have seen a decrease in enrollment, the impact of basic needs initiatives and services on student retention remains evident. In the Fall 2020 semester, 81% of students who received basic needs services were persisted into the Spring 2021 semester, compared to 71% of students who did not receive basic needs services. For the Spring 2021 semester, 76% of students who received basic needs services persisted into the Fall 2021 semester, compared to 62% of students who did not receive basic needs services. Data supports that the wrap-around services provided through the basic needs initiatives, not only contribute to the academic success of EVC students but help to ensure students remain at EVC.

## ✘ MARKETING NEEDS

While pantry usage has increased over the past four years, usage has not matched the number of students who have indicated or been identified on surveys such as Real College California, as being food insecure. Only 7% of the student population are pantry users. Additional marketing materials such as signage, text messages, marquee placement, and new student & online student outreach is needed.

## ✘ EVENING STUDENTS ACCESS

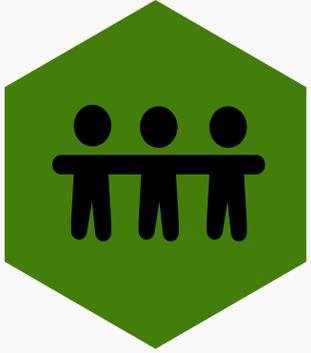
EVC offers a multitude of services and events for students. However, students that are employed and/or primarily take evening courses, have a harder time accessing Basic Need Services. Efforts should be made to ensure that the basic needs of evening students and primarily online students receive adequate services. Suggested activities include extended hours once a week for evening students and e-grocery gift cards that can be used by students primarily registered for online courses

## ✘ 18-24 Age Group

EVC is a young campus, with nearly 60% of students falling between the ages of 18-24. Yet, only 36% of students accessing basic needs services fall within this age group. Additional visual and engaging marketing is recommended through social media through TikTok, Instagram, and Snapchat. Suggested campaigns include short cooking videos, students showing how easy it is to use services such as CalFresh at the grocery store, and using young student ambassadors to help spread the word around campus. In addition, increasing the marketing included in new student orientations and high school presentations regarding basic needs services, to ensure that students entering EVC directly from high school are aware of basic needs resources and services.



# CAMPUS RECOMMENDATIONS



## 1 AD HOC COMMITTEE

A F.R.E.S.H. AD HOC COMMITTEE SHOULD BE FORMED CONSISTING OF VARIOUS CONSTITUENT GROUPS AND DEPARTMENTS ON CAMPUS SUCH AS: CLASSIFIED STAFF, FACULTY, STUDENTS, INSTITUTIONAL EFFECTIVENESS, EARLY ALERT, AND STUDENT EQUITY. THE PURPOSE OF THE COMMITTEE WILL BE TO ENSURE THE BASIC NEEDS OF STUDENTS ARE MET. THE COMMITTEE SHALL FUNCTION TO REVIEW DATA, CAMPUS ACTIVITIES, AND BEST PRACTICES TO MEET EVC'S STRATEGIC INITIATIVE AND EQUITY OBJECTIVES.



## 2 COURSE SYLLABUS

TO ENSURE EVERY STUDENT RECEIVES INFORMATION PERTAINING TO BASIC NEED RESOURCES ON CAMPUS, FACULTY COURSE SYLLABI SHOULD CONTAIN CONTACT INFORMATION AND LOCATION OF SERVICES FOR STUDENTS.



## 3 ALL HANDS ON DECK

EVERYONE ON CAMPUS PLAYS A PART IN THE SUCCESS OF EVC'S BASIC NEEDS INITIATIVES. VERY EFFORT SHOULD BE MADE TO ENSURE THAT INDIVIDUALS ARE ABLE TO PARTICIPATE AND ASSIST WITH CAMPUS EVENTS RELATED TO BASIC NEEDS. SUGGESTED ACTIVITIES INCLUDE ADOPTING A SECOND HARVEST FOOD DRIVE DAY OR EVC FRESH FARMER'S MARKET DAY OR FRIENDLY STAFF VS. FACULTY COMPETITION TO SEE WHO CAN COLLECT THE MOST SERVICE HOURS IN A YEAR.



## 4 INSTITUTIONAL FUNDING

WITH ADDITIONAL FUNDING RECEIVED THROUGH THE STATE FOR BASIC NEEDS INITIATIVES, THE EVC CAMPUS SHOULD CONSIDER USING THESE FUNDS TO EXPAND BASIC NEEDS SERVICES AND OFFERINGS SUCH AS GAS GIFT CARDS, HOUSING VOUCHERS, AND CHILDCARE VOUCHERS. ALL OF WHICH REMAINS AN AREA FOR GROWTH FOR THE CAMPUS.



# EVERGREEN VALLEY COLLEGE

## Special Thank You To:

### COMMUNITY PARTNERS

California Community College Chancellor's Office  
Hunger at Home  
New Seasons Grocery Store  
Santa Clara County Public Health Department  
Second Harvest of Silicon Valley

### DATA ANALYSIS

Hazel De Ausen, Research Analyst, EVC Institutional Effectiveness Office

### EVC ASSOCIATED STUDENT GOVERNMENT MEMBERS & Student Volunteers

|                  |                 |
|------------------|-----------------|
| Hunter Avant     | Satwik Modi     |
| Nehemiah Avant   | Caroline Nguyen |
| Aliyah Contreras | Emmeline Nguyen |
| Matias Edwards   | Fernanda Torres |
| Eduard Kaba      | Andres Venecia  |
| Abduce Luong     |                 |

### EVC FACULTY/STAFF DRIVE THRU DISTRIBUTION VOLUNTEERS

|                     |                      |
|---------------------|----------------------|
| EVC Custodial Staff | Margarita Savageau   |
| Abby Abdel Halim    | McTate Stroman II    |
| Sylvia Anderson     | Anh Tran             |
| Gina Bonanno        | Kathy Tran           |
| Vincent Cabada      | Ann Vu               |
| Deborah Chan        | Cecily & Ed Winiecki |
| Karen Cheung        |                      |
| Teneka Cornish      |                      |
| Hanh & Ken Deng     |                      |
| Maniphone Dickerson |                      |
| Sean Dickerson      |                      |
| Susan Edman         |                      |
| David Eisenberg     |                      |
| Margaret Faumui     |                      |
| Celina Gallegos     |                      |
| Tammeil Gilkerson   |                      |
| Mark Gonzales       |                      |
| Robert Gutierrez    |                      |
| Tina Iniguez        |                      |
| John Kaufmann       |                      |
| Cathy Kost          |                      |
| Liz Kramer          |                      |
| Robbie Kunkel       |                      |
| Kelly Jardin        |                      |
| Ken Jardin          |                      |
| Katherine Jasper    |                      |
| Garry Johnson       |                      |
| Jaclyn Johnson      |                      |
| Arnold Juntado      |                      |
| Bhawana Kamil       |                      |
| Michelle McKay      |                      |
| Sarai Minjares      |                      |
| Peter Miskin        |                      |
| Hiep Nguyen         |                      |
| Mike Osorio         |                      |
| Felicia Perez       |                      |
| Matais Pouncil      |                      |
| Tram Pham           |                      |
| Ingrid Rottman      |                      |
| Josh Russell        |                      |
| Renee Ryan          |                      |