SparkPoint

Program Review - Annual Update

2023 - 2024

2023 - 2024

Program Description (250 word limit)

1- Who does your program serve?

SparkPoint at Cañada College (SPCC) serves students, their families and community members seeking to improve their financial stability and / lor access basic needs.

SPCC serves high touch (one-on-one individualized coaching) and low touch (food pantry & distribution, SAM Card, and housing supports) clients. Clients choose their level of engagement.

50-75 students will receive high-touch services this year through one-on-on one financial coaching benefiting from incentive programs (Cañada Cash) and access to public benefits.
200 + clients access the Food Market weekly.
230 + clients access the Food Distribution weekly
581 students received the SAM Card
Over 250 students per week enjoy a Grab and Go Sandwich (B9 / B13) and Study Snack.

a. How many students are served by your program?

500

b. Does your program intentionally serve underrepresented, disproportionately impacted or racially minoritized students (ie. BIPOC, LGBTQIA+, 1st Gen, Foster, Homeless, Undocumented, Veteran, Low-Income, or other disproportionately impacted student populations identified in our Student Equity data, etc.)? If yes, how so?

SPCC serves under-represented, under-served, under-resourced, marginalized and disproportionately impacted students, staff, their families and the community. SPCC also partners with EOPS, CARE, CalWORKs, TRIO, Puente, International Students, ASCC, DRC, ESO Adelante, undocumented students, veterans and Umoja. We also serve students who have an EFC of "0" and students who may find themselves experiencing food insecurities, homelessness or who may find themselves experiencing a one-off financial challenge..

What metrics, if any, does your program use to measure its contribution to student access, retention, and completion? How have these outcome measures changed over the course of the last year?

The 2023 "SparkPoint Supports Student Success: An Evaluation of Student Success for SparkPoint Students at SMCCCD 2018 - 2022" report cited that students who participate in SparkPoint have higher rates of persistence (fall to spring) than students who do not participate in SparkPoint, even after considering other factors that are known to contribute to student success. SparkPoint students at Cañada College in the 2021-2022 school year had an 11% higher persistence rate than students not participating in SparkPoint.

Major Accomplishments and Challenges (500 word limit)

2- Describe major accomplishments within the last year.

Accomplishments

Spring 2023

Melissa Maldonado was hired as a SparkPoint Coordinator
46 clients received high touch one-on-one financial coaching and education
581 students received a monthly $100 SAM Card.
Over 200 clients visited the Pantry each week
Almost 150 clients visited the Weekly Food Distribution

14 students were provided a total of 74 nights of Emergency Hotel stays

Fall 2023

32 students have already received high touch one-on-one financial coaching and education
417 students will receive the monthly $100 SAM Card. Additional cards will be distributed throughout the semester
Over 220 clients visit the Market each week.
Nearly 250 clients visit the Weekly Food Distribution
4 students have received 14 nights of Emergency Hotel Stays each
Grab and Go are filled with sandwiches daily
A Food Locker has been ordered to support evening students
SPCC has moved to an expanded Food Market that will include 4 new refrigeration units, new shelving and over 10,000 ft2 for shopping.
SPCC has hired 9 new Food Access Ambassadors to support SparkPoint efforts
SPCC has hired 3 additional refrigerators and one freezer to expand our world class Food Market

FY 2024
SPCC's Food Market distributed 216,180lbs of food with saving our community over $343,000.
SPCC's Food Distribution (launched Oct 2022) distributed 224,778lbs of food, saving our community almost $370,500.

a.Did your major accomplishments help to close the opportunity gap for disproportionately impact, underserved or racially minoritized students? If yes, how so?

SPCC is addressing the needs of our traditionally disproportionately impacted and underserved communities by addressing food and housing insecurity and by providing financial education to our at risk and vulnerable community. The Food Market and Distribution, SAM Card Grab and Go refrigerators and Study Snacks address food insecurity while our Hotel Stay Porgram and connection to community partners addressed housing insecurities.   The Financial Coaching and incentives lead clients toward financial stability.

3- Describe major challenges since the last program review cycle.

Major challenges.
Julie Hong has transferred to Skyline College in her same role to be closer to home. She takes with her 6 years of financial coaching and data management experience. SPCC will be without one SparkPoint Coordinator for up to 4 months while we go thru the hiring process.
SPCC is experiencing an increase in the number of students facing housing insecurities.   Supporting these students is a lengthy process and there are limited resources available.
Community resources are either ending or becoming more difficult for our community to access.   During the pandemic, there was in increase of resources available, but as we enter the endemic, resources are ending and/or becoming more difficult to qualify for.   Some communities, like our undocumented community, are more heavily impacted since they are not eligible for the majority of state and federal funding.
Additional staff is needed to meet the growing need to support our students and campus community with basic needs and financial literacy. (Currently, additional staff is provided short-term support.)
SAM Card roll out
Rapid Response Hotel Stays
CalFresh enrollments
Expanded Market hours
Evening Food Lockers
Grab and Go Refrigerators
Study Snacks

Impact of Resource Allocations Process (250 word limit)

4- Describe the impact to date of previously requested resources (staff, non-instructional assignment, equipment, facilities, research, funding) including both resource requests that were approved and were not approved.

SPCC was approved to hire a SparkPoint Coordinator during the 2020-21 cycle.

a. What impact have these resources had on your program/department/office and measures of student success or client satisfaction?

Hiring a 2nd SparkPoint Coordinator has allowed SPCC to expand it's financial education and basic needs supports. This includes:
Opening a weekly outdoor community food distribution for students and their familes in Lot #6 that over 250 households visit during a 2 hour window
Expanding our Food resources to include a brand new team of Food Access Ambassadors (student assistants) to support with food insecurity
Most importantly, this new position allows the SPCC team to provide financial coaching while supporting out students with food and housing resources

b. What have you been unable to accomplish due to resource requests that were not approved?

N/A

c. How have these resources (or lack of resources) specifically disproportionately impacted students/clients?

According to SMCCD's recent Basic Needs Survey (11/2022):
(during the past 12 months)
54% cited that the food they had was not enough and that they didn't have enough money to buy more
41% cut back on the size of their meals
1 of 8 experienced homelessness
52% experienced difficulty paying rent
36% felt "less than safe" in their current living situation
Overall, 8 of 10 reported experiencing some form of food or housing insecurity
The Food Pantry, Food Distribution, SAM Card, Grab and Go Refrigerators, Study Snacks and (expected) Food Lockers in conjunction with Financial Coaching (budgeting, savings, credit building) directly increase our students' financial stability.
This position directly supports our disproportionately impacted students who are food and housing insecure by supporting them so they can afford to stay in school and complete their educational goals.

Program Improvement Initiatives/Resource Requests (250 word limit)

5- With an equity and antiracism lens, what changes could be implemented to improve your program? Please include meaningful action plans to improve student access and success

With a focus on equity, SPCC will:

Partner with EOPS and the SMC CalFresh Office to expand CalFresh Outreach and Enrollments. This wil provide eligible individuals with up to $205 per month in food supports.
Expand Cañada Cash to incentive students to apply for FAFSA and Apply for scholarships
Expand our Food Market hours and capacity at the Food Distribution to increase access to food for both day and evening students
Strengthen partnerships with local County and CORE agencies to streamline how we support food and housing insecure students

6- How will you address the opportunities for improvement that you identified throughout the prior sections of this Program Review?

All new staff (classified & student) will attend a required segment on "Diversity and Inclusion", and the District's "Unconscious Bias Training". SPCC will also look to attend Anti-racism training offered by the District, Campus and Equity Center.

a. What additional antiracism training do you/your program need in the upcoming year?

All new staff (classified & student) will attend a required segment on "Diversity and Inclusion", and the District's "Unconscious Bias Training". SPCC will also look to attend Anti-racism training offered by the District, Campus and Equity Center.

b. What research or training will you need to accomplish these plans?

The SparkPoint team will learn how to process new hire paperwork for student assistants, deepen their understanding around financial aid resources, strengthen their skill around data collection and familiarize themselves with Cañada College's community resources.

c. What supplies, equipment, or facilities improvements do you need?

Our team will utilize existing campus facilities to host professional learning and community building events as well as general supplies for the events.

If your program is requesting resources, please go to "STEP 2: Resource Request (OPTIONAL)" and submit your specific requests there.

Non-Personnel Item (2023 - 2024)

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Program Requesting Resources

SparkPoint

Item Requested

Support for Food Distribution

Item Description

SparkPoint is requesting $50,000 to support Facilities OT charges for Setup of the Outdoor Food Distribution

Program Goals this Request Supports

Student Access, Success and Completion, Equity-Minded and Antiracist College Culture, Community Connections

Status

New Request - Active

Type of Resource

Non-Instructional Expenses (over $5,000) e.g., equipment

Cost

50,000

One-Time or Recurring Cost?

Recurring Cost

Critical Question: How does this resource request support closing the equity gap?

This funding will support closing the equity gap by allowing SparkPoint at Cañada College to use its unrestricted Chancellor's Office funding to directly support our under-resourced and at-risk students with basic needs like food and housing. These programs include our SAM Card ($100 monthly Food Card) program, our Grab and Go Refrigerators (Sandwiches that support our food insecure students), our Food Market expansion and our Rapid Response Hotel Stay Program (2 weeks of hotel stay for our homeless students).
Those who benefit from these resources include Cañada's under-represented, under-served, under-resourced, marginalized and disproportionately impacted students, staff, their families and the community (EOPS, CARE, CalWORKs, TRIO, Puente, International Students, ASCC, DRC, ESO Adelante, undocumented students, veterans and Umoja) We also serve students who have an EFC of "0" and students who may find themselves experiencing food insecurities, homelessness (AB801) or who may find themselves experiencing a one-off financial challenge

Critical Question: How does this resource request support Latinx and AANAPISI students?

Based off of 2022 data, 82% of students served are either Latinx or AANAPISI (76% Latinx and 6% Asian American).   These students include our undocumented students who are often ineligible for state and federal funding due to their status. They also include students who are disproportionately impacted by cyclical poverty and students how have normalized their poverty in San Mateo County, the most expensive county to live in in California.

Map Request to College Goals and Strategic Initiatives

Which of Cañada College's Goals does this resource request support?

Student Access, Success, and Completion,Equity-Minded and Antiracist College Culture,Community Connections

Which of Cañada College's Strategic Initiatives does this resource request support?

Ensure students (particularly part-time students) experience a sense of belonging and connection to the College that helps them persist and complete,Improve the financial stability of students ,Create and sustain an inclusive, antiracist, and equity-minded campus culture,Better share what Cañada offers,Be the best college choice for local high school students,Strengthen K-16 pathways and transfer,Help meet the basic needs of Cañada students and other community members,Connect students to the academic program(s) and classes they need

Personnel - Classified Staff (2023 - 2024)

Personnel - Classified Staff (2023-24)

Hiring Division/Department:

ESSP / SparkPoint

Position Title:

Staff Assistant

Is this position permanent?

Yes

Position Type

Full-time

Provide # of months

12

Program Goals this Request Supports

Expanding basic need supports for high-risk, marginalized and under-resourced students, Increasing student success, persistence and completion and shortening time to completion for students

Position: General Funds

108,796

Allocation: General Funds

108,796

Justification

1.Describe the specific needs for the position requested and the duties of this position in a brief statement.

This request is for a 1.0FTE Staff Assistant to support Basic Needs expansion at Cañada College

San Mateo County is the most expensive county to live in in California. According to the "Self-Sufficency Standard for California" in 2021 the income needed by a family of 4 (2 adults, 1 schoolager and 1 teenager) was $124,428.   The 2023 CCCCO Real California Basic Needs study by the RP group cited

Food, housing, fuel and living expenses continue to steadily increase at an alarming rate making it increasingly difficult for many of our under-resourced and disproportionately impacted communities The 2023 CCCCO Real

SparkPoint - Resource Request

California Basic Needs Study by the RP group cited that 2 out of 3 students report experiencing at least one basic needs insecurity. Our own SMCCCD conducted a its own Food and Housing Insecurity Student Survey last year and found:

Percent	Basic Needs Statements / Experiences
53%	"The Food I bought was just not enough"
41%	"I cut the size of meals" because, "there wasn't enough money"
62%	"I worried whether my food would run out before I got money for more food"
1 of 8	"I experienced some form of homelessness in the last 12 months
52%	experienced difficulty paying rent during the last 12 months

This position would support the following duties to address these inequities:

a. Expand the Food Market hours and allow SparkPoint Coordinators
b. Support the weekly outdoor Food Distribution every Tuesday
c. Ensure that the Food Lockers are stocked and maintained (expected by early Spring 2024)
d. Plan out a CalFresh Enrollment process so students can be screened for and enrolled in CalFresh
e. Support the Grab and Go Refrigerators and Study Snacks initiatives
f. Perform basic budget maintenance

This position would align Cañada with Skyline's SparkPoint support team and would allow the SparkPoint Coordinators to focus on delivering one-on-one financial coaching and basic need support to disproportionately impacted communities.

2. Explain how this position aligns with and supports the mission and strategic goals of the college.

The position supports the college mission by providing access to SparkPoint services, and equitable opportunities for them to achieve their transfer, career education, and lifelong learning educational goals.

The position aligns with Cañada College's:

• Strategic Goal #1 - it minimizes financial barriers to success and leads them towards increased retention.
• EMP College Goal #1 – Student Access, and Completion – supporting students with basic needs allows them to focus academics thereby increasing success, retention and persistence while decreasing time to completion
• EMP College Goal #2 – Equity Minded and Antiracist College Culture – leveling out the playing field so as to provide equitable access to higher education
• EMP College Goal #3 – Community Connections – increasing the college's connections to community partners like San Mateo County's CalFresh and the Housing Authority, Second Harvest Food Bank of Silicon Valley, Samaritan House and our local county CORE agencies.

3. Explain how adding this position will strengthen the department or division.

This position will provide SparkPoint with support to be able to:

• Expand the Food Market Hours to serve both day and evening students
• Free SparkPoint Coordinators to dedicate their time to providing financial education and support with basic needs
• Oversee the weekly outdoor food distribution
• Stock and maintain the Food lockers when they arrive in early Spring 2024
• Create a process for enrolling students in CalFresh as a means of supplementing their income
• Assist with the expansion of Grab and Go Refrigerators on campus
• Support with stocking the Study Snacks
• Provide basic budget maintenance to assist with expense tracking and budgeting

SparkPoint - Resource Request

This position directly impacts student success, persistence and retention while reducing time to completion by educating students on positive money behaviors and strategies and connecting them to basic need supports so they can afford to stay in school. By working with students to increase their income, build their credit, reduce their debt and grow their savings, a multitude of financial barriers are addressed, including food insecurity and homelessness which in turn helps students focus on academic success and shorten their time to completion.

4.Explain how this work will be accomplished if the position is not filled.

SparkPoint will work to meet the growing financial education and basic needs of our students but at a limited capacity.   Current staffing levels are no longer sufficient to support the increased support services sought by students at Cañada College

Impacts would include:
• Delays in responding to high-risk, under-resourced students during a time of high need
• Delays in rolling out additional Grab and Go Refrigerators and resources on campus
o SAM Cards
o Emergency Hotel Stays
o Support with CalFresh
o Accessing Housing Resources
o Building community connections to support our students
• SparkPoint Coordinators will be limited in providing timely support to students due to the increased time required to properly assess students
• Students will be under-assessed due to limited SparkPoint Coordinator availability

5.Critical Question: How does this resource request support closing the equity gap?

This position will close the equity gap by providing students with access to resources they may not have known about, did not know they could access, did not know they were eligible for.   Since SparkPoint also serves students' family members by increasing financial stability within the family unit, it creates s pathway for students' family members to also access college and increase their ability to break the cycle of poverty that has historically held back our under-resourced students. Additionally, SparkPoint works closely with EOPS, CalWORKs, TRIO, CWD, Puente, Food Grant Program students and Veterans to ensure that equity gaps are closed and that the work that is done is with social justice lens. Finally, over the past few years, according to studies performed by United Way Bay Area, Cañada College students enrolled in SparkPoint, have demonstrated up to a 21% increase in persistence compared to their non-SparkPoint counterparts.

6.Critical Question: How does this resource request support Latinx and AANAPISI students??(

More than 7 of out 10 students that SparkPoint serves with both financial coaching and basic needs (food and housing insecurities) are Latinx or AANAPISI.   These individuals include our undocumented community who is often not eligible for state and federal campus and community supports. Since our Food Market and Food Distribution is also open to the community, it is difficult to see about how many members of the Latinx and AANAPISI community actually benefit from SparkPoint services.

Map Request to College Goals and Strategic Initiatives

Which of Cañada College's Goals does this resource request support

Student Access, Success, and Completion,Equity-Minded and Antiracist College Culture,Community Connections

Which of Cañada College's Strategic Initiatives does this resource request support?

Ensure students (particularly part-time students) experience a sense of belonging and connection to the College that helps them persist and complete,Improve the financial stability of students ,Create and sustain an inclusive, antiracist, and equity-minded campus culture,Strengthen the college culture of continuous assessment and improvement in order to ensure all programs effectively serve students and close equity gaps,Better share what Cañada offers,Be the best college choice for local high school students,Strengthen K-

SparkPoint - Resource Request

16 pathways and transfer,Help meet the basic needs of Cañada students and other community members,Manage resources effectively

This position has been reviewed by the department or division and is recommended for hiring.

Dean/Director/Hiring Supervisor Name

Dr. Wissem Bennani

Date

11/03/2023