Advancing Retention Efforts with Emergency Aid

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Amy Geist, NASPA

Tuesday, March 6, 2018
Convention Center, 120 A
Today we will cover the following...

- NASPA’s current efforts around emergency aid
- Emergency Aid in Action at Seminole State College of Florida
- New and emerging emergency aid tools and resources
- Q&A
NASPA is committed to providing the higher ed community with the latest insights on issues that impact student affairs

NASPA's Research and Policy Institute (RPI) intentionally links research, policy, and effective student affairs practice in support of student success and strategic priorities of the Association.

To advance the student affairs profession, we:

 ✓ Conduct policy analysis to assess the impact on the profession
 ✓ Develop useful tools and resources for practitioners
 ✓ Provide and participate in webinars and live forums to share latest information on the latest topics
 ✓ Collaborate with other organizations and members focused on similar issues
 ✓ Generate original research
We know students face a number of non-academic challenges, which serve as barriers on their path to a degree.

- Homelessness
- Food insecurity
- Child care
- Unemployment
- Domestic abuse
- Transportation issues
- Rising tuition and fees
- LIFE!
In 2016, NASPA released the *Landscape Analysis of Emergency Aid Programs*

- Conducted with funding from the Bill and Melinda Gates Foundation
- Primary Goals:
  - Describe the current condition of emergency aid programs across institutional sectors
  - Highlight connections to student outcomes
  - Provide examples of exemplary practice
  - Surface emerging trends
As a result, NASPA and its partners co-created a working definition for emergency aid:

Emergency aid includes **one-time grants, loans**, and **completion scholarships** of **less than $1,500** provided to students facing an unexpected financial crisis, as well as **food pantries, housing assistance**, and **transportation assistance**.
The post-analysis of the survey revealed that there are five critical needs (beyond securing the resources)

- A **common language** to describe and discuss emergency aid
- More **compliance guidance** for administering emergency grants and loans
- A set of **procedures** to guide the development of new and existing programs
- Better **use of data** to identify students who need aid and assess the effect of programs on student success
- More **automated processing**
Now in our work with institutions, several questions arise when talking about emergency aid...

- How can we design a program to best meet the needs for our particular student demographics?
- How can we facilitate a more coordinated, aligned and/or integrated effort across the institution?
- How can we fund such an initiative or effort?
- What is the most effective communication strategy?
- How will we know we are successful?
To help institutions answer these questions, NASPA has identified six planning capacity areas

<table>
<thead>
<tr>
<th>Capacity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management</td>
<td>How are emergency aid offerings at the institution organized and implemented?</td>
</tr>
<tr>
<td>Policy Implications</td>
<td>How clear are the requirements, application processes, and guidance laid out for students, faculty, and staff?</td>
</tr>
<tr>
<td>Measuring Success</td>
<td>To what extent does the institution use data to identify the students who could benefit from aid the most? How does the institution assess the impact of the resources?</td>
</tr>
<tr>
<td>Technology</td>
<td>To what extent does the institution leverage technology and structures to make administering aid a more efficient process?</td>
</tr>
<tr>
<td>Securing Resources</td>
<td>To what extent does the institution allocate and leverage multiple sources to secure enough funding for the emergency aid program?</td>
</tr>
<tr>
<td>Increasing Awareness</td>
<td>What are the various mechanisms used to inform students, faculty, staff, and external stakeholders about emergency aid efforts?</td>
</tr>
</tbody>
</table>
Let’s hear from an institution which has successfully answered many of these questions...
**SEMINOLE STATE COLLEGE**

**OF FLORIDA**

Located in Seminole County
1 of 28 in Florida College System
#9 largest in FCS

29,014 students
55% female
43% male

<table>
<thead>
<tr>
<th>Location</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Altamonte</td>
<td>24%</td>
</tr>
<tr>
<td>Heathrow</td>
<td>6%</td>
</tr>
<tr>
<td>Oviedo</td>
<td>18%</td>
</tr>
<tr>
<td>Online</td>
<td>48%</td>
</tr>
<tr>
<td>Sanford/Lake Mary</td>
<td>49%</td>
</tr>
</tbody>
</table>

**2016-2017**

<table>
<thead>
<tr>
<th>Age</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt;18</td>
<td>4%</td>
</tr>
<tr>
<td>18-24</td>
<td>54%</td>
</tr>
<tr>
<td>25-34</td>
<td>25%</td>
</tr>
<tr>
<td>35+</td>
<td>17%</td>
</tr>
</tbody>
</table>

**Funding**

<table>
<thead>
<tr>
<th>Type</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grant/Scholarship</td>
<td>46%</td>
</tr>
<tr>
<td>Loans</td>
<td>25%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian</td>
<td>4%</td>
</tr>
<tr>
<td>Black</td>
<td>17%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>27%</td>
</tr>
<tr>
<td>Caucasian</td>
<td>46%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
</tbody>
</table>
Seminole State Emergency Aid Programs

- Food Pantry
- Free Bus Transportation
- Completion Grants
- Emergency Aid Grants
- Childcare Assistance
- Destination Graduation
HOW DESTINATION GRADUATION BEGAN...

- Lumina Foundation Community Partnership for Attainment (CPA) 2015-16
- Partnership between Heart of Florida United Way, Central Florida College Access Network & Seminole State College of Florida
- Beyond college access and beyond tuition/scholarships
Mission & Purpose

• **Purpose:** To help at-risk students overcome nonacademic barriers in order to stay in school and complete their degree

• **Target Audience:** Low-Income/ First Generation Students but open to all students

• **Criteria:** Ability to sustain basic needs and persist in school

• **Reasons for Service:** Unforeseen or unanticipated emergencies

• **Eligible Services:** Short-term one-time assistance
Stakeholders at Seminole State

Student Development (Liaison)  
Advising & Counseling Office  
Registrar  
Veterans Office  

Student Services  
Financial Aid Office  
Campus Deans  
Foundation
Marketing/ Outreach

- **STUDENT VETERANS**
  - Call 2-1-1
  - Text 2-1-1
  - Chat

- **DESTINATION: GRADUATION**
  - Graduate or Drop-Out?

- **1 Page Flier**

- **Digital Ad**

- **Palm Card**

- **Campus Posters**

- **Targeted E-Blast**

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DESTINATION: GRADUATION

How It All Works

1. Timely Identification of At-Risk Students

2. 2-1-1 Specialist Connects to 2000+ Resources

3. Case Manager for Emergency Financial Assistance

4. Increased Re-Enrollment & Graduation Rates!

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# Measuring Success

## DEMOGRAPHICS

<table>
<thead>
<tr>
<th>Average Age</th>
<th>31 (Range 17 – 83)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>72%</td>
</tr>
<tr>
<td>Male</td>
<td>27%</td>
</tr>
<tr>
<td>Transgender</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Race/ Ethnicity</strong></td>
<td></td>
</tr>
<tr>
<td>Black/African American</td>
<td>44%</td>
</tr>
<tr>
<td>White/Caucasian</td>
<td>26%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>23%</td>
</tr>
<tr>
<td>Multiracial or Other</td>
<td>6%</td>
</tr>
<tr>
<td>Military Veteran</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Employment Status</strong></td>
<td></td>
</tr>
<tr>
<td>Part-Time</td>
<td>35%</td>
</tr>
<tr>
<td>Full-Time</td>
<td>27%</td>
</tr>
<tr>
<td>Unemployed (includes benefits)</td>
<td>34%</td>
</tr>
<tr>
<td><strong>Enrollment Status</strong></td>
<td></td>
</tr>
<tr>
<td>Part-Time</td>
<td>46%</td>
</tr>
<tr>
<td>Full-Time</td>
<td>44%</td>
</tr>
<tr>
<td>Not Currently Enrolled or Enrolled Next Semester</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Household Type</strong></td>
<td></td>
</tr>
<tr>
<td>Single (No Children)</td>
<td>48%</td>
</tr>
<tr>
<td>Single (w/ Children)</td>
<td>36%</td>
</tr>
<tr>
<td>Married (w/ Children)</td>
<td>10%</td>
</tr>
<tr>
<td>Married (No Children)</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Referral Source</strong></td>
<td></td>
</tr>
<tr>
<td>Counselor/Advisor</td>
<td>63%</td>
</tr>
<tr>
<td>Faculty &amp; Staff</td>
<td>20%</td>
</tr>
<tr>
<td>Email/Marketing (2-1-1)</td>
<td>16%</td>
</tr>
</tbody>
</table>

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Measuring Impact

$107,000 in emergency aid disbursed
- Representing 138 students
- Average award of $775

40 Financial Aid referrals to direct funds = $20,000

100+ Transportation vouchers distributed = $2,200

40 Emergency food bags distributed = $585
PROBLEM METRICS

- 877 students assisted through Destination Graduation from 2015-2017
- The #1 requests for service were housing and tuition assistance
- This was followed by internet and utilities, transportation, and textbook assistance
- Six percent of requests were for childcare, disability testing, and other (such as healthcare)

EMERGENCY REQUESTS

- Housing: 30%
- Tuition Costs: 30%
- Internet & Utilities: 17%
- Transportation: 9%
- Textbooks: 8%
- Testing: 2%
- Childcare: 2%
- Other: 2%

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Achieving Results

76% persistence rate

Compared to:

- 68% of all low-income students
- 61% of low-income students in crisis

• 20% increase in re-enrollment rates when compared to DG students in crisis but not assisted (61 to 76 percentage points)
Funding

- Grant from Lumina Foundation
- Grants through Foundation
- Financial aid fee monies
- United Way capital campaign – HFUW staffing
- Westgate Resort Foundation - $15,000
- AT&T - $5,000
- Bank of America - $10,000
- Westgate Resort Foundation - $20,000
Now Live: The Emergency Aid Community of Practice Website

STUDENT ARC
Advancing Retention in College

A one-stop resource to support your emergency aid efforts

www.StudentARC.org

★ Learn more about emergency aid fundamentals
★ Obtain useful tools and resources to support your efforts
★ Review examples to see how other institutions are implementing emergency aid across the country
★ Stay up-to-date on the latest emergency aid news and research
★ Opportunity to share your insights with other practitioners

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Student ARC
Advancing Retention in College with Emergency Aid

Student ARC is a collection of tools, reports, news and insights into the myriad ways institutions across the nation support students with timely, small amounts of money or other resources. Student ARC aims to be the ultimate resource for news and knowledge on emergency aid. Emergency aid is a useful lever to retain college students who face unexpected financial crises.
Our Mission

Following the release of several reports about emergency aid, a need was identified - the higher education community would benefit from a robust online resource for information on what emergency aid is, how emergency aid programs are created, managed and sustained, and how the right emergency aid efforts can improve student retention.

In 2017, Student ARC was launched. Here, administrators and professionals at institutions that provide direct support to students can explore emergency aid strategies, learn about strengthening and sustaining emergency aid efforts, and contribute their own views and resources to the conversation.

Student ARC’s mission is to increase student retention in colleges and universities across the nation by:

- Emphasizing the value of emergency resource offerings at higher education institutions.
Critical Components

The conversation around emergency aid is an ever-evolving process based on these six core elements.

**Management**
An important element in maximizing the impact emergency aid can have on student retention is dedicating leadership to oversee and guide the process.

**Securing Resources**
To sustain emergency aid efforts, institutions should look for innovative ways to support students in need and identify multiple sources of funds.

**Policy Implications**
Institutions must ensure that emergency aid complies with federal and state guidelines and decisions about aid distribution are consistent and fair.

**Technology**
To truly meet the urgent needs of students, smart systems can ensure emergency aid resources are delivered quickly and effectively.

**Increasing Awareness**
To successfully deliver emergency aid, colleges and universities must strategically raise awareness about the available resources.

**Measuring Success**
To understand the impact of emergency aid on student success and continually improve services, colleges and universities can use and analyze data.
Critical Components

These six critical components highlight the capacity institutions need to have in order to build and successfully administer emergency aid resources. Each critical component and its associated resources can be explored further by visiting its page below. Understanding these critical components, and assessing institutional capacity through use of the emergency aid rubric, will support institutions in creating or sustaining different types of emergency aid.

Increasing Awareness
To successfully deliver emergency aid, colleges and universities must strategically raise awareness about the available resources.

LEARN MORE
The community of institutions interested in emergency aid continues to grow. We’ll collect and catalog many of the developed resources and tools so they can be discovered, shared and improved upon by the evolving emergency aid community. Browse this library of tools and resources for implementing, evaluating and improving emergency aid at colleges and universities.

What are you looking for?
- Types Of Resources
- Types Of Aid

REPORT
Landscape Analysis of Emergency Aid Programs
Review NASPAs comprehensive report on the current landscape of emergency aid

REPORT
Distributing Emergency Aid to College Students
Wisconsin Hope Lab outlines ten recommendations for the implementation of emergency aid.

REPORT
Emergency Aid Lab Executive Summary
The Lab helps share knowledge about emergency aid, build a community of practice and create a playbook for implementation.
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Browse this library of tools and resources for:

- Types Of Resources
  - All
  - Events
  - Graphics
  - Presentations
  - Reports
  - Videos

- Types Of Aid

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Tools & Resources

The community of institutions interested in emergency aid continues to grow. Participants, students, researchers, and college and university leaders are sharing resources and developing tools to strengthen this work. Here you will find a collection and catalog of many resources and tools discovered, shared, and improved upon by the evolving emergency aid community. Search and review reports, videos, and presentations, learn about events, and explore tools to help improve and expand the use of emergency aid.

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What are you looking for?

Content Type
- All
- Events
- Graphic
- Presentations
- Reports
- Videos

About Emergency Aid

Types Of Aid

Submit
Tools & Resources

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Content Type
About Emergency Aid
Types Of Aid
Submit
Tools & Resources

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What are you looking for?

Content Type  

About Emergency Aid  

Types Of Aid

All
Campus Vouchers
Completion Scholarships
Emergency Loans
Food Pantries
Restricted Grants
Unrestricted Grants
Housing Assistance
Emergency Aid Rubric: Building a Comprehensive Emergency Aid Program at Your Institution

NASPA

Emergency aid is a powerful tool campuses can use to promote student retention and success. Institutions should design their emergency aid program to meet the needs of its student population, there are fundamental principles that every campus should consider when administering emergency aid to maximize its effectiveness.

The purpose of this rubric is to help campuses further understand and self-assess how well their emergency aid efforts adhere to these principles. The rubric leverages and codifies the research used to develop the Landscape Analysis of Emergency Aid Programs, which presents the 10 components of a robust emergency aid program. The emergency aid rubric is not meant to be a comprehensive program evaluation for an institution’s emergency aid program, but rather a mechanism for campus leaders to have thoughtful conversations about the current strengths of their efforts and to surface areas that may require additional attention.

The rubric is designed to be used as a continuous improvement tool to help campus leaders better envision what more they can do to build a comprehensive emergency aid program.

After exploring the rubric below, please contact us with any questions! Let us know what you learned applying the tool or how you scored yourselves on the various elements. Send us a question or comment directly at studentarc@naspa.org. Click here to download a version for print.
<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>FORMING (1 point)</th>
<th>EMERGING (2 points)</th>
<th>FUNCTIONING (3 points)</th>
<th>EXEMPLARY (4 points)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Vision/plan:</strong> To what extent has the institution’s leadership set and given a clear charge for an emergency aid program?</td>
<td>- There are several emergency aid resources available to students however, a plan or vision has not been articulated by senior leadership that promotes a comprehensive, institutionwide emergency aid program.</td>
<td>- Emergency aid resources are in place and senior leadership is in the process of developing an initial plan for using emergency aid as a strategy to support student success.</td>
<td>- Senior leadership has presented a vision for a comprehensive emergency aid program that identifies the types of resources the institution should offer; however, each emergency aid resource area is currently at varying levels of implementation.</td>
<td>- Senior leadership has presented a vision for a comprehensive emergency aid program that articulates the type of emergency aid resources the institution should offer. The plan includes realistic estimates of student need and demand; availability of resources (i.e., funding, staff); and desired scale and visibility of the program.</td>
</tr>
<tr>
<td><strong>Ownership:</strong> Is there a clear office/department/individual responsible for the emergency aid programs implementation and success?</td>
<td>- There is neither a clear person nor team designated to serve as the coordinator of the institution’s emergency aid efforts.</td>
<td>- There is a loosely formed team that has a minor role in managing emergency aid efforts, and the institution is in the process of identifying how best to implement and monitor the emergency aid program.</td>
<td>- A dedicated person or team has been identified to lead the emergency aid program; however, roles and responsibilities are still being defined.</td>
<td>- There is a dedicated person or centralized team whose primary purpose is to implement and manage the institution’s emergency aid program.</td>
</tr>
<tr>
<td><strong>Implementation:</strong> Is implementation seen as the responsibility of multiple people/departments across the institution?</td>
<td>- Implementation is seen as the responsibility of multiple people/departments across the institution.</td>
<td>- Some emergency aid resources have clear owners and are recognized throughout the institution; however, this level of awareness is not seen across all areas of the emergency aid program.</td>
<td>- The individual or team primarily serves as a coordinating body that manages program logistics and reporting but has little to no authority to make programmatic decisions.</td>
<td>- The charge of the individual or team is clearly defined and understood by relevant stakeholders.</td>
</tr>
<tr>
<td><strong>Leadership:</strong> Is leadership given the authority to make critical program decisions?</td>
<td>- Leadership needs to be understood by the campus community is engaged in the effort.</td>
<td>- Relevant stakeholders at the institution understand and are invested in the vision and the work underway.</td>
<td>- The individual or team’s existence and/or role is only understood by a few institution stakeholders.</td>
<td>- Roles and responsibilities of the individual or team are developed and aligned with the institution’s emergency aid plan, and leadership has given them the authority to make critical program decisions.</td>
</tr>
</tbody>
</table>
About Emergency Aid

To successfully grow emergency aid at any institution — and to strengthen the community of practice around urgent support for students facing an unexpected financial crisis — institutions need a common language for key concepts. Consistent messaging and a shared understanding of key concepts about emergency aid will help grow and strengthen the field. This consistency and common language will also help inform policymakers, donors, institution and community stakeholders, and students about the benefits of emergency aid and the ways it can contribute to student success. As the conversation is ongoing, this collection of key terms and fundamental questions will grow to reflect the current state of the emergency aid community as it evolves.

Key Terms
Frequently Asked Questions

What is emergency aid?
Can you recommend any best practices for colleges or universities to work toward with emergency financial aid?
What constitutes an emergency?
By working together and learning from one another, the community of institutions, associations, researchers, media and others working to expand and develop emergency aid — from small grants, completion scholarships and short-term loans to food or housing assistance and on-campus vouchers — can support the establishment and strengthening of emergency aid programs at higher education institutions across the United States. Together, this community can ensure that students have the resources and support they need in a time of financial crisis. Using the form below, share your personal stories about how programs across the spectrum of urgent student aid have helped students alleviate financial crises. Contribute a tool or resource that has helped you and your contribution may help strengthen this work at another institution. You can upload reports, presentations, videos, event information and more.
Want to contribute to the expanding community of knowledge around emergency aid? Use the form below to tell us about a resource you have found valuable. You can include a link to the resource, including photos, articles, websites, videos, infographics, reports, events and presentations.

Full Name

Job Title

Email Address

Institution/organization

Describe the resources, tools, programs or information you would like to share with us.
Insights

Find blogs, interviews and news about emergency aid and the evolving community working to deliver vital resources to students in need. Browse through the newest additions, or sort the information by type of aid or the different key elements that make up emergency aid.

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What are you looking for?

Content Types
About Emergency Aid
Types Of Aid
Introducing Student ARC
NASPA announces a new website to support institutions that desire to or currently offer emergency financial resources to students in need.

It's Hard to Study if You're Hungry
Financial aid must be reformed to address the real price of college, which cannot be calculated without factoring in food and shelter.

Inside the Campaign to Help Feed Hungry College Students
Food-insecure college students are more likely to skip class because of hunger and the Higher Ed Act rewrite could make things worse.
Critical Components

When A Few Bucks Can Get Students to the Finish Line
Colleges with the ability to offer quick and small doses of financial support can ensure success for students in need.

NY Times / March 14, 2017

Rooting Emergency Aid in Dignity and Institutional Mission
NASPA sits down with Kathryn Hutchinson, Ph.D., vice president for Student Affairs at St. John’s University.

Student ARC Interview / December 27, 2017

Small Grants, Big Impact
Microgrants can provide quick and lasting relief for college students in need of emergency aid.

Inside Higher Ed / February 22, 2016

More Insights
Closing Thoughts...

- Students facing unexpected financial crises is an inevitable reality; emergency aid has the potential to be an **impactful tool** to support retention, persistence, and completion.

- A strong emergency aid program requires a campus to effectively **collaborate** between multiple departments/offices.

- Use **data** to tell your story, highlight the moral imperative, and show impact.

- Having an emergency aid program is more than just administering funds and resources to students. We must work with students to understand their **unique story** to provide them with the best support possible.
Thank you for joining us today!

Please remember to complete your online evaluation following the conference.

See you in Los Angeles in 2019!