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Leveraging External Partnerships to Augment Programming

Beyond the Campus Food Pantry: Scaling Student Support through External Partnerships



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Prince George's Community College
she/her/hers



Providing Context

59%

of students experience at
least one form of basic needs insecurity

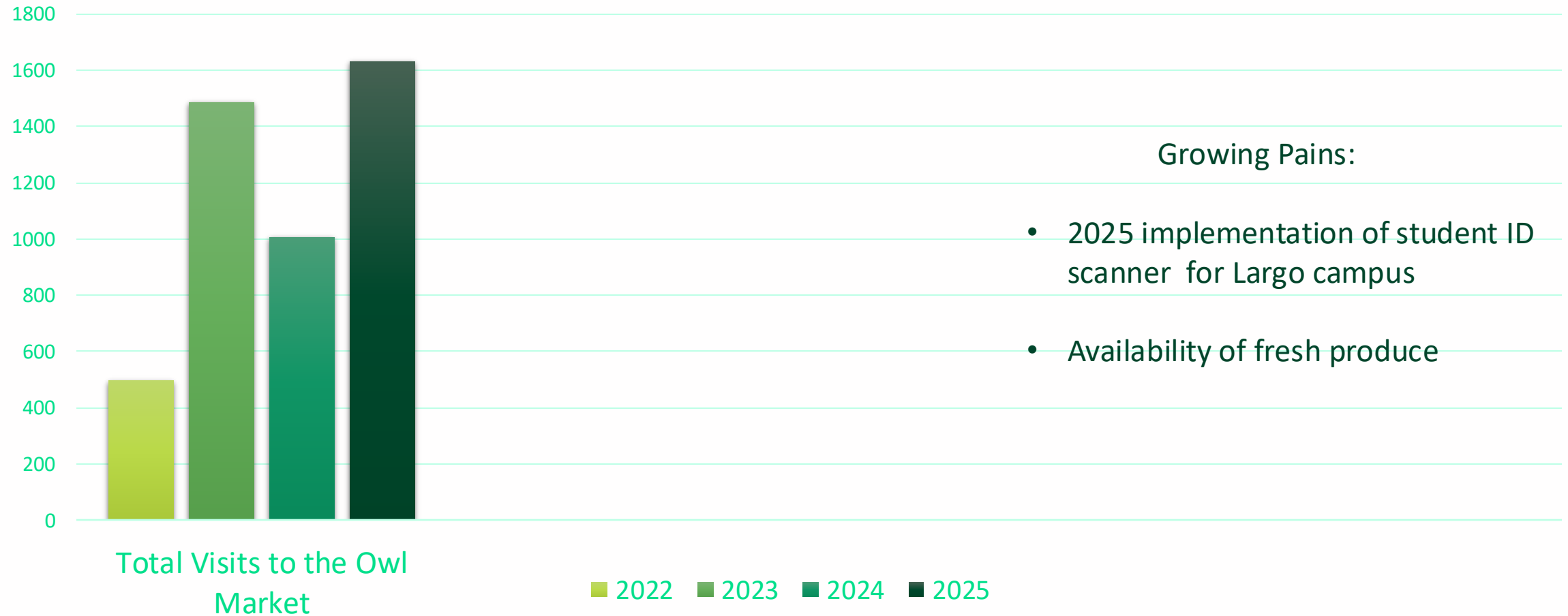


Basic Needs Insecurity Among Community College Students



Source: The Hope Center 2023-2024 Student Basic Needs Survey Report

Growth of the Owl Market (2022-2025)



Growth of the Owl Market (2022-2025)



Owl Market at LCC



Owl Market Swag Models



Owl Market at UTC



External Partnerships

"Individually, we are one drop. Together, we are an ocean."

-Ryunosuke Satoro



«» Why Partnerships Matter

- College students face disproportionate SDOH barriers (food, housing, transportation, healthcare).
- Mental health outcomes are directly tied to these structural factors.
- Declining federal support means camp

*Mr. and Mrs. Philip and Ginette Jean,
Owners SOFGI Farms*



«————» Keys to Building Partnerships

- Identify gaps first.
- Approach partners with mutual benefit.
- Formalize agreements (MOUs)
- Sustain with communication & evaluation

*Ms. Gwen and Maiya,
Owner of Love Bug Farm*



She Rises, Inc. Augmenting Programming: Family Support

- OWLS Nest monthly diaper service with SheRises, Inc.
- More than 500 applications have been completed since the program began
- PGCC initiated the program in January 2024
- Entered into MOU agreement August 2024



Sherise Holden, Founder

Us Helping Us Inc. Augmenting Programming: Health Equity



- Health Access: Monthly STI/HIV testing, reproductive health education
- Expanded role with changing political landscape (MD)
- Entered into MOU agreement August 2024

Naudiah and Dr. Jermaine Wyatt

Ujamaa Farming Collective Augmenting Programming: Food Insecurity

- Fresh produce provided by Ujamaa Collective Farmers (late spring-early winter)
- \$10,000 MFARM Grant will help sustain this partnership produce for the 2025-2026 academic year
- Cultivated from a networking event, the partnership began August 2024



Miriam, Sisters of the Soil



Student Outcomes

"gracias por audarnos."

(Student Satisfaction Survey March 2025)



STUDENT IMPACT

“Gracias por la ayuda que nos brindan dado el estudio de inglés y dando pañales.”

“The diaper program at PGCC was incredibly helpful during my baby’s first year. It provided much-needed support by ensuring we always had diapers available, which relieved a significant financial burden and allowed me to focus more on caring for my baby.”

OWLS NEST DIAPER SERVICE (1/24)

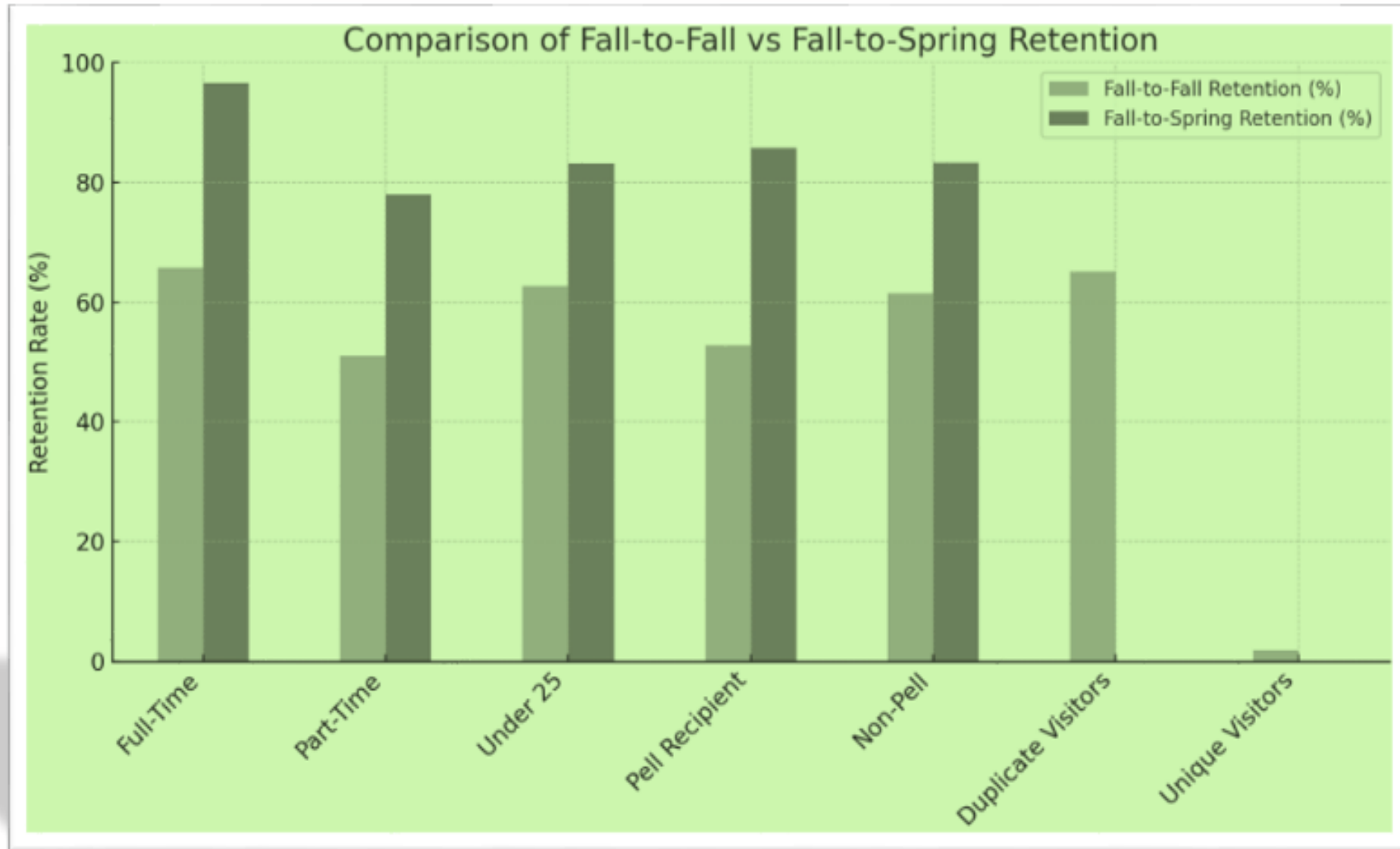
- 500+ applications since the start of the program
- Approximately 200 unduplicated student visits

HEALTH ACCESS (8/24)

- Partnership with Us Helping Us, Inc.
- Services include on-site STI/HIV Testing, Reproductive Health Education, Contraception

OWL MARKET FRESH PRODUCE (7/24)

- More than 5900+lbs of produce were donated from area Farmers
- Fresh produce given to students, staff and community members



Lessons Learned Along the Way

Being ready is a myth. You start. You suck. You figure it out. You get better.

START SMALL, PILOT, THEN SCALE



LEVERAGE COMMUNITY ORG CAPACITY



CENTER STUDENT VOICE IN DESIGN



PARTNERSHIPS = RESILIENCE = SUSTAINABILITY



Farmers of Olalekan Farm



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Thank you!

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Transforming Food Access through Digital Grocery Spending Cards



Amirah Dales, MPH, PMP
Strategic Initiatives Manager,
Capital Area Food Bank
she/her/hers



Janneice Williams, MA,
TRiO Student Support Services
Program Advisor,
Prince George's Community College
she/her/hers



Background



About TRiO

- TRiO Student Support Services (SSS) is a federally funded under the Higher Education Act of 1965.
- The purpose is to provide wraparound services to first generation college students, low-income students, and students with disabilities.
- Services include academic and career advising, tutoring, academic and financial workshops, college tours, and social/cultural events.



PGCC Support Services

- Students have access to a variety of resources that aid in their success:
 - Disability Support Services
 - S.T.R.I.V.E.
 - Tutoring at the Learning Commons
 - Veterans Services
 - Wellness and Mental Health Center
 - The Owl Market!



PRINCE GEORGE'S
COMMUNITY COLLEGE

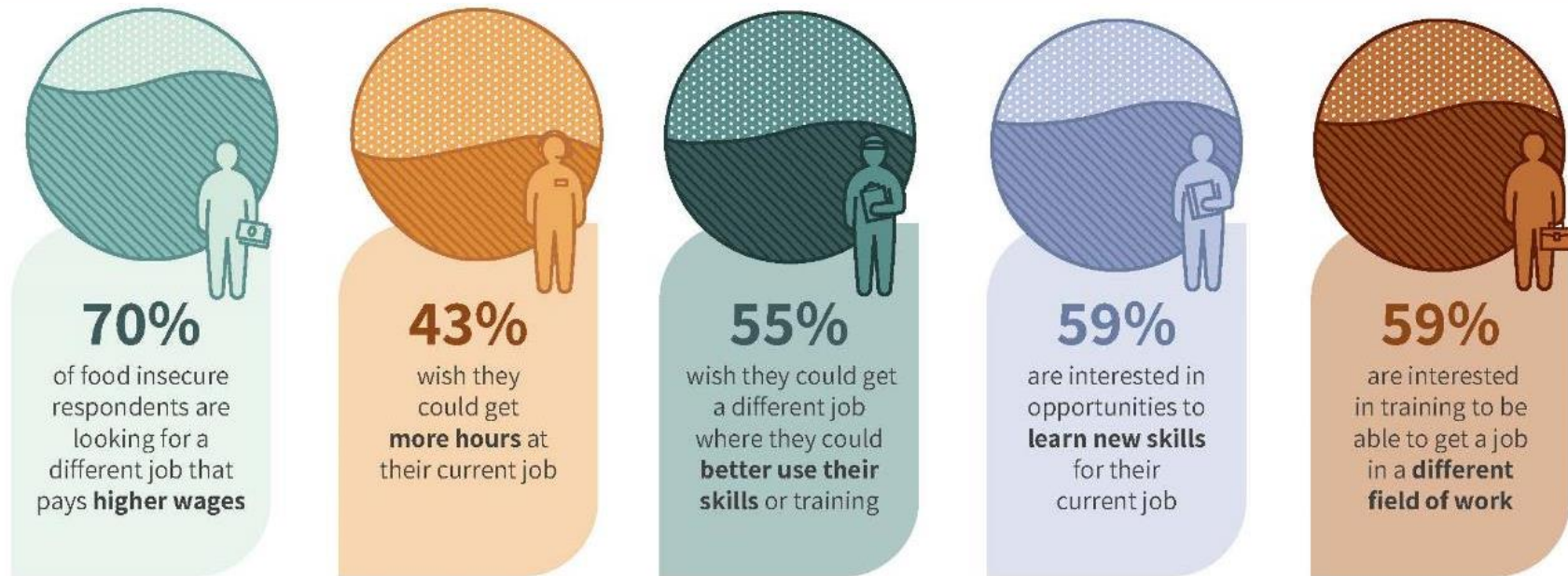
About the Capital Area Food Bank

- Since 1980, the Capital Area Food Bank has existed to help solve the problem of hunger across the Greater Washington region.
- While hunger does not discriminate, it widens inequities and disproportionately affects those who are already vulnerable.
- The mission of the Capital Area Food Bank is to help our neighbors thrive by creating more equitable access to food and opportunity through community partnerships.
- CAFB takes a client centered and data-informed approach to our work.



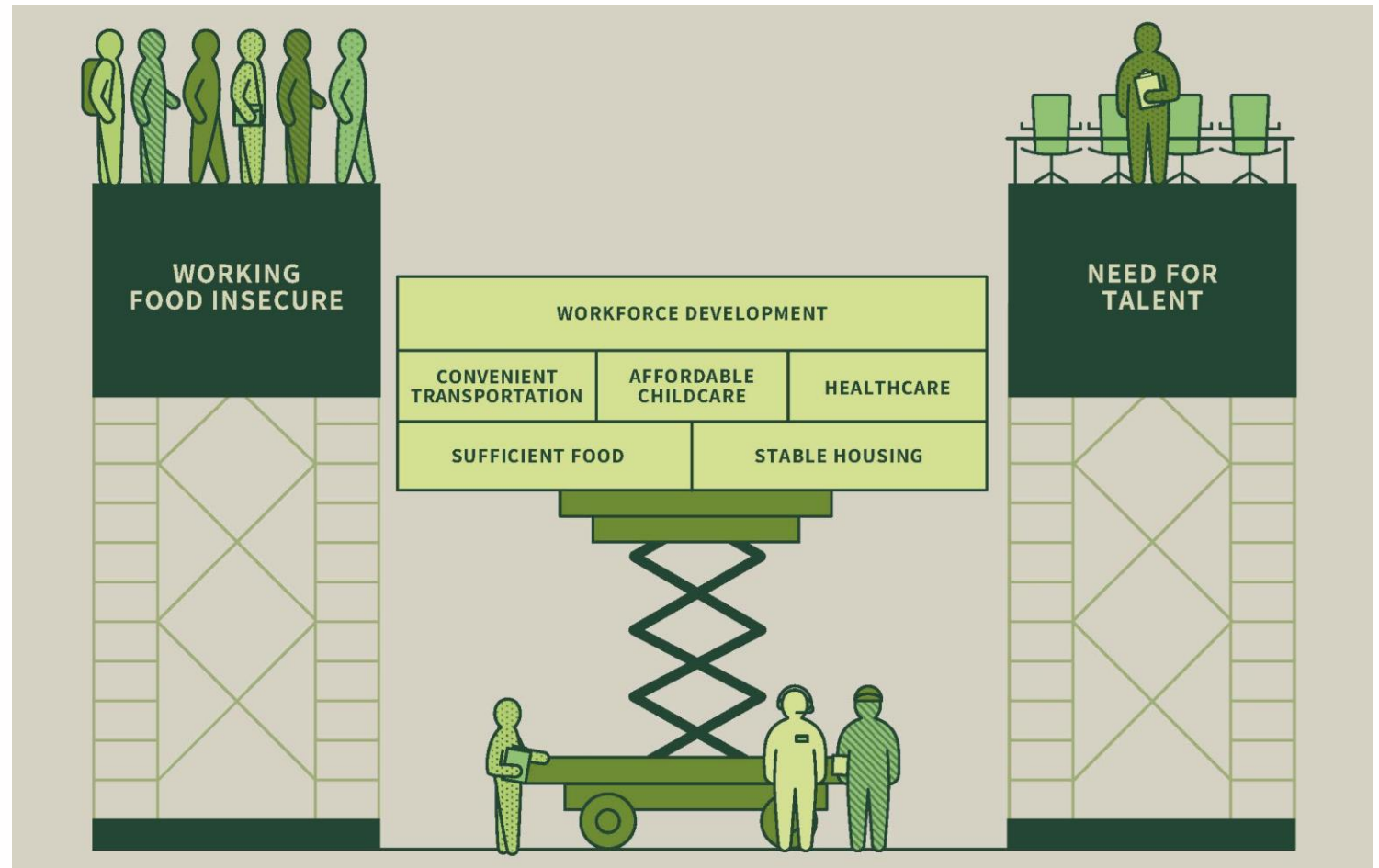
Food Security + Upward Mobility

- CAFB's research finds that **36%** of households (1.5M people) across Greater Washington are food insecure.
- The food insecure population is **predominantly employed** and over half have some **college education**.
- CAFB's research with food insecure individuals shows **high levels of interest in upward mobility** and increasing earning potential



Supporting Workforce Development

- While there are numerous accessible, impactful workforce development programs across the region to address this issue, many adults lack the **financial resilience** to pause income generation to invest in growing their income potential.
- **Wraparound services** are a critical enabling factor for enrollment, retention, and completion of these programs.



Partnership History & Strategic Alignment

- Mission & Vision Alignment
 - PGCC Goal 2 - Optimize pathways to graduation, transfer, or entering workforce,
 - PGCC Goal 4 - Reimagine workforce innovations and strategic partnerships
 - CAFB Mission - Help our neighbors thrive by creating more equitable access to food and opportunity through community partnerships
- Service Area & Population Alignment
- Internal Capacity Alignment

Phase 1 – Home Delivery:

- DoorDash delivered boxes to the homes of PGCC students
- Started with a minimum of 50 students
- Determined to sunset Home Delivery and pivot to a gift card model based on survey responses

Phase 2 – Gift Card Pilot

- Partner with iQPay
- Achieved caseload of 50 (now 76)
- Conducting analysis based on academic data to extrapolate effects of the program

November 2022

September 2024

Present



Pilot Activities

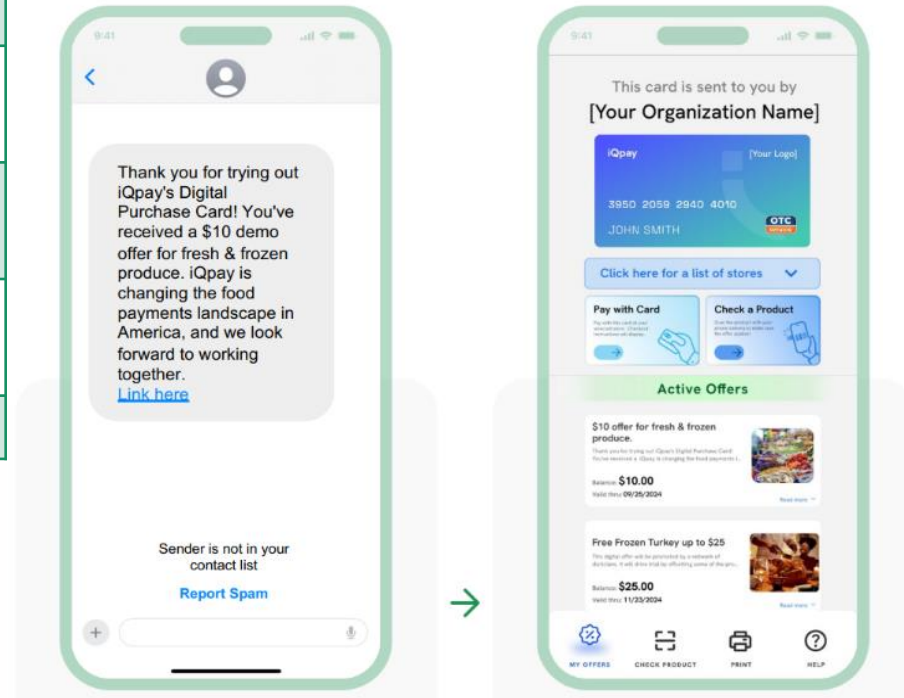


Digital Grocery Gift Cards - Operations

- **Distribution model:**

iQPay
Digital payment platform where PGCC can issue digital gift cards and define purchasing guidelines (i.e., only purchase food)
Gift cards expire after 30 days and has built in reminders, encouraging high-utilization
Students can use gift cards at Food Lion, Giant, Acme, Balducci's, CVS, Dollar General, Family Dollar, Kroger, Rite Aid, Walmart, and Safeway
IQPay is actively working to expand the grocery store offerings – Aldi in 2026

- **\$150 per student per month, \$30 per additional household member**
- **Exhibit continuum of care**
 - Committed to supporting each student through the end of their enrollment
- **Data collection**
 - PGCC enrollment / application process
 - Pre- and post-surveys for each student



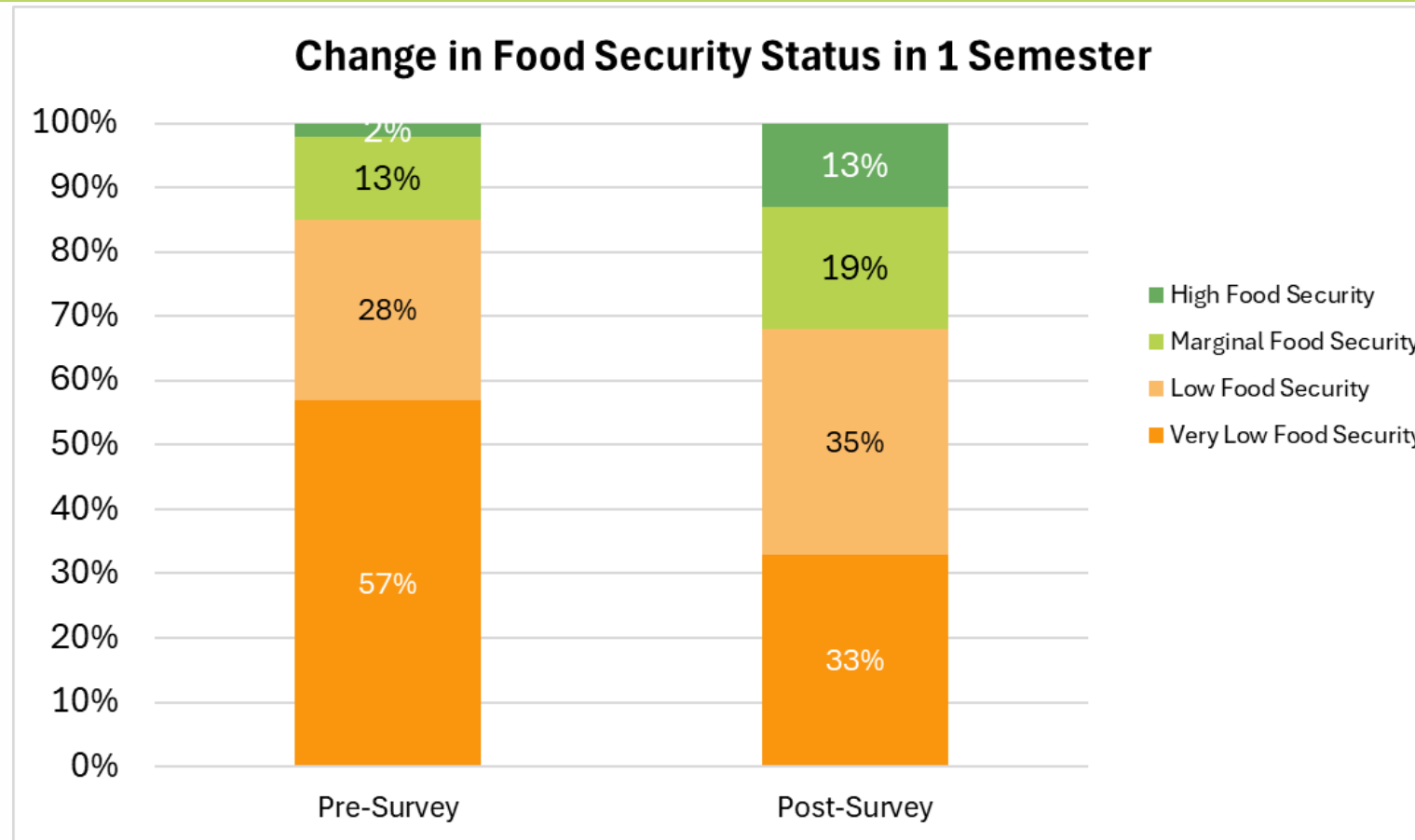
Digital Grocery Gift Cards - Evaluation

Data Type	Collection Method	Measuring	Timeline
Primary Self-Reported Impact Provided by student	Pre-/Post-Survey	• Food Security Score • F/V Consumption • Financial Tradeoffs • Perceived Impact on Academic Success • Satisfaction • Foods Purchased	Each student completes one pre-survey when they first join the pilot. Each student completes post-surveys at the end of each semester they are enrolled.
Secondary Academic & Demographic Data Reports Provided by partner	Raw Data Files	• Demographics • Course/Track • Retention • Enrollment Intensity • Course Success • Completion / Graduation	We are in the process of collecting academic data since pilot inception. Freq. for collection is likely to follow the Fall-to-Fall timeline for credit programs, and at course end for workforce programs.

Control Group – Either Retrospective or Prospective

Food Security Outcomes of TRiO Students – 1 Sem.

Very low food security was reduced by 42%, outperforming SNAP's 20% reduction¹. (n=54)



¹Ratcliffe, C., McKernan, S.-M., & Zhang, S. (2011). How Much Does the Supplemental Nutrition Assistance Program Reduce Food Insecurity? *American Journal of Agricultural Economics*, 93(4), 1082–1098. <https://doi.org/10.1093/ajae/aar026>

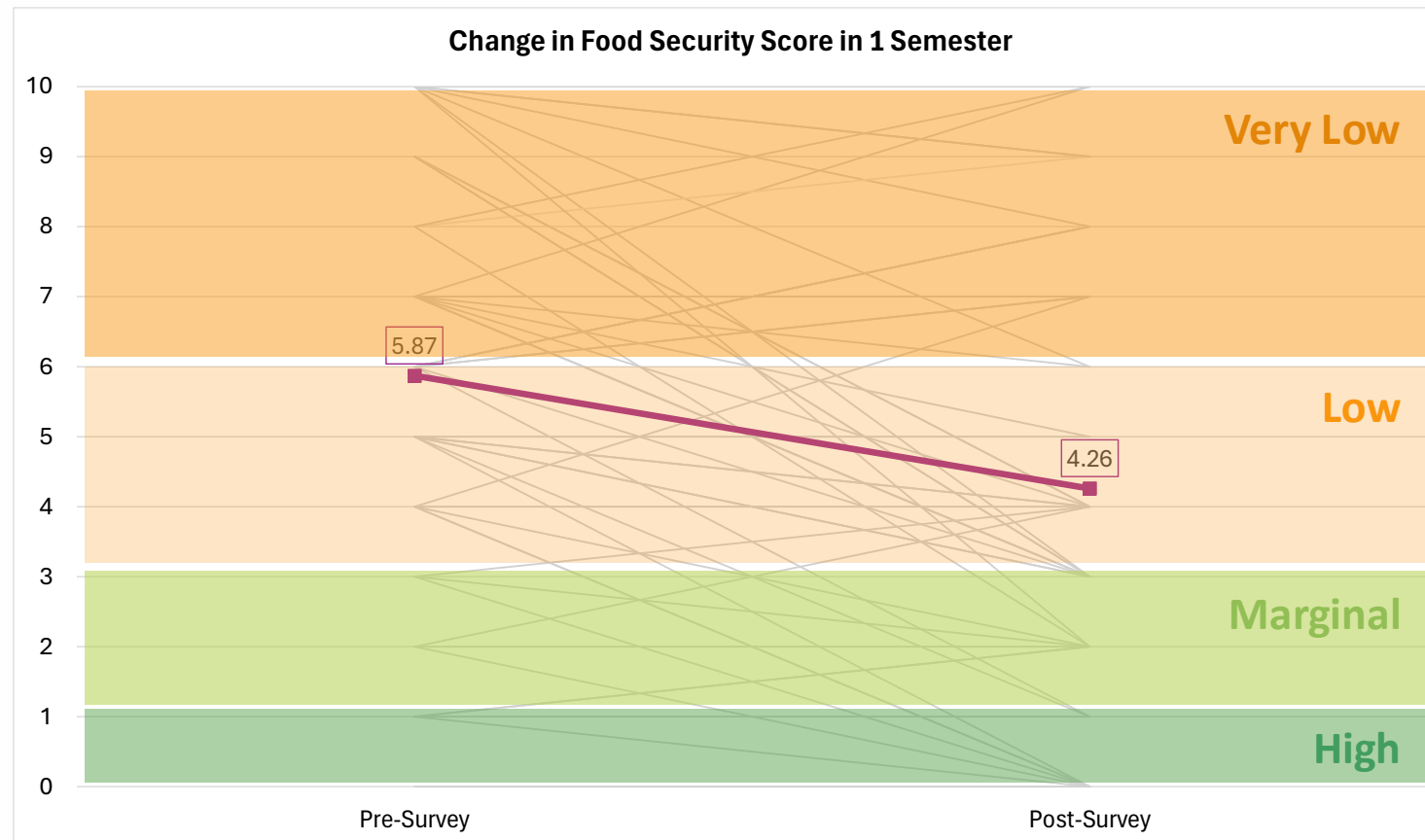
Food Security Outcomes of TRiO Students – 1 Sem.

On average, food security score (0-10), was positively reduced by 1.61. ($n=54$)



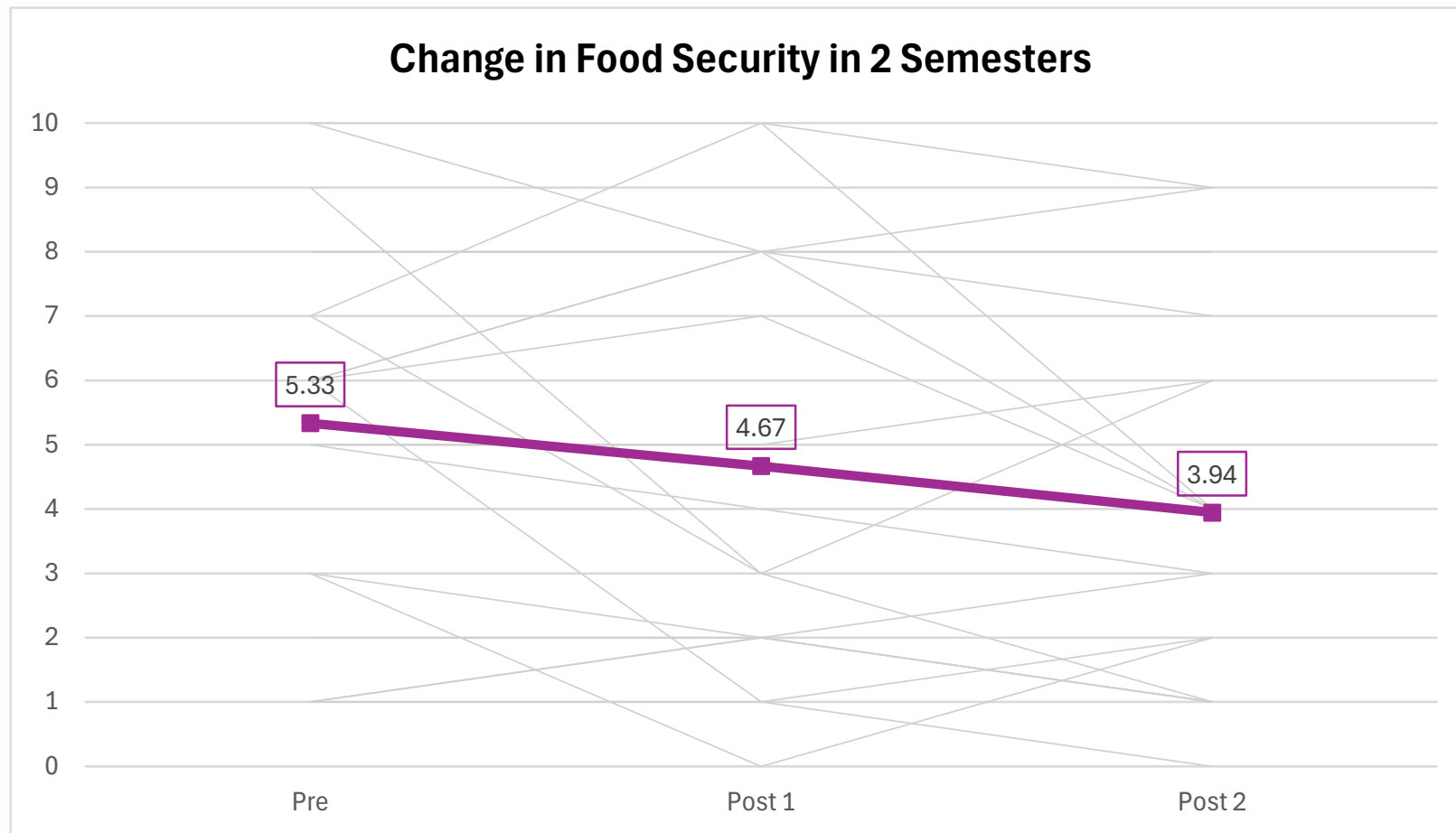
Food Security Outcomes of TRiO Students – 1 Sem.

On average, food security positively shifted from “very low” to “low”. ($n=54$)



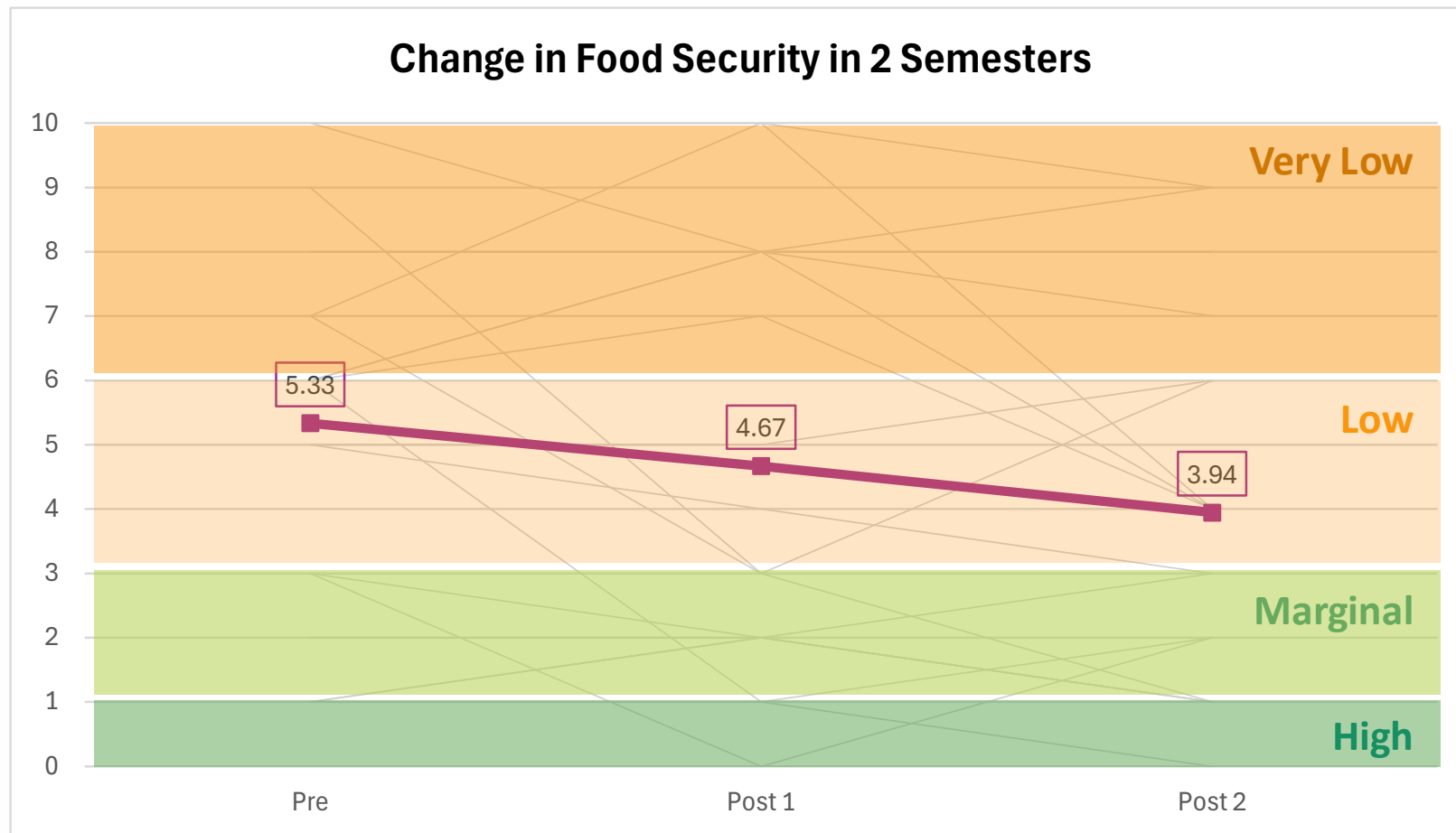
Food Security Outcomes of TRiO Students – 2 Sem.

On average, food security score (0-10), cumulatively reduced by 1.31. ($n=18$)



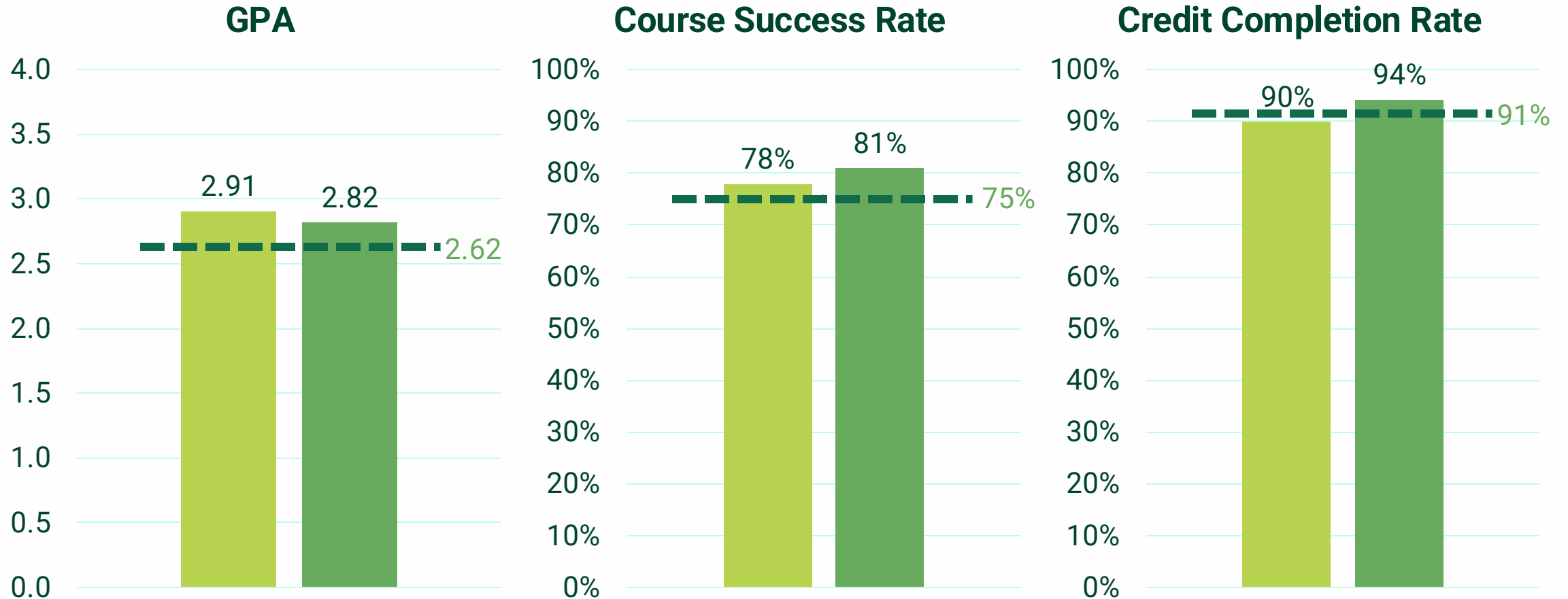
Food Security Outcomes of TRiO Students – 2 Sem.

On average, food security score (0-10), cumulatively reduced by 1.31. ($n=18$)



Academic Outcomes

■ 1 semester served (n = 54) ■ 2 semesters served (n = 18) - - - Control (all other TRiO students) (n = 205)



Quotes from Students

This is **the best financial help** I have received through my institution, and it has helped me and my family a great deal. The help lessened the burden on my shoulders and provided me with a piece of mind to **concentrate more on my academics.**"

"The program was helpful and **allowed me to buy healthy groceries.** I was able to **pack nutritious lunches for my daughter** to have at school. Groceries have gone up and I hadn't been able to purchase the things I really needed. My daughter has had less junk food since being able to buy food to cook. Prior to the gift card I ate a lot of Wendy's and McDonald's. Thank you again for your support."

"My mother and I's relationship has been very much improved since this car put me more in a responsible position, as I **becoming the woman that I dream** of and taking care of myself."

Impact & Future of Partnership

PGCC Perspective

Reducing food insecurity increases the likelihood of student persistence and academic success

Co-publish impact reports with CAFB to highlight outcomes

Use program data to secure new grants and advocate for policy support

Leverage the CAFB partnership to connect with additional resources- Basic Needs Hub

CAFB Perspective

Continue to establish impact with data collection efforts – explore utilizing focus groups

Explore expansion to other areas of PGCC

Explore strategic ways to diversify funding to ensure sustainability and continued service

Continue to share findings



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Thank you!

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