

Destigmatizing and Normalizing Basic Needs Support and Use of Public Benefits from the Start

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Macomb Community College

- Metro-Detroit area; 4 campuses: 2 main, 2 program-specific
- 2021-22 Enrollment: 22,428
 - Pell recipients: 39%
- Program highlights- manufacturing/skilled trades apprenticeships and certificates, Centers for Health Careers, Dental clinic, Early College/Dual Enrollment
- Basic needs program- conversations starting in 2010
 - SOS office launched in 2012
- Trellis Student Financial Wellness Survey 2022
 - Respondents: 44% housing insecure, 40% low/very low food security




Current SOS program

Supports	How we provide them
Community resource referrals	Participate in local county networks, in person and email listservs, United Way 211
State benefits application assistance	Training through MI Dept. of Health and Human Services
Emergency financial grants	2 full-time SOS staff and involved leadership review weekly; work closely with Foundation for fundraising and Financial Aid
College referrals	Active on work teams, councils, etc.
“Extras”	Apply for local CDBG funding for non-tuition scholarships; work with workforce development agency; MCC-specific grants; Trellis survey

Day-to-day process

- Traditionally: students referred by faculty, staff, new student orientation, classmates, student portal; outreach for specific programs/scholarship opportunities
- Holistic evolution: students' initial meetings with counselors, placement testing, etc.
- Most recent intentional outreach: Proactive contact based on application information, working closely with other onboarding supports like Success Coaches



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**Student Options for Success (SOS)
Assistance Request**

For help with this form contact:
sos@macomb.edu
586.447.8609

SOS connects Macomb Community College students to helpful, need-based community resources. By providing additional tools to help students achieve their goals, SOS supports students in their attainment of academic credentials, ongoing financial stability, and long term self-sufficiency.

Personal Information

Student ID <input type="text"/>	Date of Birth <input type="text"/>
First Name <input type="text"/>	Address <input type="text"/>
Last Name <input type="text"/>	Apt/Building # <input type="text"/>
Phone Number <input type="text"/>	City <input type="text"/>
Email Address <input type="text"/>	Stat <input type="text"/> Zip <input type="text"/>
Military Status <input type="text"/>	Do you have internet access? <input type="text"/>

Current Concerns:

What would you like information about? *Check the boxes that best describe your concerns and situation. This will help us find all available supports, though resources may be limited for some requests.*

<input type="checkbox"/> Childcare	<input type="checkbox"/> Utility Costs	<input type="checkbox"/> I need training to enter the workforce after a period of unemployment
<input type="checkbox"/> Healthcare/Medical Needs	<input type="checkbox"/> Housing	<input type="checkbox"/> I have experienced time in foster care
<input type="checkbox"/> Mental Health	<input type="checkbox"/> Transportation	
<input type="checkbox"/> Clothing	<input type="checkbox"/> Food	
<input type="checkbox"/> Textbooks/School Supplies		
<input type="checkbox"/> Other		

Do you have an active Macomb OneCard? Yes No

Are you completing this form to apply for financial assistance? Yes No

Continue >>

Basic Needs questions on Application

Do you have concerns about paying for these expenses while in school?

Food *

Tuition and Fees *

Other *

Rent/Mortgage *

Utilities (due or overdue) *

Textbook Costs *

- Yes
- No
- Prefer not to answer

Lessons Learned

- Surrounding community is strong in skilled trades, manufacturing, auto industry- “bootstrap” culture
- Balancing program awareness with ability to work one-on-one with students
- Clarity of how we serve students
- Working with established processes in other areas- are we getting in our own way?

Lessons Learned cont.

- Trellis Student Financial Wellness Survey
 - Also helps with campus culture and destigmatizing
- Find existing social service networks- email groups, in-person meetings, some tied to federal funding, etc.
- Start small- are there faculty/staff who are in touch with community resources?
 - Look at existing collaboration opportunities- Student Success Council, student organizations/clubs, etc.

Thank you!

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