

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

Megan Vinyard, Student Options for Success (SOS) Program Manager

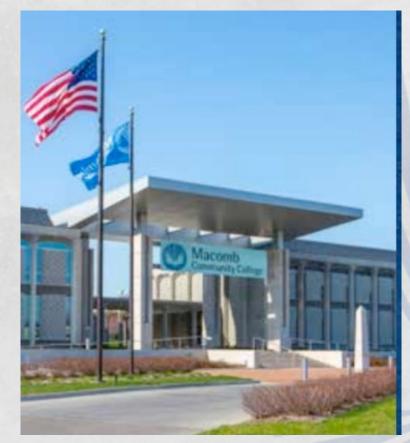
Macomb Community College

Warren, MI



Macomb Community College

- Metro-Detroit area; 4 campuses: 2 main, 2 programspecific
- 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



Student Options for Success (SOS) Assistance Request

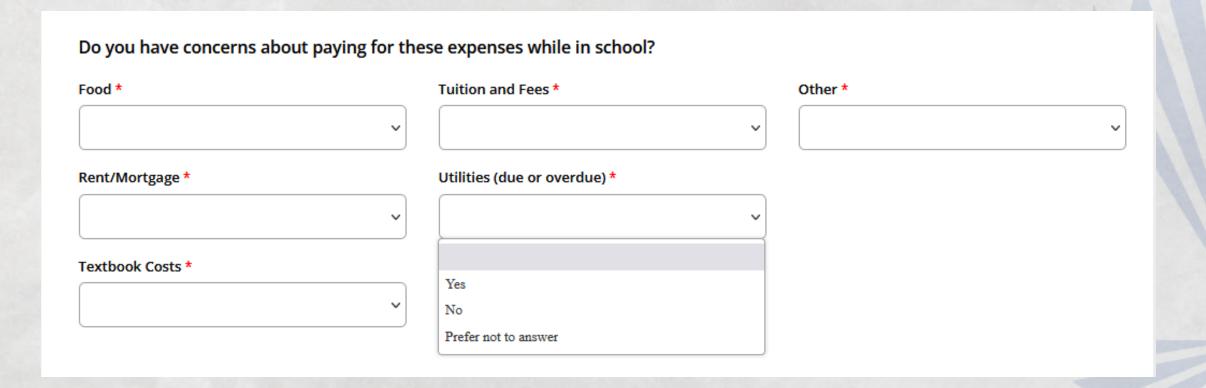
For help with this form contact: sos@macomb.edu 586.447.8609

Discover, Connect, Advance."

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.



Basic Needs questions on Application







Lessons Learned

- Surrounding community is strong in skilled trades, manufacturing, auto industry- "bootstrap" culture
- Balancing program awareness with ability to work one-onone 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, inperson 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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