

BERGEN COMMUNITY COLLEGE

Assessment Report for (Department or Unit): The Center for Health, Wellness & Personal Counseling

Department/Unit Leader: Barbara Buff, RN

Assessment Period: (2011-2012)

Submitted by: Susan McKee, RN

1. Intended Outcome (Goal):

The Center for Health, Wellness & Personal Counseling will increase the food and monetary donations to the BCC Food Pantry located in HS-100.

2. General Education Requirement(s) to which the intended outcome relates:

General Education Requirement #9 – Ethical Reasoning and Action

3. Section(s) of the Strategic Plan to which the intended outcomes relates:

Strategic Plan Goals, 2011-2012- 1.3, 2.2, 4.2

4. Means of assessment, sources of data, and desired result:

The Center plans to implement the following plan in order to assess our Intended Outcome (Goal) and achieve the desired result:

- a. Calculate the current food and monetary donations to the food pantry over a 4 week period, October 25th – November 22nd.**
- b. During the above timeframe, formulate and begin implementing strategies to increase donations by a target of 20%.**
- c. In late fall 2011 and early spring 2012 semesters, re-calculate the number of donations over a similar *4 week period, December 11, 2011 – February 8, 2012*, with the goal of assessing the effectiveness of departmental strategies. Determine the % of increased, decreased or unchanged level of donations.**

***Note: the Dec.16, 2011 – Feb. 8, 2012 timeframe is longer than the stated “4 week” period due to Winter Break.**

The following strategies were employed for publicizing the need for Food Pantry donations, with the goal of increasing these donations by a target of 20%:

- Food Pantry needs were discussed at Breakfast with the President on 10/26/11.
- Email blast was sent to Student Services and faculty on 11/1/11.
- Email summary of Food Pantry history on campus was sent to Dr. Adames, 11/4/11.
- Publicity item was published in The Torch on 11/14/11.
- Ongoing verbal communication regarding food pantry needs was shared with staff/faculty visiting Health Services.
- Personal Counselors informed their students of the Food Pantry in HS-100.
- PR announcement on the Food Pantry was sent out on 11/15/11.
- Posters were created and distributed throughout Student Services areas in Pitkin Education building, 12/1/11, informing students of availability of this service.
- The Campus Weekly published Food Pantry donation publicity, 12/19/11. PR will continue to include this publicity in upcoming Spring, 2012 Campus Weekly editions.
- The Torch agreed to run Food Pantry information to raise students' awareness of this service in all issues published during the Spring, 2012 semester, 1/30/12.
- Blast email was again sent out to the campus community, 2/22/12 (date is outside the comparison periods).
- Student Government Association, in conjunction with PR, published an email blast promoting Food Pantry donations, 3/28/12 (date is outside the comparison periods).

5. Summary of Results: Departmental publicity strategies were successful in significantly increasing donations of food, food gift cards and monetary donations to the BCC Food Pantry, as compared between the two time periods noted in #4, a and c.

Details follow, itemized beneath three separate donation categories: 1. Donated food (weighed), 2. Food gift cards, 3. Checks/cash donations:

1. Donated food (weighed)

a. 10/25/11 – 11/22/11 266.5 lbs.

b. 12/11/11 – 2/8/12 470.8 lbs.

A 76% increase was achieved.

2. Donated food gift cards

a. 10/25/11 – 11/22/11 \$350.00

b. 12/11/11 – 2/8/12 \$926.00

A 164% increase was achieved.

3. Checks and Cash Donations

a. 10/25/11 – 11/22/11 \$435.00

- b. 12/11/11 – 2/8/12 \$1,139.00
A 161% increase was achieved.

***NOTE:** In addition to the donations on the left, a one-time donation of \$10,000 was received in September, 2011. This donation is not included in the % increase calculation noted at left.

A second donation of \$1,337.81 was received in April, 2012. This donation is not included in the % increase calculation noted at left.

As reflected in the data cited in “Summary of Results”, campus-wide response was immediate and generous. Not only did donations increase markedly beyond our stated goal of 20%, but student use of pantry resources also increased.

We attribute this increase to two factors: our targeted publicity, as noted above in #5, as well as the customer service of our staff members who greet students at the front desk.

All members of Health Services staff have been trained in welcoming students in need, assisting them with signing in, and escorting them to the Pantry.

Staff routinely orients students upon their initial visit to the Pantry and helps them to find desired items or issues food gift cards. Documentation identifying food card recipients and the dollar amount of the distributed food cards is kept at the front desk. A resource list of Bergen County Food Pantries is also offered to students.

Professional staff often uses a food pantry visit as an opportunity to link students with Personal Counseling for help with addressing related issues, including homelessness, as well as other economic and support system concerns.

6. Recommendations for improvement:

Build on the success of the strategies itemized above in #4. Continue with these strategies and consider expanding efforts to include other initiatives/procedures, for example:

1. Outreach to campus clubs to promote Food Pantry donations/use among students.
2. Food donation collection box(es).

- 3. Occasional “donation request” attachments to staff/faculty paychecks.**
- 4. Use of campus media display screens, (i.e. outside cafeteria, student center)**
- 5. BCC website**
- 6. Request an Interview with Torch staff focused on the Food Pantry, with the goal of promoting both donations and use of this service.**
- 7. Develop a program on the Food Pantry for presentation at the annual Faculty Conference.**
- 8. Centralize the record keeping process for all categories of Food Pantry donations.**

Due June 1, 2012