# Community to Opportunity

BUILDING COMMUNITY TO EXPAND OPPORTUNITY INITIATIVE

NJ CCC — New Jersey Council of County Colleges

The Tepper Foundation

# Community to Opportunity Benefits Initiative
# (Our Pilot Program)

Essex County College

February 2024-May 2024

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COUNTY COLLEGE
STUDENTS FIRST

Community to Opportunity Benefits Initiative Pilot Program 2024

# Team Members:

Dr. Keith Kirkland
*Dean of Student Affairs*

Dr. Leigh Bello
*Associate Dean-Office of Student affairs*

Ms. Patty Howard
*Director of Financial Aid*

Ms. Shanerah Green
*Administrative Assistant- Dean of Student Affairs*

Ms. Serrietta Johnson
*Administrative Assistant-Student Life & Activities*

Ms. Noushig Ohanian
*Associate Director of Institutional Research*

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- **Our Team Members**
- Stephanie Baker, Senior Manager, Higher Education, Benefits Data Trust
- Dr. Jake Farbman, Executive Director, Economic Mobility Initiatives, New Jersey Council of County College
- Rose Rodriquez, Portfolio Manager, The Tepper Foundation

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# Community to Opportunity Benefits Initiative Pilot Program 2024

# Initiative's Focus

- Financial Aid provides list of qualified students IDs

- Institutional research pulls qualifies students contact information

- A Qualtrics form is build with embedded links to official state websites of SNAP, Medicare and WIC

- QR codes are generated for students to complete the survey in person

- Reach maximum number of students as possible

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- What is Qualtrics?
An online survey tool where users can build surveys, collect response, and analyze response data,

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# Qualtrics Survey Design

- Initial survey link has four main sections:
  - ❖ First section, introduction of available benefits and what ECC can offer.

*Dear Essex County College Student,*

*Many students who are eligible for Financial Aid or visit the campus food pantry, may also qualify to receive up to $2,200 per year for groceries, free or low-cost health coverage, and other assistance.*

**Benefits include:** *New Jersey's Supplemental Nutrition Assistance Program, NJ SNAP*
*Free or low-cost health care coverage, Medicaid*
*New Jersey Supplemental Nutrition Assistance Program for Women, Infants and Children, WIC*

*The links on the next page have additional information on qualification and how to apply. Each link will open to a new window, giving you the opportunity to keep this form active, so you can apply for all three benefits.*

# Qualtrics Survey Design (Continued)

❖ NJ SNAP Benefits block, where the official SNAP website link is embedded. Students have the option to select, "I am currently receiving SNAP Benefits" and move to the next page.

### *NJ SNAP Benefits*

*If you want to access NJ Supplemental Nutrition Assistance Program, SNAP information, please click here. The link will open to a new window, giving you the opportunity to keep this form active, so you can apply for the next benefit.*

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# Qualtrics Survey Design (Continued)

❖ Medicaid Benefits block, where the official Medicaid website link in embedded. Students are informed to skip to the next page if they already receive the benefit.

### *Medicaid Benefits*

*If you want to access Mediacid.gov: The official U.S. government site for Medicare/Medicaid, please click here. The link will open to a new window, giving you the opportunity to keep this form active, so you can apply for the next benefit.*

*If you currently receive Medicaid benefits or have already applied, click on the yellow button to check the next benefit.*

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# Qualtrics Survey Design (Continued)

❖ WIC Benefits block, where the official WIC website link in

embedded.

**<u>Women, Infant and Children Program WIC Benefits</u>**

*If you want to access the Department of Health, Women, Infant and Children Program, WIC information, please click <u>here.</u> The link will automatically open to a new window.*

*If you have questions or need in-person assistance, please contact Serrietta Johnson, at 973-877-3459, Room 107 at the Dasher Center. Or email at sjohns72@essex.edu*
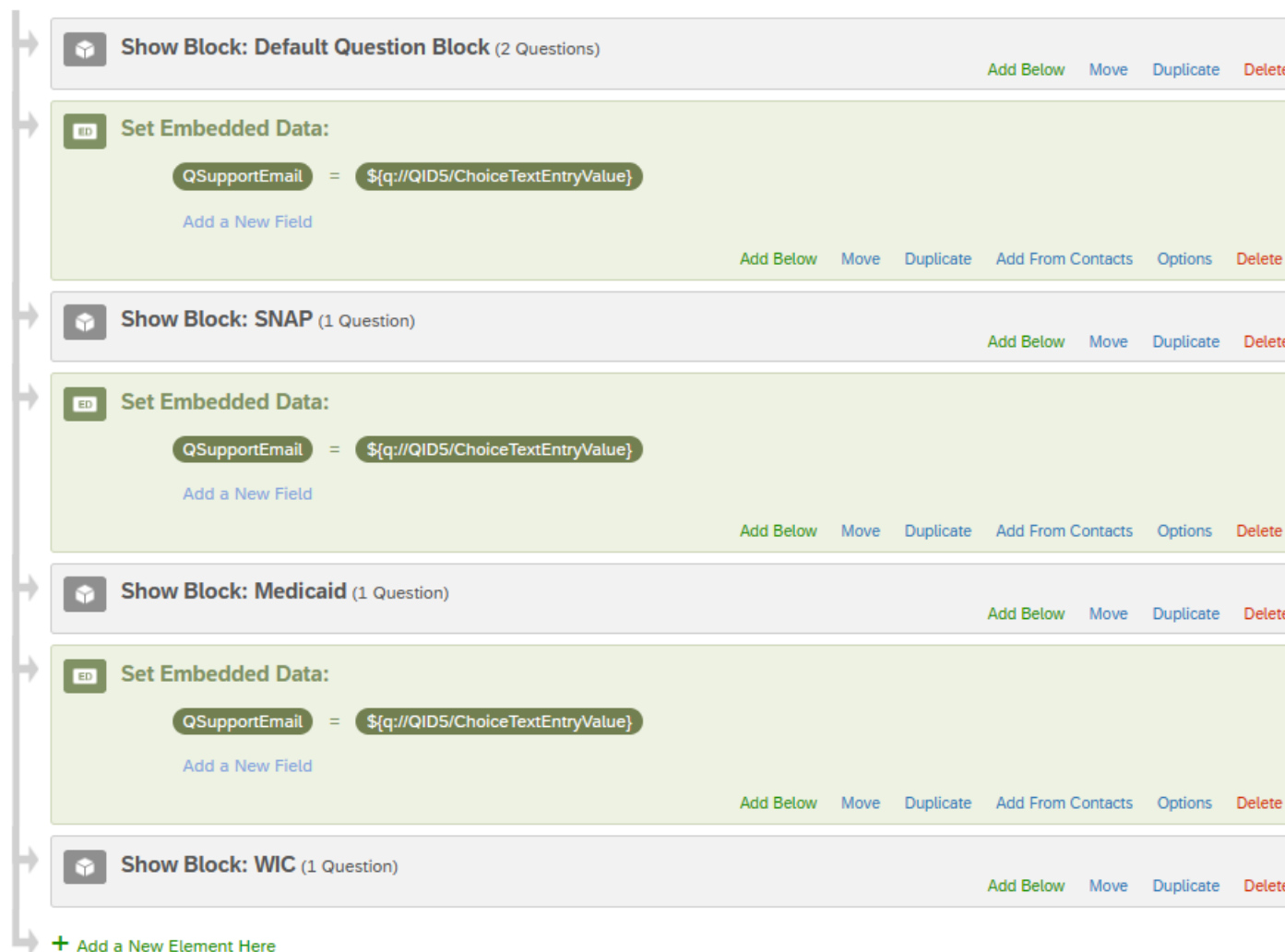
# Qualtrics Survey Design (Continued)

- Each embedded link will open to a new tab, leaving the initial survey open for students to check the remaining of the links.

- Students email address is needed to track their clicks and visits to SNAP& Medicaid and WIC Websites.

- Three other Qualtrics forms are created (SNAP, Medicaid and WIC) to count the clicks. These separate links are embedded to the initial survey, but it is not visible to students.

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# Qualtrics Survey Design (Continued)

- Example of the survey flow:

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# Qualtrics Survey Distribution

- Customize the email invite by students first name.

- Use simple language to avoid any confusion. Example:

Dear ${m://FirstName},

Essex County College in a collaboration with Community to Opportunity Benefits initiatives, offers additional support to students. You may be eligible for low-cost or free health coverage as well as monthly benefits for groceries. Check the link below to learn more about each benefit and how to apply.

Sincerely,
Dr. Keith Kirkland
Dean of Students Affairs
Essex County College

- Send reminders to those who did not complete the survey.

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# Qualtrics Survey Distribution

- Embedded official website links will be tracked by each click in

  Qualtrics.

- Response rate, participation rate and complete survey data is

  recorded on Qualtrics dashboard.

- Post survey outreach to students who submitted a complete

  response.

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# Responses as of June 1st, 2024

- Initial email was sent to 2514 email addresses.

- Total of 408 students opened the email and clicked on the link.

- Among those 259 completed the entire survey and submitted.

- 151 total clicks/visits were made to SNAP official website

- 50 total clicks/visits were made to Medicaid official website

- 23 total clicks/visits were made to WIC official website

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- **Next Steps:**
- Perform a post survey data from students who participated in the survey
- Analyze data to determine ease of use
- What student liked or dislike about the survey
- Use data to redesign the survey
- Major launch in the Fall 2024 semester

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- Thank you!