

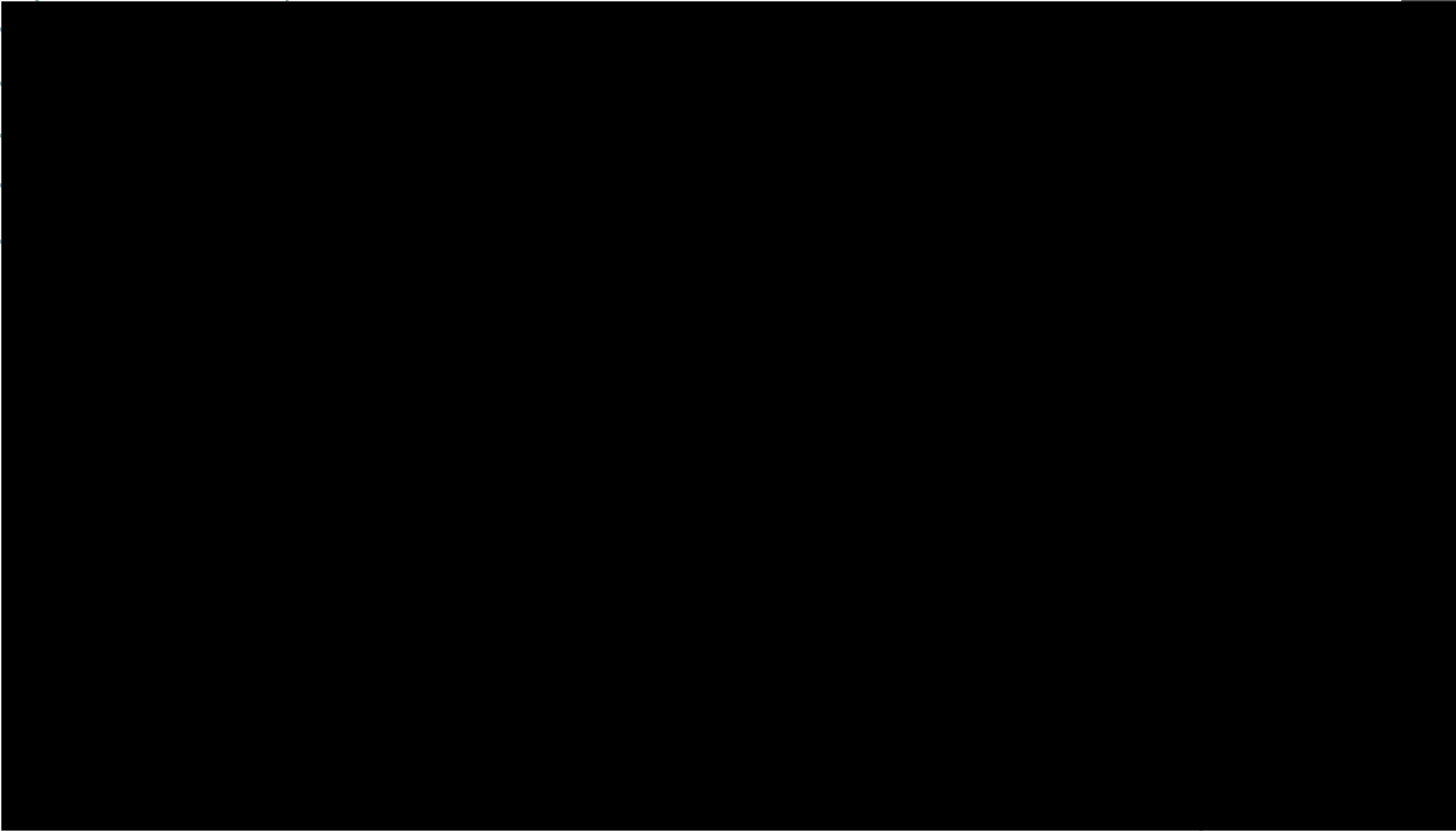
**RUTGERS UNIVERSITY**

# STUDENT BASIC NEEDS



**DR. PHILLIP R. SMITH**  
**ASSISTANT DEAN OF STUDENTS-**  
**STUDENT BASIC NEEDS**







**"WE MUST REALIZE THAT WHEN  
BASIC NEEDS**

**HAVE BEEN MET, HUMAN DEVELOPMENT  
IS PRIMARILY ABOUT BEING MORE, NOT  
HAVING MORE..."**

DALAI LAMA XIV





# MISSION

We understand that basic needs have a direct impact on our students' mental, emotional, and physical health, wellness, academic achievement, professional growth, and overall success. The quality of life of our students has a huge impact on their sense of belonging, persistence, graduation rate, and overall experience.

**As a result, we refuse to accept hunger, malnutrition, and homelessness as part of the ethos of our university.**





# MEET THE **SBN** STAFF

**Vision** – To address basic needs insecurity proactively in order to enable access and connections to essential student services throughout campus that support impacts on health, belonging, persistence, and student well-being.



**Kerri Willson**

ASSOCIATE DEAN OF  
STUDENTS/DIRECTOR

HOMETOWN: BAY SHORE, NY

STARTED THE DEPARTMENT IN  
2016 INCLUDING FOOD  
PANTRY, MOBILE PANTRY &  
OFF-CAMPUS LIVING OFFICE



**Dr. Phillip R. Smith**

ASSISTANT DEAN FOR  
STUDENT BASIC NEEDS

HOMETOWN: CLEVELAND, OH

JOINED THE TEAM IN  
NOVEMBER 2022



**Amber Danku**

ASSISTANT DIRECTOR

HOMETOWN: SAYREVILLE, NJ

JOINED THE TEAM IN JULY 2023



**Ross Perez**

PROGRAM COORDINATOR

HOMETOWN: MOCA, DR

JOINED THE TEAM AS A  
FULL-TIME STAFF MEMBER IN  
MARCH 2023

**\*GRADUATE INTERN TO JOIN IN FALL 2024**



# MASLOW'S HIERARCHY OF NEEDS



# MASLOW'S HIERARCHY OF NEEDS

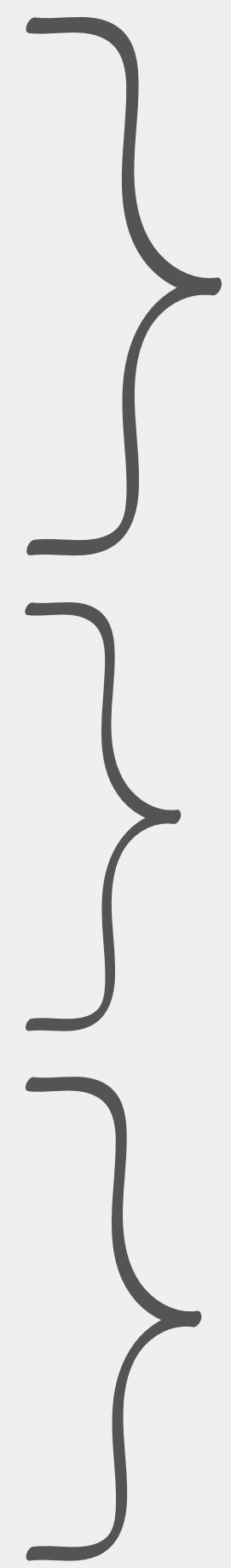
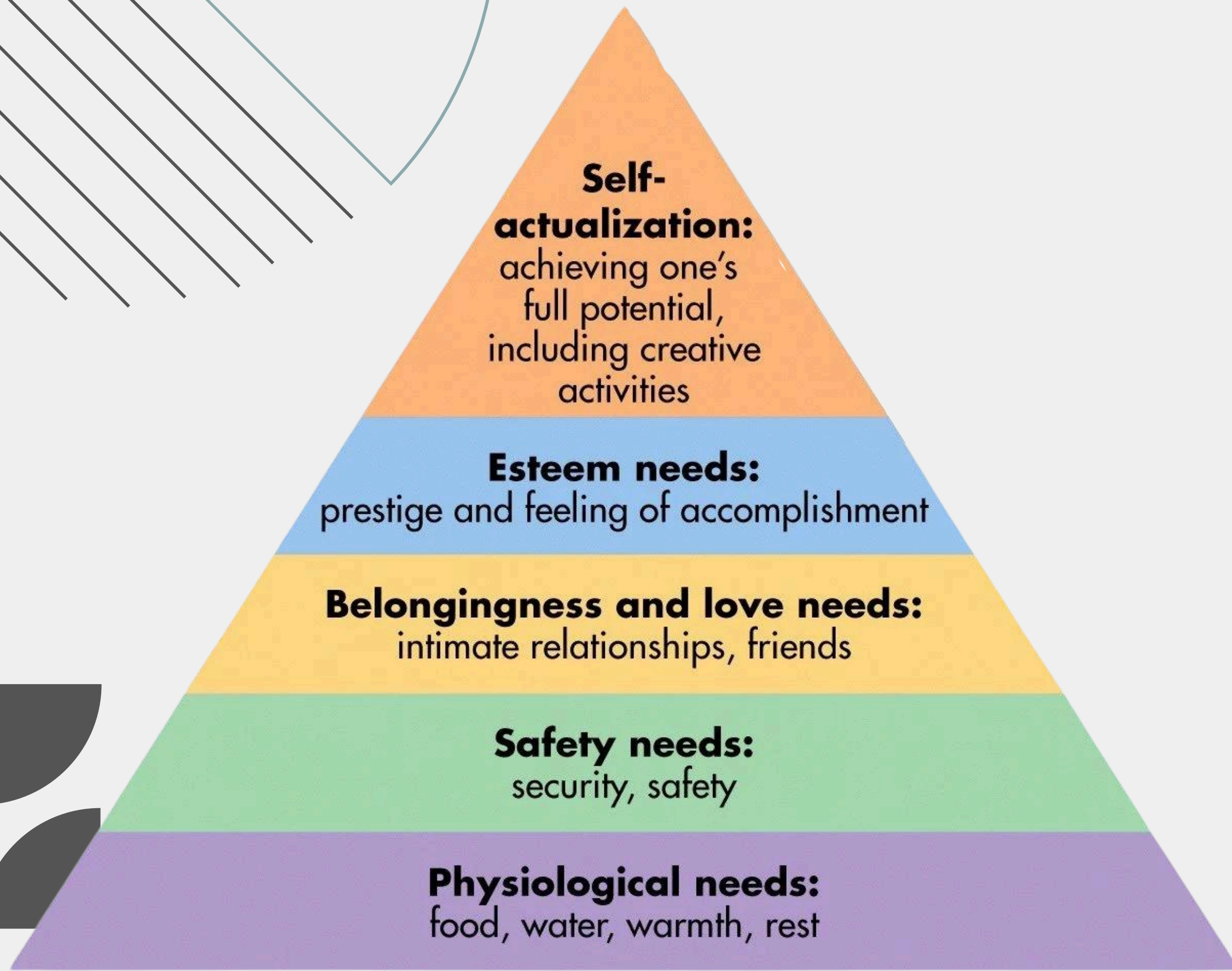
IS A MOTIVATIONAL THEORY IN PSYCHOLOGY COMPRISING A FIVE-TIER MODEL OF HUMAN NEEDS, OFTEN DEPICTED AS HIERARCHICAL LEVELS WITHIN A PYRAMID.



NEEDS LOWER DOWN IN THE HIERARCHY MUST BE SATISFIED BEFORE INDIVIDUALS CAN ATTEND TO NEEDS HIGHER UP.



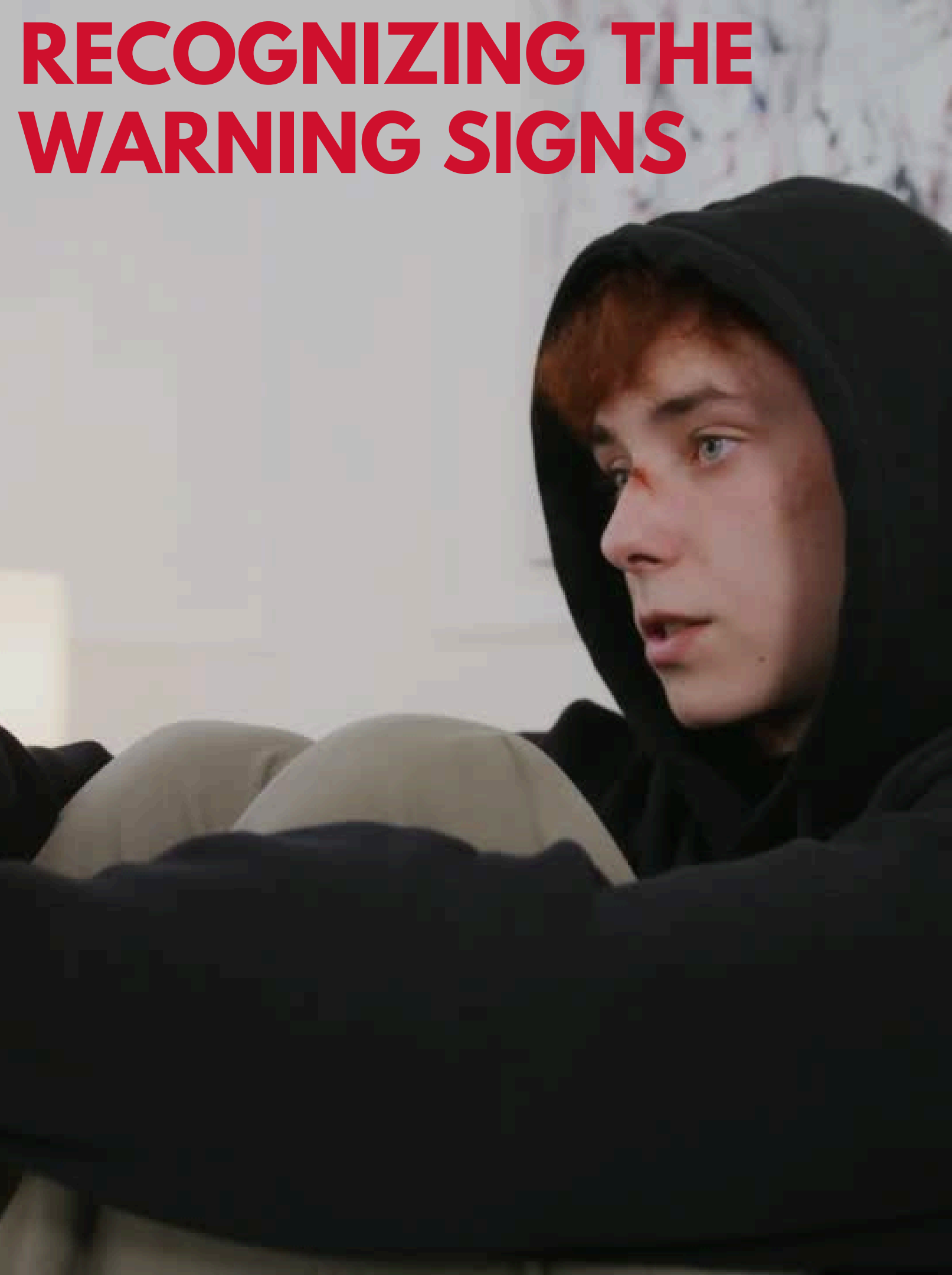




**SELF-FULFILLMENT NEEDS**

**PSYCHOLOGICAL NEEDS**

**BASIC NEEDS**



# RECOGNIZING THE WARNING SIGNS

- INCONSISTENT OR DECREASE IN CLASSROOM ATTENDANCE
- DISCONNECTED WITHIN THE CLASSROOM
- SLEEPING IN CAMPUS LIBRARIES
- CONSISTENTLY FAILING TO COMPLETE ASSIGNMENTS
- AVOIDANCE OF PERSONAL DETAILS
- SLEEP DEPRIVATION OR FALLING ASLEEP IN CLASS
- DIFFICULTY CONCENTRATING OR FOCUSING
- REPORTING NOT DOING THE WORK BECAUSE THEY HAVEN'T PURCHASED THE TEXTBOOK
- INCREASED LEVEL OF DISTRESS
- HOPELESSNESS
- DISRUPTED EATING PATTERNS
- POOR HEALTH AND DIET
- POOR PERSONAL HYGIENE
- WEARING THE SAME CLOTHES CONTINUALLY WITHOUT THEM BEING CLEANED
- STUDENT DISCLOSES THAT THEY HAVE BEEN SLEEPING IN THEIR CAR, COUCH SURFING, DO NOT HAVE ANYWHERE TO STAY OVER THE BREAK PERIOD, HAVE NOT BEEN EATING, DO NOT HAVE ENOUGH MONEY TO PAY FOR FOOD OR BILLS, ETC.

# **BASIC** **NEEDS**

**FOOD SECURITY, HOUSING SECURITY, MENTAL,  
PHYSICAL AND SPIRITUAL WELLNESS,  
FINANCIAL SECURITY, ACCESS TO  
TECHNOLOGY & TRANSPORTATION**

**Nutritious and sufficient food**

**Safe, secure and adequate housing  
to sleep, cook, shower, etc.**

**Healthcare to promote sustained  
mental and physical well-being**

**Affordable technology and  
transportation**

**Resources for personal hygiene**

**Childcare and related needs**

# GUIDING PRINCIPLES FOR **BASIC NEEDS** WORK



**MEETING STUDENTS' BASIC NEEDS IS FOUNDATIONAL TO AFFORDABILITY, ACCESSIBILITY, AND STUDENT SUCCESS THROUGHOUT HIGHER EDUCATION.**



**STUDENTS' CHALLENGES WITH BASIC NEEDS REFLECT LONG-STANDING STRUGGLES WITH INEQUALITY, INEQUITY, AND SYSTEMIC RACISM.**

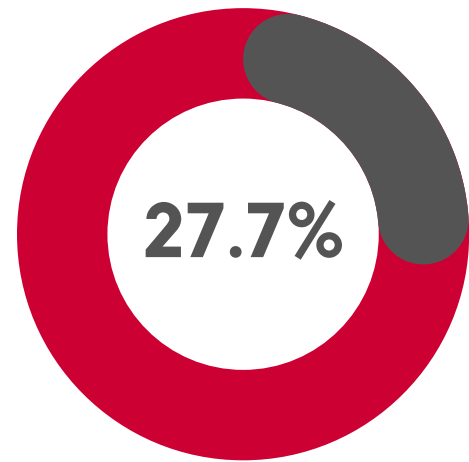


**MEETING STUDENTS' BASIC NEEDS IS A SHARED RESPONSIBILITY. HIGHER EDUCATION INSTITUTIONS CANNOT SOLVE THESE ISSUES ON THEIR OWN.**



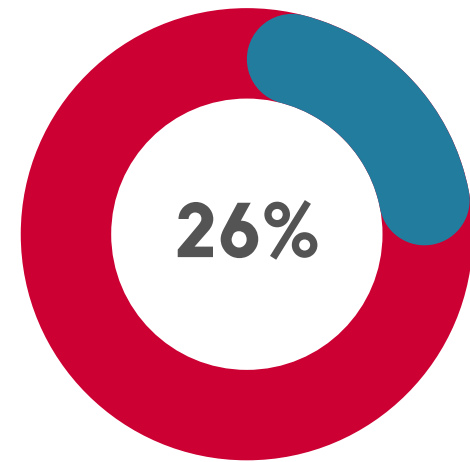
# CURRENT RESEARCH

BASED ON THE 2023 BASIC NEEDS INSECURITIES AMONG RUTGERS STUDENTS: A UNIVERSITYWIDE SURVEY  
VERSUS THE BASIC NEEDS INSECURITY AMONG RUTGERS-NEW BRUNSWICK STUDENTS REPORT PUBLISHED IN 2020



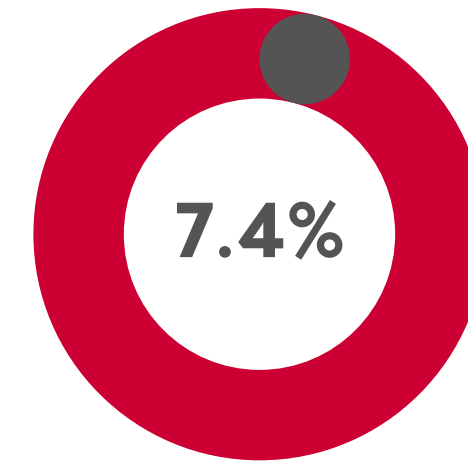
undergraduate students

**DOWN 3.8%**



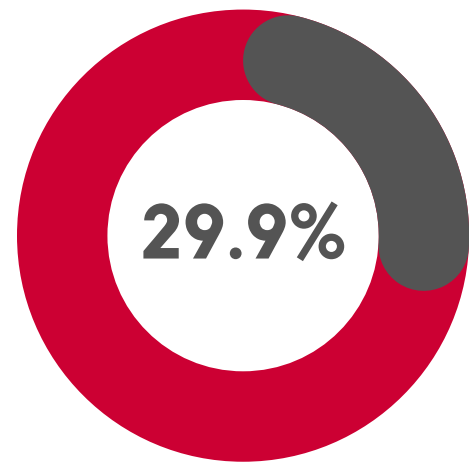
undergraduate students

**UP 5.7%**



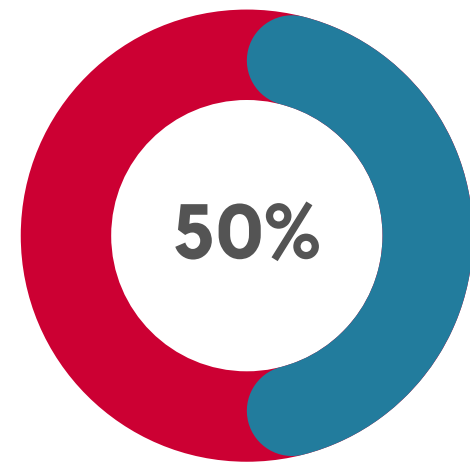
undergraduate students

**UP .5%**



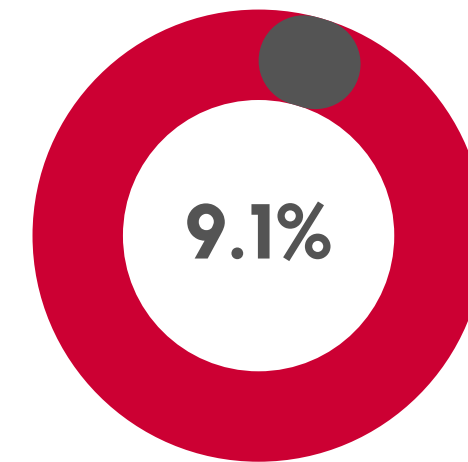
graduate students

**SAME**



graduate students

**UP 16.6%**



graduate students

**UP 3.5%**

**FOOD INSECURITY**

**HOUSING SECURITY**

**HOMELESSNESS**

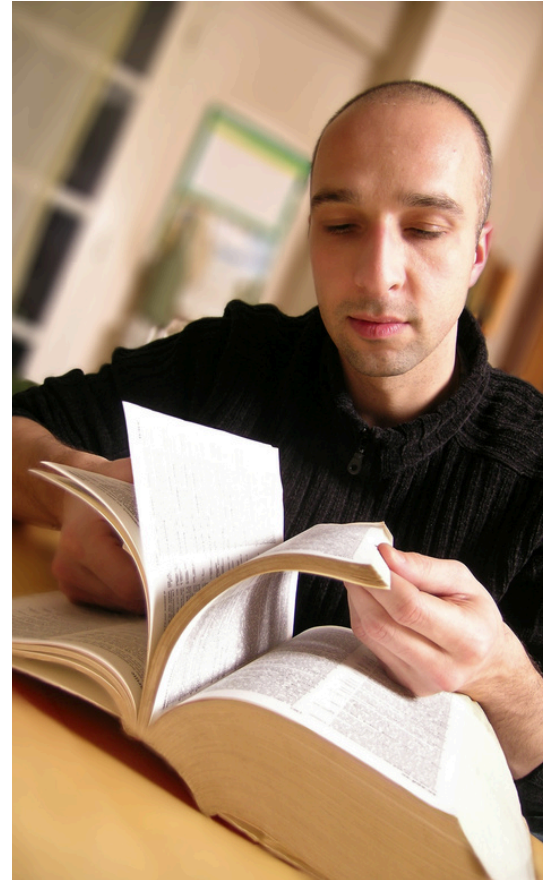


# TODAY'S COLLEGE STUDENT



**37%**

**OF STUDENTS ARE  
25 OR OLDER**



**46%**

**ARE THE FIRST IN  
THEIR FAMILY TO  
PURSUE HIGHER  
EDUCATION**



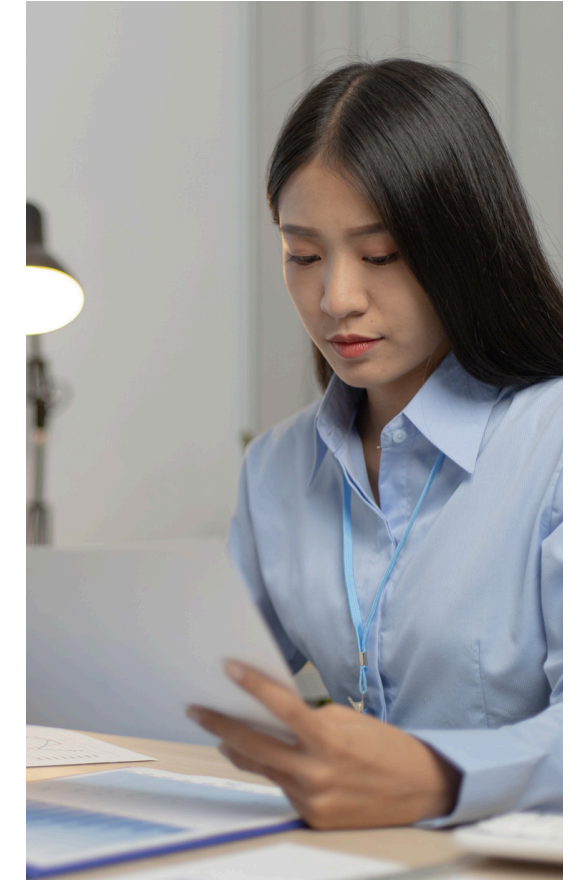
**42%**

**ARE STUDENTS  
OF COLOR**



**25%**

**COLLEGE  
STUDENTS ARE  
EITHER CARING  
FOR THEIR  
CHILDREN OR  
OTHER  
DEPENDENTS**



**64%**

**OF STUDENTS  
WORK IN  
ADDITION TO  
ATTENDING  
CLASSES**



# BY THE NUMBERS



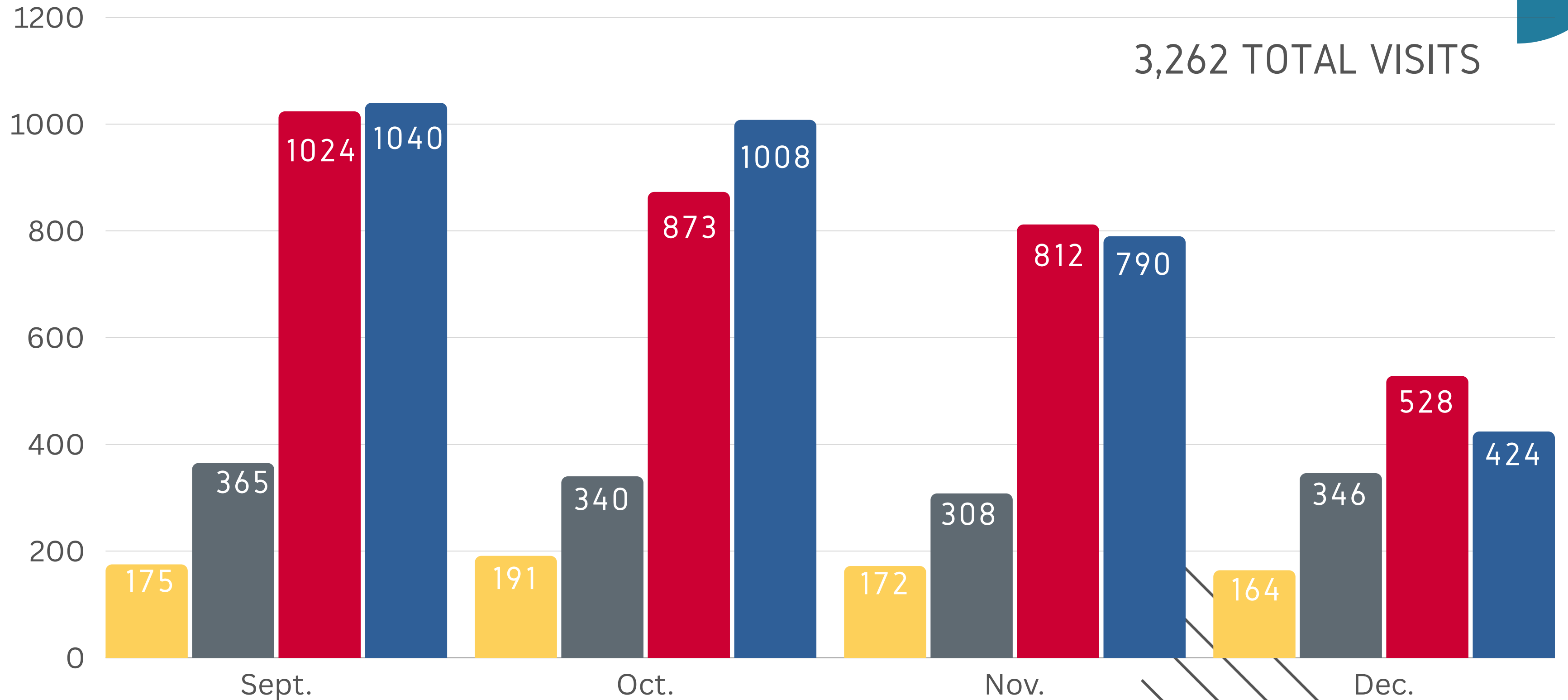
- THE **AVERAGE COST OF COLLEGE\*** IN THE UNITED STATES IS **\$36,436 PER STUDENT PER YEAR**, INCLUDING BOOKS, SUPPLIES, AND DAILY LIVING EXPENSES.
- THE AVERAGE COST OF **COLLEGE HAS MORE THAN DOUBLED IN THE 21ST CENTURY**, WITH AN ANNUAL GROWTH RATE OF 2% OVER THE PAST 10 YEARS.

- THE AVERAGE IN-STATE STUDENT ATTENDING A PUBLIC 4-YEAR INSTITUTION SPENDS \$26,027 FOR ONE ACADEMIC YEAR.
- THE AVERAGE COST OF IN-STATE TUITION ALONE IS \$9,678; OUT-OF-STATE TUITION AVERAGES \$27,091
- THE AVERAGE COST OF ATTENDANCE FOR A STUDENT LIVING ON CAMPUS AT A PUBLIC 4-YEAR IN-STATE INSTITUTION IS \$26,027 PER YEAR OR \$104,108 OVER 4 YEARS.
- OUT-OF-STATE STUDENTS PAY \$27,091 PER YEAR OR \$108,364 OVER 4 YEARS.



# TOTAL FOOD PANTRY VISITS 4-YEAR COMPARISON (FALL SEMESTERS)

2018 2021 2022 2023

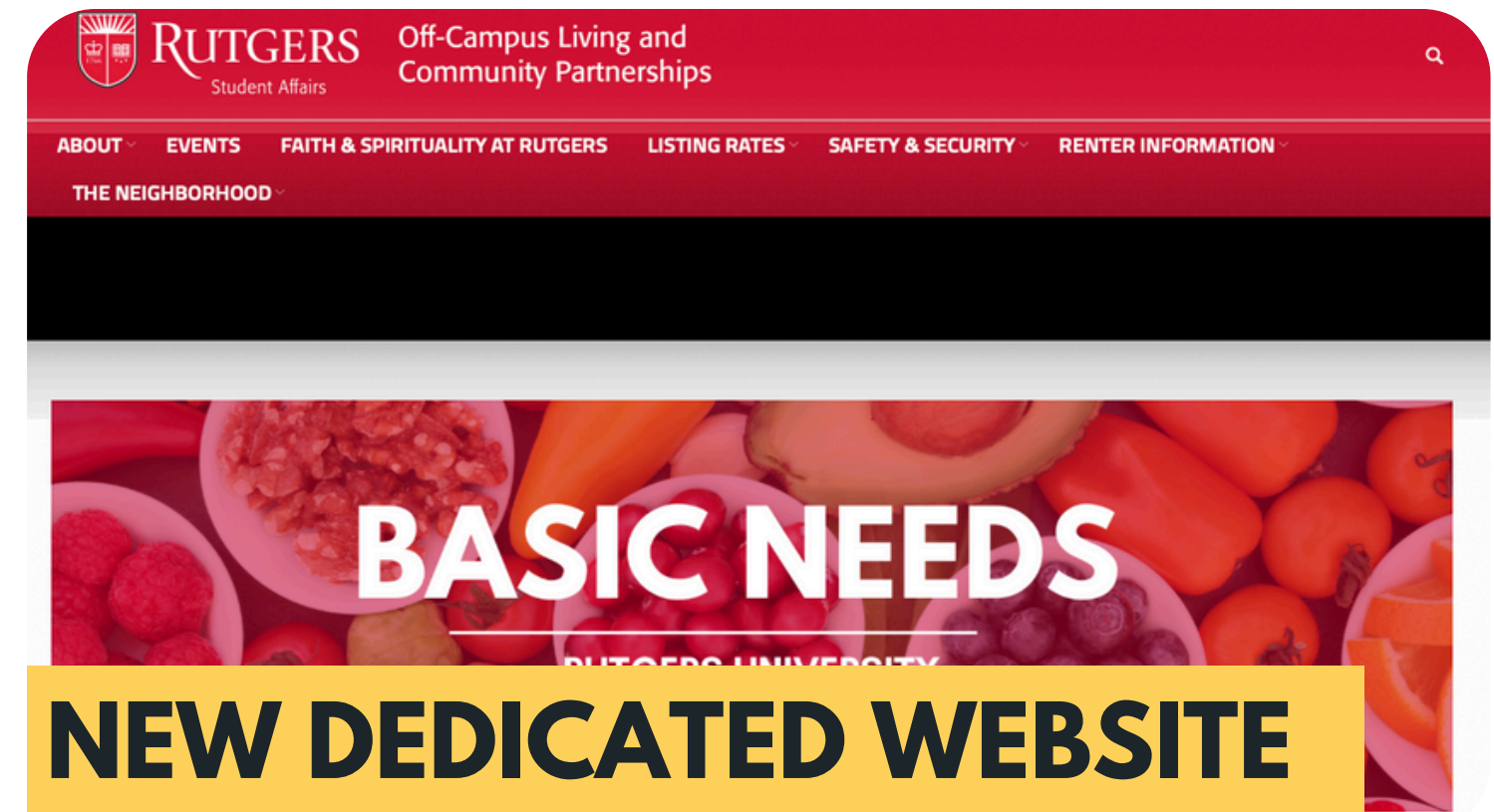




# CURRENT **R**ESOURCES



**FOOD PANTRY**



**NEW DEDICATED WEBSITE**



**Basic Needs NEWSLETTER**

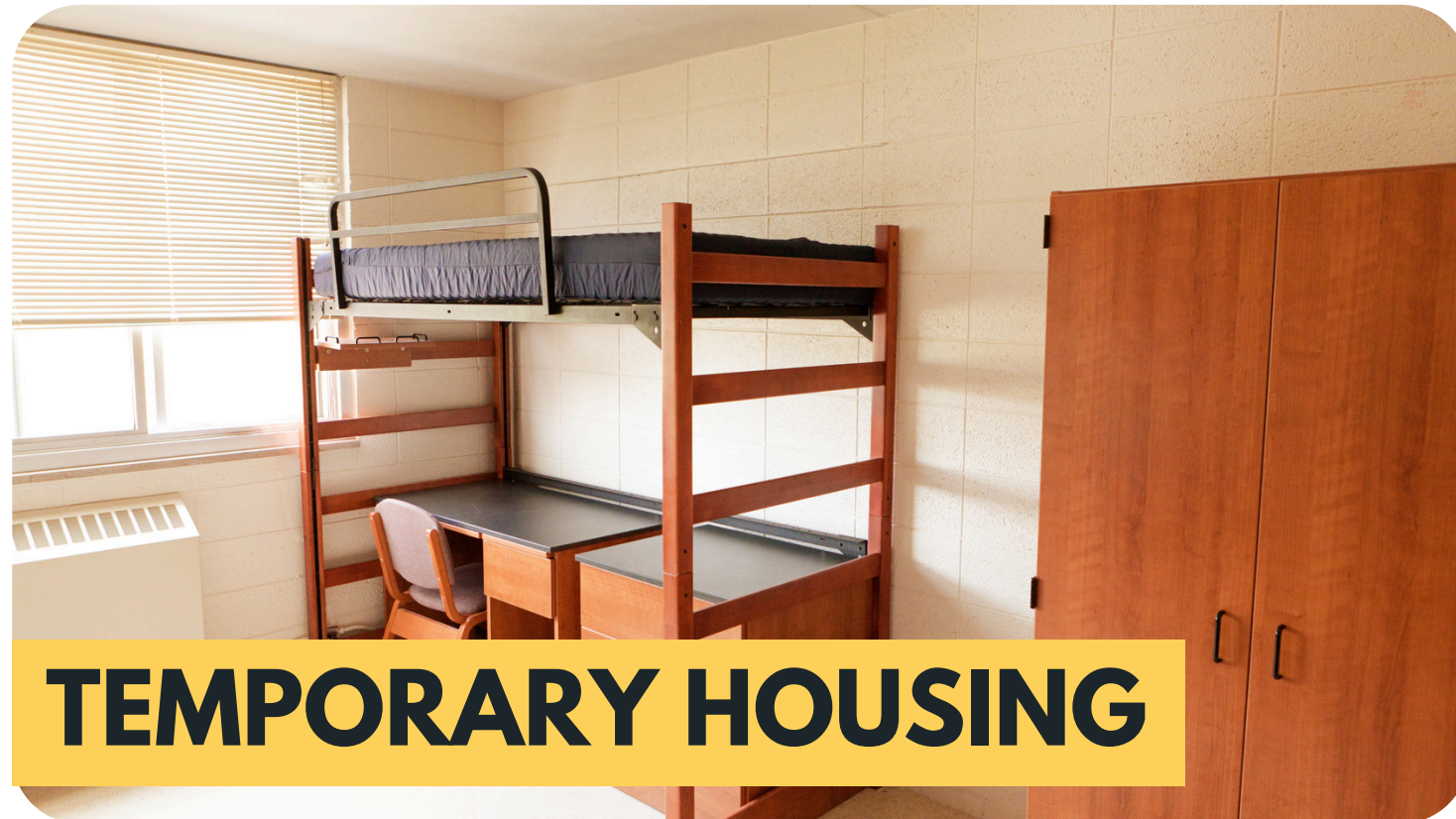
SPRING 2023



# CURRENT **R**ESOURCES



**MARKET BUCKS**



**TEMPORARY HOUSING**



**GROCERY GIFTCARDS**



# ADDRESSING STUDENT BASIC NEEDS ON CAMPUS



## FOOD PANTRY NUMBERS (2023-2024 ACADEMIC YEAR)

- TOTAL VISITS: 6,310 / AVG 3.6 VISITS PER PERSON
- UNIQUE VISITORS: 1,750
- TOTAL FIRST-TIME VISITORS: 1,538
- TOTAL **VALUE OF FOOD GIVEN OUT: \$89,810.23** / AVG. \$51.32 PER STUDENT
- TOTAL POUNDS OF FOOD GIVEN OUT: 46,501.47 LBS.
- TOTAL NUMBER OF ITEMS GIVEN OUT: 62,535



## MEAL PLAN SCHOLARSHIPS (2023-2024 ACADEMIC YEAR)

- 75 - MEAL SWIPE MEAL PLAN SCHOLARSHIPS AT \$1366 EACH
- FALL SCHOLARSHIPS AWARDED - 110 / SPRING SCHOLARSHIPS AWARDED - 113
- APPLICATION FOR 24-25 SCHOOL YEAR TOTALED - 557 APPLICATIONS
- **432 APPLICATIONS WILL BE DENIED**
- COLLECTED OVER 1,400 MEAL SWIPES DONATED BY CURRENT RUTGERS STUDENTS THAT PURCHASED MEAL PLANS



## EMERGENCY AID AWARDS (2023-2024 ACADEMIC YEAR)

- 101 - TOTAL APPLICATIONS
- 33 - APPROVED APPLICATIONS
- **AWARDED \$23,390.00** FOR THE ACADEMIC YEAR



FOOD PANTRY  
CREATED IN 2016



MOBILE PANTRY OPERATED  
THROUGHOUT THE PANDEMIC



NEW DEDICATED WEBSITE  
BASICNEEDS.RUTGERS.EDU



3 FULL-TIME STAFF MEMBERS  
WERE HIRED SINCE 2022



RECIEVED NATIONAL AND  
REGIONAL ATTENTION ON  
BASIC NEEDS EFFORTS



IMPLEMENTED A SOFTWARE  
FOR PANTRY INVENTORY  
AND CASE MANAGEMENT



ENHANCED MARKETING AND  
PROGRAMMING EVENTS  
INCLUDING A ON-CAMPUS  
FARMERS MARKET & HHAW

# HIGHLIGHTS

- **On-campus farmer's market was initiated during the fall 2023 semester.** This new initiative in conjunction with the New Brunswick Community Farmers Market brought local farmers and vendors to Rutgers campus (College Ave – Morrell St.) monthly. Students, faculty, and staff had easy access to fresh produce directly on their campus, centrally located on Rutgers campus, and footsteps from the campus bus stop. The initiative is planned to expand to weekly markets (Sept. – Nov.) for fall 2024. This spring, we are hosting monthly indoor farmers markets inside of the College Ave. Student Center.
- **Hunger and Homelessness Awareness Week Programming:** A nationally recognized program every November to draw attention to the issues surrounding food and housing insecurity across the country. Colleges and universities have adopted programming to educate the community about basic need insecurity on their respective campuses.
- **SNAP Navigators are available on campus beginning spring 2024.** NJ SNAP is New Jersey's Supplemental Nutrition Assistance Program. SNAP provides food assistance to families with low incomes to help buy groceries in most food retail stores and some farmers markets. SNAP Navigators are specifically trained to help people apply for benefits and to help them get the food assistance they need.
- **The Food Pantry Assistance Fund was renamed the Student Basic Needs Fund,** to broaden the type of assistance the funding can provide for students in need. This was intentionally done to bring a holistic approach to student basic need insecurities that current and future Rutgers students will face.



# WHY A BASIC NEEDS CENTER?



CRISIS INTERVENTIONS



WELLNESS PROGRAMS



MENTAL HEALTH SERVICES

AS A ONE-STOP SUPPORT SERVICE, STUDENTS ARE CONNECTED TO THE CARE THEY NEED, WHILE ALSO DEVELOPING SKILLS TO NAVIGATE LOCAL AND NATIONAL RESOURCES. A CENTER WOULD IMPROVE ACCESS TO SERVICES LIKE FOOD ASSISTANCE, RAPID REHOUSING, FINANCIAL LITERACY, COOKING WORKSHOPS, MENTAL HEALTH SUPPORT AND OTHER FREE SERVICES.

“  
IT WAS HARD TO CONCENTRATE ON CLASSES WHEN I WAS WORRIED ABOUT PAYING RENT AND WHERE I COULD GET MEALS. THE BASIC NEEDS RESOURCES ON CAMPUS HAVE BEEN ESSENTIAL TO MINIMIZING MY STRESS REGARDING ESSENTIAL NEEDS LIKE FOOD AND HOUSING.  
”

“  
IT BENEFITS ME PERSONALLY BECAUSE I WOULD BE EATING SO MUCH HEALTHIER AND WOULD BE SAVING SOME MONEY. EATING HEALTHY WILL ALSO HELP ME ACADEMICALLY SINCE I WOULD BE MORE PROACTIVE AND HAVE THE ENERGY THAT A GOOD MEAL CAN GIVE ME TO BE MORE ATTENTIVE IN MY CLASSES, WHICH WOULD HELP ME GET HIGHER GRADES, AND BE MORE ALERT AND INVOLVED.  
”

“  
... I OFTEN HAVE TO SKIP MEALS AND STAY ON A DIET OF WATER THROUGHOUT MY DAY. BEING A FULL-TIME STUDENT AND WORKING TO PAY RENT, I FIND IT VERY DIFFICULT TO LIVE A HEALTHY LIFE. HAVING STABILITY IN THE FORM OF FOOD SECURITY WILL HELP ME A LOT IN ACHIEVING MY DREAM OF BEING A DOCTOR  
”



# BNC PROJECT TIMELINE

## DONATION MADE

GENEROUS GIFT WAS MADE TO SUPPORT THE RENOVATION OF THE BASIC NEEDS CENTER

## CONSTRUCTION

CONSTRUCTION IN THE RED LION WILL BEGIN AT THE END OF THE SPRING SEMESTER. WILL ENTAIL SOME DEMO, INSTALLATION OF FLOORING, LIGHTING, AND PAINTING.

## GRAND OPENING & CELEBRATION

INVITES TO THE CAMPUS COMMUNITY AND ALUMNI CELEBRATION FOR THE NEW BASIC NEEDS CENTER

2023  
spring

## CONCEPT BEGUN

CONVERSATIONS BEGAN ON WHAT SERVICES THE BASIC NEEDS CENTER WOULD PROVIDE, POTENTIAL COSTS & TIMELINES

dec

## DONATION MADE

2024  
mar/apr

## DESIGN & FURNITURE

DESIGN REVIEW AND FURNITURE SELECTIONS, COLORS, AND FABRICS WILL BE FINALIZED SO THAT ORDERS MAY BE PLACED WITH SUPPLIERS.

July

## CONSTRUCTION

aug/sep

## MOVE-IN AND SOFT-OPENING

COMPLETION IS EXPECTED IN THE MIDDLE TO LATE PART OF THE MONTH. ALLOWING FOR THE RELOCATION TO THE SPACE, TRAINING AND OPENING TO STUDENTS.

sep/oct

## GRAND OPENING & CELEBRATION

INVITES TO THE CAMPUS COMMUNITY AND ALUMNI CELEBRATION FOR THE NEW BASIC NEEDS CENTER





**TEXTBOOK, COMPUTER & SCIENTIFIC CALCULATOR LOANER PROGRAM**



**PROFESSIONAL CLOTHING PANTRY**



**EXPANDED FOOD PANTRY & MOBILE OPTION**



**CAP & GOWN LOANER PROGRAM**



**LIFE SKILLS COURSES & BASIC NEEDS SEMINARS**



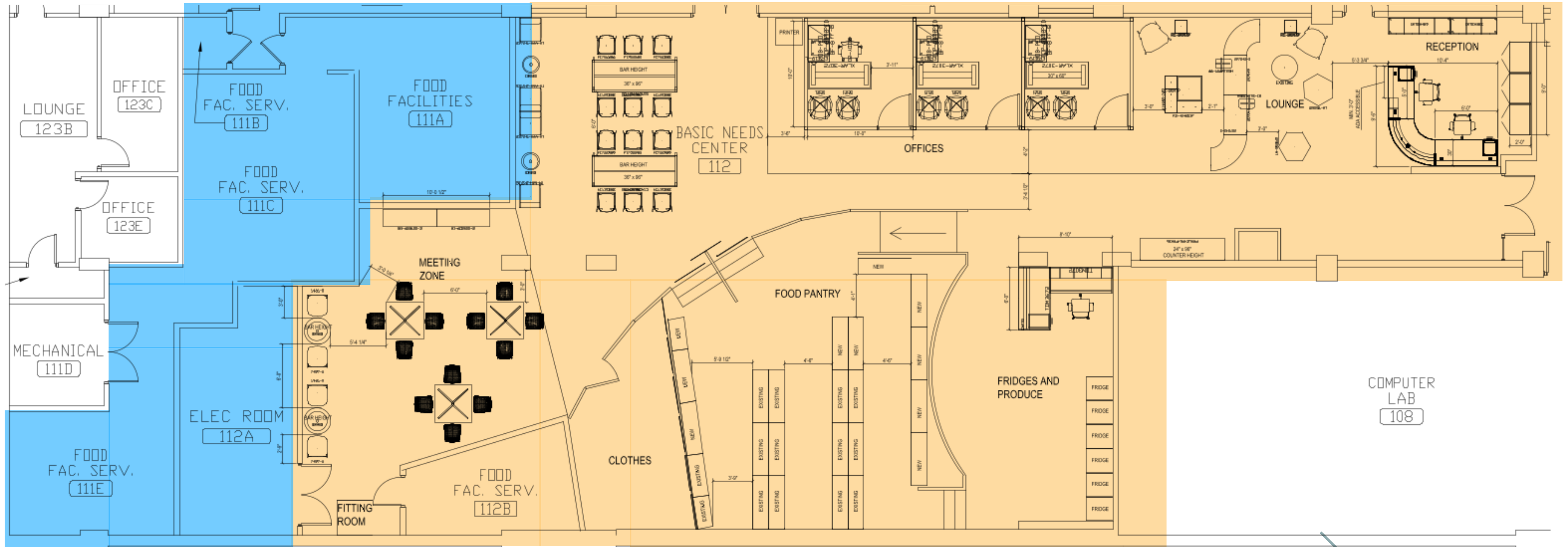
**GROCERY STORE SHUTTLES FOR WEEKENDS**



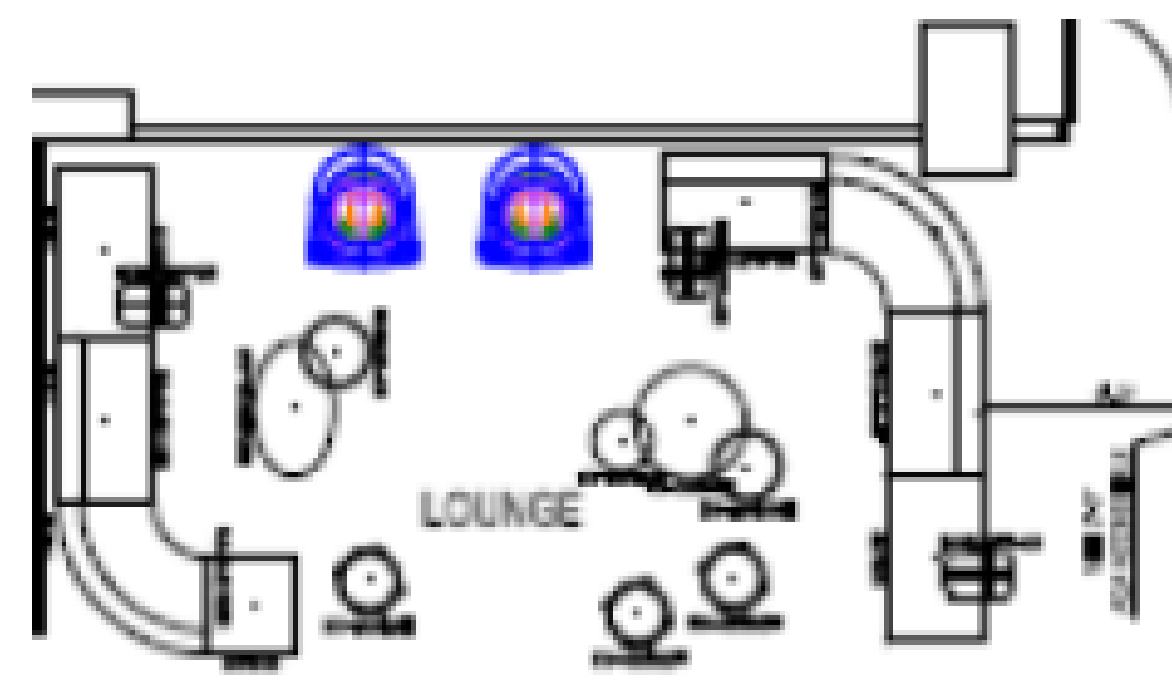
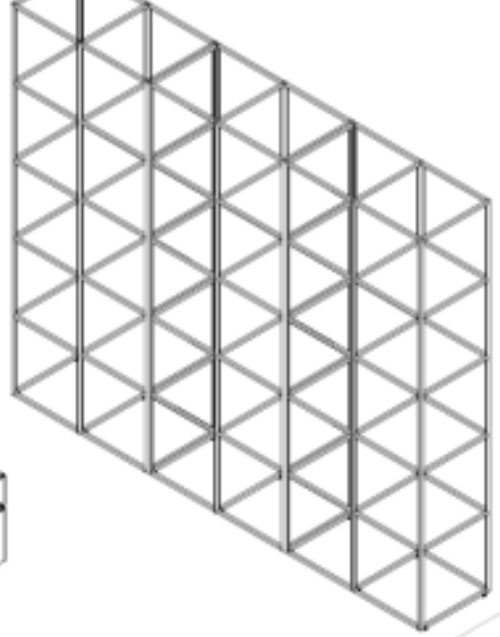
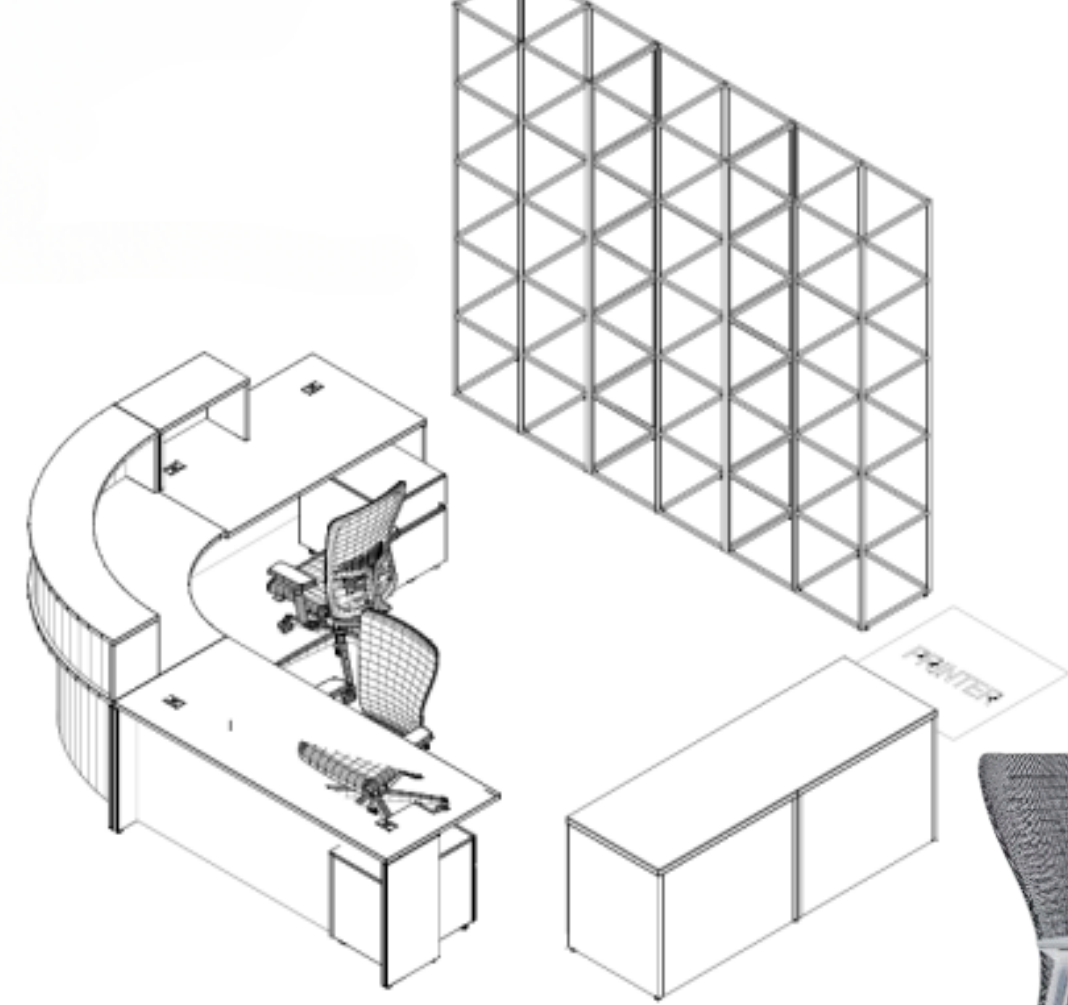
**CONNECTIONS W/ COMMUNITY RESOURCES (I.E.) SNAP NAVIGATORS**



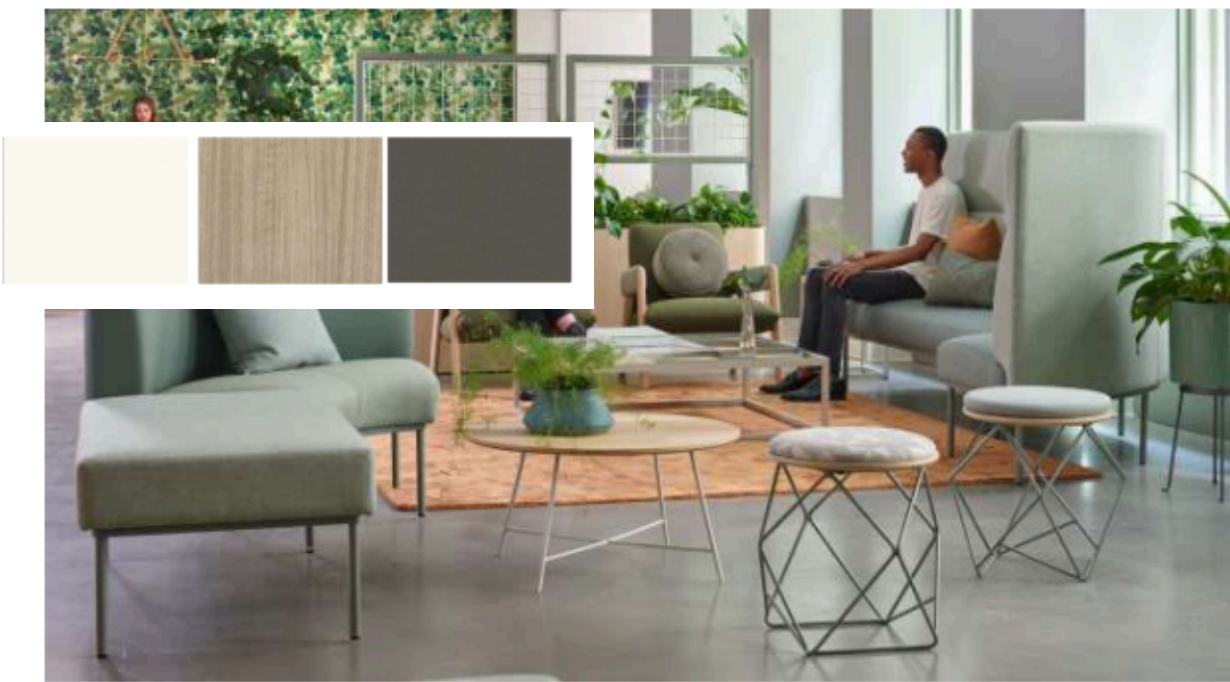
**KNIGHTS PANTRY FOOD BOX**



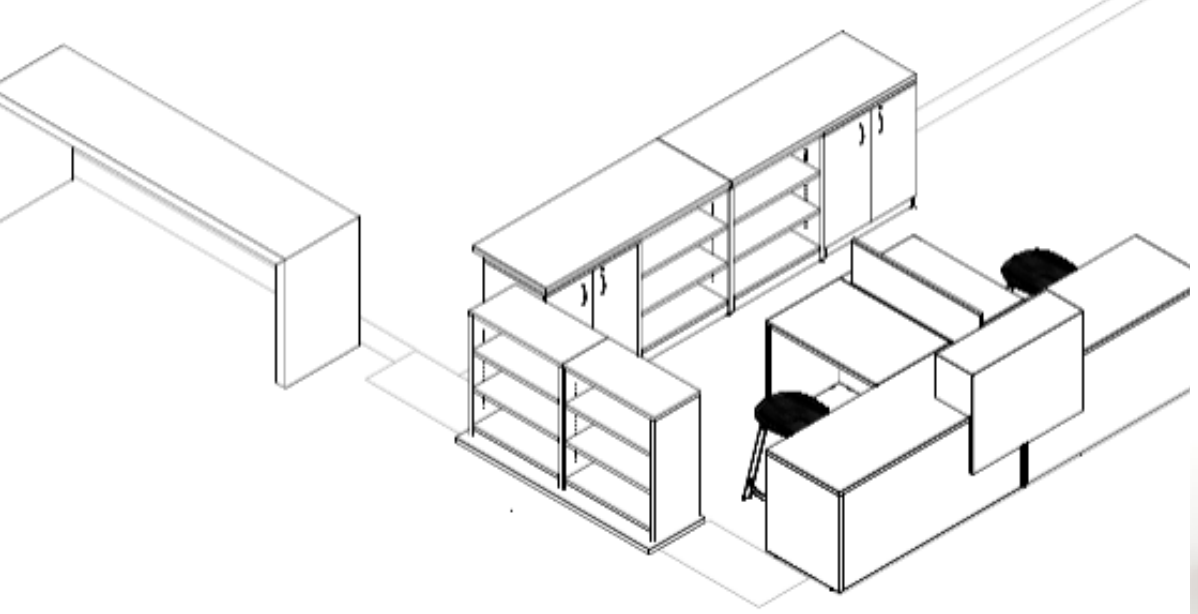
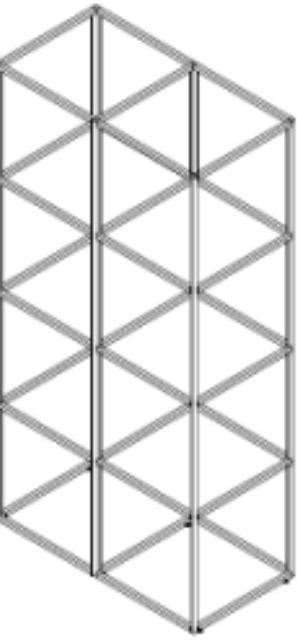




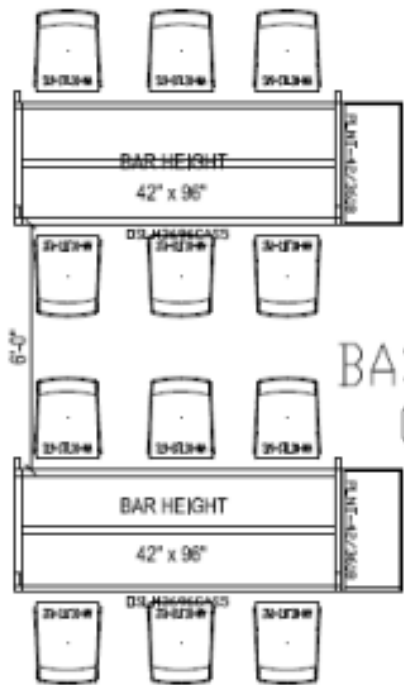
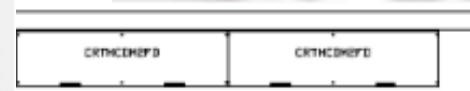
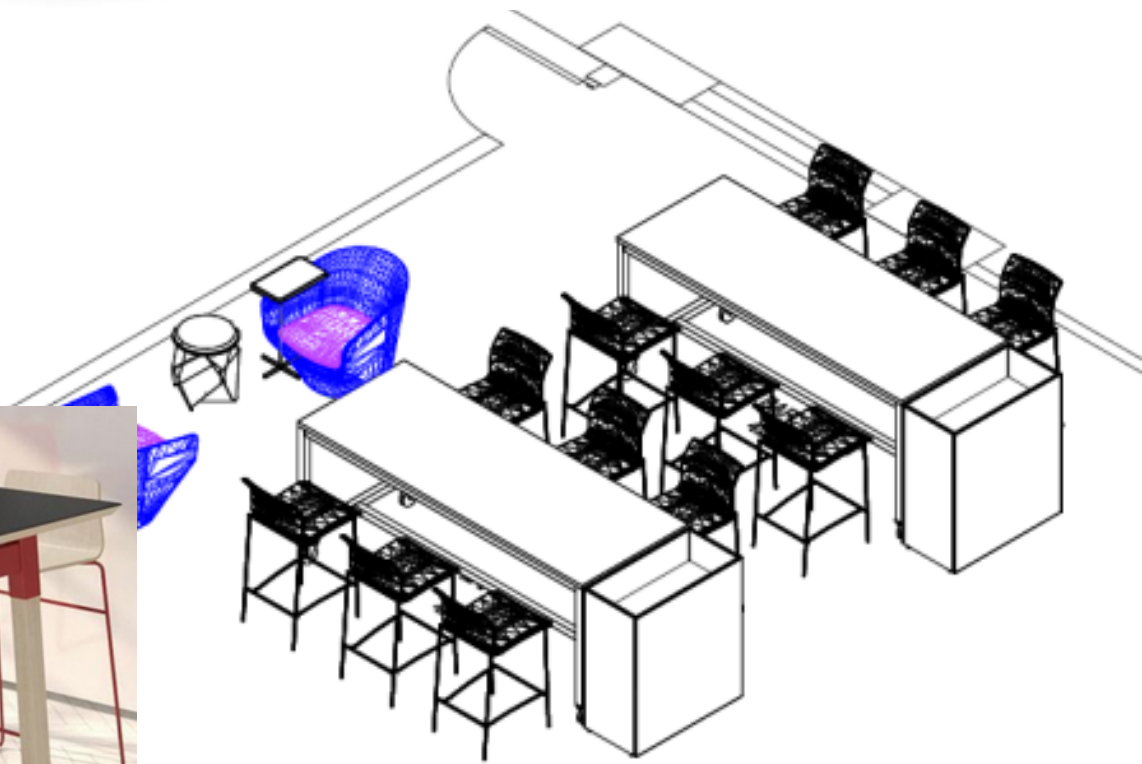
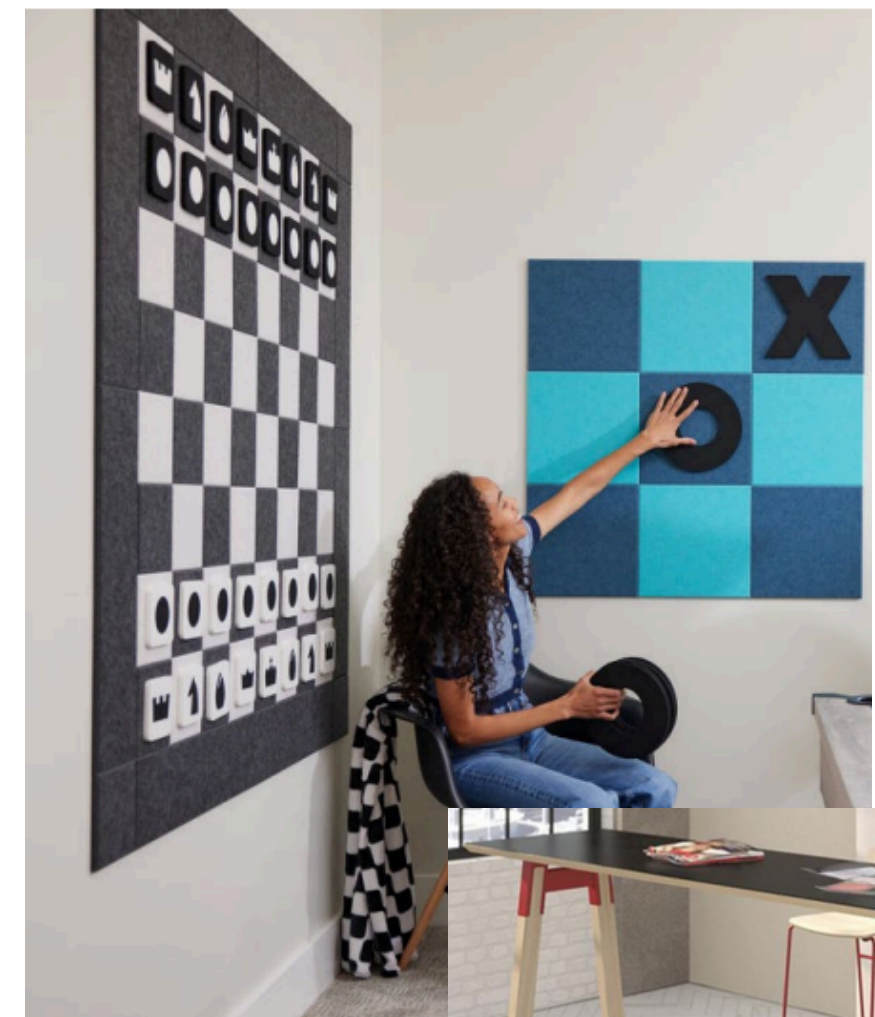
OFS or Equal Pillows (qty 6)





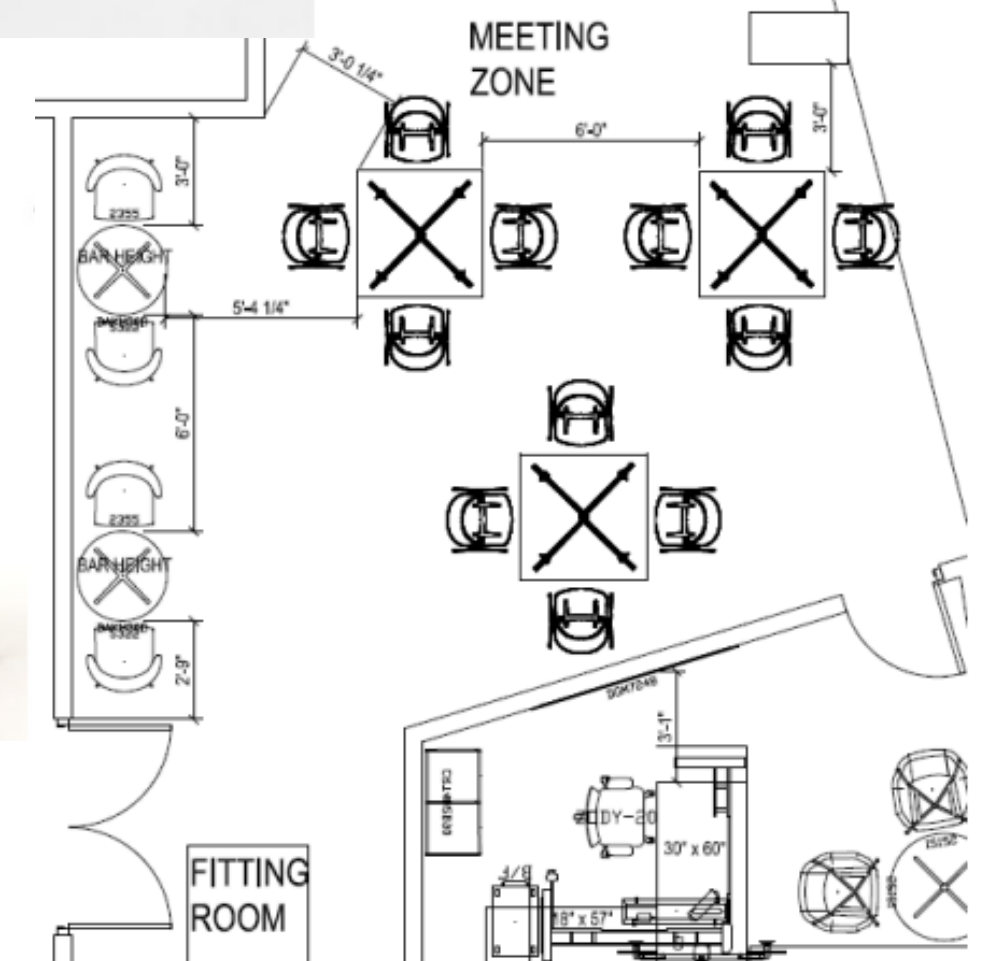
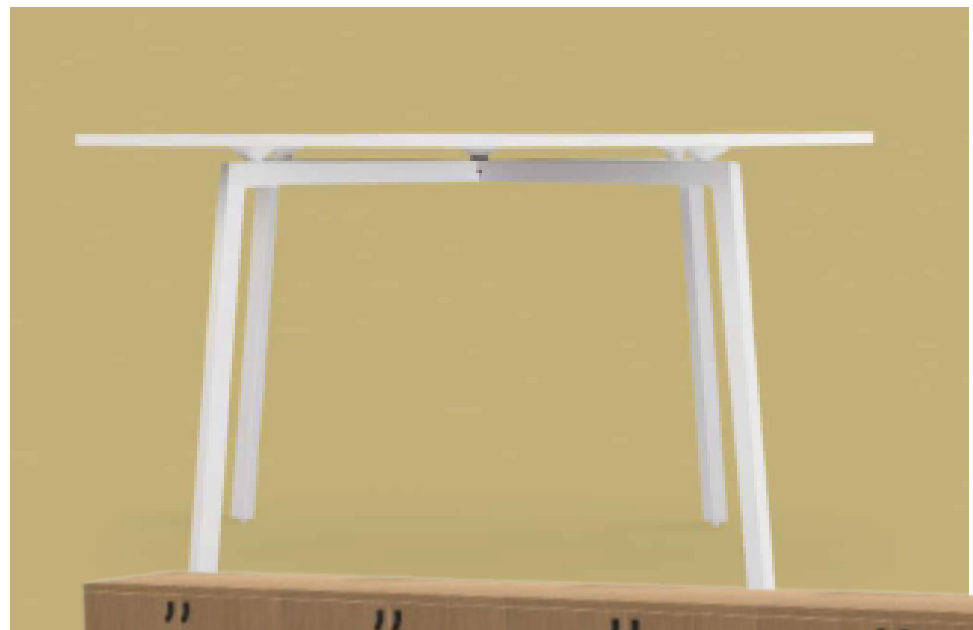






BASIC NEEDS CENTER

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# THANK YOU



@RUbasicneeds

[BASICNEEDS.RUTGERS.EDU](https://www.basicneeds.rutgers.edu)



**PHILLIP R. SMITH, ED.D.**

Assistant Director for Student Basic Needs