

CalFresh Outreach Basics

Campus Outreach

The basis of developing a CalFresh presence on-campus requires patience, collaboration and hard work.

CalFresh Outreach teams look different on every campus. Creating and developing crucial opportunities on campus can happen through forms of creative programming, unique services, and most importantly, student involvement. This is where your CalFresh Outreach team has the opportunity to fill this space.

Develop a Team

Start with the basics by hiring and building a team of individuals to help assist with your CalFresh Outreach programmatic needs. This will look different for every campus based on their campus structure.

Ex. Hiring student staff and interns to assist with CalFresh applications and outreach events, hiring program managers to supervise the outreach team and build campus partnerships, etc.

Tabling On-Campus

Table during on-campus events and collaborate with other campus departments. Tabling events can draw students to learn more about CalFresh. A great practice is to have prescreens readily available, informational flyers about CalFresh, and your

CalFresh Outreach team's contact information in case students are interested in applying.

Campus Partnerships

Creating campus partnerships is essential to spread the word about CalFresh. Connect with campus organizations, especially those who have students who are likely to be eligible for CalFresh.

Ex: connecting with your campus Financial Aid office, Career Technical Education (CTE) program directors, faculty on campus, partnerships with local programs that increase employability (LPIEs), etc.

Classroom Presentations

Create a general CalFresh introduction slide deck presentation that your team can use for classroom presentations or workshops. The presentation should include CalFresh program information, basic student eligibility, and who to contact if they are interested in applying for the CalFresh program.

Social Media

CalFresh Outreach teams use social media as an outlet to engage with students virtually. To establish a social media presence, you can follow other campuses' social media platforms to draw inspiration. For more resources and information about social media, check out the [Media & Webinars](#) page under the Resource Hub website.



California State University **Chico**
Center for Healthy
Communities