Huskies Helping Huskies

Prepared for:

Eleanor Lewis from the Bloomsburg University Foundation

By

REDACTED

Anna Jaskiewicz

REDACTED

REDACTED

REDACTED

Table of Contents

Abstract

Simply recognizing the growing issue of campus hunger across the nation is not going make the problem go away. Utilizing multiple forms of media to generate awareness of this issue is one of the main focuses of this proposal. Our organization, Huskies Helping Huskies already provides students with a collection of recipes that are affordable, time efficient, and healthy. However, our team is faced with the question of where to host the website that will effectively draw viewers to the site. It is essential that the website becomes easily accessible, more user friendly, and begins to accumulate donations from site visitors so that money can later be funneled into programs that support students with food insecurity. The funding of this project will vary depending on how much it costs the university to host our website. The fees to host the website would be paid yearly. Publicity of the website in *The Voice*, BU Magazine, and other forms of media is contingent on the site being given a proper home on a university approved site and after further updates to the site's recipes and format have been made.

Context

An ever-growing phenomenon and problem faced by college students is an issue known as food insecurity. Food insecurity is defined by the awareness movement National Student Campaign Against Hunger & Homelessness as, "the lack of reliable access to sufficient quantities of affordable, nutritious food". It's a problem that extends beyond students of higher education of course, but the concentration in this specific group is particularly striking and needs to be addressed. In a study done between March and May of 2016 by that same organization and three others sampling nearly 4,000 individual students, it came to light that nearly half of those polled

had experienced food insecurity in the last month, with the percentage being more than half (56%) for first generation students (first in their families to go into higher education). Not only is this a very real problem in regard to students' health, it also impairs their ability to meet their full academic potential. The health and well-being of college students is paraded as top-priority by campus heads and officials, and surely with this being the case the proposal of a donation service and humble advertising ventures would not be over-extending our rights and entitlements as youth who will be leading the next generation. The aforementioned study also discovered that over 50% of students avoided buying textbooks for a course or even missing classes due to food insecurity. Exactly a quarter of them dropped entire courses. This is just a sliver of the real issue due to very little movements caring to document this growing epidemic in college-aged students. Tuition and other amenities are exponentially more expensive than ever, meaning that many students are willingly choosing to avoid paying for bare-minimum essential meal plans as a way to cut down on costs, or potentially spending money out of pocket on superfluous "wants" that aren't pertinent to their health and performance. This is ultimately an individual decision and we cannot prevent some from choosing to allocate their funds these ways. What we can do, however, is offer an alternative method for financially struggling students to at least have awareness of and access to affordable meals as well as allowing those who wish to support such a cause do so by donating various levels of funds to the Bloomsburg University Foundation. For more info regarding this issue you can refer to studentsagainsthunger.org, which many of the statistics here were derived from; additionally, the recent New York Times article "It's Hard to Study if You're Hungry" is also very eye-opening and details this issue even further.

Project Justification

Problem Statement

College students are struggling to find affordable and healthy food options while they are away at university. A substantial amount of college students nationwide have admitted to having food insecurity at some point during their experiences away at college. Hunger can negatively affect college student's attention and/or focus which then correlates to poor test scores. Not knowing where one's next meal is coming from can cause added stress and anxiety to the already stressful world of university students. College should be a time when students can focus on their studies, develop connections with fellow scholars, and create a professional aura around themselves. If our society wants college students to succeed and have active roles in becoming professionals of our society, then we mustn't ignore their physiological, base needs. Huskies Helping Huskies is an organization that has been created in order to aide these students who struggle to afford at least three-square meals a day. Although the site is coming together on WIX, we believe that it is not yet functioning at its fullest potential. We propose a few changes and updates that will allow accessibility to our site through an approved university website. We also plan to make the site more user friendly, allow site visitors to make donations to the cause through the University Foundation, and, depending on the site's accessibility, we plan to publicize the site through the use of multiple forms of media.

Priority Needs

The main need that must be addressed by this project is that students on college campuses, even Bloomsburg University's, need affordable ways to get enough to eat in order to maintain a healthy lifestyle. By popularizing the Huskies Helping Huskies website, students will be provided with affordable and easy-to-make recipes. In addition to the issue of students going to bed hungry, students who are not eating enough have higher stress levels and have trouble focusing on their course work compared to students who do not suffer from food insecurity. Students who are unable to focus on their studies will be unable to maintain high GPAs and could even struggle to meet graduation requirements. Solving the issue of campus hunger may be the key to solving related problems such as students failing or dropping out of college.

The Proposed Approach

Before the website can be advertised in various forms of media, the site needs to be made ready for the public. First, the donation button must physically be added to a noticeable location on the site. With the addition of a donation button on the website, funds would be made available to help support this cause. Funds would be donated to the University Foundation who would hold the money on behalf of the Huskies Helping Huskies group until there is a specific need for monetary assistance. Second, our team must contact Jamie North in order to discuss methods of hosting the Huskies Helping Huskies site through an approved university site. Third, our group must work to revise the recipes that are already available on the site as well as add many new recipes to the site. It must be noted that going away to college may be the first time students are away from home and must cook for themselves. Therefore, many college students do not have an

advanced set of cooking skills. The recipes provided on the Huskies Helping Huskies site are designed to have simple, easy to follow steps and cooking instructions so that students at any level of cooking ability can succeed in creating these recipes. Fourth, the site must be made more visually appealing and user friendly. The mission statement provided on the home page of our site needs revision and a helpful glossary will be added to the site in order to add definitions and descriptions of certain cooking utensils. Fifth, assuming our group successfully achieves a host for our website, our team will get in contact with the Bloomsburg University campus newspaper, The Voice, and ask them to publish an article in order to share the importance of the Huskies Helping Huskies mission. We also intend to contact the BU Magazine to advertise our site. However, publicizing the site is contingent on finding an appropriate university approved site that will host our Huskies Helping Huskies website portal.

The Implementing Organization

This project is the first time we have had the opportunity to work together as a team. Thankfully, this project has been started previously by prior groups while they took the course Writing for Multiple Media. Now that our group has been chosen to take on this particular project within our course, we must prove ourselves as diligent workers who truly care about the problem at hand and can aide in improving proper solutions. Our team is made up of competent, hardworking, personable, and analytical individuals who clearly understand the growing issue of campus hunger and how our personal involvement with the Huskies Helping Huskies site can positively impact student life on campus. As a whole, our team provides student perspectives and first-hand experiences regarding the issues of food insecurity and campus hunger.

Project Aims

We have four project objectives that we plan on effectively accomplishing in order to successfully advance Huskies Helping Huskies. The first is to add a donate button to our website that will able to be visible on every page. That way, it will be easier for users to donate. Adding a donate button will also allow anyone to donate remotely. To achieve this, we will plan to publicize it as much as possible through the student newspaper, *The Voice*, flyers throughout campus, and the BU magazine which is sent to all BU alumni. We want the volume of viewers to be high in the hopes that more donations will come in. Our second objective is to find a host for our website to be displayed such as the Bloomsburg University website. To aid people, our third objective is to make our website more user friendly and approve the visual appeal. We want the theme of the website to match the design and it will be cohesive. On top of that, our fourth objective is to edit the recipes. We want to make them easier to read because most of them are too long. The recipes should be quick so that anybody can make them, even if they don't have much time. By doing all of this, our goal is to assist Huskies Helping Huskies so that they are able to use our website more efficiently.

Target Group

The target group of our project is mainly students who are struggling to find affordable means to eat healthy meals on a regular basis. However, the Huskies Helping Huskies site will not only be open to students who are strained financially. The site will be available to any frugal students who may be looking to save a few dollars in their weekly budgets. Another target group of this project are students who are looking for healthier alternatives to the meals they currently eat. The

Huskies Helping Huskies website provides recipes that are cost effective, but the recipes are also health conscious. Also, many students are living on their own for the first time when they journey to university. Another relevant target group of our project are common adults and/or college graduates who have careers and have gained financial stability. This target group is important because this is the group that may come to our site looking to make donations towards our cause. Bloomsburg University graduates especially can be reached through the BU Magazine; many Bloomsburg University alumni who have made a professional name for themselves in the workforce may be searching for a good way to give back to the university that got them to where they are at today. Many college graduates would sympathize with students who have food insecurity because many of them may have gone through the exact same thing during a time before campus hunger had a name and was recognized as a national issue.

Project Implementation

Activity Plan

Project Goals	Starting Date	Expected Completion Date
Addition of Donation Button	Feb. 15, 2018	Feb. 19, 2018
Meetings with Jamie North And Tom McGuire	Week of Feb. 25, 2018	By March 3, 2018
Creation of Press Release	Week of March 4, 2018	By March 10, 2018
Addition/Revision of Recipes	Jan. 22, 2018	By April 27, 2018
Article in *The Voice*	(this goal is contingent on prior project goals completion)	By May 3, 2018 (if applicable)

Resource Plan

As far as resources, this project requires the use of a website and full creative license to do what we please with the recipes given to us for promotion on our site. The free WIX site can only sustain our organization for so long, but as we continue to add elements and dimensions to the Huskies Helping Huskies organization our website domain will need to grow as well. This is why it is essential that our team gets in contact with Jamie North so that our project goals and website obstacles can be addressed. For the time being, we will continue to add information onto the WIX site and make positive changes to the site as a whole.

Budget

The budget for this project may vary depending on the decisions made with Jamie North and Bloomsburg University about where we may host the Huskies Helping Huskies domain. To get the site up and running and accessible to community members and students, there are going to be fees. To get the site onto a Bloomsburg University owned site it may cost anywhere between $200-$300 per year. Hopefully, with the site becoming more accessible and user-friendly people will begin donating to the Huskies Helping Huskies organization. An estimation for the amount of money the organization will receive through donations is unclear at this time.

Monitoring and Evaluation

Every Monday night during the semester our team meets during our class time. We discuss what goals we have already covered for our project and then discuss what goal we must approach next. Our University Foundation client, Eleanor Lewis, will review this proposal in order to make changes to our goals/plans, provide possible additions, question our methodology, and give us overall feedback on our team's intentions for this project.

Management and Personnel

Each individual on our team brings a wide variety of skills to our project's benefit. Anna Jaskiewicz is a sophomore English major and is the designated Project Manager; she is in charge of making direct contact with cliental who are essential to the project's success. REDACTED is

a senior English Major in the Digital Rhetoric and Professional Writing concentration. She is accustomed to writing professional reports and documentation, therefore, she is a great asset to our team. REDACTED is enthusiastic about helping the Huskies Helping Huskies organization. His cooking abilities make him an important team member because he understands recipe writing and can, in turn, update and revise many recipes found on the website. REDACTED is very technologically savvy and is more than willing to partake in any meetings with future clients. She is an essential member to our group when it comes to making changes regarding the interface of our WIX site. REDACTED is very passionate about our project and is willing to take on any task that is presented to her for completion. She is important to our group because she is willing to work as a group or as an individual for certain smaller goals for our team's project.

Works Cited

Report: Hunger On Campus. (2016, October). Retrieved February 23, 2018, from https://studentsagainsthunger.org/hunger-on-campus/

Goldrick-rab, S. (2018, January 14). Its Hard to Study if Youre Hungry. Retrieved February 23, 2018, from https://www.nytimes.com/2018/01/14/opinion/hunger-college-food-insecurity.html

Clark, K. (2016, October 26). College Costs Hit Record High in 2016. Retrieved February 23, 2018, from http://time.com/money/4543839/college-costs-record-2016/