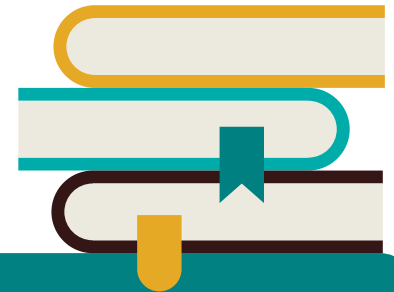


How findhelp Supports Higher Education

Findhelp supports students at more than 15 higher education customers around the country, from community college systems to private universities and prestigious schools of medicine. Community colleges and universities want to help students achieve their professional goals and dreams, but social factors beyond the institutions' control can have detrimental impacts on student success and graduation rates.

Income, Pell Grants, and student aid have not kept up with the cost of college; affordability is a significant barrier to college completion and successful entry into the workforce. Students from communities with low incomes commonly contribute financially to their families while in school – not the other way around. Each year, 3 million students drop out of college because of a financial emergency of \$500 or less ([Hope Center for College, Community and Justice](#))

According to the Hope Center for College, Community and Justice's most recent basic needs survey, nearly three in five of the nearly 200,000 students who responded said they had experienced basic needs insecurity. 39% of students at two-year colleges and 29% at four-year colleges experienced food insecurity, and 48% of all students experienced housing insecurity. Post-secondary credentials are key pathways to economic security; higher education institutions partner with findhelp to provide access to support programs for their students so that they can focus on their studies, instead of worrying about their next meal or where they're going to sleep that night.



Typical Higher Education Users

Navigators

For many higher education institutions, encouraging student self-navigation is a priority based on the ratio of support staff to students.

- Counselors
- Special population centers (women, LGBTQIA+, international, disability, first-generation, veterans)
- Student services
- Academic advisors
- Residential advisors
- Admission advisors
- Student health services

Reporting & Analytics

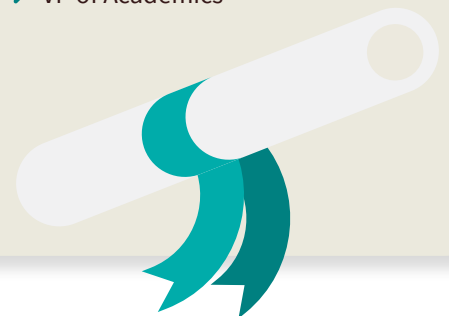
Social care data from findhelp can be informative and helpful in the following situations, among others:

- Analyze impact of social needs on student retention and graduation rates
- Apply for social care-related grants and funding opportunities
- Meet grant deliverables
- Understand student needs to develop support programs and strategic partnerships

Executive Sponsors

This role should be filled by someone in a leadership position who can both easily see the positive impact of the platform and has authority to make high-level strategy decisions.

- Dean of Student Affairs (at each college or campus within the system)
- VP of Student Success
- VP of Academics





Unique Ways Higher Education Uses the findhelp Platform

Delgado and Ivy Tech Design Interventions for Single Mothers

Delgado Community College (Louisiana) & Ivy Tech Community College (Indiana) received funding from the Education Design Lab in 2021 to provide additional support to single mother students. As part of the Single Moms Design Lab study, Delgado and Ivy Tech designed and implemented social care interventions, such as connecting single mothers to the workforce and increasing their ability to provide for their families.

As part of the program, both institutions partnered with findhelp to connect students to resources for housing, food insecurity, childcare needs, and more. Delgado also provided access to case management, scholarships, childcare vouchers, and transportation assistance, and used an assessment on their findhelp platform to identify students with social care needs.

St. Edward's Supports Meal Plan Transfers

The Student Welfare Team at St. Edward's University (Texas) launched a transfer program where students can donate funds from their meal plan to classmates who are running low. Since launching the program on April 1, 2022, they've received more than \$4,000 of funds for transfer. St. Edward's promotes this program via a flyout on their findhelp platform, directing students who are searching for food to the sign-up process for the meal fund transfer program.

Statewide Community College Collaboration in North Carolina

The North Carolina Community College System (NCCCS) provides [the Community College Resource Finder](#) platform (powered by findhelp) for students, faculty, and staff at 58 community colleges across the state. Colleges have seen student success rate increase by including the Resource Finder in staff workflows, in new student orientation materials, and via ongoing support for current students. There have been over 25,000 staff and student users, 56,000 searches, and 3,600 connections on the Resource Finder platform from the January 2019 launch to January 2024.



Delgado and Ivy Tech Design Interventions for Single Mothers



St. Edward's Supports Meal Plan Transfers



Statewide Community College Collaboration in North Carolina

Impact of findhelp on Higher Education / Research Findings

University of Southern-California (USC) Partnership: Addressing COVID-19 Food Insecurity

Under a strategic partnership with the Los Angeles County Emergency Food Security Branch, the USC Dornsife Public Exchange assembled a team of researchers to understand the impact of the COVID-19 pandemic on food insecurity in Los Angeles (L.A.) County. Data from Yelp and findhelp informed the findings and recommendations for addressing food insecurity and access to healthy food. So far, this research has resulted in 5 reports, 7 presentations, 3 media briefings, 3 new or updated L.A. County & City policies, and a \$2 million National Science Foundation grant to develop a model of food insecurity within L.A. County.

University of Hawai'i

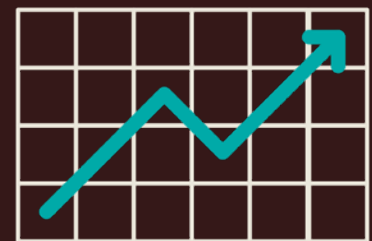
To gain insight into the social need barriers facing their students, the University of Hawai'i (UH) partnered with Temple University's [The Hope Center for College, Community and Justice](#), to survey students and report on their social care needs. The Hope Center's free reports and resources provide the evidence and the insight needed to support [#RealCollege™](#) students. Despite the high levels of basic needs insecurity that were identified, the report showed that only a small number of UH students reached out for support.

To address the needs of their students, the UH Basic Needs Committee developed a Basic Needs [Master Plan](#) for social care barriers like food, housing, childcare, mental health, clothing, living expenses, and transportation. According to the 2020 UH student survey, more than half of their students experience some type of basic needs insecurity.

Notably, the University of Hawai'i requires that students log in to their findhelp platform via single sign-on, so that needs, resources, and outcomes can be tracked to an individual student's record. Between March 2021 to January 2024, more than 4,000 students have logged into the platform, completing more than 21,000 searches and 2,000 connections. Staff, faculty and students are all encouraged to utilize findhelp and the basic needs committee website, and UH leads monthly webinars to teach people how to use their basic needs site and findhelp platform.

Stanford University's Immigration Policy Lab

The Immigration Policy Lab at Stanford University analyzed where low-income immigrant populations live in relation to immigration legal services providers (ISPs) that help with complicated legal processes related to living and working in the United States. Findhelp [shared data on existing ISPs](#) in our network to help the Stanford team map the locations of ISPs in relation to areas of need. Once equipped with the combined data from the Department of Justice, the Immigration Advocates Network, and findhelp, the Stanford team identified communities that were overserved or underserved to help governments, funders, and service providers more effectively invest their resources in the communities that could most benefit from additional support.



The Stanford team identified communities that were overserved or underserved.

The Future of Higher Education and findhelp Partnerships

Track Student Needs Over Time

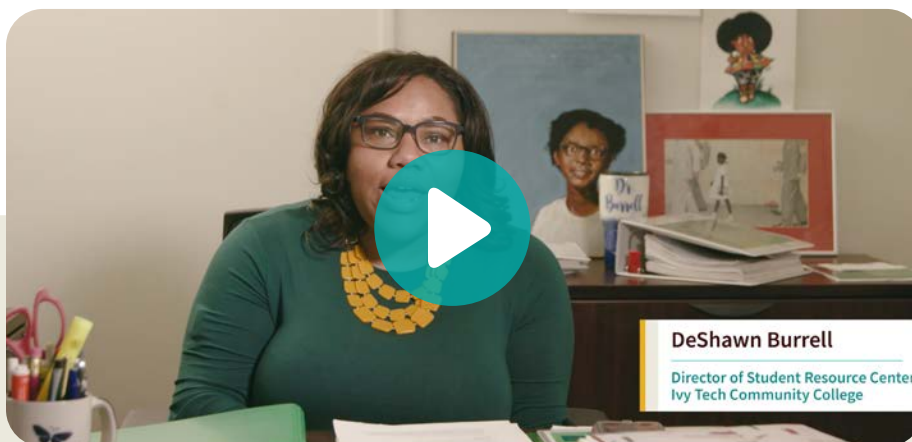
Institutions are exploring ways to track student needs before, during, and after enrollment. One of our customers, Delgado Community College (Louisiana), sends social needs assessments to students before they start school to establish a baseline; the initial and follow-up assessment results help Delgado track which student populations have the highest drop rates (first-generation, transfer, single moms, etc.) so they can identify high-risk students and implement the appropriate follow-up workflows to ensure needs have been met and, ultimately, increase graduation rates.

Integrate with Systems of Record

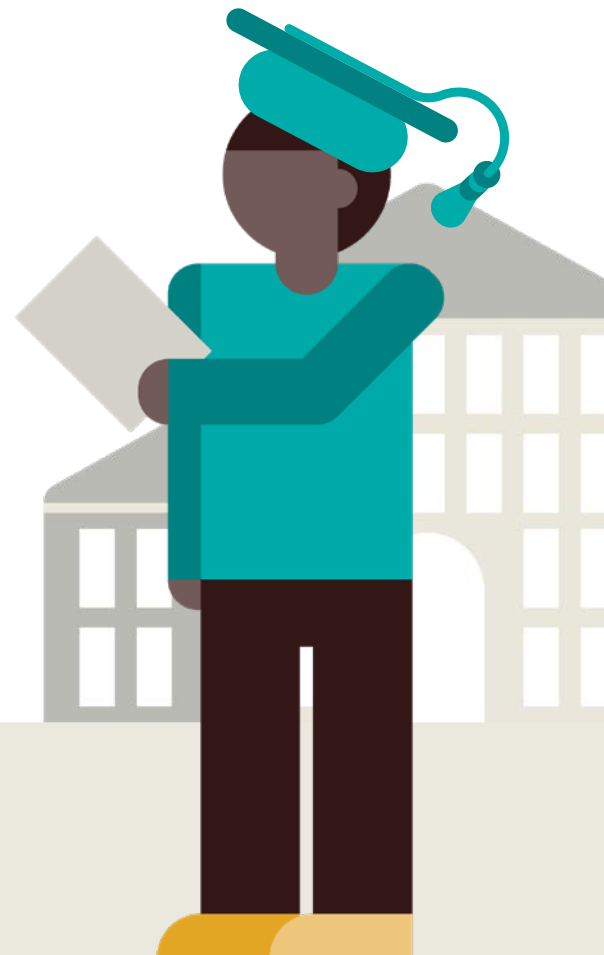
Many of our customers, including and beyond higher education, choose to integrate findhelp with their system of record to support staff workflows and save time. Dallas College (Texas), for example, is partnering with us to integrate findhelp with their Salesforce platform for student case management to ensure one core record for each individual student, and make it easier to identify needs, connect students with appropriate resources, and review referral outcomes.

Expand Users to Non-Traditional Departments

Customers are also expanding the teams and departments that receive navigation training, beyond health services and resident life services to disability support, foster care liaisons, community health, and student success teams. Legislation supports this; the 2022 federal [Good Jobs Challenge Grant](#) allows expanding case management to continuing education students and the [2015 Texas Education Code](#) led Dallas College to train foster care liaisons on their findhelp platform.



Watch a [short video](#) about the great work Ivy Tech Community College (Indiana) is doing with their findhelp platform.



Findhelp in Action

Typical Workflow

Below is a typical workflow for an admissions counselor or academic advisor:

1. Assess the student for social needs (in person or by phone) and identify existing social needs.
2. Search on findhelp to identify local programs that address the student's needs, and send referrals.
3. Access the student's profile to see status updates and follow-up as needed with the student or the community organization.
4. Update the referral status and add notes as appropriate.
5. At the end of the semester, repeat the workflow and track changes and outcomes over time.

Student Success Story

This is a real (anonymized) student success story from one of our higher education customers:

Joy completes her college's Fall Scavenger Hunt and learns that findhelp offers multiple resources in her area.

Joy searches her college's branded findhelp platform and applies for Emergency Funds assistance.


Joy's Story

Joy completes all of the requested documents and is approved for assistance. She receives an Emergency Funds check in the mail the next day and is able to pay her rent and focus on her classes.

Joy is connected with a student services staff member who walks her through the eligibility requirements and explains the process in detail.

"I didn't feel judged; the staff were genuine and very helpful."

Want to learn more?

 [Schedule a demo](#) with one of our team members to see how findhelp can partner with your institution.

