

Strategies for Collecting Free and Reduced-Price Meal Applications: Leveraging outreach and promotion

August 18, 2022



Agenda

- Housekeeping
- Intros
- Speakers
- School Meals Application Outreach Toolkit
- Q&A



center for BEST PRACTICES

Center for Best Practices

- ✓ Webinars
 - ✓ Toolkits
- ✓ Resources
- ✓ Research
- ✓ Information

Introductions

Moderator: Summer Kriegshauser, Senior Program Manager, No Kid Hungry

Speakers:

- Scott Richardson, Director of Nutrition, Dawson County Schools, Dawsonville, GA
- Andrea Kruse, Child Nutrition Director, Brandon Valley School District, Brandon, SD
- Dawn Pully, Food Service Director, Bendle Public Schools, Burton, MI

Dawson County School

Nutrition Dawsonville, Georgia

1DAWSON! EXCELLENCE TOGETHER!

Breaking News!



Dawson County School System Board of Education July 22 at 2:50 PM · €

Counting down the days to the first day of school! If you haven't already, please complete a free & reduced application at the website listed below.





4 Shares

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Dawson County School System Board of Education

All Dawson County Schools have been able to offer breakfast and lunch at no charge to all students during the last two school years during the COVID-19 pandemic. This was made possible thanks to the generous support of the U.S. Department of Agriculture, reimbursing schools for meals served to students, regardless of their income through waivers. These waivers expired on the last day of school, Friday, May 27th, returning the system to Free/Paid/Reduced Status.

For the sch... See more



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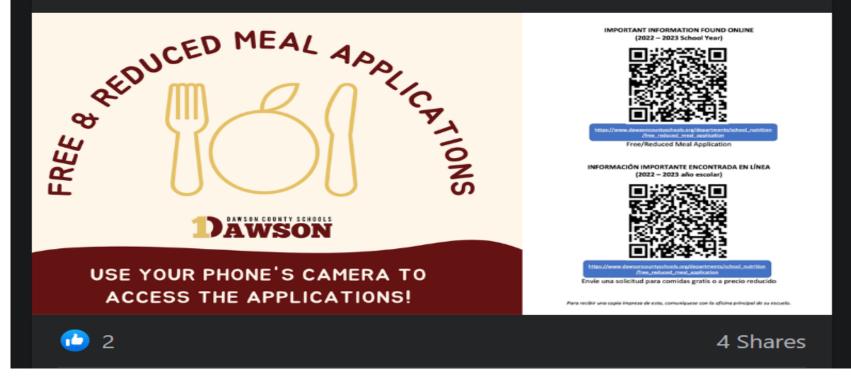


Dawson County School System Board of Education August 3 at 3:13 PM · 🚱

There's still time to complete an application for free & reduced meals! Parents, visit

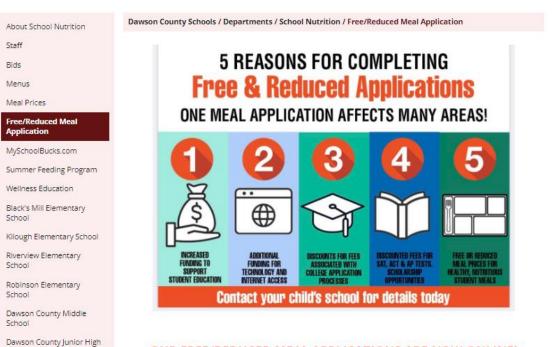
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https://www.dawsoncountyschools.org/.../free_reduced_meal... or use your phone's camera to access the QR code below. If you have any questions, please contact your child's school.





FREE/REDUCED MEAL APPLICATION



OUR FREE/REDUCED MEAL APPLICATIONS ARE NOW ONLINE!

You can apply on-line for free or reduced cost meals for the 2022-2023 school year at the link below after July 1, 2022:

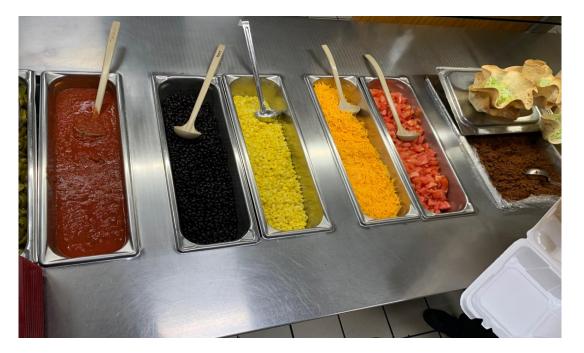
Meal Application (English)

School

Dawson County High School

Solicitud de Comida (Espanol)

DAWSON COUNTY SCHOOLS AUSSIANS ON COUNTY SCHOOLS







Strategies for Collecting Free and Reduced-Price Meal Applications



Andrea Kruse, MS, RDN LN Child Nutrition Director, Brandon Valley School District



Ideas?

- Family Communication: E-mail Messaging/Portal
- Administrative Support
- Robo Calls
- Share the importance
- Back-to-School Nghts
- **Open Houses**

More Than Just the Meal! Education Each individual household application is held in strict confidence Child and and is used only for granting free and reduced price meal benefits to eligible families. Adult Nutrition Services Did you know the School Free & Reduced Eligibility Percentages are MacKay Building used for many benefits to your school 800 Governors Drive Pierre, SD 57501-2235 If you think your family or household may qualify, Phone: 605-773-3413 please submit an application. Contact your school with any questions! Fax: 605-773-6846 Email: DOE.Schoollunch@st For each free and reduced price lunch served, your school ate.sd.us receives about \$3.00 of federal money and 30 cents for each paid lunch served Did you also know that schools with high free and reduced price participation are eligible for so much more! Technology Discounts for phones and internet through E- Teacher loan forgiveness is available Title 1 rank order for funding distribution to school sites is based on higher free & reduced rates Many more U.S. Department of Aariculture Programs are available to schools with a higher free & reduced rate. Programs include: Fresh Fruit and Vegetable Snack Program Afterschool Snacks at no charge to students Afterschool Supper Program with free supper meals given to students at no charge Summer Food Service Program with free children meals all summer long A special Provision that allows a school to offer all students meals free of charae

Free and Reduced Price Applications

 Grants from the USDA that allow your school to purchase equipment with grant funding

Dear Parents/Guardians,

As July is well underway, please take note of the following updates from the Child Nutrition Services Department.

Meal Prices: This year. Brandon Valley School District will return to paid meals for all students. Meal prices for the 2022-23 school year are shown below and included in the "BV CNS Meal Pricing Information" document which is attached to this email. Also included in this attachment is the district's unpaid meal charge policy.

Payment Options: With the return to paid meals, the Child Nutrition Department is accepting payment to student foodservice accounts throughout the summer and payments can be made in several ways. Please see the attached "BV CNS Payment Options" document or visit the Child Nutrition Services website for additional instructions.

Free and Reduced Applications: Applications for the 2022-23 school year will be open July 18th for you to complete. If you believe your family meets the income eligibility criteria to gualify for this benefit, please complete the application. Applications are available through Family Access on Skyward. Instructions for completing these applications are included in the attachment "Free and Reduced Application Information" and can be found on the Child Nutrition Services webpage under "Free and Reduced", Please note: Free and Reduced Applications for school meals are based on income eligibility. This process does not guarantee free meals for students.

The Child Nutrition department has the great pleasure of feeding students every day, and our staff takes great pride in offering nutritious meals to fuel learning. We look forward to another great year!

Please feel free to contact our office at any time regarding the Child Nutrition Program.

Andrea Kruse, MS, RDN, LN Brandon Valley School District, Child Nutrition Director Phone: (605) 582-3926 Email: andrea.kruse@k12.sd.us

This institution is an equal opportunity provider.

FREE & REDUCED LUNCH APPLICATION - OPEN

Free and Reduced Lunch Applications for the 2022-23 school year are open and available for submission. If a family believes they meet the income eligibility criteria to qualify for this benefit, they must complete the application online. Applications are available through Family Access on Skyward. Please note, Free and Reduced Applications for school meals are based on income eligibility. The Free and Reduced Application must be completed to determine eligibility for free school meals. For additional information, review the Brandon Valley Child Nutrition Services website.

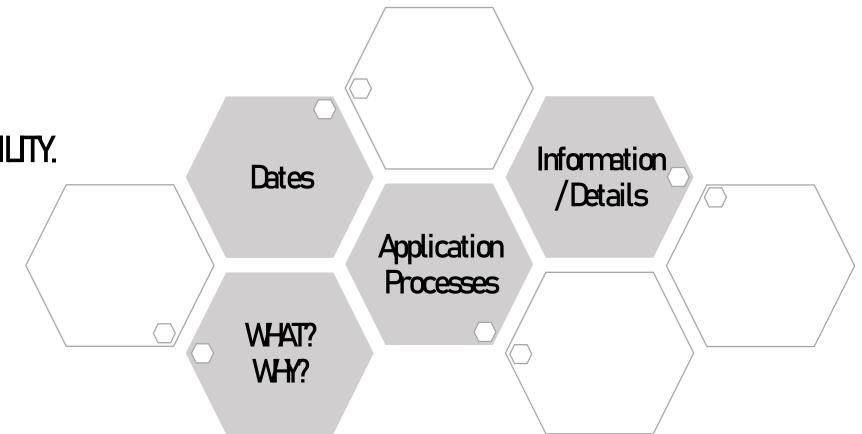


South Dakota

Department of

Tips for Effective Messaging

- Be CONSISTENT.
- Be CONDSE
- Be CLEAR
- Encourage ACCOUNTABLITY.



Make it EASY.

- Electronic applications
- Writtentutorials
- Videotutorial
- Utilize your website / QR Code
- Translated materials

Free and Reduced Meal Application Information/Tutorial - Click <u>Here</u>. Check out this video to help you complete your application! - Click <u>Here</u> Parent Packet and Frequently Asked Questions - Click <u>Here</u>.

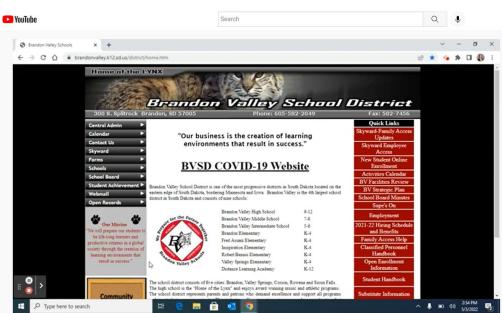


CHILD NUTRITION SERVICES Brandon Valley School District 49-2 2001 South Sioux Boulevard, Brandon, SD 57005-1705 (605) 582-3926

Completing Free/Reduced Application via Family Access Skyward Account

 Log into Family Access from any Brandon Valley building website. If you do not have a Family Access account, OR do not know your login information, contact your student's building secretary or the Brandon Valley Administration Center. Contact information for all building included below.

Brandon Valley Administration Center	582-2049
Brandon Elementary School	582-6315
Valley Springs Elementary School	757-6285
Robert Bennis Elementary School	582-8010
Fred Assam Elementary School	582-1500
Inspiration Elementary School	582-8590
Brandon Valley Intermediate School	582-6035
Brandon Valley Middle School	582-3214
Brandon Valley High School	582-3211









Andrea Kruse, MS, RDN LN

Child Nutrition Director, Brandon Valley School District andrea.kruse@k12.sd.us

(605) 582-3926



Alternative Income Forms

Alternative income forms are:

- Completed by families in replacement of free and reduced-price meal applications when a school/district utilizes the Community Eligibility Provision (CEP).**
- Not used to certify students for free or reduced-priced meals but are instead used for programs and funding sources that previously relied on meal application data for other purposes (e.g., assessing a school's poverty level for technology funding or college application discounts).
- Often simpler to complete when compared to meal applications.

**19 states require schools that elect CEP to collect alternative income forms. States that require collection of alternative income forms include: California, Colorado, Connecticut, Hawaii, Iowa, Kansas, Kentucky, Maine, Michigan, Minnesota, New Hampshire, New Jersey, New York, Ohio, Rhode Island, Tennessee, Vermont, Washington, and Wisconsin.

<u>Alternative Income Forms: Understanding What They Are, Why They're Important,</u> <u>& How They're Collected</u>

BENDLE PUBLIC SCHOOLS

CEP SCHOOL

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1100 ENROLLMENT

BURTON, MICHIGAN

CEP AND HOUSEHOLD INFORMATION REPORT QUESTIONS

- CEP- COMMUNITY ELIGIBILITY PROVISION, is a non-pricing meal service option for schools and school districts in low income areas.
- HIR'S AND WHY DO THEM
- HOW TO GET EVERYONE ELSE INVOLVED
- WHAT ARE THE BENEFITS AFTER COLLECTING THEM
- HOW OFTEN TO RUN REPORTS



THE COMMUNITY ELIGIBILITY PROVISION (CEP)

What is CEP?

CEP is a federal reimbursement option for schools participating in the National School Lunch Program and School Breakfast Program. It was permanently authorized nationwide by the Healthy, Hunger-Free Kids Act of 2010.

Key Features

- Schools that elect CEP serve meals to all students at no cost to them.
- CEP eliminates the need to claim meal reimbursements according to student eligibility status.
- Participating schools receive per-meal funding based on a formula that uses data from other public benefit programs.

How Does CEP Work?

Eligibility - A school is eligible for CEP if at least 40 percent of enrolled students participate in certain public benefit programs like the Supplemental Nutrition Assistance Program (SNAP) or are identified as being automatically eligible for free school meals, such as children experiencing homelessness. This percentage – known as the identified student percentage or ISP – is determined largely through a data matching process called direct certification, which schools are required to do for other purposes. Schools can operate under CEP for four years before redetermining their eligibility.

Funding – The ISP is multiplied by 1.6 to approximate the total percentage of students eligible for free school meals had applications been collected. Schools are reimbursed at the highest level, the "free" rate, for that percentage of meals served and receive the lower "paid" rate for the remaining meals. For example, a school with a 62.5 percent ISP would receive the free rate for 100 percent of meals served, while a 55 percent ISP would receive the free rate for 88 percent of meals served.

Election - A district could elect CEP for a single eligible school, multiple eligible schools, or the entire district. The district may also group schools together to optimize the ISP across schools. The grouping can include schools with an individual ISP below 40 percent as long as the group's ISP is at least 40 percent.

Why CEP?

Benefits for Students & Families

- Promotes equity by ensuring all children have equal access to nutritious meals, like they do for desks and textbooks.
- Removes the requirement to complete an application to receive free or reduced-price school meals, (Household Information Reports do need to be collected in CEP schools for state reporting purposes)
- Eliminates out-of-pocket meal costs for all families, benefiting families struggling to make ends meet but just above the cut-off for free and reduced-price meals.
- Reduces stigma around school meals.
- Improves student attendance and test scores, and reduces disciplinary referrals across all grade levels.

Benefits for Schools & School Districts

- Eliminates school meal debt no more alternative meals, debt collecting or negative press.
- Can generate revenue for school nutrition budgets.
- Makes it easier to serve meals in the classroom.
- Does not negatively impact the amount of federal Title I education funds a district receives.

Learn more about CEP at Bestpractices.nokidhungry.org/cep

Learn more about CEP at bestpractices.nokidhungry.org/cep

SCHOOL-WIDE EFFORT

- MAY/JUNE FIND NEW FORM ON STATE SITE
- FILL IN EACH SCHOOL INFO, PRINT AND GET TO SECRETARIES BEFORE END OF CURRENT YEAR
- SECRETARIES MAKE WELCOME PACKETS FOR RETURNING AND NEW STUDENTS
- EACH BUILDING HAS THEIR OWN COLOR AS WELL AS NEW STUDENTS

BEGINNING OF SCHOOL YEAR

- MIDDLE & HIGH SCHOOL HAVE OPEN HOUSES BEFORE SCHOOL STARTS
- THEY REQUIRE PAPERWORK TURNED IN BEFORE SCHEDULE HANDOUT
- THIS ALMOST ALWAYS GUARANTEES 100% TURN IN
- SMALL DISTRICT MEANS EVERYTHING DONE ON PAPER

BEGINNING OF SCHOOL YEAR CONTINUED

• ELEMENTARIES- 2 BUILDINGS

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UCTIONS FOR COMPLETING THE SHOLD INFORMATION REPORT

grade level, school, and H if homeless. M if M

and adults, related and un-related, that live in a single dw

Skip this part

- THESE ARE NOT COLLECTED UNTIL SCHOOL STARTS
- DON'T ALWAYS GET FIRST TIME AROUND (Sent in child's backpack means extra work sometimes)
- PARENT COORDINATORS WORK WITH SECRETARIES TO REACH 100% TURN IN RATE

SEPARATE BY BUILDINGS

- HIGH SCHOOL- GREENMIDDLE SCHOOL- BLUE
- WEST- PINK
- SOUTH- YELLOW
- NEW STUDENTS- GOLDEN ROD
 (New students always done first, since they do not have a grace period)

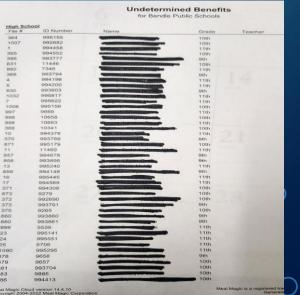


AFTER APPS HAVE BEEN PROCESSED

- JUST LIKE A LUNCH APP, THE DISTRICT TRIES TO GET THEM DONE IN 30 SCHOOL DAYS
- DIRECT CERTIFICATION IS DONE AT LEAST 1X A MONTH (More in the beginning of school year)
- I THEN RUN AN UNDETERMINED BENEFITS REPORT

AFTER APPS CONTINUED

- THIS REPORT SHOWS STUDENTS WHO ARE CURRENTLY ENROLLED WITH NO "APP" ON FILE
- I THEN SEND IT TO EACH BUILDING SECRETARY AND THE PARENT COORDINATORS- Who then work to collect list from their building. Pictured was ran on 8-9-22, (we have not started school so it lists all students)



WHAT HIR'S HELP- STUDENTS

- COLLEGE APPLICATION FEES (FREE LUNCH = FEES WAIVED)
- WE STILL HAVE TO PROVE THEY ARE FREE- We do have people denied, it just doesn't affect their meal prices

		Ben	dle Public Sc 3420 Columbine Av Burton: MI 48529	ve				A COMMUNITY WITH KIDS AT HEART
_	10/21/2021 Application #990			Dawn Pr (810) 59	dy	meral Questions		
								Bendle High School
			1					CONFIDENTIALITY AGREEMENT
	To the Parent or Guard							
	Dear Parent or Guardian:							
	Your application has been reviewed and	the results are as follo	owa:					I acknowledge and agree to give permission for my child's free/reduced statu shared with the Counselor at Bendle High School for the sole purpose to
		Benefit	Breakfast	Lunch	Snack	Milk		determine if my child is eligible for one or more of the following:
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	For general questions, please contact Daw decision further, you have the right to a fa	en Pully, 3420 Colum	bine Ave, Burton,	MI 48529, (810) 591-214	8. If you wish to review this		SAT retake fee waiver
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	mail: U.S. Department of Apriculture							
	Office of the Assistant Secretary for Dvil Rights							
	1400 independence Avenue, SW Washington, D.C. 20250-0410;							Date: 10 4 2021
	tps: (202) 896-7442, or							
	email: program.intake@usda.gov.							
-	tion is an equal opportunity provider."							Please return this signed form to Attn: Ms. Breidenstein, Bendle High
								Counseling Office.

-	Bendle Public S 3420 Osturiblini I Burton, MI 4852	Ave	A COMMENT/ WITH KES AS HEART			
10/21/2021 Application #978		Dawn Pully (810) 591-2	1	eneral Quest	lona	
		10.00 00.00				CONFIDENTIALITY AGREEMENT
To the Perent or Gu Deer Parent or Guardian: Your application has been reviewed and		Lunch	Snack	Mik	1	Lacknowledge and agree to give permission for my child's free/reduced sta shared with the Counselor at Bendle High School for the sole purpose to determine if my child is eligible for one or more of the following:
	Dellem	Free	N/A	\$0.00		
A second and					in a second of white	 Qualify for fee waivers for college applications
You may send a new application at any to receive food stamps or other assistance for	me during the school year. If your hous www.children, you may send an appli	ication at that tin	toes down, the	your saminy i	are reconciler or last	SAT retake fee waiver
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Note al (640/87/8338) Autocommity (Projection) for a program compliant of discrimination, compliate the U ram-discrimination-compliant, and at any USDA office, or of the compliant form, call (866) 832-8952. Submit your i	ISDA Program Discrimination Compliant Form, I write a letter addressed to USDA and provide compliated form or letter to USDA by:	, (AD-3027) found t e in the letter all of t	be information	on requested in	the form. To request a	Parent/Guardian Signa
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WHAT HIR'S HELP- DISTRICT

- TITLE I FUNDING- School buildings receive money based on highest poverty rate
- TITLE I TUTORS
- PARENT COORDINATORS- In 3 buildings
- SUPPLIES FOR ACTIVITES/ PROGRAMS- Strengthening Families
- TECHNOLOGY- Chromebooks/Smart boards in classrooms
- TITLE II Professional Development for Staff
- TITLE IV Academic Enrichment

WHAT YOU NEED TO KNOW



What School Nutrition Staff Need to Know About **Title I Education Funding**

What is Title I Funding?

- This federal education funding is allocated to states "to provide all children significant opportunity to receive a fair, equitable, and high-quality education, and to close educational achievement gaps." (Elementary & Secondary Education Act. Section 1001)
- Each year, states distribute about \$15 billion in Title I funding to school districts. Funding can be used to support extra instruction, materials, afterschool/summer programming, etc.
- . The amount of Title I funding that each state or school district receives is based on the US census poverty data for school-age children and is not based on free and reduced-price school meal data.

How do Schools Receive Title I Funding?

- The federal government allocates Title I education funds to states based on US census child poverty data and the cost of education in each state. States give Title I funds to school districts using formulas that are also based on US census child poverty data.
- School districts distribute their funding to individual schools based on school poverty levels. Using one or more of the allowable poverty measures (see options on next page), the school district ranks schools to determine Title I eligibility.

What are the Options for Measuring School Poverty and Ranking Schools?

- . The number of students eligible for free and reduced-price school meals is the most commonly used option for measuring school poverty and ranking individual schools for Title I funding.
- · However, the federal government allows school districts to use one or more of several other poverty measures, including data sources that already exist and that tend to be more accurate and reliable. The number of students eligible for Medicaid and the count of identified students are two of these options.
- Additional options include census data, alternative household income forms, and Temporary Assistance for Needy Families (TANF) participation data. All options are detailed on the next page.

👍 Universal Free School Meals 🚤 & Title 1 Funding Serving healthy school meals to all students at no cost with the **Community Eligibility Provision** (CEP), or other similar options, does not impact the amount of Title 1 funding that a state or school district receives. Free and reduced-price school meal data is not used to determine how much Title 1 funding each school district receives.

School Level Poverty Measurement Options for Within-District Distribution of Title I Funding

School districts distribute their Title I funding to individual schools based on school poverty levels. Using one, or a combination of two or more of these allowable poverty measures (below), the school district ranks their schools. This ranking determines each school's eligibility to receive Title I funds. For additional information, please see www2.ed.gov/documents/essa-act-of-1965.pdf.

Identified Students * Promising Practice *

Identified students are directly certified for free or reduced-price meals by the direct certification data matching process between student rosters and enrollment in means-tested programs. Identified students include those in households with the Supplemental Nutrition Assistance Program (SNAP), Temporary Assistance for Needy Families (TANF), Food Distribution Program on Indian Reservations (FDPIR), and in some states, Medicaid. In addition, students identified as experiencing homelessness, in foster care, migrant, in Head Start, or runaway are also included. Advantages of using this data to distribute Title I funding to schools include that this data is reliable, verified, and already available to schools.

Students Eligible for Medicaid * Promising Practice *

Medicaid is the public health insurance program for people in low-income households. Including Medicaid data in school poverty measurements is recommended for several reasons, including that the data is reliable, verified, and already available. Medicaid enrollment also includes millions of additional children, including income-eligible students that do not meet the more restrictive citizenship requirements for SNAP.

Census Poverty Data

The number of school-age children, ages 5-17, that are living in households below the federal poverty level, as counted in the most recent US census.

School Meal Application Data - Not Recommended -

Districts can use data collected on free and reduced-price school meal applications and/or an alternative household income form to identify students eligible for free meals (below 130% of the federal poverty level) or reduced-price (between 130-185% of the federal poverty level) meals. (Source: SP54-2016, question 77. https://fn os.pdf). While this is the most commonly used option, collecting and processing school meal applications is costly and time-intensive. An additional disadvantage of using school meal application data to allocate education funding includes that applications collect self-reported income data, and since forms are optional, not all eligible students are counted.

Given Students Receiving Temporary Assistance for Needy Families (TANF)

The TANF program provides cash assistance for families with children.

Secondary Schools Only: Poverty Data in Feeder Schools

In addition to the options above, secondary schools may determine their poverty level by calculating the average number of "economically disadvantaged" students in their feeder elementary schools. For more information, see section 1113(a)(5)(B)(ii) of the ESEA.











Congress



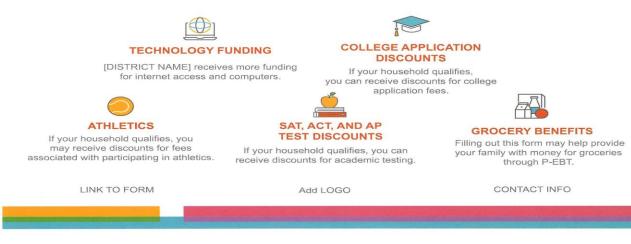
SUMMARY

- GET YOUR DISTRICT INVOLVED- More important for them if you are CEP
- FRIENDLY REMINDERS ALWAYS HELP
- QUESTIONS- Email me @
- <u>dpully@bendleschools.org</u>
- Dawn Pully- Director

Why fill out [DISTRICT'S NAME] Household Information Report?

SCHOOL FUNDING

When everyone fills out the report, DISTRICT NAME receives the necessary funding to provide all students with the highest quality education.



School Meals Applications Outreach Toolkit

Intended for school districts to communicate with families about Free & Reduced-Price School Meals Applications.

The toolkit includes:

- Guidance about connecting with families, organized in a checklist,
- Outreach examples from other school districts, and
- Ready to use and customizable No Kid Hungry resources, available in both English and Spanish.

School Meals Application Outreach Toolkit

Poll questions





Upcoming Webinars

SUPPORTING YOUR HEALTHY TEAM: STRATEGIES TO PROMOTE STAFF WELLNESS, MOTIVATION & RETENTION

Tuesday, August 23, 2022, 2:00 - 3:15pm EDT

Registration Link

This webinar will cover:

- How to promote wellness among your staff
- How to promote staff appreciation, retention and good morale, and
- How to build trust and maintain communication to increase the strength of your team.

This webinar will feature a panel of four speakers who are taking care of their staff through team building, wellness activities, recognition opportunities, financial incentives and more.