

Outreach & Social Media Toolkit

Basic Needs for College Students Website



OVERVIEW

The Office of the Secretary of Higher Education (OSHE), in partnership with Office of Innovation, launched BasicNeeds.nj.gov, which provides a directory of statewide resources for institutions to help meet their students' basic needs - from food and housing to childcare, transportation, and more.

The Basic Needs for College Students website provides our students as well as their peers, advisors, counselors and campus-wide communities with the tools and information to address a wide spectrum of students' basic needs and includes details on what assistance is available to students and who is eligible to apply.

HOW TO USE THIS TOOLKIT

The materials in this toolkit are designed to make it easy for institutions, students, and stakeholders to share information about BasicNeeds.nj.gov with their communities and peers using the communication channels you already use.

Download, share, save, and print the individual resources provided in this guide to promote the site's resources.

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EMAIL BLAST COPY AND GRAPHICS

Use this suggested language to promote the website to your campus. Customize the greeting line with your school mascot or any other familiar greeting.

Suggested Copy

Subject Line: Basic Needs for College Students Website

Body:

Fellow [Knights],

The New Jersey Office of the Secretary of Higher Education and the Office of Innovation has initiated the beta launch of their new statewide BasicNeeds.nj.gov website.

A free, one-stop-shop resource, the website offers a comprehensive collection of information about programs and services available to students across New Jersey. This includes resources that deal with housing, hunger, financial aid, transportation, childcare, health care support, and more.

To improve the site and make it as user-friendly as possible, the State needs your assistance! Can you help by taking a couple minutes to visit the website and share it with your friends and in your campus clubs or organizations?

More website traffic will inform website improvements, so that programs can reach as many students in need as possible. Have feedback on the site? Share your thoughts <u>here!</u>

Thank you,

Additionally, we recommend using the following graphics as the header and footer for your email blast to add visual interest for the reader.

Header



Click here to download header.

Footer (includes a QR code to the website)





Click here to download footer.

EMAIL BLAST TEMPLATE

Full Template

Download the complete email template with graphics as a Word document here.



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Thank you,



CHECK OUT THE SITE



FLYER

Share this flyer to spread the word about BasicNeeds.nj.gov. Consider printing and distributing it on campus in places students frequently access or post it on your institution's Facebook, LinkedIn, or Instagram stories.



Food, childcare, transportation, housing, mental health support and help accessing financial aid can impact the wellbeing and success of college students.

The <u>BasicNeeds.nj.gov</u> website is a free, one-stop-shop resource for students seeking out programs and services to help them navigate social and educational needs during college.

Whether you are a first-generation student, an adult learner caring for a child or family member, facing financial hardship, a Dreamer, a parent of a college student, or just a New Jersey student looking for information, this site is for you.

Finding this site helpful? Looking for more information on a specific topic? Share your feedback here or scan the QR code as we are continuously updating the site to ensure it is as comprehensive as possible!



CHECK OUT THE SITE



Click here to download flyer.

SOCIAL MEDIA COPY AND GRAPHICS

Graphics



Add these social media graphics and copy to your Facebook, Twitter, and Instagram channels. Select from eight static designs and two motion graphics.

Click here to download graphics.







Suggested Copy

Twitter:

"Are you an NJ college student in need of transportation, housing, or similar resources?

BasicNeeds.nj.gov is a free, one-stop-shop resource for students seeking services to help them navigate their basic needs during college.

"Have you had the chance to visit BasicNeeds.nj.gov?

If the website helped you, feel free to share it with your peers on campus. Think it could be better? Use this link to provide feedback! https://bit.ly/3A2lcgm"

Instagram

"Are you a first generation student, adult learner caring for a child or family member, facing financial hardship, or an NJ college student in need of food, housing, transportation, or other resources?

BasicNeeds.nj.gov is a free, one-stop-shop resource for students seeking out programs and services to help navigate social and educational needs during college."

"It can be difficult to focus on your studies when you are struggling with your mental health, finances, or even housing.

That is why New Jersey has launched BasicNeeds.nj.gov — a free, one-stop-shop resource with a comprehensive collection of information about programs and services available to students. This includes resources that deal with housing, hunger, financial aid, transportation, childcare, health care support, and more.

Link in bio!"

Facebook:

"Are you a first generation student, adult learner caring for a child or family member, facing financial hardship, or a college student in need of food, housing, transportation, or other resources in New Jersey?

BasicNeeds.nj.gov is a free, one-stop-shop resource for students seeking out programs and services to help navigate social and educational needs during college."

"It can be very difficult to focus on your studies when you're struggling with your mental health, finances, or even housing.

That is why New Jersey has launched basicneeds.nj.gov — a free, one-stop-shop resource with a comprehensive collection of information about programs and services available to students. This includes resources that deal with housing, hunger, financial aid, transportation, childcare, health care support, and more.

If you found the website helpful, feel free to share your feedback here: https://bit.ly/3A2lcgm"

FEEDBACK FORM

BasicNeeds.nj.gov is currently in beta. To ensure our site is as user-friendly, accessible, and informative as possible for students and New Jersey's higher education community at-large, OSHE and the Office of Innovation are collecting feedback on the website and its resources.

Consider sharing this opportunity for input with your campuses. The feedback form can be accessed on the site and here: https://bit.ly/3A2lcgm.

BASIC NEEDS LISTSERV

If you would like to receive future updates on the Basic Needs website and/or other State resources, share your contact information with us here: https://bit.ly/3GUjHEH.

QUESTIONS?

Thank you for your partnership and support in sharing the BasicNeeds.nj.gov website and for providing feedback on this critical resource.

If you have questions about outreach or need additional information about this initiative, please email Suchir Govindarajan, Special Assistant and Policy Analyst at the New Jersey Office of the Secretary of Higher Education (Suchir.Govindarajan@oshe.nj.gov).