



To: Institutions of Higher Education
From: Office of the Secretary of Higher Education
Date: May 17, 2023
Subject: Basic Needs Website Outreach and Social Media Toolkit

The Office of the Secretary of Higher Education (OSHE), in partnership with the Office of Innovation, launched the BasicNeeds.nj.gov website. Currently in its beta launch phase, the site is a centralized hub of information about state and local programs and resources available to college students with basic needs insecurities. Specifically, the site includes details on what assistance is available to students – such as connecting students to food for the week to food assistance in long-term or how to apply for assistance programs and financial aid opportunities.

To assist in spreading the word about this critical resource, OSHE has created an outreach and social media toolkit, available [here](#).

The materials in this toolkit—which include a flyer, email template, and social media copy and graphics—are designed to make it easy for institutions, students, and stakeholders to share information about the site 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.

For questions regarding the toolkit or BasicNeeds.nj.gov, please contact Suchir Govindarajan, Special Assistant and Policy Analyst at Suchir.Govindarajan@oshe.nj.gov with any questions.