



WORKFORCE
DEVELOPMENT



SNAP/Perkins Collaboration Promotional Toolkit for Perkins Institutions

Fall 2020



SNAP/Perkins Collaboration

Toolkit to help Perkins institutions help promote

Fall 2020

The Michigan departments of Labor and Economic Opportunity and Health and Human Services are working together to combat rising food insecurity among students. Low-income college students in Michigan who are enrolled in career or technical education programs may be eligible to receive food assistance benefits through the SNAP/Perkins initiative and collaboration.

College students enrolled in qualifying career and technical education (CTE) programs who attended school at least half-time will be eligible for the Supplemental Nutrition Assistance Program (SNAP) if they meet income and other program requirements. The occupational program they are enrolled in must lead them to employment under the Strengthening Career and Technical Education for the Twenty-First Century Act of 2018, known as Perkins V.

Below are some resources to support Perkins institutions if they would like to help promote this opportunity with students. All components may be modified to best suit the needs of the institution.

Sample Press Release

The following language may be used, with modification, to share with your local media outlets regarding the opportunities for CTE students to apply for SNAP benefits:

Michigan low-income college students enrolled in career and technical education programs at << INSERT COLLEGE NAME >> can apply for food assistance

Michigan students in college career and technical education programs returning to classes at << INSERT COLLEGE NAME >> this fall are now eligible to receive food assistance if they meet other eligibility requirements.

The Michigan departments of Labor and Economic Opportunity (LEO) and Health and Human Services (MDHHS) are encouraging students to apply for food assistance benefits online at Michigan.gov/MIBridges.

LEO and MDHHS sought and received federal approval for the new initiative – effective in May 2020 – to address rising food insecurity among students that have been exacerbated by COVID-19.

Close to << INSERT TOTAL NUMBER OF CTE STUDENTS AT SCHOOL >> low-income college students in Michigan who are enrolled in Career and Technical Education (CTE) programs at << INSERT COLLEGE NAME >> may be eligible to

receive food assistance benefits through the federal Supplemental Nutrition Assistance Program (SNAP).

College students in Michigan are now eligible for SNAP if they meet income and other program requirements and are enrolled at least half-time in an occupational program that leads to employment under the Strengthening Career and Technical Education for the Twenty-First Century Act of 2018 known as Perkins V.

For anyone currently enrolled in a Perkins program with an existing food assistance case who has experienced a loss of income, their MDHHS caseworker will determine Perkins program status to ensure the benefits are correct.

Any Perkins student who wants to apply for food assistance should provide documentation from << INSERT COLLEGE NAME >> that outlines their major and program or course of study to assist in determining their eligibility for SNAP. Examples could include a proof of registration and a document showing their major, program, or course of study. A caseworker will use that information to determine eligibility.

Students interested in applying for food assistance can go to Michigan.gov/MIbridges. Verification of enrollment in a Perkins program must be provided by the student or may be requested from the college or university.

Learn more about the Perkins Postsecondary CTE Program at Michigan.gov/LEO-Perkins.

Talking Points

The following talking points may be used to address questions or inquiries about CTE students being able to apply for SNAP benefits:

- The Michigan departments of Labor and Economic Opportunity (LEO) and Health and Human Services (MDHHS) are encouraging students to apply for food assistance benefits online at Michigan.gov/MIbridges.
- LEO and MDHHS sought and received federal approval for the new initiative – effective in May 2020 – to address rising food insecurity among students that have been exacerbated by COVID-19.
- Low-income college students in Michigan who are enrolled in career and technical education (CTE) programs may be eligible to receive food assistance benefits through the federal Supplemental Nutrition Assistance Program (SNAP).
- Previously, college students enrolled in qualifying CTE programs who attended school at least half-time could not qualify for SNAP benefits, even if they met income eligibility requirements, unless they fell into certain categories such as working at least 20 hours per week, caring for a child, or being unable to work.

- College students in Michigan are now eligible for SNAP if they meet income and other program requirements and are enrolled at least half-time in an occupational program that leads to employment under the Strengthening Career and Technical Education for the Twenty-First Century Act of 2018 known as Perkins V.
 - The [Perkins Postsecondary Career and Technical Education Program](#) provides funding to 28 community colleges, three public universities and one tribal college to support pathways to high-wage, high-skilled and in-demand careers that require less than a bachelor's degree.
 - Close to 16,000 low-income college students in Michigan who are enrolled in CTE programs are eligible to receive food assistance benefits from the federal Supplemental Nutrition Assistance Program (SNAP).
 - Those institutions offer more than 3,600 qualifying programs, offering a certificate or associates degree to careers in fields such as information technology, health care, hospitality and manufacturing. There are 88,458 students enrolled in these programs in Michigan. Some of those students may already be receiving food assistance benefits, while others will become eligible for this new opportunity.
 - For anyone currently enrolled in a Perkins program with an existing food assistance case who has experienced a loss of income, their MDHHS caseworker will determine Perkins program status to ensure the benefits are correct.
 - Any Perkins student who wants to apply for food assistance should provide documentation from their school that outlines their major and program or course of study to assist in determining their eligibility for SNAP. Examples could include a proof of registration and a document showing their major, program, or course of study. A caseworker will use that information to determine eligibility.
 - Students interested in applying for food assistance can go to [Michigan.gov/MIBridges](#). Verification of enrollment in a Perkins program must be provided by the student or may be requested from the postsecondary institution.
 - Learn more about the Perkins Postsecondary CTE Program at [Michigan.gov/LEO-Perkins](#).
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Sample Social Media Messages

The following social media messages may be used, with modification, to promote the opportunities for CTE students to apply for SNAP benefits:

Are you enrolled in a career and technical education program at a community college or university in Michigan? You may now be eligible for SNAP food assistance benefits. Learn more at [Michigan.gov/LEO-Perkins](#).

Did you know there are thousands of low-income college students in Michigan enrolled in career and technical programs who are eligible to receive food assistance benefits? Learn more at [Michigan.gov/LEO-Perkins](#) or [Michigan.gov/MIBridges](#).

As a career and technical education college student who thinks they may qualify for food assistance, you'll need to provide documentation from your school that outlines your major and program or course of study to assist in determining your eligibility for SNAP benefits. Learn more at Michigan.gov/MIbridges.

Promotional Flyer

Please see the promotional flyer on the last page of this Toolkit for sharing both in-person and digitally.

Are you in a college Career & Technical Education program?
You may qualify for Michigan's Supplemental Nutrition
Assistance Program (SNAP)!

In order to qualify, students must meet all requirements of the Food Assistance Program, which Michigan administers to distribute federal SNAP benefits.

Interested in applying? Michigan.gov/MIBridges