

**VWCC Food Co-Op Usage Report**

**Fall 2021 and Spring 2022**

**Presented by the Office of Institutional Effectiveness in collaboration with the Student Activities Office**

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# **About VWCC’s Food Co-Op**

Located on the third floor of our Student Life Building, [Virginia Western’s Food Co-Op](https://www.virginiawestern.edu/student-life/food-pantry/) was launched in Fall 2019. This resource was made possible with the help of generous funding from Kroger and Kraft Heinz, in conjunction with the Virginia Western Community College Educational Foundation.

Our co-op is available on a walk-in basis Monday through Friday from 9am-5pm, as well as by appointment. In addition to providing dry and canned goods, our food co-op goes one step further by providing quick meal cards to help students make easy and nutritious meals from items available in the food pantry.

Students are encouraged, but not required, to sign in at a kiosk when they visit the co-op so that we may track data reported below. Additionally, signage within the food co-op requests that users only take what they immediately need so that goods can benefit as many in the VWCC community as possible.

# **Academic Year 2021-2022**

Between July 1st, 2021 and May 15th, 2022, Virginia Western’s Food Pantry was visited 1,952 times by 229 students. There was only one recorded visit during the Summer 2021 semester, so this report will focus on Fall 2021 and Spring 2022 traffic and trends.

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| **Total Check Ins:** | 1952 |
| **Students Helped:** | 229 |
| **Average Check-Ins Per Student:** | 8.5 |
| **Median Check-Ins Per Student:** | 3 |
| **Maximum Check-Ins by a Student:** | 116 |
| **Most Popular Time of Day:** | 11am-2pm |
| **Most Popular Day of the Week:** | Tuesday |
| **Most Popular Month:** | February |

Visits to the Food Co-Op increased from the Fall 2021 semester (722 visits from 135 students) to the Spring 2022 semester (1,229 visits from 166 students). This increase can be explained by multiple factors including the absence of food vendors on-campus, increased face-to-face classes, word of mouth, and inflation during the Spring semester.

When examining traffic trends for the academic year, the first full month after the semester begins (September and February) were the most trafficked month of the semester. Additionally, 51% of all visits occurred during lunchtime (11am-2pm). Tuesday, Wednesday, and Thursday were all similarly popular days, which correlates with popular class meeting days. Charts for each of these data points can be viewed below in Figures 1-3, respectively.

Figure 1. Visits to the Food Co-Op by Month

Figure 2. Visits to the Food Co-Op by Time of Day

Figure 3. Visits to the Food Co-Op by Day of the Week

On average, students that went to the Food Co-Op checked in 8.5 times throughout the academic year. 69% of users visited the co-op more than once, and 9% of students went to the Food Co-Op 25 or more times. The maximum times that one student utilized the food co-op was 116 times.

Figure 4. Number of Visits per Student

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| --- | --- | --- |
| **Total Number of Visits** | **Number of Students** | **% of Students** |
| 1 visit | 71 | 31% |
| 2-9 visits | 99 | 43% |
| 10-24 visits | 39 | 17% |
| 25-49 | 14 | 6% |
| 50+ | 6 | 3% |

## Student Demographics

In addition to gathering useful data regarding traffic trends, we ask students to check in with their student IDs in order to learn which groups of our student body are taking advantage of this resource.

Of the 229 students who utilized Virginia Western’s Food Co-Op, 9 students were not enrolled during the 2021-2022 academic year. Therefore, their demographic data is not included in the following demographic breakdown (n = 220).

Below, co-op users are broken down by gender, race, age range, jurisdiction, ZIP code, cumulative GPA range, course load, Pell, and focus area, respectively.

**Gender:** 61% of co-op users were female; this is consistent with the 2021-2022 VWCC student body, where 57% of students are female.

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| **Gender** | **Number** | **Percent** |
| Female | 135 | 61% |
| Male | 81 | 37% |
| Not Specified | 4 | 2% |

**Race:** 43% of co-op users were from a minority race; this is markedly higher than VWCC’s student body, where 28% of students are from a minority race.

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| **Race** | **Number** | **Percent** |
| Asian | 19 | 9% |
| Black | 39 | 18% |
| Hispanic | 18 | 8% |
| Other\* | 19 | 9% |
| White | 125 | 57% |

\* “Other” races include American Indian, Not Specified, and Two or More

**Age Range:** 51% of co-op users were 19 or younger; this is similar to the 2021-2022 VWCC student body, where 46% of students are 19 or younger.

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| **Age Range** | **Number** | **Percent** |
| 19 or younger | 112 | 51% |
| 20-24 | 58 | 26% |
| 25 or older | 50 | 23% |

**Jurisdiction:** Among co-op users, most jurisdictions are represented consistently with the VWCC student body. 35% of co-op users are from Roanoke City – this is higher than Roanoke City’s representation in VWCC’s overall student body, which is 23% as of 2021-2022.

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| **Jurisdiction** | **Number** | **Percent** |
| Botetourt County | 22 | 10% |
| Craig County | 0 | 0% |
| Franklin County | 18 | 8% |
| Roanoke City | 76 | 35% |
| Roanoke County | 78 | 35% |
| Salem City | 13 | 6% |
| Outside of Service Area | 13 | 6% |

**Zip Code:** Co-op users resided in 32 different ZIP codes, the five most popular listed below.

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| --- | --- | --- |
| **Zip Code** | **Number** | **Percent** |
| 24012 | 21 | 10% |
| 24017 | 25 | 11% |
| 24018 | 34 | 15% |
| 24019 | 24 | 11% |
| 24153 | 17 | 8% |

**GPA:** 50% of co-op users had a cumulative GPA of 3.00 or higher, and 82% of users had a cumulative GPA of 2.00 or higher.

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| **GPA Range** | **Number** | **Percent** |
| 0-1.99 | 40 | 18% |
| 2.00-2.99 | 70 | 32% |
| 3.00-4.00 | 110 | 50% |

**Course Load:** 45% of co-op users attended VWCC at a full-time status. This is markedly higher than the Virginia Western student body, where 15% of students attended full-time in 2021-2022.

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| **Full-Time/Part-Time\*** | **Number** | **Percent** |
| Full-Time | 99 | 45% |
| Part-Time | 121 | 55% |

\* Full-time students are those that took 24 or more credits in academic year 2021-2022 (summer/fall/spring)

**Pell:** 63% of co-op users were Pell-eligible in at least one semester of the 2021-2022 academic year; this is higher than our non-dual enrollment student body, where 39% of students are Pell-eligible.

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| --- | --- | --- |
| **Pell-Eligible** | **Number** | **Percent** |
| No | 82 | 37% |
| Yes | 138 | 63% |

**Area of Study**: 96% of co-op users are program-placed students at VWCC. In 2021-2022, 61% of students were program-placed, while 24% were dual enrollment and 15% were unclassified.

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| **Focus Area** | **Number** | **Percent** |
| Business and Professional Services | 34 | 15% |
| Engineering and Mathematics | 26 | 12% |
| Health Professions | 38 | 17% |
| Information Technology | 11 | 5% |
| Liberal Arts and Social Sciences | 51 | 23% |
| Public Services | 9 | 4% |
| Science | 32 | 15% |
| Other\* | 11 | 5% |
| Not Program-Placed | 8 | 4% |

\* “Other” includes Building Trades and Technology, Culinary Arts, and Visual Design. Each group had five or less students.

# **Fall 2021**

Between August 23rd, 2021 and December 16th, 2021, Virginia Western’s Food Co-Op was visited 722 times by 135 students.

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| --- | --- |
| **Total Check Ins:** | 722 |
| **Students Helped:** | 135 |
| **Average Check-Ins Per Student:** | 5.3 |
| **Median Check-Ins Per Student:** | 3 |
| **Maximum Check-Ins by a Student:** | 54 |
| **Most Popular Time of Day:** | 11am-2pm |
| **Most Popular Day of the Week:** | Wednesday |
| **Most Popular Month:** | September |

When examining traffic trends for Fall 2021, September was the most trafficked month of the semester. Additionally, 55% of all visits occurred during lunchtime (11am-2pm). Tuesday, Wednesday, and Thursday were all similarly popular days, which correlates with popular class meeting days. Charts for each of these data points can be viewed below in Figures 1-3, respectively.

Figure 1. Visits to the Food Co-Op by Month

Figure 2. Visits to the Food Co-Op by Time of Day

Figure 3. Visits to the Food Co-Op by Day of the Week

On average, students that went to the Food Co-Op in Fall 2021 checked in 5.3 times throughout the semester. 64% of users visited the co-op more than once, and 13% of students went to the Food Co-Op 11 or more times. The maximum times that one student utilized the food co-op in Fall 2021 was 54 times.

Figure 4. Number of Visits per Student

|  |  |  |
| --- | --- | --- |
| **Total Number of Visits** | **Number of Students** | **% of Students** |
| 1 visit | 49 | 36% |
| 2-5 visits | 49 | 36% |
| 6-10 visits | 19 | 14% |
| 11-20 visits | 13 | 10% |
| 21+ visits | 5 | 4% |

Of the 135 students who utilized the Food Co-Op in Fall 2021, 3% graduated in Fall 2021. Of the students that did not graduate (n=131), 80% were subsequently enrolled at Virginia Western in Spring 2022. This is higher than the Fall to Spring retention rate1 of all Virginia Western students, which was 71% from Fall 2021 to Spring 2022.

Figure 5. Fall 2021 Patron Status as of Spring 2022

***1*** *Retention Rate equals students that returned in the Spring 2022 semester divided by Fall 2021 students minus Fall 2021 graduates*

# **Spring 2022**

Between January 7th, 2022 and May 13th, 2022, Virginia Western’s Food Co-Op was visited 722 times by 135 students.

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| --- | --- |
| **Total Check Ins:** | 1,229 |
| **Students Helped:** | 166 |
| **Average Check-Ins Per Student:** | 7.4 |
| **Median Check-Ins Per Student:** | 3 |
| **Maximum Check-Ins by a Student:** | 62 |
| **Most Popular Time of Day:** | 11am-2pm |
| **Most Popular Day of the Week:** | Tuesday |
| **Most Popular Month:** | February |

When examining traffic trends for Spring 2022, the February was the most trafficked month of the semester. Additionally, 49% of all visits occurred during lunchtime (11am-2pm). Tuesday, Wednesday, and Thursday were all similarly popular days, which correlates with popular class meeting days. Charts for each of these data points can be viewed below in Figures 1-3, respectively.

Figure 1. Visits to the Food Co-Op by Month

Figure 2. Visits to the Food Co-Op by Time of Day

Figure 3. Visits to the Food Co-Op by Day of the Week

On average, students that went to the Food Co-Op in Spring 2022 checked in 7.4 times throughout the semester. 69% of users visited the co-op more than once, and 20% of students went to the Food Co-Op 11 or more times. The maximum times that one student utilized the food co-op in Spring 2022 was 62 times.

Figure 4. Number of Visits per Student

|  |  |  |
| --- | --- | --- |
| **Total Number of Visits** | **Number of Students** | **% of Students** |
| 1 visit | 51 | 31% |
| 2-5 visits | 54 | 33% |
| 6-10 visits | 28 | 17% |
| 11-20 visits | 18 | 11% |
| 21+ visits | 15 | 9% |

Of the 166 students who utilized the Food Co-Op in Spring 2022, 11% graduated in Spring 2022.

Figure 5. Spring 2022 Patron Graduation Status

# **Conclusion**

By evaluating the traffic and demographic trends of the co-op users above, we can determine marketing strategies that target these students so that they are aware of this important resource. Additionally, knowing when students are most likely to visit the co-op will allow it to stay stocked during these high-frequency periods.

**Food Co-Op Traffic and Usage:**

From the Fall 2021 semester to the Spring 2022 semester, VWCC’s Food Co-Op saw an increase in visits and unique patrons. Throughout the year, 11am-2pm was consistently the most popular time that students checked in, and the Tuesday-Thursday saw the most traffic. It is especially important that we keep the Food Co-Op stocked during this timeframe so that students have a variety of options. The Student Activities Office is in charge of keeping the co-op stocked and is need of volunteers willing to help pick up goods; if you would like to help, please contact Natasha Lee at nlee@virginiawestern.edu.

**Food Co-Op Demographics**

When examining the demographics of 2021-2022 VWCC Co-Op users, patrons reflect VWCC’s overall student body as of the 2021-2022 academic year in two main areas: gender and age range. However, food co-op users were more likely to be a racial minority, from Roanoke City, be Pell-eligible, attend full-time, and be program-placed than the VWCC student body.

VWCC’s Food Co-Op provides students with goods that allow them to focus on their academic, economic, and personal goals without worrying where to find their next meal. As COVID restrictions ease, we offer more in-person classes, and word continues to spread about this resource, we hope that more of our student body that needs these items will utilize our Food Co-Op.