

December 9, 2025

## **PROPOSAL TO RENAME VALLEY 360 RESOURCE CENTER**

This proposal will outline the recommendation for a name change of the Valley 360 Resource Center.

In 2018, the Valley 360 Resource Center was created to provide students with meals, clothing and baby items in a central location. However, since 2020 the Resource Center has solely provided food services. Due to the current operations of the Valley 360 Resource Center the current name creates a level of misconception due to the pantry title.

The current name does not encompass the scope of services offered on campus. The renaming will help communicate the range of support to students and faculty to better reflect the purpose of the campus pantry. San Bernardino Valley College has a Basic Needs Center that offers the following resources: housing, transportation, case management, Cal Fresh application support, and referrals to additional community-based services.

The new name change will reinforce our commitment to food access while helping distinguish other programs offered at San Bernardino Valley College. As student services continue to evolve identifying true services provided will help students locate resources while on campus.

In hopes to strengthen the identity of the pantry and better connect with those who are served we respectfully submit this proposal for review and approval.

### **IMPLEMENTATION PLAN**

- Announcement to campus
- Branding Update
- Campus Rollout: soft launch emphasizing food resource

Student Visits:

July 2020-May 2021=2,430  
June 2021-May 2022=3,156  
June 2022-May 2023=6,836  
June 2023-May 2024=12,867  
June 2024-Aug 2025=13,246

### **PROPOSED NAME CHANGE**

Blue's Pantry

Diaper program

2022-2023= Over 102 families served  
10/24-6/25= 105 families  
7/25-10/25= 120 families



Update Valley 360 resource center to new name and logo.

