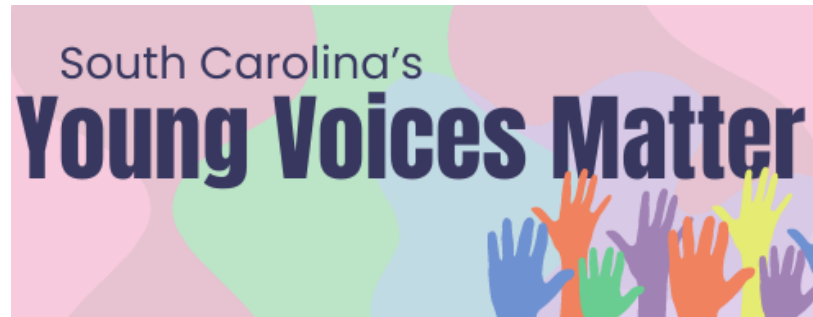SOUTH CAROLINA'S

# YOUNG VOICES MATTER CAMPAIGN GUIDE

to count SC's Youth Experiencing Homelessness

Developed by:
Leadwell 360, LLC Consulting

On Behalf of:
The SC Interagency Council on Homelessness

In SC, until we can identify our youth living without a permanent home, we cannot begin to understand the scope of supports needed to provide safe, secure housing for young people in crisis.
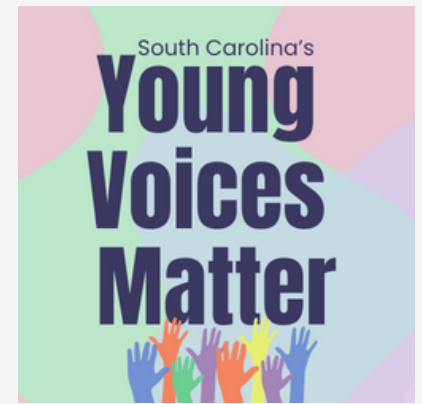
To Help Them.
We Must Hear Them.
We Must See Them.
We Must Know Them.

SC Young Voices Matter. Let's start paying attention.

The purpose of this Campaign Guide is to offer a roadmap that will help identify the number of youths in SC who are at-risk for or experiencing homelessness and how our community can support them to find stable and safe housing.

# Table of Contents

# Campaign Background and Description

In partnership with the South Carolina Department of Social Services (SCDSS), The South Carolina Interagency Council on Homelessness (SCICH) accepted a planning grant in May of 2023 from the SCDSS to develop a plan to conduct a South Carolina Youth Homeless Count. The plan will include a project timeline, a count methodology and a general approach for project development, management and completion.

# PROJECT SCOPE

The count plan, called the SC Young Voices Matter Campaign, will be designed to gather both quantitative data (number of Youth aged 13-24 at-risk or experiencing homelessness) and qualitative data (behaviors, attitudes, and experiences). According to the SC Youth Homeless Count grant agreement with SCDSS, the purpose and scope of the work are:

- Plan for the SC Youth Homeless Count, specifically to count those who are at-risk for or currently experiencing homelessness; and
- To establish a methodology to implement a statewide count of youth experiencing homelessness to determine the numeric estimate and real need for housing facing youth across the state; and
- To generate a detailed plan for implementation of the SC Youth Homeless Count, including collaboration and stakeholder involvement from those serving youth or young adults.

# HIGH LEVEL REQUIREMENTS

The plan must include the following details to support the SC Young Voices Matter Campaign implementation:

- **Project Methodology** – to include the parameters, strategies and tools for conducting the count.
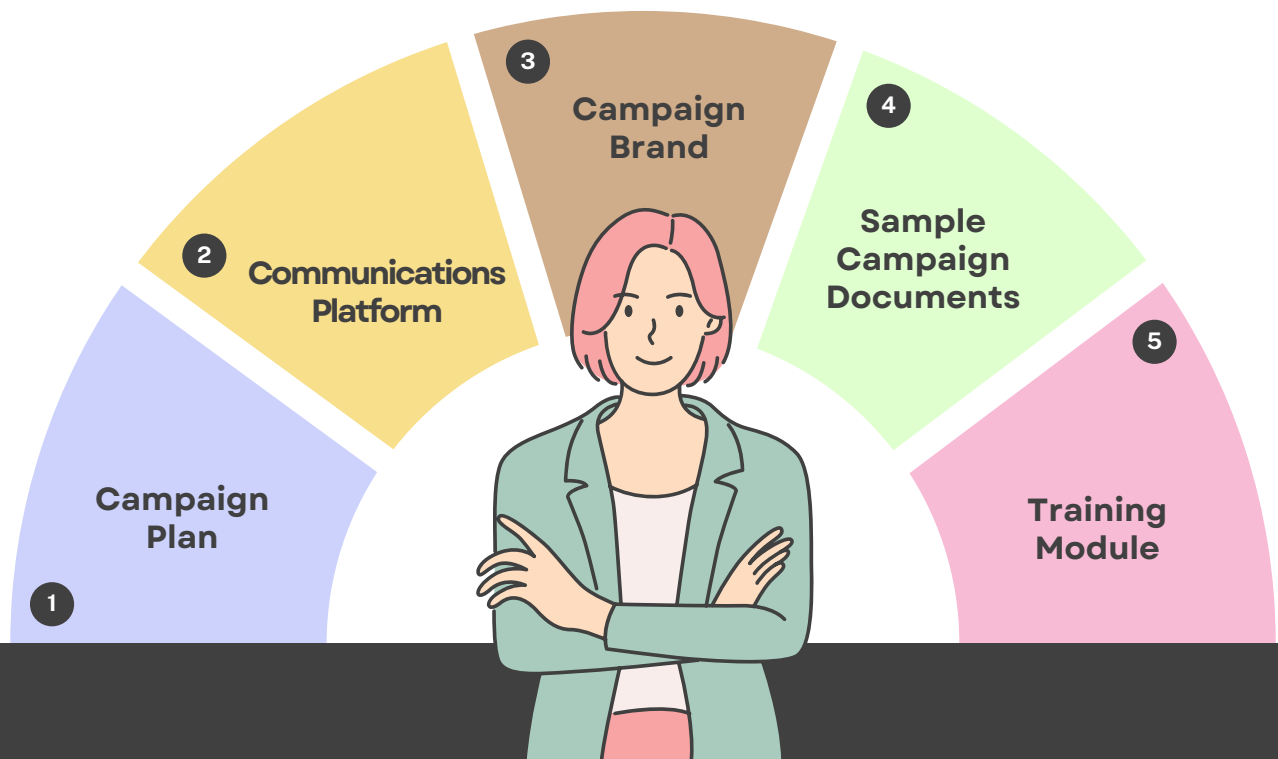
- **Project Leadership Development** – Who, what, when, where and how: who will lead, what will they lead, where will they lead and how will they lead.

- **Project Development** – The phases and phase details of the project.

- **Project Volunteer Coordination** – to include the roles of volunteers, their duties, training modules, and who will be responsible for volunteer training and coordination.

- **Project Timeline** – to include a timeframe for establishing project leadership, mapping the Campaign count zones by CoC region, enlisting volunteer support within each count zone, organizing "Make Your Voice Matter" survey events, opening/closing of the survey, data compilation, data aggregation, and final reporting.

- **Project Communications Plan** – detailed internal and external communications before, during and following the count.
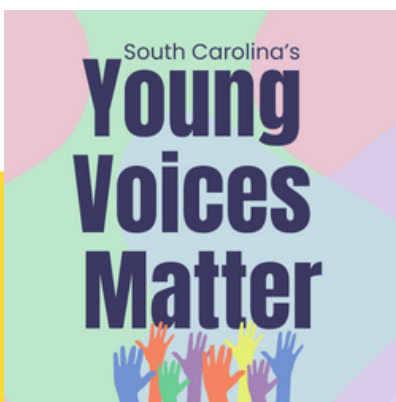
# Campaign Plan Deliverables

The SC Young Voices Matter Campaign will provide a detailed roadmap for how stakeholders should coordinate their efforts to meet the high-level requirements necessary to implement a successful SC Young Voices Matter Campaign, including collateral materials, sample campaign documents, training modules, and campaign brand board.

1. Campaign Plan
2. Communications Platform
3. Campaign Brand
4. Sample Campaign Documents
5. Training Module

## South Carolina's
# Young Voices Matter

# Affected Parties

- Campaign Volunteers
- The Civic Roundtable
- SC Youth Experiencing Homelessness
- SC Youth Service Providers
- SC Continuums of Care (4)
- SC Department of Education
- SC Department of Social Services
- SC Interagency Council on Homelessness
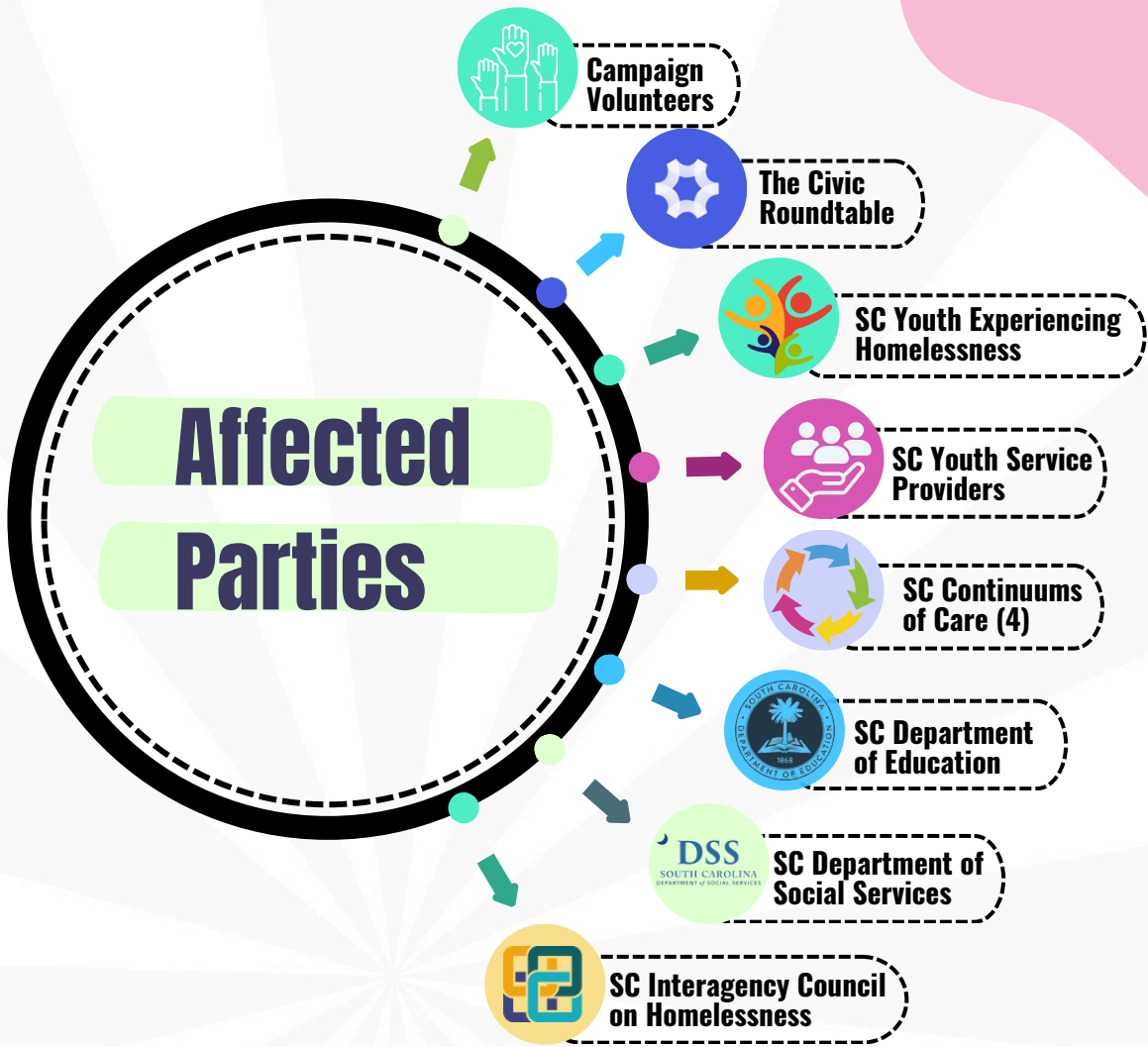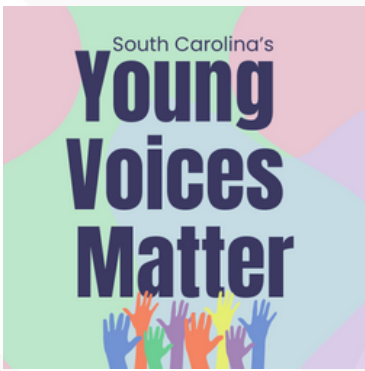
## Affected Business
# Processes and Systems

| CIVIC ROUNDTABLE | COGNITO FORMS PLATFORM | SC CONTINUUMS OF CARE (4) | SC YOUTH SERVICES PROVIDERS |
|---|---|---|---|
| Campaign Communications Hub | Survey Platform | Campaign Technical Assistance | Campaign Facilitators |

# Scope Exclusions

**South Carolina's**
**Young Voices Matter**
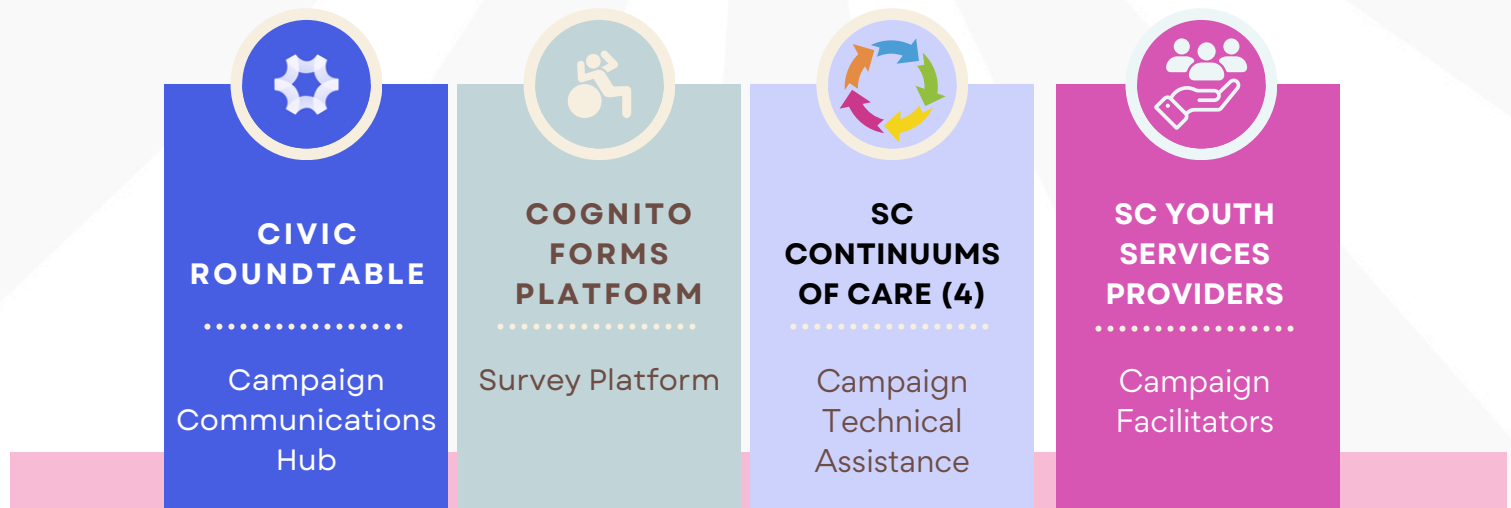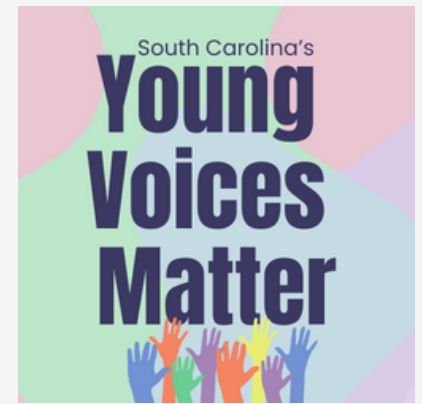
**1** | **Youth Experiencing Homelessness**

The Campaign may not capture all youth experiencing homelessness in the state due to the finite count timeline and the fluid nature of youth homelessness.

**2** | **Campaign Timeframe**

The Campaign measures youth homelessness within a specific timeframe and must be completed by May 31, 2026.

**3** | **Youth Definition of Homelessness**

The experience of youth homelessness will be defined as noted in SC House Bill 342.

**4** | **Campaign Survey Method**

The count Campaign will be conducted utilizing an electronic survey method only.

**5** | **Survey Participant Age Range**

Youth under the age of 18 will not be surveyed. Data for youth between the ages of 13-17 will be sourced from the SC Department of Education's McKinney-Vento database.

# Preparation & Parameters

## Campaign Methodology

### Who Will Be Counted?

**TARGET POPULATION**

- Youth experiencing homelessness living in SC during the project timeframe
- Age Range 13 - 24
- Utilizing the definition of youth homelessness as defined by SC House Bill 342

### How Will They Be Counted?

**COUNT METHOD**

- Youth experiencing homelessness ages 18-24 will be surveyed
- Youth experiencing homelessness ages 13 - 17 will not be surveyed. This data will be requested from the SC Dept of Education's McKinney- Vento Program

### What Information Will Be Requested?

**INFORMATION REQUESTED**

- Participant Identifiers (initials and date of birth)
- Personal demographics
- Participant's experience of homelessness (location, length of time, resources needed or utilized)
- Additional qualitative feedback

### Who & How Will the Survey Be Managed?

**SURVEY MANAGEMENT**

- Leadwell 360, LLC Consulting will develop, distribute and manage the survey
- The Cognito Forms Platform will be used
- Leadwell 360, LLC Consulting will collect, aggregate and distribute the data for reporting

### What is the Campaign Timeframe?

**CAMPAIGN TIMEFRAME**

- The campaign timeframe should be determined by the Campaign Leadership Team
- In order to comply with the SCDSS grant terms, the count should be completed by May 31, 2026

### How Will the Survey Data Be Protected?

**DATA PROTECTION**

- Data will not be transferred or shared with any party without a signed data sharing agreement
- Only persons and/or organizations listed in the signed agreement will have data access

# Territory Mapping Strategy

Territories should be divided by the four (4) SC CoC Regions and further sub-divided by Territory Zones within each CoC Region. Census and historic Point in Time Count data should be utilized to inform the division of Zones based on population sizes and concentration of homeless populations in each CoC. (See complete Zone Mapping Suggested located on the SC Young Voices Matter (SCYVM) Civic Roundtable Platform and in the Campaign Plan Appendix)

## EXAMPLE

**ZONE 1** → GREENVILLE COUNTY
LAURENS COUNTY

**SC UPSTATE COC**

**ZONE 2** → SPARTANBURG COUNTY
UNION COUNTY
CHEROKEE COUNTY

**ZONE 3** → ANDERSON COUNTY
OCONEE COUNTY
PICKENS COUNTY

**ZONE 4** → GREENWOOD COUNTY
ABBEVILLE COUNTY
MCCORMICK COUNTY
SALUDA COUNTY
EDGEFIELD COUNTY
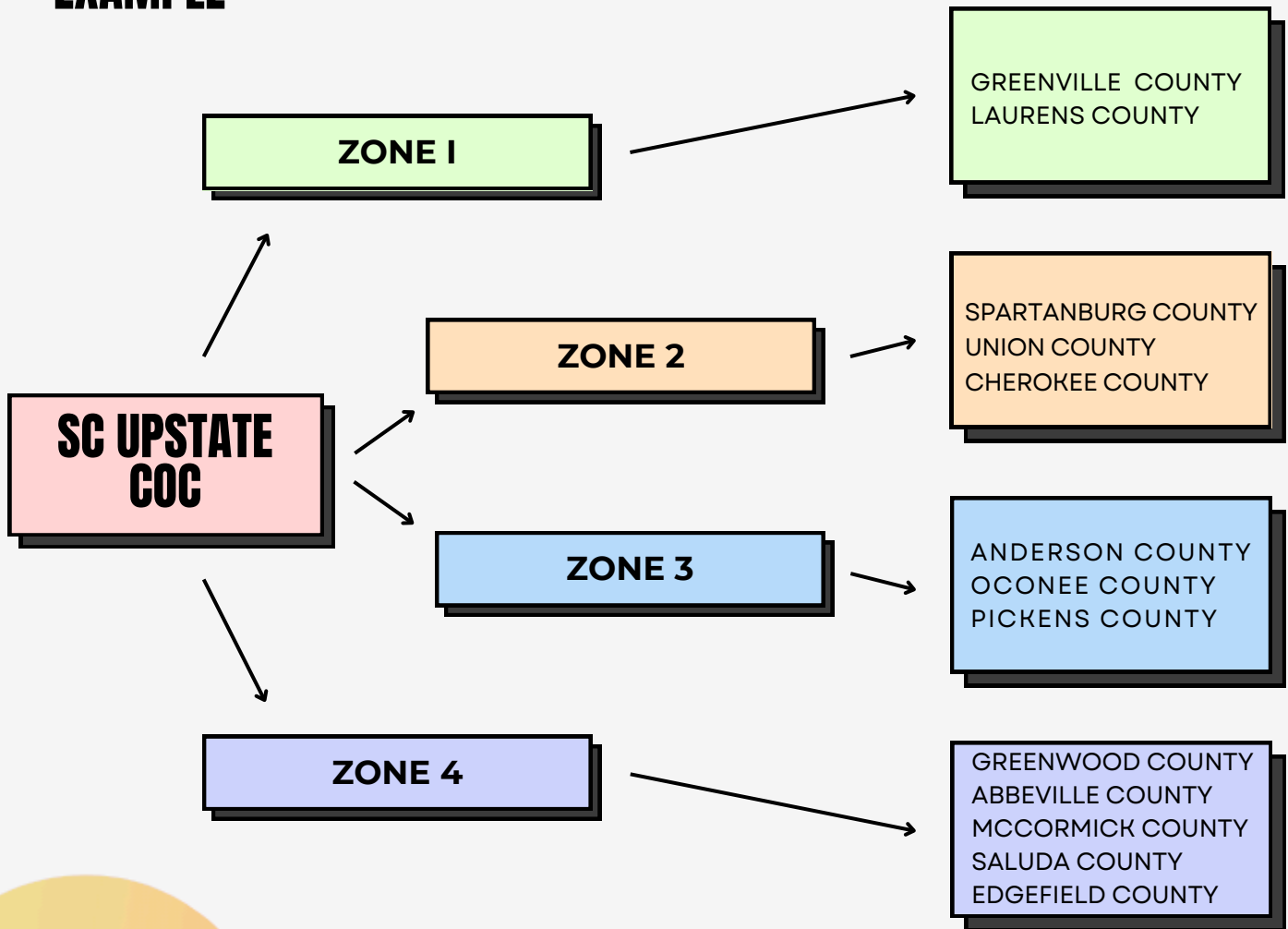
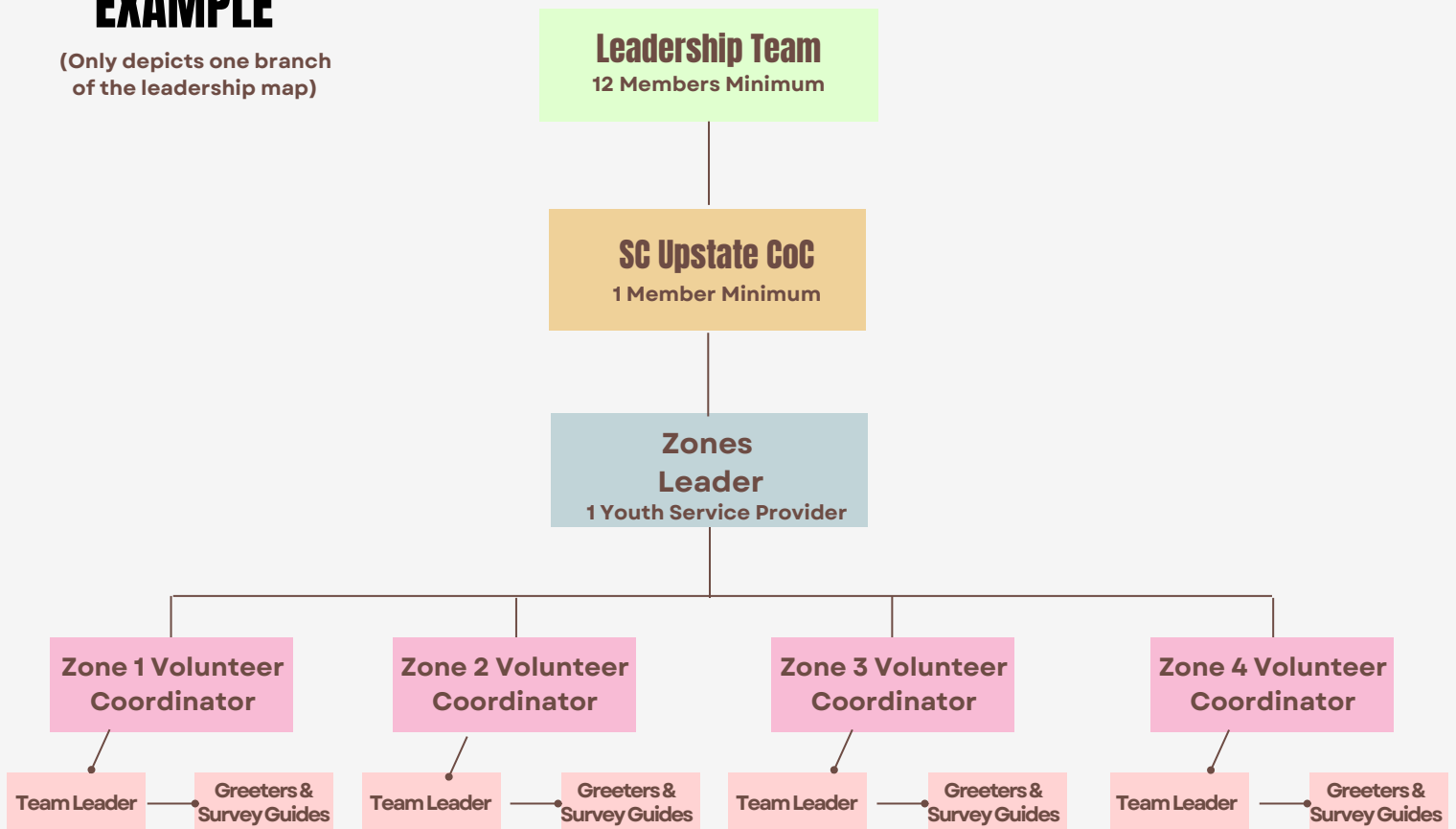# Leadership Mapping Strategy

Leadership mapping should include developing the Project Leadership Team first. From the Leadership Team members, Zone Leaders should be identified. Zone Leaders should be responsible for gathering Volunteer Coordinators to assist in the planning/execution of Make Your Voice Matter Survey Events within their regions. Volunteer Coordinators will assist in enlisting Greeters, Team Leaders and Survey Guides at each event to conduct surveys. In locations where survey events are small, Greeters and Survey Guides may be interchanged to reduce the number of volunteers needed.

## EXAMPLE

**(Only depicts one branch of the leadership map)**

**Leadership Team**
12 Members Minimum

**SC Upstate CoC**
1 Member Minimum

**Zones Leader**
1 Youth Service Provider

| Zone 1 Volunteer Coordinator | Zone 2 Volunteer Coordinator | Zone 3 Volunteer Coordinator | Zone 4 Volunteer Coordinator |

Team Leader — Greeters & Survey Guides
Team Leader — Greeters & Survey Guides
Team Leader — Greeters & Survey Guides
Team Leader — Greeters & Survey Guides

While all participants listed in this section should not be required to execute letters of commitment/engagement to the project, all Leadership Team members should be expected to sign a letter of commitment/engagement detailing their respective roles in project development and execution. (See sample commitment/engagement letter in located in the SCYVM Civic Roundtable Platform and in the Campaign Plan Appendix)
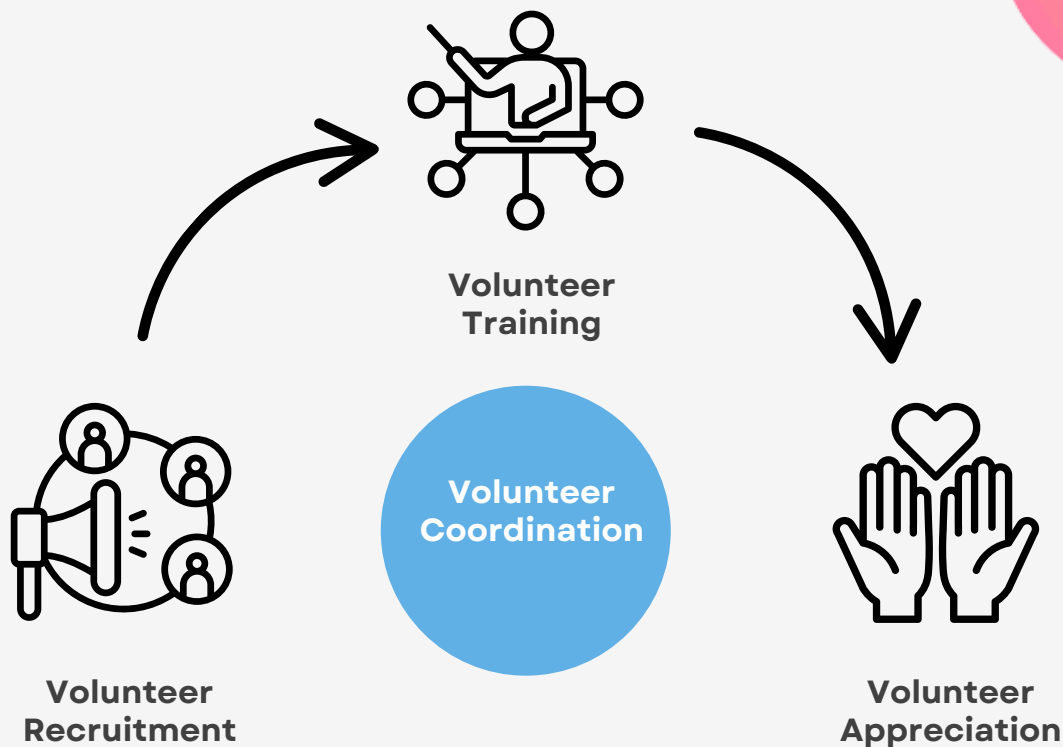
# Volunteer Coordination

Volunteers will be the backbone of the Campaign. Great communication, proper training and appreciation of those who volunteer their time will be key elements to Campaign success.
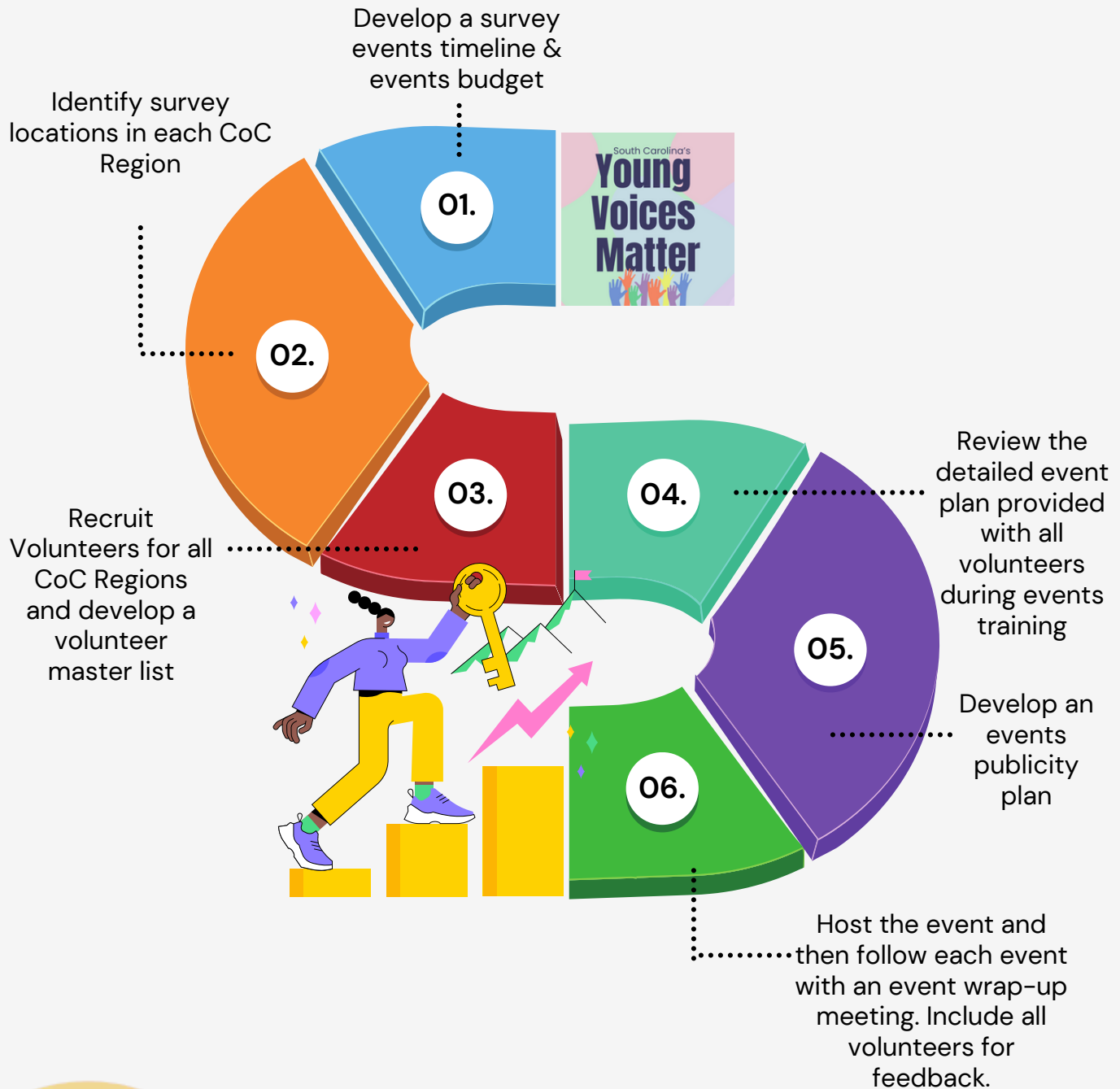
The Make Your Voice Matter survey events include five (5) types of volunteers, 1). Volunteer Coordinators, 2). Survey Team Leaders, 3. Event Greeters, 4). Survey Guides 5). Event Logistics Volunteers (See the duties of each in the Training Presentation)

Details and materials to assist in recruiting, training and appreciating volunteers can be located in the Volunteer Materials folder located on the SCYVM Civic Roundtable Platform and in the Campaign Plan Appendix.

**Volunteer Training**

**Volunteer Coordination**

**Volunteer Recruitment**

**Volunteer Appreciation**

# Survey Events Plan

**Develop a survey events timeline & events budget**

**Identify survey locations in each CoC Region**

**Young Voices Matter**
South Carolina's

**01.**

**02.**

**03.**

**04.**

**Recruit Volunteers for all CoC Regions and develop a volunteer master list**

**Review the detailed event plan provided with all volunteers during events training**

**05.**

**Develop an events publicity plan**

**06.**

**Host the event and then follow each event with an event wrap-up meeting. Include all volunteers for feedback.**
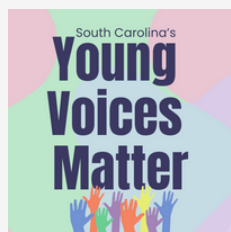
Details for all survey events, volunteer duties and general Campaign protocols are located on the SCYVM Civic Roundtable Platform and in the Campaign Plan Appendix.

# Communications

## Goal 1
To foster community engagement in the SCYVM Campaign

**ENGAGEMENT**

## Goal 2
To education the public about the youth homeless crisis

**EDUCATION**

## Goal 3
To provide communications tools to support the SCYVM Campaign

**COMS TOOLS**

## Campaign Brand

South Carolina's **Young Voices Matter**

### Fonts

**Anton** -primary

Poppins -secondary

Garet -text

COLOR PALETTE

#E9C6D2   #BDE7CA   #C5DCE4   #D6C8E5   #F48462

## Campaign Channels

- Civic Roundtable Platform
- Social Media Platforms
- Print & Electronic Media
- Video
- Web Page (schomless.org/getinvolved)

## Campaign Audiences

- SC youth experiencing homelessness
- SC youth services providers
- SC community volunteers
- SC Continuums of Care (4)
- Media
- General Public

## Campaign Key Messages

- "SC Young Voices Matter!" (Press Release – for general audiences)
- "Each year, 4.2 million youth and young adults experience homelessness in the United States."
- According to the National Conference of State Legislatures' (NCSL) March 29, 2023, report, "Of those 4.2 million youth, 700,000 are unaccompanied minors live without a parent or guardian."
- "One in three teens on the street will be lured into prostitution within 48 hours of leaving home."

## Call To Action

"In SC, until we can identify our youth living without a permanent home, we cannot begin to understand the scope of supports needed to provide safe, secure housing for young people in crisis."

To Help Them, We Must Hear Them. We Must See Them. We must Know Them. SC Young Voices Matter. Let's start paying attention. Volunteer for the SCYVM Campaign today!

# Data Collection & Reporting

## Data Collection
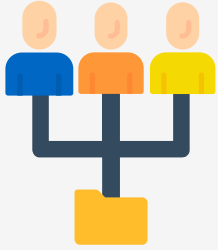
- The Cognito Forms system will be utilized to develop, store, and distribute the SC Young Voices Matter Survey links
- Two secure surveys/survey links will be generated within the platform. Youth who consent to participate in the survey will receive a live link embedded in a QR Code. The second link/QR code corresponds to a form that allows volunteers to record survey event guest who decline to take the survey.
- Access to the Cognito Platform will be restricted to a systems administrator and a systems user
- Upon submission by the survey participants, all responses will be confidentially stored within each survey by field

## Data Aggregation

- The Cognito Forms Platform allows all data to be pulled by field or by single or multiple survey respondents
- The system has the capability to tally any quantitative responses and show any qualitative responses by field and/or by respondent

## Data Reporting

- Both quantitative and qualitative data should be compiled in report form focusing on key metrics in a format that can be quickly and easily understood by the report reviewer
- The report should be void of "technical jargon" that might be unfamiliar to the public
- Visualization tools like dashboard and interactive graphs/charts should be used in combinations with text that provides context for how the data was collected, aggregated and interpreted
- An overview of the report's findings should be included in the Executive Summary at the beginning of the report
- With permission from survey participants, participant stories that shed light on the experiences of youth living unstably housed can provide important insight into the emotions, underlying motivations and attitudes that quantitative data does not reveal

SC Young Voices Matter Campaign

## About the SC Interagency Council on Homelessness
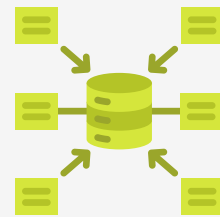


**SOUTH CAROLINA INTERAGENCY COUNCIL ON HOMELESSNESS**

MISSION: To support a statewide strategy to address homelessness and housing insecurity through collaboration, education and advocacy in SC.

VISION: A SC where all citizens are stably housed.

To learn more, visit www.schomeless.org

## About Leadwell 360, LLC Consulting



The mission at Leadwell 360, LLC is to help business owners and entrepreneurs build business strategy, develop successful programs and manage projects that sustain and grow their business.

To learn more, visit www.leadwell360.com