



Habitat
for Humanity[®]
of Orange County

Final Research Report
MSCH-R348
Dr. Thompson

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final report outline

- Title / Cover Page (title, name of agency, client, course name)
- Content Page
- Executive Summary (less than 1 page)
- Opening Paragraph (explains how report is laid out)
- Situation Analysis
- Research Goals and Questions
- Explanation of Research Methodology
- Details of Analysis
- Key Findings
- Campaign Ideas
- Challenges and Lessons
- Team Profiles
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executive summary

The PROs aimed to gain an overall understanding of our client's concerns surrounding Habitat for Humanity in Orange County, as well as to create recommendations based off their needs. This report includes an explanation of all ideas, research, and findings developed for Habitat for Humanity in Orange County. Our client's main points of concern includes attracting donors, attracting volunteers, attracting proper applicants, overcoming misconceptions, and increasing outreach. Through our research and data gathering, the PROs have gained valuable knowledge about the families of Habitat, as well as the Orange County community's perception of Habitat.

Using qualitative research, The PROs interviewed families of Habitat for Humanity Orange County. We reached out to participants via email and text messaging, then conducted interviews over the phone. Through our interviews, we gained useful information about the families' personal experience with Habitat. We learned about the application process, their experience with the organization, overall communication, and potential obstacles they have faced. To further our research, we used quantitative research to learn about the community's perception of Habitat for Humanity. We created a Qualtrics survey to reach a mass audience, gathering about 60 respondents. This data gave insight as to how the community gains information about Habitat, what channels they use, and Habitat's reputation within Orange County.

After looking at our key findings, we generated recommendations and campaign ideas that believed would be beneficial for the concerns of our client. We focused on strengthening communication through various settings and channels, enhancing Habitat's online presence, and increasing local sponsorship.

opening paragraph

This report is designed in a way that highlights the specific steps we have taken throughout the semester. Starting with our situation analysis of Habitat for Humanity Orange County, we then move into an in depth explanation of our qualitative and quantitative analysis. Following that, we provide our recommendations and campaign ideas based on our key findings from both reports. We end this report discussing some challenges we faced along the process, as well as the lessons we learned from them.



situation analysis

Internal Environment

Background: The Orange County branch was founded in 1992 to bring decent housing to qualified families. Since founded, they have built 29 houses throughout French Lick, Orleans, Paoli and West Baden Springs. Their goal for the upcoming years are to build at least two houses a year (Orange County Habitat for Humanity).

Purpose: Habitat for Humanity is a nonprofit housing organization that works with local communities over all 50 states and in over 70 different countries. Habitat for Humanity of Orange County is an ecumencial ministry that builds affordable housing for low-income families in the community. Habitat works with volunteers from participating churches, organizations, and other community members to serve others.

Vision: Habitat's vision is to bring their community together to provide qualified, low-income residents of Orange County with the opportunity of home ownership (Orange County Habitat for Humanity). They hope to accomplish this by building new, single family homes using material and labor donated by the community and other organizations.

Functions: The main function of Habitat for Humanity is to provide affordable housing to low-income families. This is made possible through the organization's board members, kstaff, and volunteers. The board consists of the organization's president, vice president, secretary, and treasurer.

Issue: The lack of affordable housing in Orange County continues to be the primary concern for many hard-working families. Habitat wants to work with those families to help them build a better life and to relieve some of their worries. Habitat does not discriminate on the basis of religion, age, gender, race or family composition (Orange County Habitat for Humanity). They take pride in the work that they do and continue to create relationships with their partners.

Orange County Habitat for Humanity's Main Internal Areas of Concern

- Orange County Habitat for Humanity faces one main internal challenge - a lack of resources. We have chosen to divide this challenge into two issues: staffing and funding.
- Orange County Habitat for Humanity's first challenge is a lack of staffing - both in terms of employees and volunteers. Orange County's branch only has a very limited amount of employees, all of whom are employed part-time or are volunteers. This lack of staffing limits the amount of work that Orange County Habitat for Humanity is able to achieve - they have less time to process new partner family applications, process mortgages and monthly payments, and reach out to potential donors and partners.
- Representatives for Orange County Habitat for Humanity also shared that they lack enough volunteers. Currently, the organization has enough volunteers to build one house per year. However, to be able to reach their goal of constructing two homes per year, Orange County Habitat for Humanity needs to recruit more volunteers.
- The second internal issue that Orange County Habitat for Humanity faces is a lack of funding. Currently, the organization raises enough money to be able to build one house a year and employ four part-time workers. However, the staff of Orange County Habitat for Humanity have voiced that more funding would allow for the organization to build two houses a year instead of one.

Relevance to Orange County Habitat for Humanity



- These two issues - staffing and funding - are very relevant to Habitat for Humanity because it limits what the organization is able to achieve. A lack of employees, volunteers, and funding means that Habitat has less of an ability to build more houses, approve new partner families, and build relationships with new donors.

Current Initiatives

- Habitat is continuously trying to pull in volunteers and donors in order to keep house count up. An example would be their volunteer programs set in place, such as the church volunteers and high school programs. While they do not have a specific initiative set in place right now, they are working to dismiss the myths about Habitat for Humanity and bring in qualified families to apply for housing.



External Environment

Forces Operating in the Client Environment

Supporters: Currently, there are many supporters for Habitat for Humanity Orange County. It has wide community support, as many people are either assisted or know of someone supported by this foundation. French Lick Resort's partnership with the Symetra Tour's Donald Ross Classic offered a \$30,000 donation, and volunteers, as part of a three-year partnership with HFHOC (French Lick Resort, 2019). They receive support from Apostle's Build, which comprises of members from churches, local organizations and businesses (Habitat for Humanity OC, 2019). Another group that supports HFHOC is Student Build, which encourages students taking a trade program to volunteer at the build sites to both apply and strengthen their carpentry skills, and at the same time giving back to the community (Habitat for Humanity OC, 2019).

Competitors: Although Habitat for Humanity's mission as a non-profit is unique in Orange County, there are still 327 other non-profits in the county all competing for much needed funding both from the government, the community, and surrounding areas (Indiana Non-Profit Database, 2019).

Opponents: There is no viable evidence of opponents of Habitat for Humanity. Articles and reviews are all in favor of having this organization as part of the community.

External Impediments/Support: One of the main issues of concern for the members of Habitat for Humanity Orange County are misconceptions surrounding the organization. It can be seen as a government funded "handout system," for the poorest of the poor. This social perception may hinder potential eligible families, donors, or members looking to get involved. They do however have a lot of community support, with one of their main strengths being generous and consistent donors, volunteers, and community partnerships. Another major external impediment is the current housing affordability crisis happening in Indiana as a result of increasing housing prices, declining vacancy of rentals, and increasing mortgage interest rates (Kingham & Lee, 2018). Rising costs of materials for building the homes has also proved to be an external impediment faced by Habitat for Humanity.



Online and Social Media Presence: The online and social media presence of Habitat for Humanity Orange County is limited. There is a Facebook page for the organization, however, the posts are seldom and the page is not maintained as well as it could be. They do have a mailing list through MailChimp, and they link these archived emails to their Facebook posts, although when doing an online search, this MailChimp archive of email mailouts are not found. On Habitat for Humanity Orange County's Facebook page, they have two 5-star reviews, although there are no comments explaining why they received five stars. Their posts do not actively encourage readers to leave comments or share posts. Any comments or articles that are of Orange County's Habitat for Humanity are positive, and there are no negative sentiments (<https://www.facebook.com/ochabitatindiana/>).

When searching up articles and information for Orange County Habitat for Humanity, many of the initial articles and pages that show up are for Orange Counties in other states such as California and North Carolina, both of which have a much larger online presence in comparison to Indiana's Orange County. There are also very few to no current news articles covering the work that Habitat for Humanity Orange County does. Habitat for Humanity mentioned they showcase their families in the local newspaper, but these articles are not shared or posted online for people outside of the county to see. The most current article is from French Lick Resort's blog post about their new partnership with one another, and volunteering for Habitat for Humanity (French Lick Resort, 2019).

Collaboration with the Wider Community: Currently, Habitat for Humanity Orange County, is working with various volunteer groups such as, Apostles Build, Student Build, French Lick Resort, and implementing a 'sweat equity' policy for families receiving a home, to help with building these projects. Using volunteer helps them to keep down costs. People from the community also donate land and building materials for the houses being built by Habitat. Habitat for Humanity Orange County also has a partnership with Indiana University's Center for Rural Engagement, which allows selected classes to connect with organizations like Habitat for Humanity Orange County, to "discover and deploy evidence-based, data-informed, and scalable solutions to common challenges facing rural communities" (IU Center for Rural Engagement, 2019). They have been partnered with a public relations research and planning class, to address their needs in communicating their values, informational material, and needs to the greater community in order to achieve goals that will make Habitat for Humanity Orange County successful.

Campaigns, Policy Movements, and Activism: There are not many fundraising campaigns or key calendar campaigns that continually run to drum up support and donations. One thing HFHOC does have is an annual dinner to thank volunteers and the community for their support. At this dinner there is a silent auction which does provide some funding for the organization. OC Habitat was also pushing for the greater community to sign a Senate Task Force Action Alert, to see the introduction of legislation into the U.S. Senate to create a task force that evaluates the impact of the affordable housing crisis (Habitat for Humanity, 2018). The legislation they are wanting people to support will help address housing affordability in the U.S. They did this through sharing a link on their Facebook page (<https://www.facebook.com/ochabitatindiana/>).



Publics Analysis

Key Publics

1. Residents of Orange County: Residents of Orange County should be one of Habitat's key publics in order to gain new partner families, donors, and volunteers and change the public's perception of who Habitat for Humanity is and what they do. The Orange County residents are the heart of this nonprofit organization. Without the community members, Habitat would not have anyone to build homes for. If Habitat can change the communities' minds and allow them to see the benefits of being a chosen family, more qualifying individuals can apply or choose to become involved. Also, not everybody in the community knows who Habitat for Humanity is or may have a negative view of the organization. Reaching out to the community to clear any misconception they may have can give them a positive reputation in all of Orange County's four towns. Focusing on this group of people will be well worth the time and effort since two of Habitat's current issues can be addressed at once.
2. Potential Local Partnerships: One of Habitat's areas of concern is that they are currently lacking in is funding. Forming new partnerships with local businesses will allow Habitat to gain funding so they can reach their goal of building two homes per year. Putting more time into building relationships with local businesses can help Haitat get the funding they need. If the ultimate goal is to be able to build two homes per year, it's going to cost twice as much and more materials and labor will be needed. Large businesses in the area, such as the French Lick Resort, have lots of money and good publicity. Keeping a connection with a place like this will only boost Habitat's image throughout the community. Building strong relationships and partnerships can provide Habitat with many benefits, which is why this public needs to be targeted heavily.

Publics

1. Residents of Orange County (West Baden/French Lick, Paoli, Orleans)

- The population of Orange County is 19,426. There are three towns in the county, Paoli, Orleans, and French Lick, and their populations are 3,677, 2,142, and 1,807 respectively (U.S. Census Bureau, 2010). Orange County Habitat for Humanity operates in this county and these three towns.
- The demographics of Orange County's population are mainly middle-aged and White. 96.6% of the population is White; 1.4% is Black, 1.7% is Latino, and other races less than 1% (U.S. Census Bureau, 2010). The median age is 40.8 years (U.S. Census Bureau).
- Of households in Orange County, 53.4% are married couples, 31.2% are non-families, and 26.7% are individuals. A sizable portion of the population are families, at 7,830. And, 32.3% of households include at least one child under the age of 18. This means that many of the general public that Orange County Habitat for Humanity will be working with are families.
- Using voting data from the 2016 and 2018 US elections, one can assume that Orange County is predominantly conservative; in the 2016 US presidential election, 70.8% voted for Donald Trump compared to 25.0% Hillary Clinton and 4.2% Gary Johnson. In the 2018 US Senate election, 64.3% voted for Senator Mike Braun compared 31.5% for Joe Donnelly.

2. High School Students/Program Members

- There are a total of three high schools in Orange County: Paoli High School, Orleans Jr. Sr. High School, and Springs Valley High School. As mentioned at the client meeting, Habitat for Humanity has paired up with the Springs Valley High School and Paoli High School to allow students to help build Habitat homes (Meeting with Client, Jan. 14th 2019).
- The U.S. Census stated as of 2017, there were 1,076 students enrolled in high school in Orange County. Of the 1,076 students, 1,048 attended public school and 28 attended private school (U.S. Census, 2017).
- Paoli Junior and Senior High School is located in Paoli, Indiana. The school's student population was made up of 673 students, including junior high, in the 2015-16 school year. Of the 673 students, 4% were minorities and 51% were economically disadvantaged (U.S. News, 2016). Majority of the student body is White (96%), with Black (0.3%), Hispanic (1%), and Asian (0.3%) making up the remainder (U.S. News, 2016).
- Springs Valley High School resides in French Lick, Indiana. According to U.S. News, the total population in the 2015-16 school year was 447 students, including junior high. Only 15% of these students are minorities and 46% are economically disadvantaged. The student's ethnicities are White (85%), Black (4%), Hispanic (4%), American Indian/Native Alaskan (1%), and Hawaiian Native/Pacific Islander (0.2%) (U.S. News, 2016).
- Orleans Jr. Sr. High School can be found in Orleans, Indiana. As of 2015-16, there were 371 students. The total minority enrollment was 1% and the total economically disadvantaged was 41% (U.S. News, 2016). The ethnicities present within the student body are White (99%), Hispanic (1%), and American Indian/Native Alaskan (0.3%) (U.S. News, 2016).

3. Potential Local Partnerships (Such As: French Lick Casino/Hotel and West Baden Hotel)

- An important public are local partnerships who can donate money to support the construction of new Habitat homes. Orange County Habitat for Humanity already has some existing partnerships with local businesses, such as the French Lick Spring Resort & Spa (Meeting with client, Jan. 14th, 2019). Other local businesses and corporations who have incentive to donate would be companies who employ many of the population, such as this list of the top ten employers in Orange County (Infogroup, 2019):
 1. French Lick Spring Resort & Spa
 2. West Baden Springs Hotel
 3. Electricom LLC
 4. Wildwood Association
 5. Paoli Peaks
 6. Walmart Supercenter
 7. Throop Elementary School
 8. IU Health Paoli Hospital
 9. Paoli Junior & Senior High
 10. Springs Valley Community School
- These companies, because of their impact on the Orange County community through employing a sizable portion of the population, also have an incentive to give back. Supporting Orange County Habitat for Humanity is a way for these top 10 companies, as well as local businesses in the county, to support their own employees and improve their brand image.

4. Partnership with Whirlpool Through the Habitat National

- During our client meeting, Habitat for Humanity mentioned Whirlpool has been a partner of all their home builds (Meeting with Client, Jan. 14th, 2019). The company provides a refrigerator and range for every Habitat house in the United States and Canada (Whirlpool). This partnership has been going on for 19 years, and Whirlpool has the desire to keep it going both through their regional and national offices.
- According to the Whirlpool website, the world's leading home appliance company is passionate about the following: innovation, social responsibility, environmental sustainability, diversity and inclusion, places that matter, free and fair trade, and institute of home science (Whirlpool).
- Majority of Whirlpool's consumers are female (75%), mothers (76%), and parents with young children (65.7%) (CubeYou). They also tend to be college educated (68.8%) and located in the Midwest region of the U.S. (CubeYou).

5. Traditional Media

- The Orange County community is served by three different newspapers: The Springs Valley Herald, The Orange Countian, and the Paoli News Republican. Each paper is issued only once per week (Meeting with Client, Jan. 14th 2019). However, all three papers have active websites that post stories frequently throughout the day and list local community events. Also, all three papers maintain a presence on Facebook and have large followings: the Springs Valley Herald has 2,325 followers, the Orange Countian has 1,228 followers, and the Paoli News Republican has 3,624 followers. Their Facebook accounts share stories from their websites as well as compile community events.
- In our meeting with Orange County Habitat for Humanity, they shared that the organization maintains a good relationship with local papers in the county and are featured in stories whenever Habitat homes are completed (Meeting with Client, Jan. 14th 2019). This relationship is important to maintain so that Orange County Habitat for Humanity can continue to increase their exposure to other publics.

6. Churches/Religious Groups

- Religious groups are an important public for Orange County Habitat for Humanity to target because of the religious presence in the county and their current Apostles Build program. The state of Indiana is predominantly Christian; 72% are Christian, 26% have no religious affiliation, and 2% are of non-Christian faiths (Pew Research Center).
- Potential Qualifying Individuals
- Potential qualifying applicants of Habitat for Humanity Orange County must currently be living in French Lick, West Baden, Paoli, or Orleans. There must be an actual need for a new home. Appropriate reasons would be problems within the home like heating or water supply, not enough bedrooms for the number of people living in the household, and a percentage of their monthly income is being spent on housing (Habitat for Humanity Orange County).
- In addition to having a need for a new home, the applicant must have the ability to pay for their new Habitat house. The individual must have proof of employment and income in order to qualify. Their current monthly income must be equal to four times the monthly mortgage payment (Habitat for Humanity Orange County).
- There must also be a willingness to partner with Habitat on their own project or somebody else's. This means the individual or family would have to dedicate a number of hours building or cleaning around their new home.



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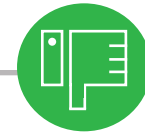
8. Springs Valley Bank and Trust

- Habitat for Humanity mentioned during our client meeting that they have recently partnered with Springs Valley Bank and Trust (Meeting with Client, Jan. 14th 2019). The bank donates property for Habitat to build homes on. This financial institution is located in the French Lick/ West Baden towns of Orange County, Indiana.
- According to the company's website, their mission statements states, "Springs Valley Bank & Trust Company will enhance the financial quality of life in our communities by focusing on you" (Springs Valley Bank and Trust). Springs Valley Bank and Trust has "committed to being a responsible corporate citizen and has maintained a passion for doing what is right for our customers and the communities in which we serve" (Springs Valley Bank and Trust). Community is an important part of who they are and what they do.



Strengths

- Generous, consistent supporters
- Dedicated board members
- Partnerships with local organizations (churches, banks, businesses and civic organizations)
- Support from Habitat Indiana and Habitat International
 - Help with mortgage training
- Good connections with local papers for coverage
- Commitment to a mission in volunteerism and helping those in need
 - People know their money is going toward a good cause



Weaknesses

- Lack of social media presence
- A majority of Orange County is a rural area
- No database of applicant demographics
- Large number of volunteers are high school students (unexperienced in building houses)
 - Could cause faults in build of house
- Language barrier that may exist among low income families
- Fundraising
 - Lack of sponsors



Opportunities

- The population of Orange County, IN is just over 19,000 people. With smaller, tighter knit communities, Habitat for Humanity can further their community outreach and access more volunteers.
- Educate misinformed Orange County community members
- Educate government affiliates on using Habitat for Humanity as an “economic engine” to begin partnerships
 - OC Community Services
- Maintain already established partnerships
 - French Lick Springs hotel
 - Lilly Community Foundation
- Spread awareness across all towns in Orange County to attract donors



Threats

- Orange County community’s stigma against Habitat for Humanity that they just give out homes for free
- Competition with other organizations for grants and large-scale donors
 - HomeAid Orange County
- Uninformed Orange County residents
 - Not knowing exactly what Habitat for Humanity does
 - Potential applicants not knowing they’re qualified
 - Weather conditions potentially disrupting construction
 - Lack of volunteers and funding



Core Problem & Opportunity Statement

The lack of an effective communication plan has led to misconceptions and misinformation associated with Habitat of Humanity Orange County, making it difficult to find qualified families for aid. The current stigma surrounding Habitat of Humanity has caused hesitation from potential individuals who are eligible for aid. With a strategic and targeted communication plan, Habitat has the opportunity to reach wider publics and help more families.

Next Steps

Our secondary research has helped us understand more about Habitat for Humanity Orange County as an organization as well as a bit more about the communities they serve. We have quantitative research regarding demographics and income levels in these communities. What primary research will help us do is learn more about the stories of the people themselves in these communities. The following details that we hope to gain through primary research will help us further the mission of Habitat and make the most of the opportunities stated above.

- Figure out more effective methods to educate the public;
- How large is the subscriber base of the traditional media Habitat already has a solid relationship with;
- Talk to volunteers and people in the community about Habitat as an organization and a presence;
- Talking to current Habitat homeowners about the process for them.
- This can help us understand the “fishbowl” effect and how families feel about buying a Habitat home in their small communities;
- We can also learn how they found out about Habitat and realized they were qualified which can help with reaching potential participants.
- Find out what means of communication low income individuals use;
- Find out what percentage read or subscribe to newspapers;
- Find out what percentage have cell phones or social media;
- Use this information to develop a plan to help Habitat’s message reach these people;



qualitative analysis

Research Goals & Questions

1. Discover what channels and settings Habitat families use to find out more information about Habitat for Humanity in Orange County (channels & settings)
 - a. How did clients find habitat for humanity?
 - b. How could the application be more user-friendly and accessible to find more potential Habitat families?
2. Understand the Habitat families' experience upon and after acceptance (motivations)
 - a. How is the client relationship with Habitat?
 - b. What are clients' motivations for applying for Habitat for Humanity?
3. Understand the potential barriers that arise during the application process (barriers)
 - a. Could potential residents possibly be hesitant to apply, and if so, why?
 - b. How accessible is it for potential families to learn about/apply for Habitat?

Research Methodology

In-depth phone interviews were chosen as our group's method for gathering qualitative research. Contact information for participants was provided by Orange County Habitat for Humanity and participants were contacted via text message, phone call, or email by a member of our group. Interviews took place over the phone for about 10-20 minutes and were recorded for transcription purposes (for audio files and transcripts of the interviews, see Appendix).

Interviews were chosen over focus groups for our qualitative research to (1) be able to gather more information from participants and (2) present a more comfortable and private environment for discussion.

First, our group chose phone interviews with single participants because they are more conducive for gathering information; we had much more time to talk directly to each participant about their experience instead of having to split time between participants in a focus group. This focus on each individual participant allowed us to maximize the amount of information gathered to answer our research questions.

We also chose phone interviews to provide more privacy for participants. The privacy of speaking only with the moderator, as opposed to a moderator with multiple other participants, created an environment where the participant could feel comfortable enough to share true feelings and more sensitive information.

Each participant was contacted over the phone, through text message, or through email prior to the interview. Phone interviews were set up at times that best fit the participant's schedule. The date, time, and length of the interviews were recorded, and the actual conversations with participants were recorded and transcribed.



Details of Analysis

Development of Codes

We began our analysis process by reading through each transcript so we could recognize general similarities and differences before developing a coding process. Once we established main points consistently seen throughout all interviews, we reflected on our research questions to determine our codes.

Coding Process

Each code represented a different research question that was then attached to a designated color. We then used the commenting feature on Microsoft Word to provide further explanation with sub-codes. (See codes in appendix II).

Code Analysis

We first went into our individual transcripts and highlighted aspects that provided answers to our questions in their corresponding color. Once all key points of focus were highlighted with our color coding system, we were able to identify the presence of frequency, intensity, specificity, co-occurrence, agreements, and disagreements among answers. By contextualizing our coding this way we easily gathered strong quotes and valuable information from the highlighted answers to use to defend our findings. (See transcripts in appendix III).

Key Findings

1A. How did clients find out about Habitat for Humanity?

There was a strong commonality amongst the respondents as to how they found out about Habitat for Humanity and where they applied. Word of mouth/referrals from colleagues or friends was the most common way that interviewees found out about Habitat. One interviewee, Mr Goodpaster, had been volunteering with Habitat before he applied. Another interviewee, Molly Moon, found out about it from a work colleague. Moon later referred another colleague, who is now also apart of the Habitat entity. Kelli Simpson also referred Habitat to her niece. Stephanie Osborne was recommended to by a Habitat board member, who was her insurance agent at the time. Corin Gnilka was also referred to Habitat from her boss, she said “my boss Debbie Turner turned me on to a house that was available. We were looking for a house and we didn’t really want to rent anymore and we were in the process of trying to get a loan and all that and she said “hey you should check out Habitat!”



1B. How could the application be more user-friendly and accessible to find more potential Habitat families?

All the interviewees obtained a copy of the application at either their local library or by going into the Habitat office and picking it up there. They all found the process relatively simple and self-explanatory. The whole process of what was involved in owning a Habitat house was well communicated to the applicants at the beginning of their application. Because of how easy it was to get the application, the respondents stated that they don't mind picking up a physical copy, but, they also aren't opposed to using an online application. The application is already readily accessible to members of the community, especially to those who are not tech savvy, although having an application online would help with reaching to those potential applicants who might not live close to the library or the Habitat office. Stephanie Osborne said she thinks it would be a good idea for an online version of the application. Molly Moon, a former chosen applicant of Habitat, stated, "An online version would have been helpful. I just I like doing stuff more online. But you know back then, that wasn't a thing."

2A. Client relationship with Habitat

All responses were positive. Each owner enjoys/enjoyed their relationship with Habitat and felt as though communication with a volunteer at Habitat was prompt and clear. Support was readily available for the clients, and their questions were met with succinct answers. The clients felt as though they were being genuinely cared for by Habitat volunteers, which motivated some to even start volunteering with the organization as a way to give back to that relationship. "They were very easy to get along with," said Stephanie Osborne, the wife of a Habitat family. Kelli Simpson closed on her house last year, but she has said that her relationship with the Habitat office has stayed strong.

2B. Motivation to apply

Each interviewee had slightly different reasons as to why they chose to apply to Habitat. Some chose to apply as a way to get out of the renting market and to become a homeowner. Others were recommended they apply, through colleagues or from members of the community. Ms Shawler was urged by a board member to apply, she said "...One of the board members recommended that I fill out an application, so I did." Providing a comfortable and safe environment for ones children, along with the payment plan and ongoing support provided, was another reason that motivated clients to apply. Ms Moon stated, "I was a single mom...I couldn't afford anything else... I wanted to be on my own... Just knowing that they [Habitat] were there to help if anything happened [supported her family]."



3A. What are some things that could have prevented potential families from applying for Habitat?

Some respondents stated that they were not sure if they qualified as an applicant and that made them hesitant to apply. Another hesitation towards applying was the negative connotation/view of Habitat that it was for the poorest of the poor, and that the houses were handouts. Stephanie Osborne said she was initially hesitant to apply because she did not think she would qualify. There could be other potential residents that may be feeling the same because they can financially support themselves, but may be living check to check. Corin Gnilka noted that there was a slight hesitancy around the stigma of being viewed in a negative light as a Habitat family, but it ultimately did not affect her decision. She said “well there’s always that stipulation of “oh they’re in a habitat house, how are people going to look at us?” but then we were not desperate but it sounded like a great thing for us because we really didn’t want to keep renting and house in the area wasn’t going to be as nice so we quickly got over that hesitation.”

3B. How accessible is it for potential families to learn about/apply for Habitat?

Respondents have learned about Habitat mainly through word of mouth. Most of their information came from when they actually applied for a house and got to sit down with a volunteer from the office. Interviewee Brenda Archer explained how she had consistently seen Habitat for Humanity in the newspaper and was able to find out more information from a neighbor who was involved. She said from there it was easy to find more information once invested in the process. Most respondents have a great relationship with Habitat, expressing that a Habitat representative was always available to answer questions and were very helpful throughout the application process. William Goodpaster believed that the group of volunteers at Habitat are “...phenomenal, they all have a work ethic that is out of this world, and they’re compassionate. They’re outstanding people.”



quantitative analysis


Research Goals & Questions

1. To understand what channels Orange County residents use to learn about Habitat for Humanity.
 - a. Which media do residents of Orange County use the most?
 - b. Question: How do residents currently access information about Habitat for Humanity in Orange County?
2. To understand how Orange County residents view Habitat for Humanity.
 - a. How do residents feel about Orange County Habitat for Humanity?
 - b. How much knowledge do Orange County residents have about Habitat for Humanity?
 - c. How much exposure do Orange County residents have with those involved with Habitat for Humanity?
3. To discover how to increase involvement with Habitat for Humanity.
 - a. How involved are Orange County residents within their local community?
 - b. How involved in volunteering are residents of Orange County?

Research Methodology

A survey is a form of quantitative research that intends to measure the attitudes and beliefs of a certain population. Surveys consist mainly of close-ended multiple choice questions which allow for comparison between the results of the respondents. Questions can vary in style, such as categorical questions, which allow respondents to select one of many options, and interval questions, which allow respondents to assess their attitudes toward a subject on a Likert scale. Some surveys, such as our own, also include open-ended questions: text boxes which allow respondents to provide their own unique answer to a subject item or provide an explanation for their answer to a previous item. After the responses are finished being collected, the answers are analyzed to determine the attitudes and beliefs of the target population toward the survey's subject.

One major strength of a survey used for quantitative research is its efficiency. Surveys can be completed much more quickly than qualitative methods, such as an interview or focus group, allowing for more responses to analyze. Surveys can also be distributed online, such as the case with our own, which provides the opportunity to reach more potential respondents and collect responses at a much quicker pace. This efficiency allows for surveys to serve as a stronger tool for measuring large populations than qualitative methods.



Another strength of a survey as a quantitative measure is its ability to provide standardized and generalizable results. Since the same survey is distributed to all potential respondents, it ensures that its results are standardized and leaves little room for variation among respondents. And, given that the survey's sample contains an acceptable level of validity and reliability, it also allows its results to be representative of the entire target population. Therefore, a survey serves as a strong method for generalizing the overall attitudes and beliefs of Orange County residents toward Orange County Habitat for Humanity.

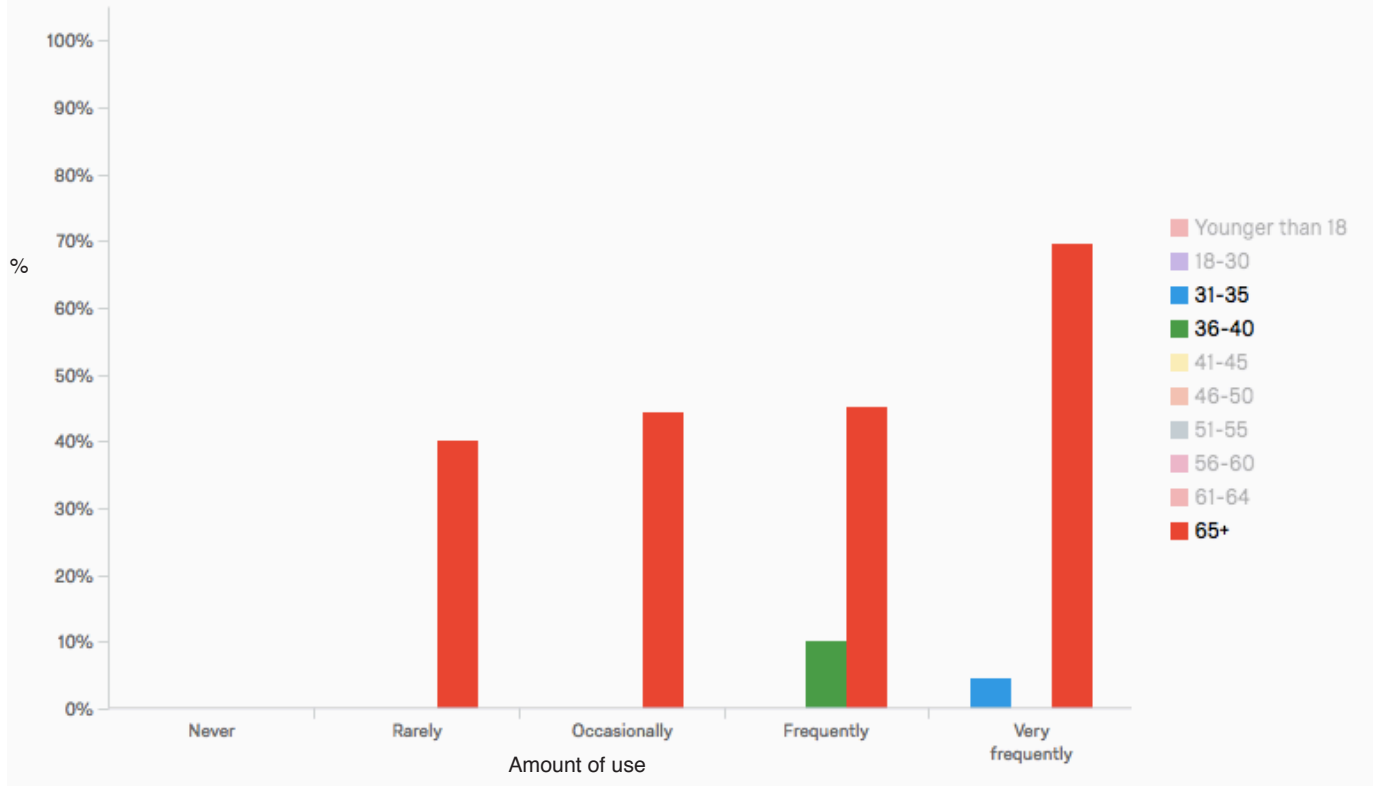
Surveys as a form of quantitative measure do contain a few weaknesses, however - particularly their lack of flexibility. As a result of the standardization of survey responses, it lacks specificity. Respondents have little to no ability to provide their own answers to the subject items as well as the ability to elaborate further upon their selected responses. This method means that respondents can only provide information within the constraints of the subject items included in the survey, unlike interviews or focus groups, which allow for participants to provide additional information that could potentially assist in research.

1. To understand what channels Orange County residents use to learn about Habitat for Humanity.

Our group believes that communication is an essential element to analyze when examining Orange County Habitat for Humanity. Communication is incredibly important - it allows Habitat to reach potential partner families, donors, volunteers, and the general Orange County population. Therefore, we developed our first goal to examine the best channels to reach the general population. We chose to address this goal through three subject items which asked residents about their exposure to Orange County Habitat for Humanity and their own media consumption. (See full survey in appendix I).

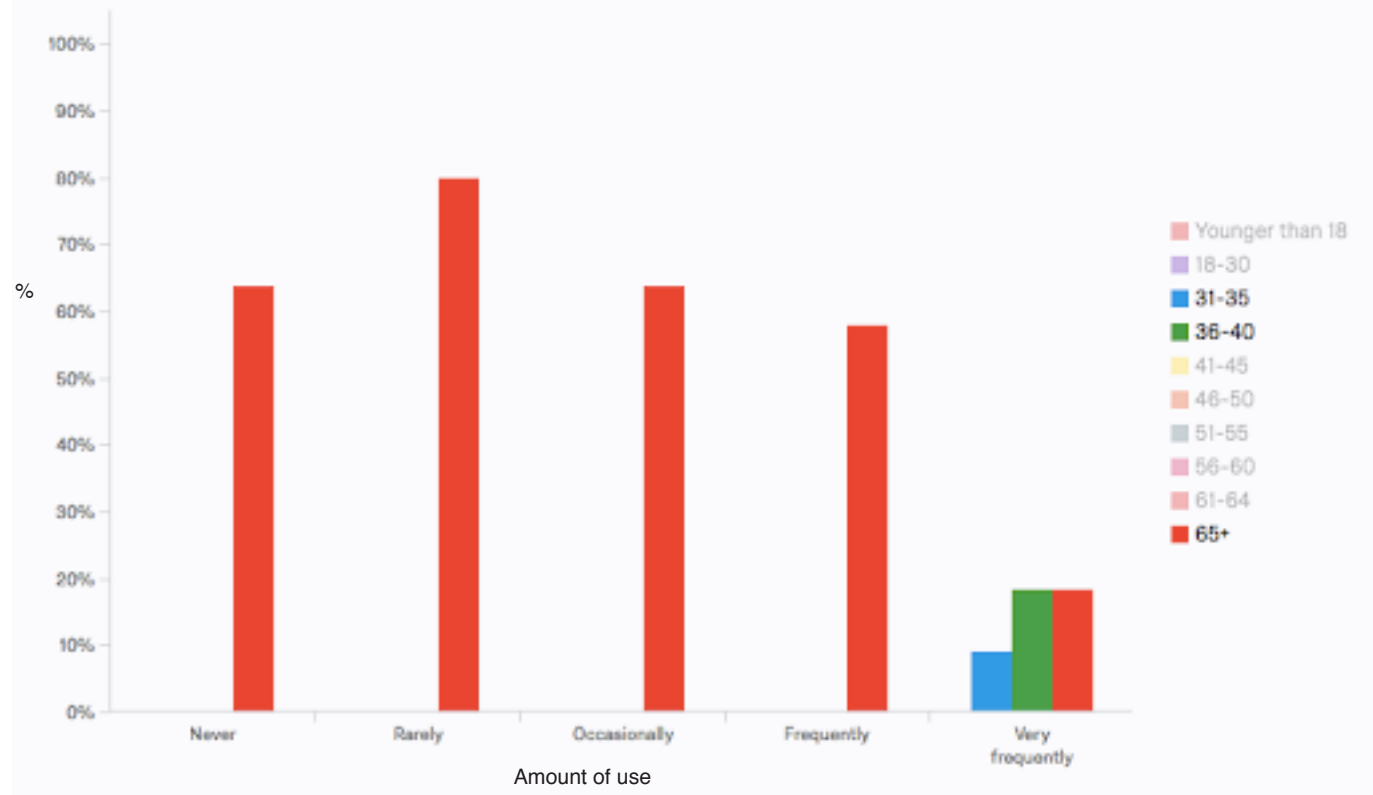


Age and Local Newspaper Use



Based on 60 respondents

Age and Facebook Use



Based on 60 respondents

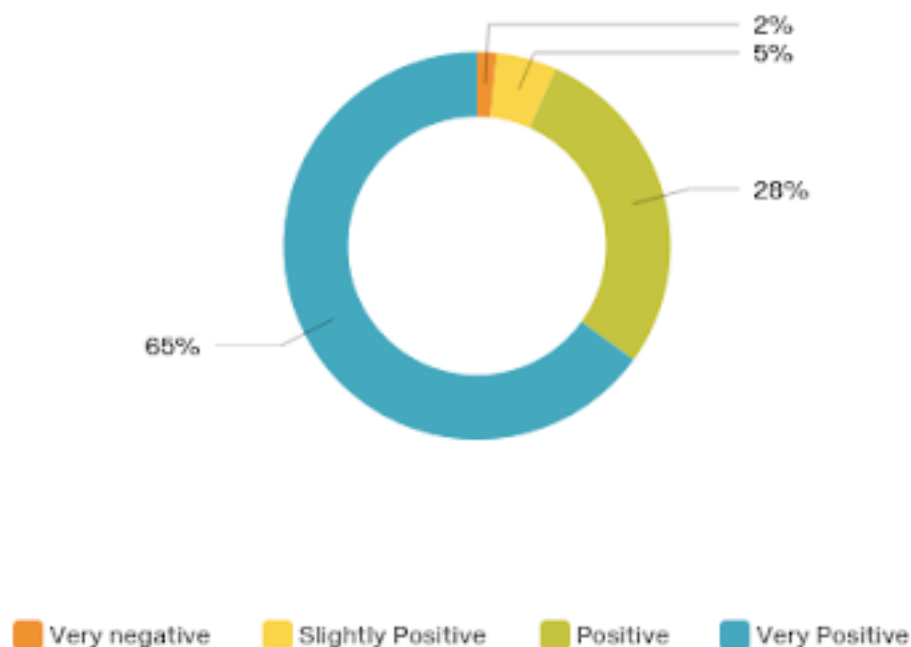
Facebook and local print newspapers were the highest rated among social media channels. Both are worth pursuing as they have different appeals based on age demographics. While many respondents do read local newspapers, Facebook has a larger appeal to younger audiences. The first graph above indicate that respondents ages 31-40 said they “very frequently” use Facebook, while respondents ages 65 and older gave varying answers including that they “never” use it. In the second graph, 70% of respondents over the age of 65 read the local newspaper “very frequently,” it is also important to note that none of them said they never read the newspaper. Respondents ages 31-40 also indicated they do read local newspapers frequently to very frequently.

1. Interpretation: Overall, our results for Goal #1 reveal that the community has high exposure to Habitat for Humanity in Orange County. The community is very aware of our client’s presence and receives information about them through a variety of platforms. The most popular channels are print newspapers and word of mouth. However, many respondents also use social media as a resource, which is a potential opportunity of growth for Habitat. A majority of residents responded that they never use Twitter and Instagram, with only very few saying they use it at all.

2. To understand how Orange County residents view Habitat for Humanity.

One of Habitat for Humanity Orange County’s initial concerns was misconceptions among community members about Habitat for Humanity. In order to address those potential misconceptions, we needed to learn three main things: how familiar they are with the services that Habitat for Humanity provides, how they feel about it, and why they feel that way. With these questions we wanted to pull out as much opinion and understanding on current knowledge as possible from residents taking the survey.

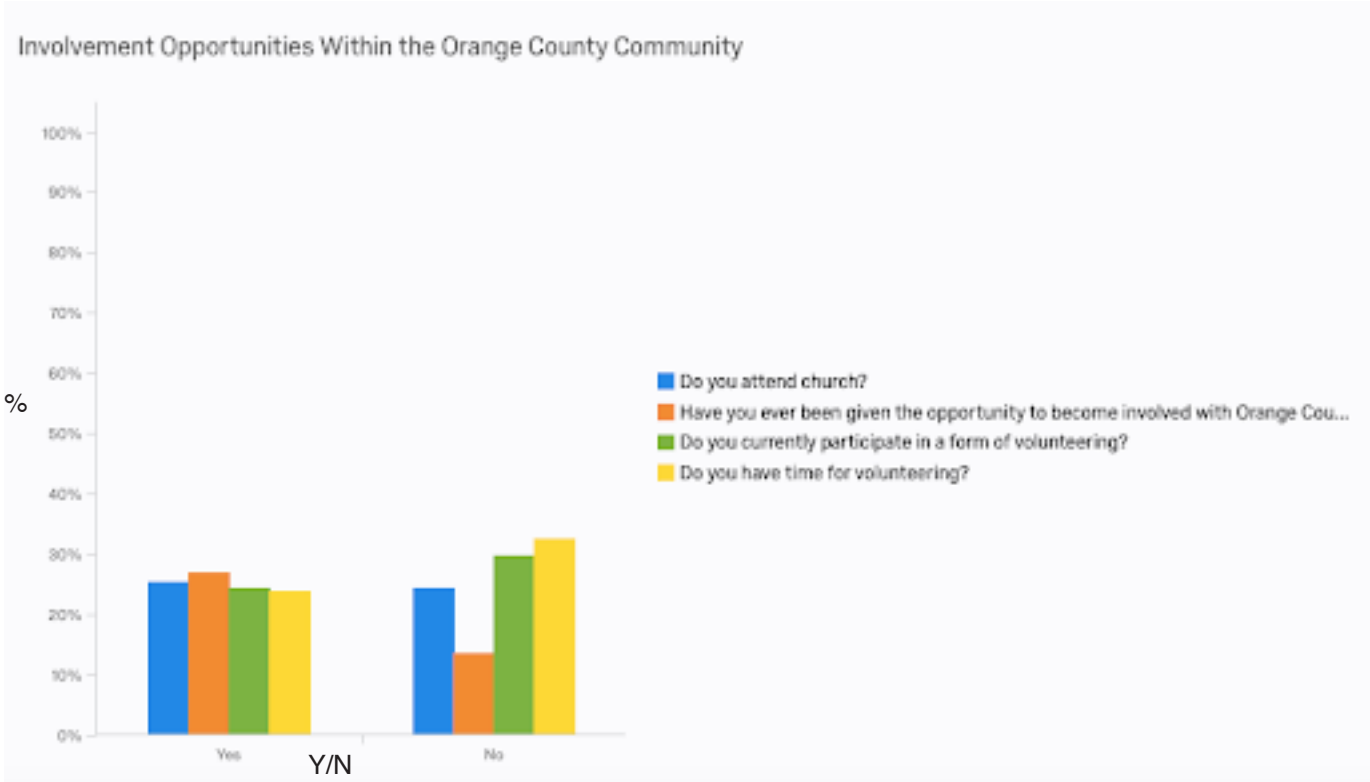
Resident’s Feelings Towards Habitat for Humanity




2. Interpretation: Our results to the questions targeted toward Goal #2 revealed that not only do Orange County residents have a solid understanding of what Habitat for Humanity does, they are pleased with Habitat’s involvement in the community. A vast majority seemed to have a grasp on how a Habitat family needs to be qualified, have the ability to pay a mortgage, but just need to do so with assistance. However, the handful of vague responses lead us to believe Habitat still needs to work on fully informing residents. It is important for residents to understand Habitat for Humanity does more than just build houses, and Habitat for Humanity must take it upon themselves to spread that information. It was interesting to see that not a single respondent had a negative view on Habitat for Humanity’s presence in Orange County. This is important for Habitat for Humanity to acknowledge because it informs them that they can essentially keep doing what they’re doing, but just make minor improvements here and there. The only response that specifically said what Habitat can improve on recommended Habitat stay more on top of maintenance of existing houses. This is important to know because if a Habitat for Humanity house looks unkempt, it can reflect poorly on the perception of Habitat in general.

Goal #3: To discover how to increase involvement with Habitat for Humanity.

Habitat for Humanity representatives emphasized that the organization needs more community involvement. To address this concern, our group created our third goal to explore how involved Orange County residents are and discover ways to increase involvement for Habitat for Humanity. Our subject items sought to capture how involved residents are in their local communities, what types organizations residents are already involved in, and their exposure to volunteering with Habitat for Humanity.






3. Interpretation: Based on the results gathered from goal 3, it is evident that a majority of members of Orange County are involved within their community, and are either personally involved or know someone who is involved with Habitat for Humanity through volunteering or donating. The results also show that not only is the community involved with Habitat, they also regularly participate in church groups and other non-profit charities/organizations. Evidently, the community is largely exposed to Habitat for Humanity, so even if someone hasn't volunteered or knows how to volunteer or donate to Habitat, it is more than likely they will be exposed to it through knowing other people who have taken part in assisting Habitat.

Recommendations

After analyzing our key findings, we gained valuable information that would be beneficial for our client. For example, when asking what channels respondents use to receive information about Habitat, we discovered that the most used channels were print newspapers and word of mouth. This is useful knowledge to our client because they know which channels are the most effective for their target audience. Additionally, many respondents also picked social media as a channel that they use frequently. This shows that there is an opportunity of online growth for Orange County Habitat for Humanity and an expanded demographic that they can reach. Facebook was the most used social media outlet among the respondents. As a group we recommend that Orange County Habitat for Humanity stays active on their Facebook account to encourage more involvement from the community and their Habitat families.

When asked about their involvement in the community, many respondents listed they were already active with their church and/or other organizations. Orange County Habitat for Humanity can utilize this information to target those churches when reaching out for volunteers. This idea can go beyond churches though; we believe it could be very beneficial for Habitat for Humanity Orange County to seek out existing organizations and companies to find volunteers. For example, if Habitat for Humanity Orange County reached out to Home Depot to ask their employees if any of them would be interested in volunteering some of their time to help build homes for Habitat. By doing this, residents don't necessarily need to go out of their way to find volunteering opportunities, it will essentially fall in their laps. This also can potentially be used as team building activities for companies and their employees. This will also save Habitat for Humanity Orange County time and resources by opening the door to more potential volunteers at a faster rate than they otherwise would individually reaching out to residents. Two ways to carry this out would be to either visit these churches/organizations/companies in person or call out to them via print newspapers or Facebook as those are the two most utilized outlets in Orange County.

Providing Online Applications: It would benefit Habitat to offer an online version of their application since many people enjoy the ease of doing things online. Including a scanned copy of the application on the Habitat for Humanity webpage, as well as on their Facebook page, can motivate more people to apply through convenience and accessibility. Seven out of our eight interviews mentioned an online application would have been helpful when applying to Habitat. Offering an online version saves people the time of having to go pick one up at the Habitat office or places in town that keep hard copies, potentially resulting in an increase of applicants. Providing applications online does not entail removing them from their in-person locations. Ultimately, it will expand their outreach at a low cost while maintaining their presence in places applications are already available. Utilizing social media and printing on handouts where to find applications, is a way to communicate potential families where they can fill out an application that suits their convenience.



Clearing Applicants' Misconceptions: It would benefit Habitat to execute a strategic plan to clear existing misconceptions. Looking at the responses from our interviews, most applicants expressed that they had misconceptions prior to applying or getting involved with Habitat. With the push for a stronger online presence, Habitat could utilize not only traditional media, but also social media as a way to clarify the selection criteria for potential partner families. Social media will allow Habitat to clearly communicate their mission and brand, by emphasizing how Habitat is a stepping stone for success, rather than a "hand-out" (which many applicants thought prior to being involved).

Increase Word of Mouth Exposure and Create More Opportunities for Conversation: The qualitative data continually suggested that the partner families learnt about Habitat for Humanity through word of mouth. Habitat can capitalize on this through attending community events and gatherings to keep their name in conversation and associated with events in Orange County. It will open up a channel of conversation for Habitat members to engage with the general Orange County community to provide information. Our survey showed the same results. Habitat can use this to their advantage by tabling at already existing community events to increase conversation among community members. In order to carry this out Habitat will have to first do some research on local community events, which can usually be found on city/town hall websites. From there, Habitat will have to make contact with whoever is hosting the event, most likely via phone or email.

The results of our survey also showed that more Orange County residents use social media platforms, particularly Facebook. This gives Habitat for Humanity the opportunity to share news, gain volunteers, and communicate effectively on their Facebook page. As an alternative to pitching a story to the local newspaper, which doesn't allow Habitat to write the story themselves, volunteers can share their own thoughts and experiences for people to see. Not only does this give Habitat a cost-free way to spread news, but it also gives them easy access to share something quick and efficiently. Also, since Facebook allows users to upload pictures and tag people in them, this gives Habitat the chance to showcase the other organizations and volunteers involved in a home-build or participation in different events. Facebook is a quick, easy way for Orange County residents to engage in conversation and learn more about the non-profit.



campaign ideas

Based off our research, gathered data, and key findings we have formulated recommendations for our client.

1. In order for Habitat for Humanity to develop a solid social media following, we believe a biweekly schedule for Facebook postings would be a good place to start. Habitat can post updates that include stories about Habitat for Humanity and their partner families, callouts for volunteers, fundraising events, and general information pertaining to the activities Habitat for Humanity Orange County participate in. The biweekly schedule means that these stories will remain relevant in the news feed, but not bombard their audience. Example posts include: updates about current builds, where they are in the process, and introducing readers to the people involved with the build, i.e. Apostles Build, Paoli High school student build. Another post can briefly describe the eligibility criteria for potential partner families with a link to the online application, as well as, information on where to pick up a hard copy of the application.
2. Reach out to local companies in regards to getting a group of employees to volunteer or sponsor Habitat for Humanity Orange County as a corporate sponsor. Habitat can reach out to companies such as Home Depot for volunteers, as many companies require their employees undertake community service as a part of corporate social responsibility. Habitat for Humanity Orange County can also reach out to these companies to be corporate sponsors, it will provide them with donations as well as publicity.
3. Perform more outreach to generate more word-of-mouth exposure. Our research shows that the most effective form of communication, for both raising awareness about Orange County Habitat for Humanity as well as recruiting new partner families, is word-of-mouth. To generate this exposure, our team recommends performing more outreach and having a greater physical presence at community events. We are aware that the organization already does some outreach, including hosting their own events such as the Donald Ross Classic with French Lick Resort and Casino and an annual dinner. However, our group recommends having a physical presence at other community events such as the Orange County fair, 5K benefit runs, and other widely attended community events. Having a table and sharing information, whether staffed by Orange County Habitat for Humanity employees or its volunteers, has the potential to generate more word-of-mouth information about the organization.



challenges & lessons

After completing the final report, our team has learned various things while working on, and conducting, qualitative and quantitative data. In terms of completing quantitative research, we now understand the significance of picking question types in order to receive the best response. When forming your survey, it's important to be strategic in selecting question types and responses. Having a wide variety of question types is important. If you limit your responders to a certain number of responses or force them to choose an answer that does not necessarily pertain to them, the data may be skewed. You need to communicate the information as clearly as possible in order to gain the most valuable responses. Just because you understand the question being asked, does not necessarily mean anyone completing the survey will also understand. Depending on what you're trying to ask, some methods are more effective than others. For example, contingency items are better to use when you want to get more specific information from a respondent in relation to a certain question, rather than just using an open-ended response item.

For next time, we would ensure our questions are not “over-surveying” since we did have one respondent mention this. We asked responders to elaborate more on one of our questions, but he/she stated “Really? This is an example of over-surveying. I have already stated that position adequately.” During our time creating the survey, we thought it would be best to get as much detail as possible from respondents. Next time, we should only ask for elaboration on the questions that really need it instead of doing it for too many.

Once we completed our qualitative research, we were able to recognize the changes we would make next time. We learned that interviews are extremely beneficial in terms of getting detailed, personal responses. Also, gathering data doesn't always run smoothly. The interview process is a much more intimate and informative than conducting a focus group. From our individual interviews, we were able to connect with Orange County residents who were directly involved with Habitat for Humanity. Although we were asking the same questions, each response was different. This shows how diverse and unique interviews can be, rather than a focus group which may have many of the same responses. Setting up interviews with individuals can be a complicated process. Interviews can be done over the phone, in-person, or through email. Each of our group members conducted interviews via phone, which was the most convenient since we are located in different counties. Interviews can be used to develop different strategies and tactics when campaign planning. All of the responses from Habitat families play a part in determining our overall suggestions for ways Habitat for Humanity can improve as an organization.

Next time, we would make sure to go more into depth with our interviewees so the overall length of our interview is longer. The PROs struggled with getting their interviews to the 15 minute mark. It is difficult to drag on someone's response when they feel like they've said all that they could. Had we the opportunity to do this again, we would create more follow up questions in order to be prepared for any lulls in conversation or if we needed more information than we were already getting. Each person was able to go into enough detail to fully answer our questions, but there is a possibility more information could've been given if the interview lasted longer.



Challenges

Throughout the course of our research, most of our challenges lie within data gathering. A challenge we faced during our quantitative research is that we only received data from a specific demographic (respondents range from 60 or older). The opportunity to reach a more diverse sample of Orange County, which would include differences in age, could have strengthened our quantitative analysis by including more points of view.

Another one of our group's main challenges was contacting partner families for the qualitative research section of our report. We struggled to reach partner families who agreed to be interviewed, contacting them via phone, text, and email. Some partner families were very willing to work and talk with us; however, multiple partner families did not respond to our messages after repeated attempts to contact them. While our team did contact enough families to be able to conduct a thorough qualitative analysis, the opportunity to reach all of the partner families that we contacted could have strengthened our research even more.

challenges & lessons



Name: Maya Baharlou
Year: Senior
Major: Journalism /
Public Relations, Advertising



Name: Taylor Brzezinski
Year: Senior
Major: Journalism /
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Name: Clarice Cross
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Name: Gabby Harris
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Name: Hannah Schepps
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Name: Colin Shassberger
Year: Senior
Major: Journalism /
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Name: Jessica Van Winkle
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Name: Lauren Woodgate
Year: Senior
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Public Relations, Advertising



appendices

I. Quantitative Survey Link and Questions

II. Quantitative Survey Results

III. Qualitative Introductory Script, Warm-Up Questions, Research Goals and Questions, and Research Codes

IV. Qualitative Coded Interviews

I. Quantitative Survey Link:

https://iu.co1.qualtrics.com/results/?surveyId=SV_0vR7MAVCnWcdI57#/surveys/SV_0vR7MAVCnWcdI57/containers/5cab871c8f6dcc0016275984/pages/Page_0e2dcfa7-f6fb-44a2-b672-6735c1f4ec8f

Habitat for Humanity Survey

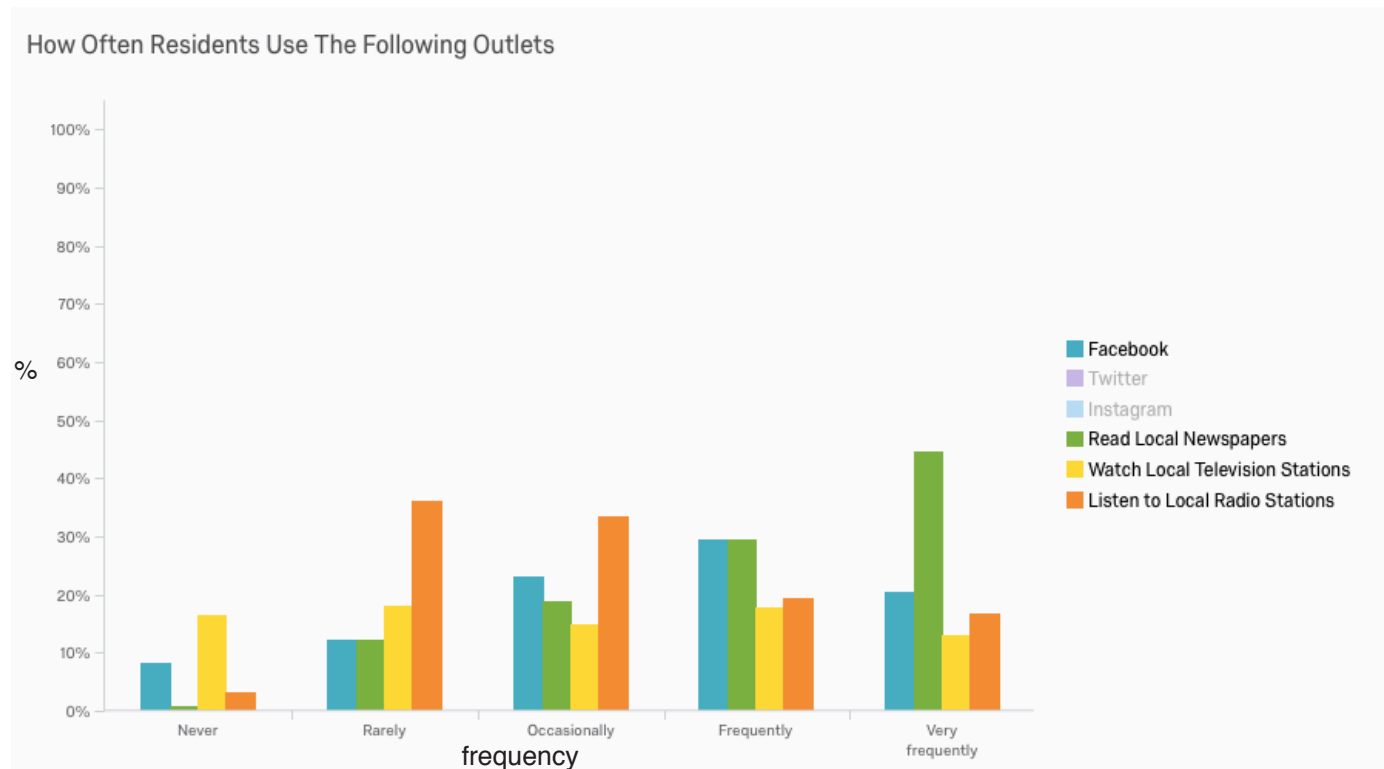
Start of Block: Block 1

Q1. Thank you for your interest in our survey! You will be asked questions about your involvement in your local community, volunteering, and about Orange County Habitat for Humanity. The survey should only take 5 to 10 minutes to complete. We appreciate your time!



Q2. Rate how much you use each of the following:

	Never (1)	Rarely (2)	Occasionally (3)	Frequently (4)	Very Frequently (5)
Facebook (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Read local newspapers (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watch local television stations (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Listen to local radio stations (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q3. Have you heard about Orange County Habitat for Humanity?

- Yes (1)
- No (2)

Skip To: Q5 If Have you heard about Orange County Habitat for Humanity? = No

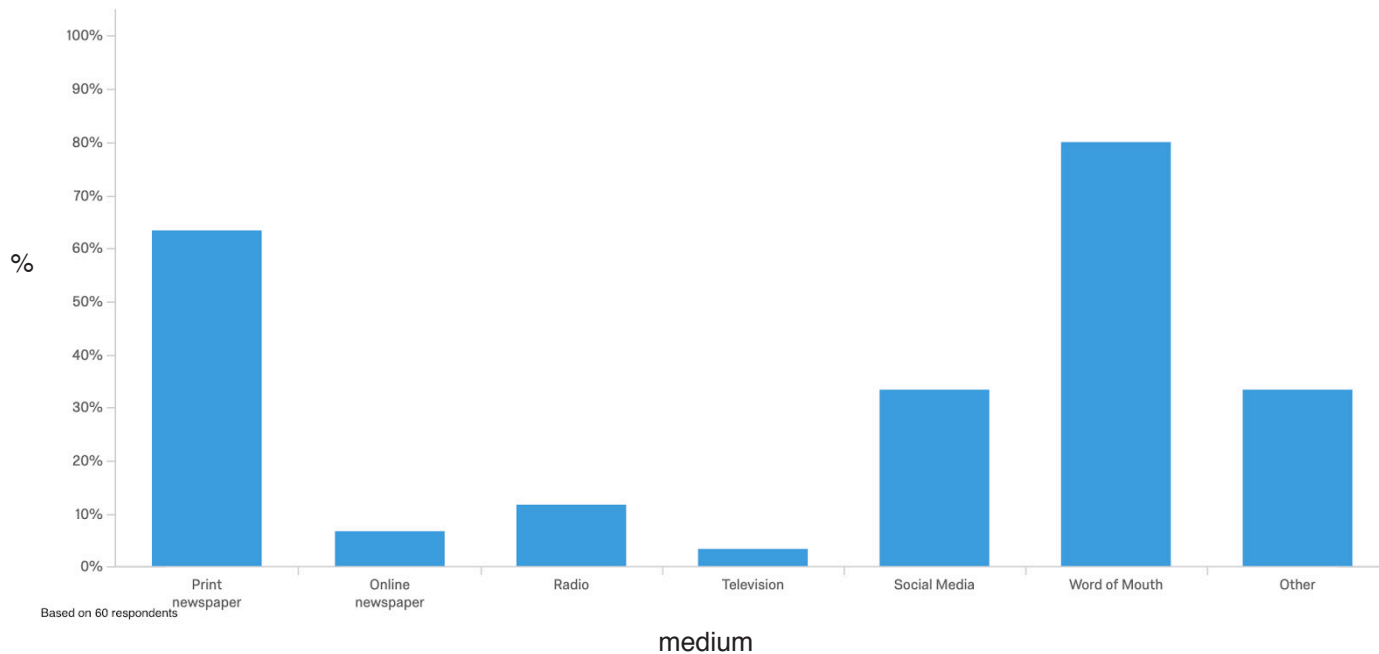
Display This Question:

If Have you heard about Orange County Habitat for Humanity? = Yes

Q4. If yes, where? Please select all that apply.

- Print Newspaper (1)
- Online Newspaper (2)
- Radio (3)
- Television (4)
- Social Media (5)
- Word of Mouth (6)
- Other (7)

How Residents Heard about Habitat for Humanity



Q5. Would you consider yourself currently involved within your local community? Q36

- Yes (1)
- No (2)

Display This Question:

If Would you consider yourself currently involved within your local community? = Yes

Q6. If yes, what are you involved in? Q37

Display This Question:

If Would you consider yourself currently involved within your local community? = No

Q7. If no, is there something you have been looking to become involved in, but have not yet had the opportunity? Q42

Q8. Do you attend church? Q43i

- Yes (1)
- No (2)



Q9. Have you ever been given the opportunity to become involved with Orange County Habitat for Humanity? Q43ii

- Yes (1)
- No (2)

Q10. Do you currently participate in a form of volunteering? Q43iii

- Yes (1)
- No (2)

Q11. Do you have time for volunteering? Q43iv

- Yes (1)
- No (2)

End of Block: Block 1

Start of Block: Block 2

Display This Question:
If Have you heard about Orange County Habitat for Humanity? = Yes

Q12. How do you feel about Habitat for Humanity's presence in Orange County? Q30
Very Negative (1) Negative (2) Slightly Negative (3) Neutral (4) Slightly Positive (5)
Positive (6) Very Positive (7)

Please choose one. (1)

Display This Question:
If Have you heard about Orange County Habitat for Humanity? = Yes

Q13. Please explain your answer to the previous question. Q31


Display This Question:
If Have you heard about Orange County Habitat for Humanity? = Yes

Q14. With your current knowledge, what do you think Habitat for Humanity does? Q5

Display This Question:
If Have you heard about Orange County Habitat for Humanity? = Yes

Q15. Do you know anyone in your community who has been a partner family with Orange County Habitat for Humanity? Q14

- Yes (1)
- No (2)



Display This Question:

If Have you heard about Orange County Habitat for Humanity? = Yes

Q16. Do you know anyone who has volunteered with Orange County Habitat for Humanity?

- Yes (1)
- No (2)

Display This Question:

If Have you heard about Orange County Habitat for Humanity? = Yes

Q17. Do you know anyone who has donated to Orange County Habitat for Humanity? Q15

- Yes (1)
- No (2)

End of Block: Block 2

Start of Block: Default Question Block

Q1. What is your race/ethnicity?

- White (1)
- Hispanic/Latino (2)
- Black/African American (3)
- Native American (4)
- Asian/Pacific Islander (5)
- Other (6)
- Prefer not to say (7)

Q2. What is your gender?

- Male (1)
- Female (2)
- Other (3)
- Prefer not to say (4)

Q3. What is your age?

- Under 18 (1)
- 18-24 (2)
- 25-34 (3)
- 35-44 (4)
- 45-54 (5)
- 55-64 (6)
- 64 or older (7)

End of Block: Default Question Block



II. Survey Results

Q3 = This question asks respondents if they have heard of Habitat for Humanity in Orange County. All 67 respondents answered that they have heard of Habitat for Humanity in Orange County.

Q4 = This question asks respondents to check all of the channels where they have received information or heard about Habitat for Humanity Orange County. Of the 145 respondents, the category with the largest response rate at 34.53% was word of mouth, followed closely by print newspaper at 27.34% of respondents. Television and radio had the lowest response rates 1.44% and 2.88% respectively.


Q45 = This question asks respondents to rate how much they use various media platforms. Respondents overwhelmingly said they never use Twitter or Instagram; therefore, those are not relevant platforms. Of the 60 respondents, 44% said they read local newspapers very frequently (measured on a 5 point scale of “never” to “very frequently” M=4 SD=1). Responses to Facebook vary, but lie mostly within “occasionally” to “very frequently.” The graph indicates that reading local newspapers, Facebook, watching local television stations and listening to local radio stations, respectively, are the largest forms of used media.

Facebook and local print newspapers were the highest rated among social media channels. Both are worth pursuing as they have different appeals based on age demographics. While many respondents do read local newspapers, Facebook has a larger appeal to younger audiences. The first graph above indicate that respondents ages 31-40 said they “very frequently” use Facebook, while respondents ages 65 and older gave varying answers including that they “never” use it. In the second graph, 70% of respondents over the age of 65 read the local newspaper “very frequently,” it is also important to note that none of them said they never read the newspaper. Respondents ages 31-40 also indicated they do read local newspapers frequently to very frequently.

Q5 = This question asks respondents what they believe Habitat for Humanity does based on their current knowledge. Of a total of 60 respondents, most recognized and understand that Habitat for Humanity doesn’t just hand out homes; they work with qualified families to provide them with homes that they wouldn’t have necessarily been able to afford otherwise. Two of the answers included: “Partners with local churches, businesses, and community organizations to provide affordable housing to low income families” and “Habitat helps those families who can’t really afford a traditional mortgage through a bank, to make the dream of becoming a homeowner a reality. Those families will still pay a mortgage, but one that is interest free, and affordable.” However, some of the answers were more vague such as, “builds homes.”

Q14 = This question asks the respondents if they know anyone in their community who has been a partner family with Orange County Habitat for Humanity. Of the 62 respondents, a majority (77%) of respondents knew a Habitat for Humanity family, while only 23% did not.

Q30 = This question asks respondents how they feel about Habitat for Humanity’s presence in Orange County. Of the 60 respondents, a majority of respondents (66%) felt very positive, followed by 29% feeling positive, and only 5% feeling slightly positive. Overall, all respondents had a generally positive view of Habitat for Humanity’s presence in Orange County as 0% felt very negative, negative, slightly negative, or neutral.



Q31 = This question asks respondents to go into detail on why they feel the way they do about Habitat for Humanity's presence in Orange County. Of the 42 responses, many of the focused on how they appreciate how much they help members of the community, the impact they have made, and their overall mission in support of a very positive view. However, some respondents stated that although they believe Habitat for Humanity does a lot of good for residents, there is "always room for improvement" and could do a better job and keeping up with homes, aligning with a somewhat positive or positive view.

Q15 = Respondents were asked to indicate if they know someone who has donated to Habitat for Humanity Orange County and 92% responded they they do know someone who has donated.

Q16 = When asked if they know anyone who has volunteered for Habitat, an overwhelming amount of people at 97% said "yes."

Q36 = Of the 60 respondents, the majority at 85%, stated that they are currently involved in local organizations. Whilst 15% are not currently involved with the local organizations.

Q37 = Of our 51 respondents who answered "yes" to question 36 "Are you currently involved in local organizations?", Orange County residents listed numerous local organizations. Some of these include being involved in the recycling coop, Hoosier Uplands, Backpacks of Blessings, Habitat for Humanity, local school's sports programs, Lions club, church work, CASA, and Prevent Child Abuse. Being involved with the local church was one of the most commonly occurring answers shared by the respondents.

Q42 = Only one respondent stated "no" when asked if there is something they have been looking to get involved and not had the opportunity to join.

Q43 = Respondents were asked to indicate what they do within the community, with 59 people responding to this question. 91% of respondents said "yes" to have been given the opportunity to volunteer with Habitat for Humanity and only 9% of people felt as though they had not had the opportunity to volunteer with Habitat for Humanity. 81% said that they currently do volunteer work in some form throughout the community. Of the 59 respondents, 80% said that they do have time to volunteer. 85% of our respondents said "yes" to attending church.



III. Qualitative Interview Script

Introductory Script

Hello! My name is _____, I'm a student at Indiana University working with Habitat for Humanity as part of a class in Public Relations planning and research. I'm hoping to ask you a few questions about your experience with Habitat so we can provide Habitat with suggestions on how to improve their communication with clients and outside sources. I promise to keep your responses anonymous and only share your answers with Habitat for Humanity. Remember, there are no right or wrong answers to any of the questions asked. In order to acquire the most clear responses, an audio recording of our conversation is needed. Is that okay? Do you have any questions for me before we get started? If everything sounds okay and you agree to participate, we can begin.

Warm-Up Questions

Are you married?

Do you have any children?

What is your current occupation?

Are you currently working with Habitat? If not, when did you?

Do you still live in the Habitat house that was built for you?

Main Questions

Research Goals (Habitat Clients):

1. Discover what channels and settings Habitat families use to find out more information about Habitat for Humanity in Orange County (channels & settings)

a. How did clients find habitat for humanity?


i. Where did you get the application?

ii. How did you hear about Habitat for Humanity?

b. How could the application be more user-friendly and accessible to find more potential Habitat families?

i. Would you have used an online application if available at the time of applying?

ii. Where else could the application be distributed, both in physical locations and online?

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2. Understand the Habitat families' experience upon and after acceptance (motivations)
 - a. How is the client relationship with Habitat?
 - i. Is involvement with the build and the Habitat entity something that led you to wanting to pursue a relationship/application with Habitat?
 - ii. Would you recommend Habitat for Humanity to someone else that you know?
 - iii. How would you describe your relationship with Habitat for Humanity?
 - b. What are clients' motivations for applying for Habitat for Humanity?
 - i. Why did you apply for Habitat for Humanity?
 - ii. What was your perception/understanding of Habitat for Humanity before applying?
 3. Understand the potential barriers that arise during the application process (barriers)
 - a. What are some things that could have prevented potential families from applying for Habitat?
 - i. Did you have any reservations that could have prevented you from applying?
 - ii. How public was the process?
 - iii. How did others respond to you being a family with Habitat?
 - b. How accessible is it for potential families to learn about/apply for Habitat?
 - i. Was the criteria clearly communicated to you?
 - ii. Was there any part of the application that you found to be confusing or difficult, and if so, what were the parts that were confusing or difficult?

Participant Addition

Do you have anything you would like to add?

Do you have any advice for Habitat?

Is there anything we should know that was not covered during the interview?

Thank You

I just wanted to thank you again for participating in this interview. Do you have any last minute questions I can answer before we hang up? Great! If you think of any other questions or would like to give me a call you can reach me at ___-___-___ or _____@iu.edu. Thanks again!

Qualitative Research Codes

Main Codes

Channels

Research Question #1 = **Learning about Habitat**

Research Question #2 = **Application Process**

Motivation


Research Question #3 = **Relationship with Habitat**

Research Question #4 = **Motivation to Apply**

Barriers

Research Question #5 = **Hesitations or Problems with Habitat**

Research Question #6 = **Access to Info**



Interview with Molly Moon
Done By: Taylor Brzezinski
Date: 2/21/19
Time: 4:02-4:11 p.m
Length: 00:09:13
Mode: Phone

MOD: [00:00:02] Hello.

MOLLY: [00:00:03] Hi this is Molly.

MOD: [00:00:04] Hi Molly this is Taylor. How are you.

MOLLY: [00:00:06] I'm good. How are you.

MOD: [00:00:08] Good.

MOD: [00:00:09] Thank you so much for calling me. I was just wondering if I could ask you a few questions regarding your experience with Habitat.

MOLLY: [00:00:16] Oh yeah.

MOD: [00:00:17] Awesome.

MOD: [00:00:18] So I'm going to go over a few things before we get started. This should take no longer than 15 minutes is that OK.

MOLLY: [00:00:24] Yeah that's fine.

MOD: [00:00:24] Awesome. So, I promise to keep your responses anonymous and only share them with habitat and there's no right or wrong answers to any of the questions asked, in order to acquire the most-clear responses an audio recording of our conversation is needed. Is that OK.

MOLLY: [00:00:40] Yeah that's fine.

MOD: [00:00:41] Thank you. So do you have any questions before we get started.

MOLLY: [00:00:45] No.

MOD: [00:00:46] Awesome. So, a few warm up questions.

MOD: [00:00:49] Are you currently married or were you married.

MOLLY: [00:00:53] I am married. I was getting married when we got the house, so I wasn't married when we moved in, but then when we moved in we were married.

MOD: [00:01:05] Awesome. Do you have any children?



MOLLY: [00:01:07] Yes, we have three.

MOD: [00:01:10] What's your current occupation.

MOLLY: [00:01:12] I am a bay service supervisor which is, I'm over our day program at our facility that work with adults with disabilities.

MOD: [00:01:26] Great. And are you currently engaged with habitat or did the relationship end.

MOLLY: [00:01:31] Once we moved out we ended pretty well.

MOLLY: [00:01:34] I mean yeah, we don't work with them anymore.

MOD: [00:01:35] And so do you still live in the house that you helped to build.

MOLLY: [00:01:37] No, with our growing family it just wasn't big enough so we moved.

MOD: [00:01:50] Awesome and so is the involvement with the build and the habitat entity something that led you to wanting to pursue a relationship with them.

MOLLY: [00:02:02] Yeah, I would say so. (Learning about Habitat -- Positive Image of Habitat)

MOD: [00:02:04] Would you recommend Habitat for Humanity to someone else that you know.

MOLLY: [00:02:08] Yes, I actually did, one of my co-workers. I suggested that she tries to get a house through Habitat and she has one now and has been living in it for two or three years and is just extremely happy. (Learning about Habitat -- Recommended Habitat to Coworker)

MOD: [00:02:21] That's awesome. And how would you describe your relationship with Habitat when you worked with them.

MOLLY: [00:02:28] I enjoyed it. They were all very nice, very helpful, would do anything for you. (Learning about Habitat -- Positive Relationship)

MOD: [00:02:34] And what did you value and appreciate or dislike about the relationship.

MOLLY: [00:02:43] I value how well they worked with you.

MOLLY: [00:02:44] You know they would try everything they could to help you, I value that it was, I don't know if it's necessarily a Christian, but they did give me a Bible when we moved in and I thought that was amazing, I really enjoyed that (Learning about Habitat -- Extremely Helpful Throughout Process)

MOLLY: [00:03:02] There wasn't really anything I just disliked about it.

MOLLY: [00:03:06] We were wanting to build on and I think just because of the loan or something we couldn't. And then that's basically why we moved because we couldn't build onto that house.



MOLLY: [00:03:16] But other than that I had no bad experiences.

MOD: [00:03:20] Great. And why did you apply for Habitat.

MOLLY: [00:03:25] I think Louise, she worked with me and she kinda was telling me about it and at the time I was a single mom and I just couldn't afford anything else and I would have been living in an apartment and then I moved in with my grandpa and it just, I wanted to be on my own. (Application Process -- Couldn't Afford Housing on Own)

MOLLY: [00:03:40] Awesome. And what was your perception or understanding of habitat before you applied.

MOLLY: [00:03:46] I really didn't have a very good, or I wasn't very knowledgeable about it. We live in a small community, so I didn't, that wasn't a big thing, but it was getting to be when I found out about it. (Application Process -- Didn't Know Much About Habitat)

MOD: [00:04:03] And do you think any potential residents would possibly be hesitant to apply to habitat.

MOLLY: [00:04:11] I wouldn't think so. I mean I don't know.

MOLLY: [00:04:15] Some people would look down because they think it's you know they're getting, but it's really, you're making payments you just don't have to worry about you know the interest and stuff. So, I wouldn't think so. I mean I wouldn't think so, I never thought anything. (Relationship with Habitat -- Community Perception May Be Negative)

MOD: [00:04:29] Yeah and was the process public. How public was the process.

MOLLY: [00:04:35] It wasn't, well beforehand wasn't, but once we got our house they did put it in the paper. (Relationship with Habitat -- Picture in Newspaper Published)

MOLLY: [00:04:43] That was fine. (Relationship with Habitat -- Okay with Being in Paper)

MOD: [00:04:45] And how did others respond to you being a family with Habitat.

MOLLY: [00:04:55] Hello. Are you still there.

MOD: [00:04:57] Oh yeah sorry I think we cut out for a second.

MOLLY: [00:05:00] I'm driving home. I'm sorry.

MOD: [00:05:01] No you're fine. I'm sorry I lost my spot.

MOD: [00:05:05] Oh how did others respond to you being a family with Habitat.

MOLLY: [00:05:09] Oh my family was very happy and encouraged it. And others that I knew same way, knew it was a wonderful program. (Relationship with Habitat -- Others Were Happy for Molly)



MOD: [00:05:18] That's great. Was the application criteria clearly communicated to you.

MOLLY: [00:05:24] **Yes. (Motivation to Apply -- Criteria Communicated Clearly)**

MOD: [00:05:26] And was there any part of the application that you found to be confusing or difficult.

MOLLY: [00:05:30] **No. (Motivation to Apply -- Easy Application)**

MOLLY: [00:05:32] **And they kind of sat, I mean they had talked to me about it before and explained it all, so I pretty well knew what I was doing. (Motivation to Apply -- Criteria Communicated Clearly)**

MOD: [00:05:39] Mm hmm. And you said you heard about habitat from Louise.

MOLLY: [00:05:43] Yes.

MOD: [00:05:43] And where did you end up getting that application from.

MOLLY: [00:05:47] I believe, it's been forever ago, I can't remember but I think I went to the Community Foundation maybe and they gave me one and then I met with Louise and Judy. Judy Boyer and for the interview, there might've been someone else there, but I forget.

MOD: [00:06:07] And where did you receive your information about habitat from. You said, was it initially Louise before you started applying.

MOLLY: [00:06:15] Yeah, yeah.

MOD: [00:06:18] Was there any other kind of information you would've liked to receive from them during the process.


MOLLY: [00:06:24] **No they were very good. They told me everything I needed to know. (Hesitations or Problems with Habitat -- Given Enough Information)**

MOLLY: [00:06:28] **I had questions they were more than happy to answer. (Hesitations or Problems with Habitat -- Questions Always Answered)**

MOD: [00:06:33] And would you have used an online application if it was available at the time of applying or would you have preferred the paper?

MOLLY: [00:06:39] **An online version would have been helpful. (Access to Info -- Desire for Online Application)**

MOLLY: [00:06:42] **I just I like doing stuff more online. But you know back then, that wasn't a thing. (Access to Info -- Desire for Online Application)**



MOD: [00:06:49] Yeah definitely. And if the application could be distributed anywhere else where do you think would be a good place for it.

MOLLY: [00:06:58] Like what, like a town or just like a public place.

MOD: [00:07:03] Well yes since it wasn't available online to you at the time is there like another place in town that would it would have been like easier to go to.

MOLLY: [00:07:13] Yeah, the food pantry would, we have a local food pantry that might be helpful. (Access to Info -- Should Be Offered at Food Pantry)

MOLLY: [00:07:18] I don't know if the Wick office, like if they had a pamphlet at the Wick office that passes that out, but that would be another good spot. (Access to Info -- Should Be Offered at Wick Office)

MOD: [00:07:30] What's the Wick office.

MOLLY: [00:07:32] It's for lower income, like they provide the milk and the cheese and the eggs and formula for you when you're pregnant and then until your child like two or three I think.

MOD: [00:07:43] Well that's awesome.

MOLLY: [00:07:45] Yeah.

MOD: [00:07:51] Did the relationship with Habitat support your family growth or do anything for your occupation.

MOLLY: [00:08:00] It did for like my family. Just knowing that they were there to help if anything happened, especially before I was married. (Learning about Habitat -- Supported Family Growth)

MOLLY: [00:08:18] I don't know.

MOLLY: [00:08:22])

MOD: [00:08:26] Mm hmm. So, do you have anything else you would like to add.


MOLLY: [00:08:32] No

MOLLY: [00:08:32] I think, I just think it's a wonderful thing and I'm so glad they can help everybody.

MOD: [00:08:36] Yeah it seems awesome. Do you have any advice for them.

MOLLY: [00:08:40] No, I really thought they did everything good.

MOD: [00:08:43] Awesome. Well that covers all of my questions I want to thank you for participating in the interview do if you need to get a hold of me if you come up with anything you can call me back at this phone number.



MOLLY: [00:08:56] I'm sorry I missed your first call.

MOD: [00:08:59] No you're fine don't worry about it. Thank you so much for helping.

MOLLY: [00:09:04] Oh you're welcome.

MOD: [00:09:04] Have a great day.

MOLLY: [00:09:07] Alright you too.

MOD: [00:09:08] Thanks.

MOLLY: [00:09:08] You're welcome. Bye-bye.



Brenda Archer Interview Transcription

Me: Hi Brenda how are you doing today?

Brenda: I'm doing okay.

Me: Before we get started I just want to make sure it's okay with you that I record this conversation, just to make sure I get the most clear responses.

Brenda: That's fine.

Me: Okay great. Do you have any questions before we get started?

Brenda: No. *muffled noises talking to grandchild*

Me: Okay we're just going to jump right into it. Are you married?

Brenda: I'm widowed.

Me: Do you have any children?

Brenda: I've got grown children but I have three grandchildren that I helped raise and now they're grown but I've got one that just turned two years old last night.

Me: Oh how nice. Are you currently working with Habitat for Humanity or did you work with them in the past?

Brenda: I have in the past; **I'm on welfare. (Motivation to Apply -finances)**

Me: Do you still live in the house that Habitat built for you?

Brenda: Yes. My house is handicap accessible; we corresponded with my doctor. If I'm remembering correctly I was the first handicap accessible house they built.

Me: Wow, that's amazing. How did you get the application when you were applying for Habitat?

Brenda: Uh, my brother in law moved into a trailer parked on our yard and, to put it politely because I don't like to swear, his mother was the mother in law from hell. Every day she would come out to my kids calling them "little b's" and every day it was a fight, she was mean. **I knew because I read in the paper that my neighbor had something to do with Habitat so I called him and asked how to print out an application and he told me how. (Application Process - heard from neighbor)**

Me: So you found that application online? Or...

Brenda: No I went and picked it up.

Me: Okay, would you have used an online application if it was available for you? Or do you prefer picking it up in person?



Brenda: I would prefer to pick it up. That online stuff, I would just rather do it in person. (Access to Info - pick up preference)

Me: Where did you pick up the application? Because I know they have them available in the library.

Brenda: I picked them up right down the road; I think its Key Associates. (Learning about Habitat - down road)

Me: Is there somewhere else you think would have been more convenient for you to get it?

Brenda: Nope it was just down the road from me.

Me: Did you hear anything about Habitat for Humanity before you asked your neighbor about it that made you want to get involved with them?

Brenda: Well I heard about it, but I didn't fully understand how it worked until I put the application in and started asking questions about how it worked, you know. I had to go out there and interview and luckily I was chosen.

Me: After working with them would you recommend them to someone else that you know?

Brenda: Oh yeah. (Relationship with Habitat - recommend)

Me: So generally how would you describe your relationship with them, past, during, and current?

Brenda: I think they're fantastic. (Relationship with Habitat - positive image)

Me: That's great. In what way? Do you mind going into a little more detail on that?

Brenda: They just help you in any way they can. I mean, if I need something I can call them and ask any question, tell them what I need done. When I first got the house they would come in and check to see if I needed anything. They don't just help you and then say okay you're done. They check in and they help tremendously.

Me: That's awesome. Was there anything originally that made you not want to work with them, or after you learned about them it was all great and you were ready to go right into it?

Brenda: Nope there was nothing. I would work more now with them if I could, but I've got rheumatoid arthritis so there's not really nothing I can do.

Me: Did you feel like you were in the public eye at all during the process or did you feel like it was relatively private?

Brenda: Uh I'm not really sure how to explain this. Well, they build you a house, they take your picture, they put it in the paper and all that. I think that's the last time I took a picture, but that's it. (Hesitations or Problems with Habitat - picture in public)

Me: How did you feel having your name in the paper, was that okay with you?



Brenda: Yeah, they asked me first, it was fine.

Me: How did other people respond to you being a family working with Habitat for Humanity, like neighbors and other family members?

Brenda: Oh they liked it. They would come down and help with the house and stuff. They was great.

Me: Before you started working with them, was the criteria for being a Habitat family clearly laid out for you, was there any confusion? Did you know exactly what you needed to do and what the qualifications were to apply?

Brenda: Well yeah I knew you gotta do 200 something hours, yeah I knew all that. There was no problem.

Me: So none of it was confusing? It was all straight forward?

Brenda: Yeah, I mean they tell you everything before you do it. They don't just spring it on you and say hey this is what you gotta do now. (Access to Info - told in advance)

Me: Okay great. Are there any other opinions you have that you would like to add in? Any additional questions or comments?

Brenda: No, I mean I think it's a great program. You know they help everybody they can. They don't just do it to anybody, and that's good because I know a couple of them that was doing it just to be doing it so I'm glad they actually check it out. (Hesitations or Problems with Habitat - not just for anyone)

Me: Right, that's great. Thank you so much I think I got everything. I really, really appreciate you taking the time talking to me I can hear that your super busy.

Brenda: Yeah she keeps me going.

* we laugh *

Me: Thank you so much again. You can reach me at this number if you have any other questions, but other than that have a great day. I really appreciate it.

Brenda: You too, you're very welcome.

Me: Great, bye.

Brenda: Goodbye.



Transcript

Date: February 22nd, 2019

Time: 2:00pm

Duration: 12:23

Mode: Phone Call

Maya: Hi Kylee this is Maya; I'm working with Lauren to ask you some questions about your involvement with habitat for humanity

Kylee: Yes.

Maya: Thank you so much for taking the time to talk to us, we really appreciate it.

Kylee: Oh no problem

Maya: Oh so we were just wondering um are you currently working with habitat and if not when did you?

Kylee: Um I am currently an owner, a homeowner, yes

Maya: So do you still live in the habitat house that was built for you?

K: Yes.

M: Okay great! How did you hear about HFH?

K: Actually one of the board members, I [took my kids to the library hour, or story hour at the library and one of the board members she recommended it](#) -(Learning about Habitat - Board member), and [recommended that I fill out an application and so I did](#) (Motivation - apply), which I [was like a lot of other people, you know, I misconceived, I... I don't know, a lot of people think that they don't apply or meet the standards](#) (Access to info - Misconceptions) or whatever, they think they make too much money or what not, but I did it and we got accepted.. so

M: Great, where did you find the application?


K: Um... [I went to the um, they have an office in Paoli, and I just went there and got an application](#) (Application Process - Office) and filled it out and it was a simple process really and they interviewed our family, and they did a tour of our, the home we were renting, um, so

M: Would you have used an online application if it was available at the time, or would you prefer to pick up the application at a physical location?

K: Oh, I would, I mean, [it didn't bother me to pick up an application, but I would use an online one, also](#) (Application Process - Online Preference).

M: So would you prefer it over using a physical application?

K: Yeah probably online I would



M: How is your relationship with habitat, how would you describe it?

K: Excellent, I mean they have been nothing but good to my family and I and me and my kids, (Relationship to Habitat - personal) we go to some of the home dedications, and um, I help, me and the kids will go... and we can't do it every year that they build, but we went to a few different homes and helped paint and do anything that they need us to do.. but yeah relationship wise its awesome

M: That's great! So is the criteria clear to you about the application process, because I know you mentioned some people are confused about what the requirements are or think that they might not apply, do you think that it was clearly communicated to you?

K: Oh most definitely once the process started, its just a lot of people, just won't even apply because they think they are over guideline or whatever, and there is a lot of misconceptions I do believe (Access to info - application/hesitation).

M: Yes, that's part of the reason why we are um, part of our goal helping habitat in OC is helping to clear up this misconception that people tend to have about habitat and get a better understanding

K: Yeah I mean they were really clear, they um, cleared up a lot of things, you know a lot of misconceptions that I thought, yeah

M: Ok, so it wasn't until you communicated with them directly that you had a better understanding?

K: Yes, um, well, whenever I was talking to Judy the board member, she was, um, pushing me toward filling out the application, she was telling me a few things that I, you know, I just had no idea (Learning about Habitat - initial info).


M: So what was your overall perception and understanding of Habitat for Humanity before you applied?

K: Before I applied, um, well, honestly I just thought that they were looking for people, you know, I mean, who were just, I'm not wealthy by any means but, I thought they were looking for people who were just barely making it (Access to info - pre app), and, you know, just things like that, and it's not that at all because, you know the people who pay their house payments each month, on time, um, you know, did help build other homes, you know.

M: Yes that seems to be a common, um, misconception for a lot of people when they are going through the process

K: Oh yeah, most definitely

M: Um, did you have any reservations that could've prevented you from applying? Was it just that misconception that kind of made you hesitate?



K: Um, no not really reservations, but I will say their, like, and I'm not speaking personally , but, um, like **beforehand I had heard like people, I don't know, like certain people look down upon people who have habitat homes because they think that they don't have to pay house payments, they think basically they are just getting handed everything (Hesitations - misconceptions).**

M: That seems to be the main issue we are trying to figure out as well, and, um, we know that the process can be public, how public was the process for you?

K: Um can you repeat that please?


M: Yah sorry, um, so we know that the process with habitat can be public, like in the newspaper and stuff, and how public was that process for you and were you ever, how did you feel throughout that process?

K: Oh I was completely fine with it, because, I mean, and, like a lot of people, like in my neighborhood and stuff, they seen how, and I'm not just saying this, I believe that there are some home owners who don't put forth much effort, and time and stuff, but me and my husband at the time and my 3 children, we were at the property every single day before the home was even being built, and we were picking up, the kids were picking up sticks, we were preparing the property, but as far as making it public, um, it didn't bother me at all, because I knew you know, that we put in some really hard work, I within myself, cleared up some of those misconceptions, and I'm not... now habitat did say, you know, you will be in the public eye, people, which I have been one of these people before I was a home owner... There was a family that um, they had a habitat house and the dad he would drive brand new cars and they would just have... like... all this elaborate stuff, and just things you wouldn't think... I don't know, to me it's like if they needed help that much, they couldn't have all this stuff, you know. So um, they did say that, which I have never been one materialistic person you know, anyway, so, um, but I was fine on the public side, and I never heard anything negative, you know towards us or, our picture was in the paper, we had a home dedication, so, I was fine with it.

M: Throughout the application process, did you find anything to be confusing or difficult? and if so what were the parts that were confusing or difficult?

K: No honestly, I think it was fairly, i mean, they was really good at communication, and I think it was fairly easy, I didn't find really anything to be um, I mentioned in the meeting, um the one thing that they ask me, you know, do you have any negatives about habitat, you know and it's not really a negative, because maybe **I should've spoke up, but as far as the bedrooms (Hesitations - Issues with build)**, because I have 3 kids - a 17 y/o and twin 11 y/o boy and girl, so obviously once they reach this age, my twins need separate rooms. So I am struggling with that because, to add on a room is going to be \$10 000, so that's one thing I kinda wished I would've pushed for, but I was so appreciative, and I didn't want to overstep my boundaries

M: That's understandable. Are there any, this is kind of out of the path that we are talking about, but is there any type of social media platforms that you use because, um, we are thinking about expanding habitats presence online, and we are trying to see if that's a potential opportunity for them



K: The only social media I use is Facebook, and that's just here and there, I don't do like IG or twitter or anything

M: Ok, and is there anything else we should know, that was not covered or do you have any advice for habitat?

K: Um... well I mean, as far as what I've seen, [the only advice I would give is to choose your partner families, more wisely \(Hesitations - Issues with how they choose apps\)](#), because speaking here in Orleans, and then like down in the Valley, there has been a home or two, like, I don't know, i hate to be judge mental, but, it's like here in Orleans, there are not a lot of people apply, so you don't even have a lot of partner families to choose from, but... like... some of their homes are, kind of, ran down, and um, I know, I don't know who as far as payment wise or whatever, but, um, I do know that Kristy, she is the secretary or whatever, but she says I'm one or two of the only people here in Orleans, that never miss a payment and never been late on a payment, you know, I mean, it's just, ugh, to me they just kind of jump the gun on. Which I know they went through the process, they went through the process with me, but just things like, maybe dig a little deeper when choosing the partner families.

M: Okay that makes sense!

K: I know I just rambled on there, I know what I'm trying to say

M: No, no, we understand, and it's very helpful. We just wanted to thank you again for taking the time to talk to us, it was so helpful, we know you must be busy.

K: No problem, if you guys need anything else, feel free to call me!


M: We appreciate it! Do you have any questions before um, we end this?

K: Uhhh I don't think so!

M: Great thank you so much, we really really appreciate it.

K: Okay thank you have a good day, bye

M: Thank you, bye



Kylee Shawler Phone Interview Notes

- Currently a homeowner, still lives in the habitat house
- One of the board members, went to library hour/story hour with kids, and the board member recommended to fill out an application
- A lot of people think they don't apply for it due to income etc
- Went to the office and got the application and filled it out and was a simple process for her
- Interviewed family and did tour of home they were renting
- Didn't bother her to pick up an application but would use online one
- Would use if online
- Excellent relationship, nothing but good to her and her family, her and her kids go to some of the home dedications and she and her family goes to help paint or do things they need help with
- Once the process started it was clear
- Lots of people just initially don't think to apply bc they don't meet the standards
- Lots of misconceptions
- Cleared up a lot of things for her when she started communicating with them directly, and found out through Judy the board member, she had no idea until she asked
- Before she applied she thought they were looking for people who were barely making it etc
- People who pay house payments each month on time will help to build other homes?
- No reservations, not personally but had heard of people looking down on people who have habitat homes because they believe they are being handed everything
- She was fine with the publicity of the process, people in her neighborhood saw her family at the property every day before the home was even being built, they were so involved
- Didn't bother her because she worked so hard for it and cleared up her own misconceptions, habitat mentioned that she will be in the public eye
- Family that had a habiat house and would have all this elaborate stuff that she thought it was strange, people thought it they really needed help they wouldn't need all that other stuff
- Did the home dedication
- Fairly straightforward and easy, good at communication
- Only negative she thinks is the bedrooms, 17yr old and twin 11 year olds, they need separate rooms and is struggling with them sharing and can't spend money to add extension and didn't want to ask to over-step boundaries
- Social media platforms she uses: Facebook here and there and doesn't use other platforms
- Choose partner families more wisely, Orleans and in the valley there have been a few homes (damaged, mistreated?)
- Homes run down and not treated well
- She is one of the two owners in Orleans who has never missed or been late on a payment
- Maybe they need to dig a little deeper for partner families



Stephanie Osborne Interview

Clarice: Are you married? Jason Osborne

Stephanie: Yes, to Jason Osborne

C: Do you have any children?

S: **Four children (Motivation to Apply - family)**

C: What is your current occupation?

S: Teachers assistant at Orleans elementary (last August)

C: Are you currently working with Habitat? If not, when did you?

S: No not anymore, just Initially

C: Do you still live in the Habitat house that was built for you?

S: Yes since June of 2009

C: How did you find habitat for humanity?

S: I knew about habitat, but didn't think we would qualify so didn't even try. **I got insurance agent was on their board trying to find a family habitat for humanity (Learning about Habitat - insurance agent)**

C: How could the application be more user-friendly and accessible to find more potential Habitat families?

S: **It was very simple (Application Process - no problems)**

C: Would you have used an online application if available at the time of applying?


S: **I think it'd be a good idea (Access to Info - online medium)**

C: Where else could the application be distributed, both in physical locations and online?

S: **At the library (Application Process - office pick up)**

C: How is your relationship with Habitat?

S: **They were very easy to get along with. They explain things well and expectations. I don't remember anyone being unkind or anything like that. (Relationship with Habitat - positive relationship)**




C: Is involvement with the build and the Habitat entity something that led you to wanting to pursue a relationship/application with Habitat?

S: It wouldn't attract me to it. I liked that we got to pick out the paint colors and miscellaneous things you pick out. We would recommend Orleans and French Lick they get church and they do great job. Paoli let high school building class do the work (Hesitations or Problems with Habitat - house quality)

- They didn't wire wasn't done correctly, bulbs that should last 5 years they're burnout don't work at all, when we first got in here wiring was wrong, utility fried my dryer.
- Father in law electrician didn't get wires completely connected right
- Plumbing not correct, had a leak underneath the kitchen sink
- Quote basement – had to put two pipes together that came undone
- Teenagers engrave stuff into the wall
- The teacher that oversee thm had to call him,
- All kinds of stuff
- Closets all the rods that hold the hangers, didn't finish installing those correctly
- Fix stairs on the side of the house
- Piece that came off, neighbor said it looked like there were barely any nails
- Along with all that, we're wondering what they did underneath it
- Floors certain spots where it sinks
- Some of the lights how they wired it lights in awkward places
- Plus the quality of the stuff they got, donated, but problem is some of the stuff
- Our carpet for instance when we went to pick out the carpet
- Because of the budget, they could only give us cheapest thing
- Wearing out in couple months of using it, only one coating of paint
- Closet doors, every door in this house literally every door they have torn up, soon after not years later
- Willing to pay more and would've appreciated,
- Good experience for high schoolers, should've checked their work
- Would've liked an option
- Price was great, payments affordable
- Want to know what we are we putting our money into

Note: Stephanie had a very positive experience with Habitat in general; all of her complaints surrounded the house build and frequent repairs.



Interview with William Goodpaster
Interview done by: Maya Baharlou
Date: February 21, 2019
Time: 2:48-3:01
Length: 00:13:58
Mode: Phone

How did you get involved with Habitat?

Goodpaster: Actually I was involved with Habitat as a volunteer before the process of applying to be a partner, my wife and I both

How long were you involved for?

Goodpaster: I think we weren't involved last year, we were still involved but last year I don't think we were involved in any building. Prior to that, we were eight years. The house has been six. I think it was maybe six years? I think we were involved as volunteers for three years before we ever applied for a partner home

How did you first hear about Habitat?

Goodpaster: Well I vaguely heard about it way back. And I probably read something back when it was started out in Georgia and things like that. My wife and I for a few years were very involved in community volunteers and Habitat is one of the local ministries that we thought we should lend some time to, and money. We believe in giving back and Habitat was the one of the organizations that we supported financially before we became involved. Not a lot, but you know, you spread a little around and it helps a whole lot

What was the application process like for you?

Goodpaster: My wife handled most of the application process because that kind of stuff is mind-numbing and painful to me. But it really wasn't bad, **it was pretty simple. It was pretty self-explanatory and (Application Process- simple) the folks here in Orange County are good about offering to help. (Access to Info - information)**

Is there anything we can explain? Is there anything we can do to help you in the process?
So, it was pretty effortless.(Application Process - little effort)

So was communication with the organization easy and clear about the process?

Goodpaster: I believe it was. I realize it's a ministry and not a full-profit business, so at least when we first got involved there was the office- I think Christy was in the office 2-3 days a week, but it was never an issue. **We could leave a message on the phone or email, and she would get back with us pretty quickly. (Access to Info - quick)**

Where did you get the application?

Goodpaster: **At their office (Application Process - office pick up)**, which at the time was south of the square a bit and my wife stopped by there and picked up an application



Would you have used an online application if it was available at the time?

Goodpaster: My wife might've. Personally, I would have not. I'm a baby boomer, but my wife is a Gen-Xer, so she would've likely done it online. **But I would've stopped in for a paper application. It's a personal preference, my wife likes the online stuff and she's pretty talented at it. (Application Process- paper preference)**

Would you recommend Habitat for Humanity for someone else you know?

Goodpaster: Absolutely. In every level, in every aspect. And what I mean is that I would recommend Habitat to anyone that is looking to volunteer, anybody that is looking to donate resources, or anybody that is interested in becoming a partner. I would recommend Habitat across the board.

How would you describe your overall relationship with Habitat for Humanity?

Goodpaster: **It's been phenomenal. Let me also say, I personally believe that here in Orange County that we have exceptional group of people. I would literally stack our group of people in Orange County against any other group in the country. They're all phenomenal, they all have a work ethic that is out of this world and compassion. They're outstanding people. Phil Matager, he's the construction manager, he might be the finest human being I've ever known. The whole group is like that. (Relationship with Habitat - phenomenal)**

What was your understanding of Habitat for Humanity before getting involved?

Goodpaster: **I was one of those ill-informed people. I was one of the majority who thought that you just get a house for free.(Hesitations or Problems with Habitat -- misconception)**


Then I came to find out that that wasn't the case. And actually when I found out that wasn't the case, it helped me be more eager to be involved. I like the whole "it's a leg-up, not a hand-out". It's truly a partnership. And due to special circumstances in our home, we ended up with like 2000 partnership hours- which is fine. I thoroughly enjoyed the process of knowing what it took every inch of the way.

Did your initial understanding of Habitat cause you to have any reservations for applying?

Goodpaster: By the time we felt like we should apply, **my misconceptions had all been cleared up (Hesitations or Problems with Habitat - misconception)** because we did volunteer for I think 3 years prior. So any questions that we might've had were cleared up in that process.

How public was the process for you?

Goodpaster: For me, it didn't bother me at all. But I'm a very public, out there kind of a guy. In fact, during the process, I was doing some youth pastor work, so being in public was fine with me



Is there anything you think that needs to be improved with Habitat for Humanity?


Goodpaster: There is something that I think needs to be improved that really needs to be put on the table and discussed. I've been involved with Habitat for I think something around 9 years in some level or another, and knew some about it prior to that. But what I've noticed in all of my dealings with Habitat, the vast majority- I would guess 99%, if not higher-the partner family they [search for is a young couple with small children. \(Hesitations or Problems with Habitat - demographic\)](#)

I think an entire demographic is missed and I think that a lot of the turnover that happens within Habitat as far as homes changing hands is due to that fact. My wife and I, when we got involved, we had teenagers. [And I truly think that an entire demographic is being overlooked and that demographic \(Hesitations or Problems with Habitat - demographic\)](#) is one that is more likely to keep their mortgage payment caught up and the ones that are more realistic about "I don't ever want to lose this house". They realize what a blessing and a benefit it is. And we get these young folks, these young families, and maybe they've paid rent for a few years of their life, and they don't have any real understanding of the value of what they just received. So, I think it would be beneficial to Habitat, as well as an often overlooked demographic, to partner up.

Goodpaster: I would touch on one other thing concerning communication. [Maybe it would help Habitat if they embraced social media a bit more. \(Access to Info - social media presence\)](#)

What are the main social media platforms you use?

Goodpaster: YouTube and Facebook are the two that I use the most. I do use Twitter, but it seems very limiting.



Corin Interview
Hi! Is this Corin?

Yes!

Hi, my name is Jessica, I'm a student at Indiana University, I know you've been talking with Gabrielle, but she's in class right now so I'm the replacement interviewer.

Yeah she told me that she was going to be in class so, it was my fault I thought I'd be good for 2 and then things got a little crazy around here.

No it's fine I feel that, it's fine I have nowhere else to be so we're good! Thank you so much for agreeing to talk with us today about your experience with Habitat for Humanity, we're working on their communications program so we want to get a little more information about their communication with some of their clients. Just a little primary information here, I know you've talked to Gabrielle but this is for a class, I am a student.

Your responses will be kept anonymous and only shared with Habitat for Humanity. Is it okay with you if I record this interview for transcribing purposes and so I can have notes?

Yeah that's fine!

Great, thank you so much. Do you have any questions for me before we get going?
No I don't think so, I don't know if you were at the actual in person meeting we attended, I was there too so I don't know if there's anything new that I can tell you.

Oh I think that may have been a different group, there's a lot of us in the class so we have to come in spurts, we actually just met with some people at the actual Habitat offices not with any families or anything.

Oh, okay.

Just a couple questions to get going, are you married?

No

Do you have children?


It's a little complicated, it's not super cut and dry answer, I am in a long term relationship and he has children. They're kind of step kids but I don't have any legal guardianship or anything.

What is your current occupation?

I am a deli manager and cook, I work here at the market and deli.

Are you currently working with Habitat?

Working with them?



To clarify, are you in contact with them? Are they still a part of your life right now?

Yes, we don't have all of our sweat equity hours so we're very much in contact with them a lot to try to get them all taken care of. (Relationship with Habitat - frequent contact)

Great, so do you still live in the house that was built by Habitat then?
Yes we do.

How did you find out about Habitat for Humanity?

My boss Debbie Turner turned me on to a house that was available. (Learning about Habitat - coworker word)

We were looking for a house and we didn't really want to rent anymore and we were in the process of trying to get a loan and all that and she said "hey you should check out Habitat!"

Where did you get the application?

At the office. (Application Process- office pick up)

Do you have any ideas as to how the application could have been a little bit more user friendly? Was there anything with it that you would like to see improved?

I thought the application was pretty smooth honestly. They said normally it takes a long time but ours was kind of rushed through because the house was sitting there empty and they just kind of wanted someone in it. I thought it went really smooth on our part and on their part. (Application Process- smooth process)

Would you have used an online application if it was available?


Definitely I would have. (Access to Info - online medium)

Can you describe a little bit about your relationship with Habitat, how has working with them been?

It kind of is like a loaner, like a bank relationship but less intimidating if that makes sense. I don't have a personal relationship where we hang out or anything but I feel comfortable talking to them and I can always call them. (Relationship with Habitat - comfort) If we're going to be a little late or a little short they're always willing to work with you. They're really nice and I don't feel afraid to call them or anything.

So you said the house you live in was already built so are the rest of your sweat equity hours on a different home?

We try to do different builds that they're doing as much as possible, but they don't want us to do too much to take away from the new family. So we've done a lot of odds and ends like painting or just cleaning. We've also been working with them at their offices (Relationship with Habitat - work) like we stuffed envelopes for their Christmas mailing and stuff. Anything that we can think of to get any hours.



So before you applied was there anything that made you hesitant or any reservations that may have prevented you from doing so?

Well there's always that stipulation of "oh they're in a habitat house, how are people going to look at us?"(Hesitations or Problems with Habitat - public eye)

but then we were not desperate but it sounded like a great thing for us because we really didn't want to keep renting and house in the area wasn't going to be as nice so we quickly got over that hesitation. (Motivation to Apply - finances renting)

How public was the process? What did you feel the reactions from people were like?

Not super public, I don't know if that's unique to our situation because the house was already built. When we moved in our neighbors already knew it was a Habitat house and they never came in and were like "oh are you guys poor" or anything like that. They were very discreet, they didn't have a big ceremony like "oh we're in the house now" and I don't know if that's different if we actually built the house but it was pretty discreet for us.

Was the criteria communicated clearly to you before you applied?

Yes, they did.

Do you have anything to add?

I would say our experience as a whole was very positive we're still trying to work on our sweat equity which is the only downside or kind of bummer about it. It's not anything that they did and they're really trying to help us get all our sweat equity hours in as quickly as possible. I wish it would have been a little bit easier, that's the only thing that's been an issue (Hesitations or Problems with Habitat - equity)

but like I said we can't take hours from someone else and that's totally understandable.

So other than that there were no communication issues or other things you'd like to bring up?

Nope! The house is great, we love the house it's the nicest house I've ever lived in and we're just really thankful to have that opportunity.

Okay well I know this was quick, but you've answered all of my questions really effectively so thank you!


Do you have any other questions for me before we wrap up?

No I don't think so, I don't want to take up too much more of your time I'm sure your busy too.

I really do appreciate you talking to me and your answers are really going to help us improve Habitat's communication with the public and their families so thank you so much!

Yeah, I'm glad I could help!

Have a great day!



Gabby: Are you married?

Kelli: No.

Gabby: Do you have any children?

Kelli: Yeah I have one son he is 13.

Gabby: What is your current occupation?

Kelli: I am a laborer, I work in a factory.

Gabby: Great, and then are you currently working with Habitat.

Kelli: No

Gabby: Ok. When did you?

Kelli: I closed on my house in October. So that was the last that I've worked with them.

Gabby: Are you still living in the Habitat house that was built for you?

Kelli: Yes.

Gabby: Where did you find the habitat application?

Kelli: I got it in the Habitat office in Paoli. (Application Process- office pick up)

Gabby: How did you hear about habitat?

Kelli: Actually I think I knew about it for a while. But I didn't know about it about It sounded like you know, I am going to 50/50 shot this and apply for it. Because actually the first house that was built was for my mother's best friend. (Learning about Habitat - family relation)


Gabby: That's awesome.

Kelli: Yeah.

Gabby: Do you think you would have used an online application if any were available at the time of your applying?

Kelli: Yes.

Gabby: And then just in your opinion, where else do you think that the application could have been distributed?



Kelli: I know that they have applications at the library but a lot of people don't know that they're actually there. So I mean if they advertise that you can pick one up at the library or elsewhere or whatever. I think it would be easier if they had it on their website to do applications there. (Access to Info - alternative location)

Gabby: Yes. Oh yeah for sure. And then is the involvement with the build and the habitat entity something that led you to wanting to pursue a relationship with Habitat?

Kelli: Yes.

Gabby: And why do you say that.

Kelli: You get a closer relationship with them and you understand why they do it and their involvement with the community and such like that.

Gabby: Do you think you would recommend Habitat for Humanity for someone else that you know?

Kelli: Actually I have recommended it to my niece She has actually applied for one.

Gabby: Oh perfect. And then how would you describe your relationship with Habitat?

Kelli: I mean I can call Christi and ask her anything about anything I need. And if she doesn't know it then she gets back to me fairly quickly. (Relationship with Habitat - swift reply)

Gabby: How long have your like has your relationship with them been?

Kelli: It'll be four years in December that we have had our house so about four years.

Gabby: And then apart from hearing about it why did you apply for habitat?


Kelli: I was looking for a home and I tried to get a loan through a bank and there was too many loops you had to jump through. So I heard about them and so that they're willing to help but I'm a single mother. So they help, you know, families like my situation. So I was like well I will just try it. (Motivation to Apply - single mother)

Gabby: And then before you applied what was your kind of perception or understanding about Habitat for Humanity?

Kelli: I knew that you had to have a job and you had to make so much. You know, you would have a mortgage when you were finished. But other than that, I really didn't know much.

Gabby: And then how is your perception kind of changed since your relationship with Habitat?

Kelli: I mean I explain a lot about the organization and how you have to make twelve hundred a month and keep a job. I mean. There are roles that you have to follow through them even after the home is in your name. You know it's kind of like, you know, it's like they act like it's kind of theirs and kind of yours. They want to say it's yours right. But I mean it's we have a good relationship.



Gabby: Did you have any reservations or kind of hesitations that could have prevented you from applying?

Kelli: Well no not really.

Gabby: How public was the process of being kind of in a Habitat house?

Kelli: I mean they advertised a lot about being a partner family whenever you started. It was in the newspaper. You had to take a picture. They made a big deal about it in the newspaper. Told about the family that got it.

Gabby: How was that process for you?

Kelli: I mean it was fine.

Gabby: How did you notice that others responded to you being a farm family with Habitat?

Kelli: I mean everyone said congratulations on the house. No one said anything mean.

Gabby: Was the criteria for owning a habitat House clearly communicated to you?

Kelli: Yeah.

Gabby? Was there any part of the application that you found to be confusing or difficult?

Kelli: No not really, because I mean if you've got a question about it give them a call and ask them and they would explain it to you (Access to info - easy call) .

Gabby: Has your relationship kind of stayed the same since closing on your house with Habitat?

Kelli: With Christi and Louise that are in the office. I mean we don't see Phil the project manager looking to help build, we don't see him very often.

Gabby: Do you have anything that you wanted to add about the process or your relationship or anything that you think Habitat could benefit from knowing?

Kelli: The only thing that I thought that, well it took me three years for me to close on my house. And I know they're a non-profit and have to get all their paperwork and all this green and everything together. Whatever. Like when the first year you're there. If anything goes wrong after that, cause like the House is still in their name. Everything after that first year they leave it upon you like it's like say the refrigerator went out. That would be on you. Which I think that that should be kind of their responsibility. Cause it is technically their home. I mean they should you know follow that out until you actually close on your home and the deed is in your name and everything is in your name. (Hesitations or Problems with Habitat - house name)


Gabby: And then we're in regards to sweat equity hours did you find it difficult to meet those.

Kelli: No.

Gabby: OK.

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