Global Social Benefit Fellowship Action Research Plan

Name of social enterprise: Ikamva Youth
Mission: to enable disadvantaged youth to pull themselves and each other out of
       poverty and into tertiary education and/or employment.
Webpage: http://ikamvayouth.org and https://www.youtube.com/watch?
       v=NEFflXglk28
GSBI (2014) business plan presentation: http://www.scu.edu/socialbenefit/events/
       investor-showcase.cfm
Headquarters: Cape Town, South Africa
Location(s) of research: many locations in South Africa

The challenge: Ikamva Youth has a proven educational program that has the potential to
       scale across South Africa and has requested help with technology development
       and in-field development of a marketing campaign. Ikamva Youth has requested
       help from both Dr. Silvia Figuiera's Mobile Lab and the Global Social Benefit
       Fellowship.

Action Research Projects requested of the Global Social Benefit Fellows:
1. Develop a screening protocol to maintain quality of volunteer tutors and registered organisations.
2. Conduct a comprehensive marketing campaign pilot, evaluation and strategy for 'Call to Action'

These would be part of a joint project to be conducted in four stages 2014-2015:
1) Information technology development (fall 2014/winter 2015, by Dr. Figuiera's students)
   - Technology Development led by Mobile Lab computer engineering student
   - Design and create a matching IT system with screening protocol
   - Mapping software identified and customized
2) Mapping technology development (winter and spring 2015, by Dr. Figuiera's students)
   - Mapping data integrated into mapping software
   - Mapping software integrated into IY sites
3) Marketing (summer and fall 2015, by GSBFs)
   - Development and implementation of marketing strategy for volunteer recruitment using IT system/mobile app
4) Evaluation and recommendations (fall 2015, by GSBFs)
   - Field research into application and uptake of technology conducting by the GSB fellows
   - Market research to inform marketing strategy for 'Call to Action'

Student skills needed: computer engineering, marketing, tutoring, volunteer screening,
       social science.

Keywords: educational access; youth economic empowerment; tutoring, volunteer
management

November 7, 2014 version