



*Home Is Where You Find It:
Understanding Rural
Homelessness
Beyond the Obvious*



YOUR PRESENTERS



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Learning Outcomes

- Recognize rural living situations that qualify for McKinney-Vento identification
- Use trauma-informed language
- Redesign outreach tools



Welcome & Framing

Hidden — But Eligible

- Not fixed
- Not regular
- Not adequate
- Often unseen
- Rarely self-identified

Why Rural Students Go Unidentified

- Pride and stigma
- Informal housing norms
- Staff assumptions
- Forms that don't reflect rural reality
- "They don't see themselves as homeless"

Reflect: What do you see in your region?



Activity: Would You Identify?



- In pairs, play through caregiver–liaison conversations based on scenarios found on your table.
- Decide whether to identify or not, considering how stigma and misunderstanding may play a role.



Activity: Would You Identify? **GROUP DEBRIEF**

- What questions did you ask?
 - What language built trust?
 - What language created hesitation?
- What supported disclosure?
 - What shut it down?
 - Where did stigma show up?



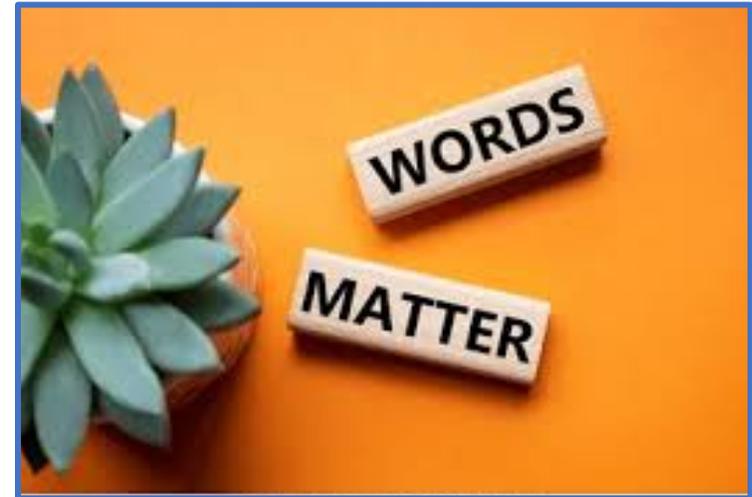
Activity: Language Lab

- Work in table groups to rewrite sample outreach or enrollment forms found on your tables.
- Follow the rewrite prompts to make the language more accessible and empathetic.



Activity: Language Lab **GROUP DEBRIEF**

- Share your rewritten samples with the large group.
- What changed?
 - What surprised you?
 - What will families notice?



Commitments and Optimistic Closing

- What is one change I will implement?



- A system I will rethink
- A message I will revise

- <https://www.hetac.org/resources/other/rural>

HETAC Rural Resources





THANK YOU

*Please complete the
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app 😊*

