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A GEM 60 YEARS
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Savannah

60TH ANNUAL TRAINING CONFERENCE & EXPOSITION

MONDAY, MAY 22 - FRIDAY, MAY 26, 2023

Reaching the Unreached

Robbie Endris, Senior Consultant
CONDUENT
Leesville, Louisiana



As caseload numbers decline, the question to be answered is whether or not the program is reaching those who could benefit from our services. This session will look at outreach work and program advertisement done in Indiana, Virginia, and in other state/county/tribal programs to ensure that the word is out. We will close the session with a brief review of “Declining Caseloads” from the NCSEA Policy Forum.



Digital Marketing Grants

- You can find information about Grants by going to the following link:

[Grants | The Administration for Children and Families \(hhs.gov\)](https://www.acf.hhs.gov/css/grants/current-grants/digitalmarketing)

- Information about all of the Digital Marketing Grants can be found here:

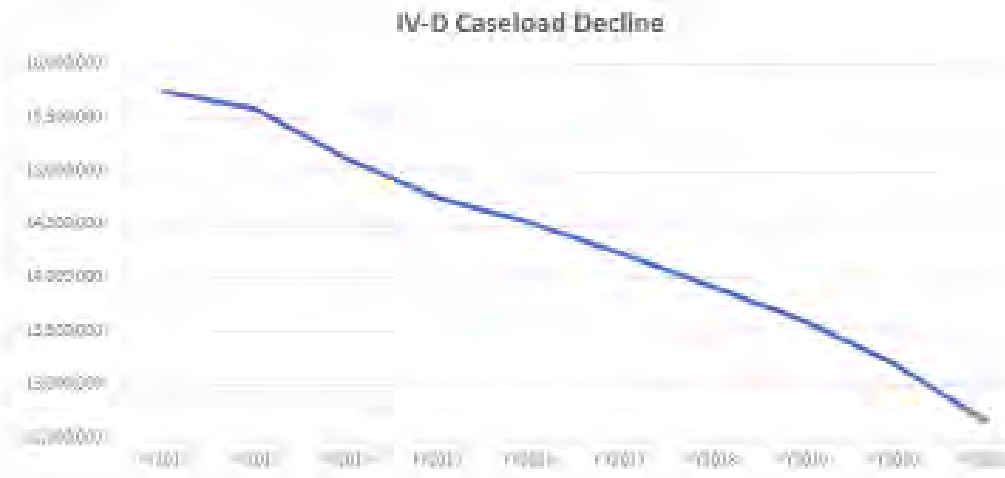
<https://www.acf.hhs.gov/css/grants/current-grants/digitalmarketing>



Policy Forum 2023

Provided by California DCSS to show the national trend downward. Based on OCSE Annual Reports.

NATIONAL CHILD SUPPORT DATA



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2023 Policy Forum

Discussing Ideas to Address Declining Caseload

- **Remove the barrier of complexity**
 - Simplified application
 - Update references (CP, NCP, Obligor, etc.)
- **Use Electronic methods**
 - Mobile App for Applying
 - Mobile Payment Methods
 - Mobile Communications
- **Address Barriers**
 - Past Trauma with the program (stigma – one parent is “bad”)
 - Lack of Flexibility (Automated actions, required components)
 - Misconceptions of the program (Bias, Police)
 - Lack of support for co-parenting (Parents need to cooperate)

Speakers in the session were two IV-D Directors, David Kilgore (CA) and Barbara Lacina (VA).



Where do we start?

- **Non-legislative Changes**
 - Policy Revisions that are program options
 - Improve access to employment services
 - Use Influencer assistance – fatherhood, other programs
 - Improve customer service
 - Market the program
- **State Legislative Changes**
 - Fatherhood engagement at the state level
 - Cooperative CPS, DCSS, & Family Violence Programs
 - Full Family Distribution
 - Parenting Time Legislation



Where do we start? (continued)

- **Federal Legislative Changes**
 - Full Family Distribution - get out of the recoupment business
 - Employment Services
 - Make Parenting Time Agreements Allowable Activity
 - Money for Access/Visitation Programs
 - Flexible “Limited Services” offerings
 - Systems Certification to match progressive changes
 - Revisions to Federal Performance Measures
 - Case Closure Criteria Re-Assessed



Please support ERICSA, WICSEC, NTCSA, and NCSEA

Participate in committees and work groups that are “future-minded”

Attend conferences and learn all that you can

Listen to those who are applying for and using our child support services.



Thanks for listening!
Please fill out the evaluation.

Thanks for supporting ERICSA!





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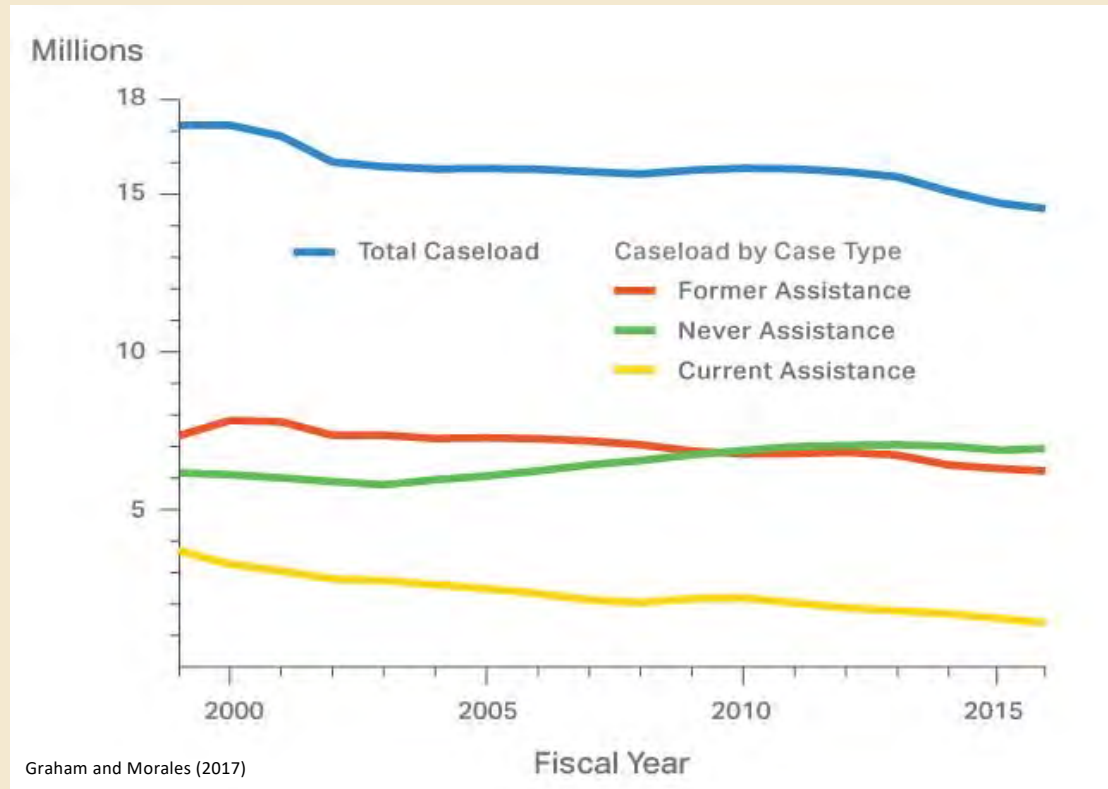
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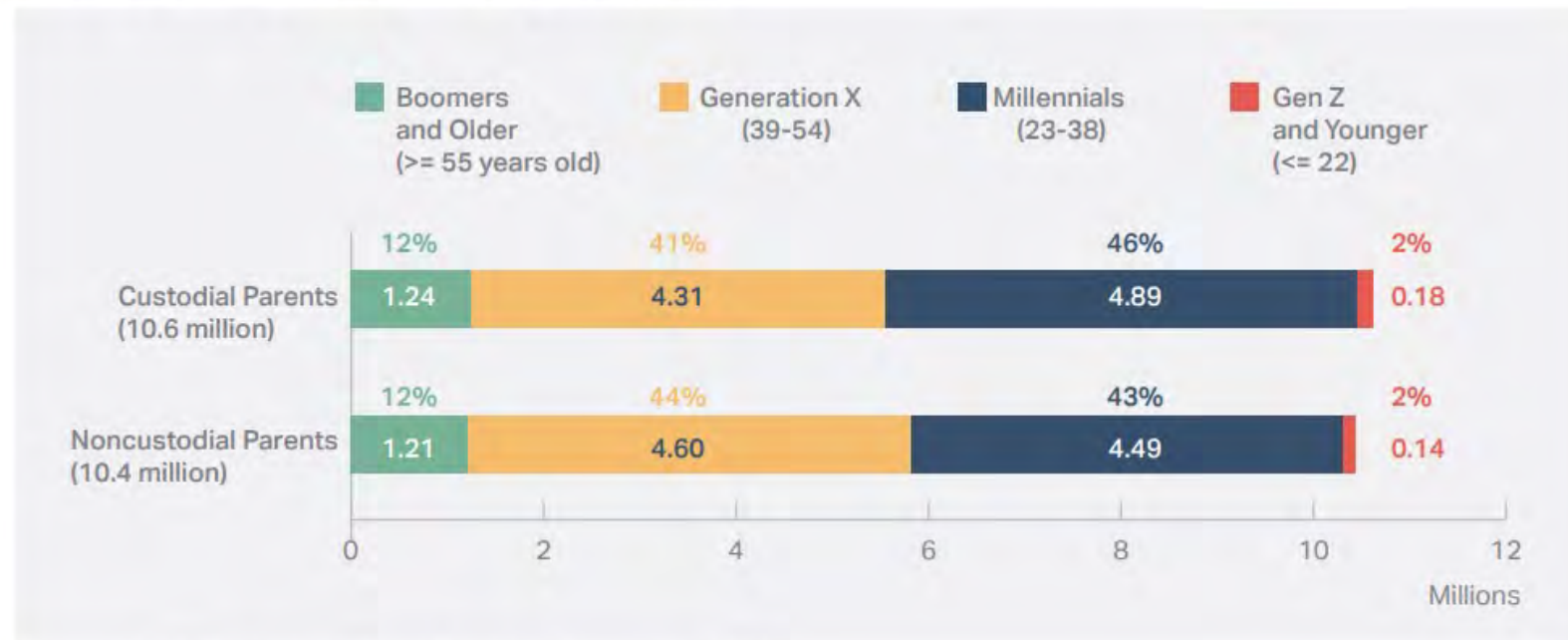
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Why Invest in Digital Marketing?



Demographics

Figure 1. Number and Percent of Custodial and Noncustodial Parents in the Child Support Program by Generation



Source: OCSE's Federal Case Registry, December 2019

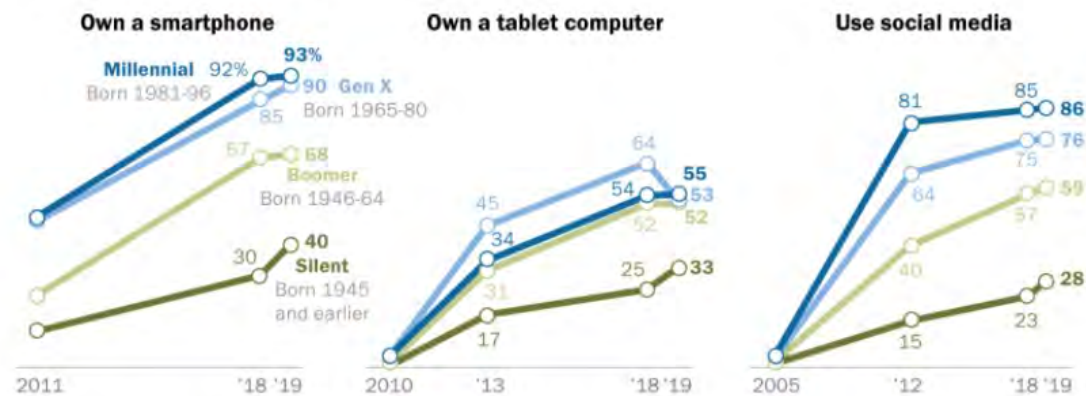
Figure from Elaine Sorensen, Millennials in the Child Support Program (May 2020)



Technology Use

Millennials lead on some technology adoption measures, but Boomers and Gen Xers are also heavy adopters

% of U.S. adults in each generation who say they ...



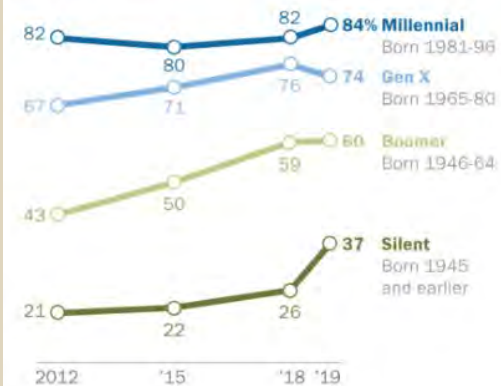
Note: Those who did not give an answer are not shown.

Source: Survey conducted Jan. 8 - Feb. 7, 2019.

PEW RESEARCH CENTER

Since 2012, use of Facebook has grown fastest among older generations

% of U.S. adults in each generation who say they use Facebook



Note: Those who did not give an answer are not shown.

Source: Survey conducted Jan. 8 - Feb. 7, 2019.

PEW RESEARCH CENTER

Americans are Online

- 81% of Americans “rely a lot on their own research”
- 46% of those people turn to digital tools first
- Google is the single most commonly named digital tool

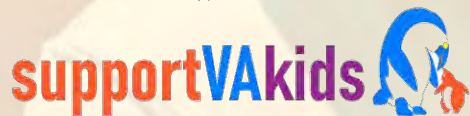
*Pew Research Center, survey conducted Nov. 27-Dec. 10, 2018



Why Invest in Digital Marketing?

The goal is to prompt parents who are not otherwise aware to engage in two-way communication with DCSE, make a request for services, benefit from establishment of a child support case, and access services that DCSE can then deliver.

Virginia's Application (2018)



7



Goals

Increase applications from parents who are eligible for child support services but not currently connected to the IV-D program (“Never Assistance” cases)

Test a wide range of potential digital engagement methods and platforms

Build on those tests to develop a **sustainable digital outreach strategy** that can serve multiple purposes



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DCSE Division of Child
Support Enforcement



Poll

- Do you have a social media program?
 - Yes
 - Not yet - We plan to create one in the next six months
 - Not yet - We plan to create one in the next year
 - No, and we do not have plans yet



Virginia's Approach

Table 1: Project Activities by Cycle

Cycle 1 (6/10/19 – 9/9/19) Find	Cycle 2 (11/1/19 – 1/29/20) Engage	Cycle 3 (5/1/20 – 7/30/20) Educate
<i>New Intervention Elements</i>	<i>New Intervention Elements</i>	<i>New Intervention Elements</i>
Search engine optimization (SEO)	Accounts for organic social media	Snapchat ads
Target market analysis	Instagram posts and ads	YouTube ads
Campaign name	Twitter posts and ads	LinkedIn posts and ads
Campaign logo	Facebook posts and ads	Podcasts
Integration of behavioral economics into messaging	Support launch of online child support application	Webinar for family law attorneys and mediators
Campaign webpage	Additional campaign webpage	Paternity-related partnership
Contact form	Hashtag campaign	
Google Search ads		<i>Updated Elements from Cycles 1 and 2</i>
Google Display ads	<i>Updated Elements from Cycle 1</i>	Google Search ads
Conversion tracking	Behavioral messaging	Google Display ads
	Campaign webpage	Facebook posts and ads
	Contact form	Instagram posts and ads
	Conversion tracking	Twitter posts and ads
		Behavioral messaging
		Campaign webpage
		Contact form
		Conversion tracking



Virginia's Approach



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DCSE Division of Child Support Enforcement



Cycle 1 Find

June 2019 – September 2019





Determine Target Location

- Looked for trends in new “Never Assistance” cases
- Wedded those to American Community Survey (ACS) data
- Scored and mapped factors
- Focused on 23 areas, outlined in blue

Digital Marketing Grant: Targeted Ad Locations with Extended Focus Areas

Virginia Localities with Above Average Prevalence:
Index Scores from Combined Measures of Interest

Legend

Target Localities, Including Surrounding Areas

DCSE District Office

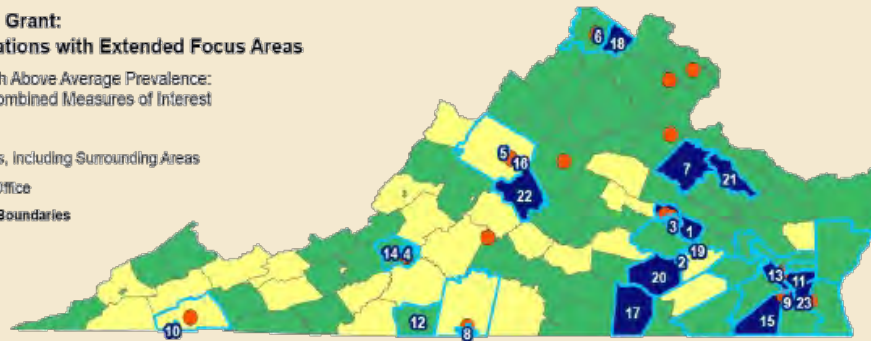
Virginia County & City Boundaries

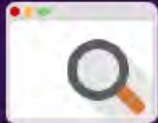
Total Index Score

3 Points or Less

3.5 to 6.5 Points

7 to 8.5 Points





Employ Search Engine Optimization (SEO) and Website Updates

- Fix missing HTTPS links
- Make WWW vs. non-WWW consistent
- Additional SEO Recommendations in “Best Practices for Your Digital Marketing Strategy”

Original

Updated

EVERY CHILD NEEDS SUPPORT

Virginia's children need both financial and family support to grow and thrive. Children with actively involved parents perform better in school, have high self-esteem, and generally achieve greater success in life.

The Division of Child Support Enforcement (DCSE) is committed to helping parents support their children by focusing on more than just money. DCSE offers engagement services focusing on access and visitation, responsible parenting, employment assistance, and prisoner reentry.


Apply for
child support


Make
a
payment


Find my
district office


Lower my
TANF debt

EVERY CHILD NEEDS SUPPORT

Virginia's children need both financial and family support to grow and thrive. Children with actively involved parents perform better in school, have high self-esteem, and generally achieve greater success in life.

The Division of Child Support Enforcement (DCSE) is committed to helping parents support their children by focusing on more than just money. DCSE offers engagement services focusing on access and visitation, responsible parenting, employment assistance, and prisoner reentry.

We strive to support parents who are receiving support and parents who are paying support.

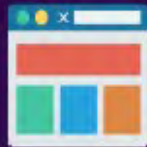

Parents who
receive support


Make
a
payment online


Establish
paternity
in
Virginia


Parents who
pay support





New Campaign Webpage

- Users directed to new contact form
- Assisted in tracking user interactivity

Virginia Department of Social Services

Commonwealth of Virginia

Making Virginia's Child Support Program Simpler

An Easier Application, Low-cost Paternity Testing, and Help for Both Dads and Moms

As Virginia's Division of Child Support Enforcement (DCSE), we know the child support program can be hard to navigate. We have streamlined our website to support our families, make it easier to receive and pay child support, and even offer low-cost paternity testing.

We're making changes to improve how we serve families like yours...

Your child's needs just can't wait!

[Reach out to us today!](#)

We'll respond within two business days.

More Services for Custodial Parents (Parents Wanting to Receive Child Support)

1. NEW 1-page child support application
2. Customer service experts trained to walk you through the process
3. Only \$25 annually (we only if we collect more than \$500/year on that child support case)

Don't lose out on the money your child needs!

Easy, Low-cost Paternity Testing

1. Costs less than \$50 per person
2. Simple, confidential testing in our office with certified genetic testing experts
3. Fast results - usually in under 3 weeks

Don't waste money on expensive testing!

Support Services for Dads and Moms

1. Help the paying parent with some job-related expenses (work tools, uniforms, training, transportation, etc.)
2. Convenient ways to make child support payments
3. Free parenting and co-parenting programs

Don't delay building your child's potential!





New Contact Form

- Focus on simplicity
- Approachable language

Full Name Required	
First Name	Last Name
Phone Number Required	
(xxx) xxx-xxxx	
What can we do for you? Required	
☐ Open a case for you and your child with the Virginia Department of Social Services	
☐ Help you with an existing child support case	
☐ Tell you about family engagement services (co-parenting, mediation, visitation, and more!)	
☐ Connect you or someone you know to employment services	
Other	
Email (optional)	
your.email@example.com	
Address (optional)	
Street Address	Apt / Suite
Address 2	
City	State ▼ Zip / Postal
How do you want us to contact you? (optional)	
☐ Phone (voice)	
☐ Email	



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Google Search Ad Examples

Applications

Child Support Made Simpler | Apply Today

dss.virginia.gov/SupportVaKids

Customer Service Experts Walk You Through the Process. Many Cases Handled Without Court.

Contact Us

Available Child Support

Ad	Impressions	Conversions	CTR
Enabled	18,016	234.00	15.92%

Employment Services

We Help Parents Who Lost a Job | Services for Dads and Moms | Contact Us Today

dss.virginia.gov/SupportVaKids

If You Have a Child Support Order, Talk to Us. Dads and Moms Get Help Every Day. Includes Funds for Job-Related Expenses. Transit, Uniforms, Training.

Ad	Impressions	Clicks	CTR
Enabled	318	6	1.89%

Paternity

Low-cost Legal Paternity | Under \$30/person for Testing

dss.virginia.gov/SupportVaKids

Results in Under 3 Weeks. Legal and Confidential. Don't Waste Money on Expensive Testing!

Contact Us

Ad	Impressions	Conversions	CTR
Enabled	12,918	41.00	6.07%



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Get Child Support Online

No Fee for New Applicants. Easy Online Form. Enroll Today



Get Child Support Online

No Fee for New Applicants. Easy Online Form. Enroll Today



Google Display Ad Examples



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DCSE Division of Child Support Enforcement



Cycle 2 Engage

November 2019 – January 2020



Social Media



Hashtag Campaign #supportVAkids



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DCSE Division of Child
Support Enforcement



Social Media Comments?

HARVARD LAW REVIEW

[PUBLICATIONS](#) ▾

[EXPLORE](#) ▾

[STUDENT WRITING](#) ▾

[SUPREME COURT](#) ▾

[FELLOWSHIP](#) ▾

[ABOUT](#) ▾

[C](#)

FIRST AMENDMENT: SPEECH ▸ RECENT CASE

136 HARV. L. REV. 1485

Garnier v. O'Connor-Ratcliff

Ninth Circuit Finds First Amendment Violation in School District Officials' Blocking of Parents on Social Media.

COMMENT ON: 41 F.4th 1158 (9th Cir. 2022)

VOLUME 136 ▸ ISSUE 5 ▸ MARCH 2023 ▸ [SEE FULL ISSUE](#) →



Social Media Comments?





New Online Child Support Application

Virginia.gov Agencies|Governor



EVERY CHILD NEEDS SUPPORT

Making it easier for families to apply for child support services.



Tell Us about Yourself

You are the Child or Children's ☐ Father ☐ Mother ☐ Caretaker

First Name (Required)

Last Name (Required)

SSN(Or ITIN)

Date of Birth (Required)

Gender (Required)

Ethnicity (Required)

Email (Required)

Home Phone



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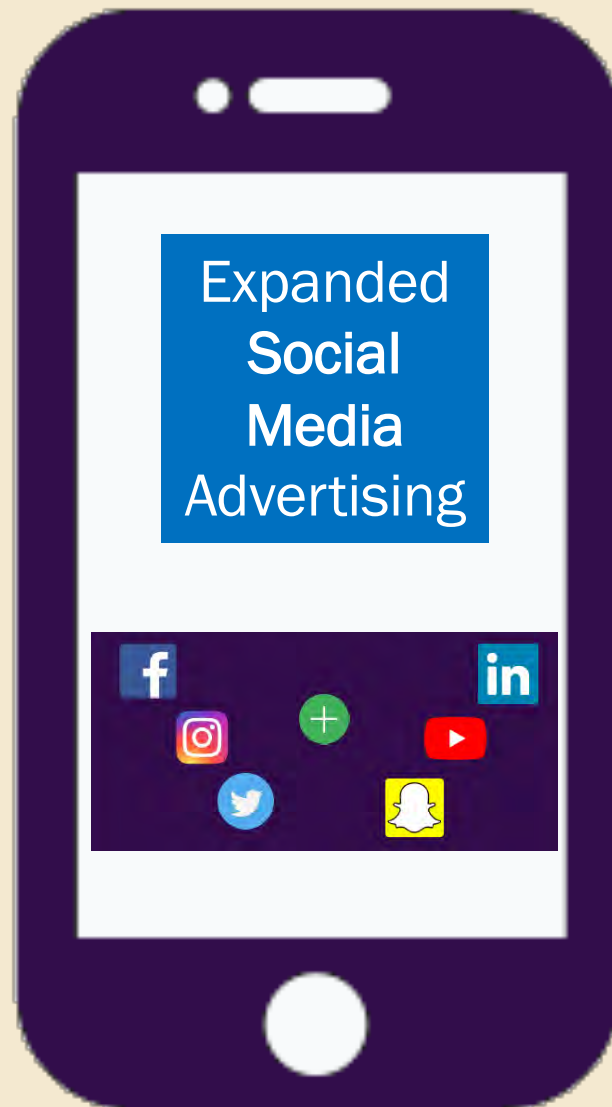


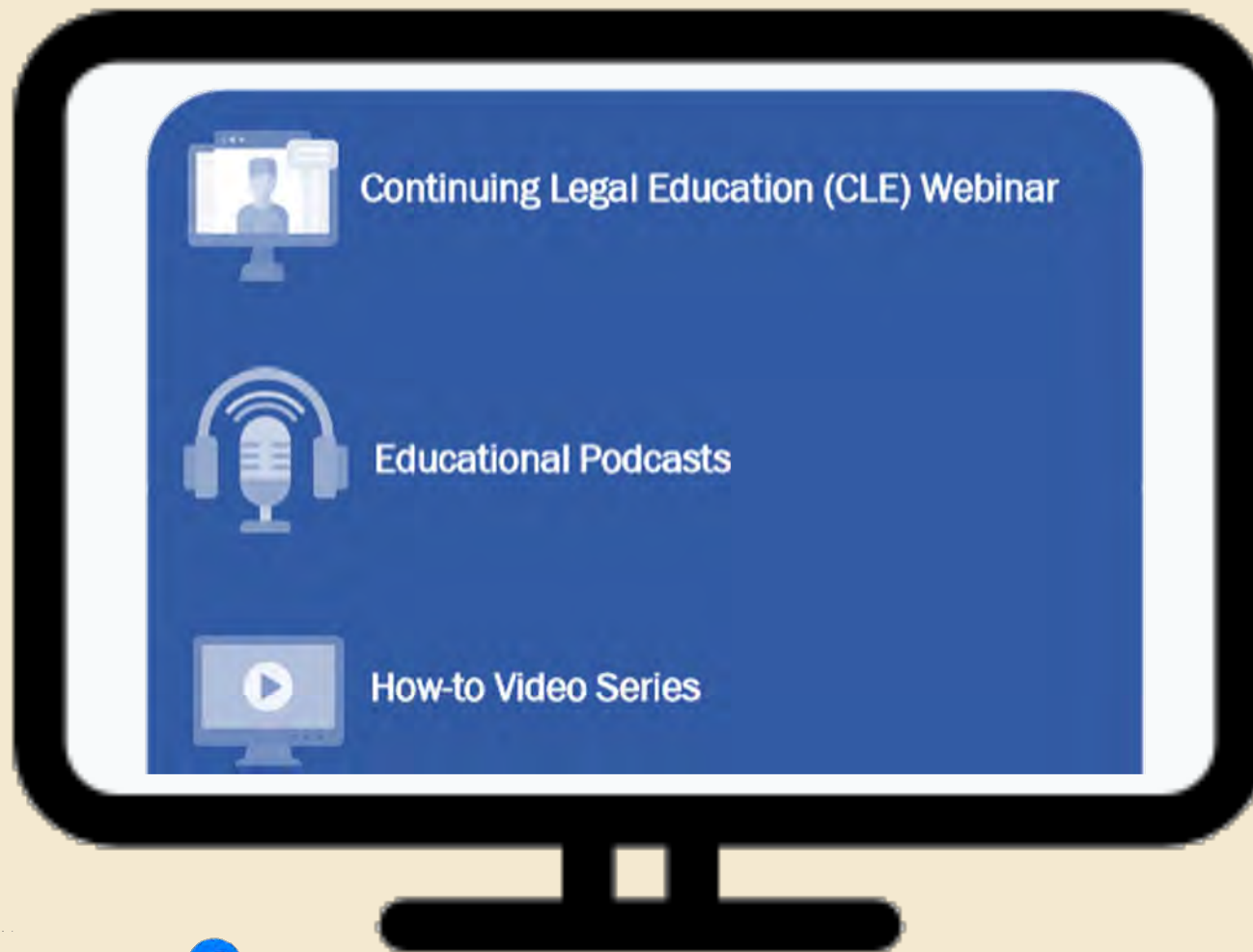
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Cycle 3 Educate

May 2020 – July 2020







Results



Total ads in front of eyes

Google Search, Display, and YouTube

Facebook

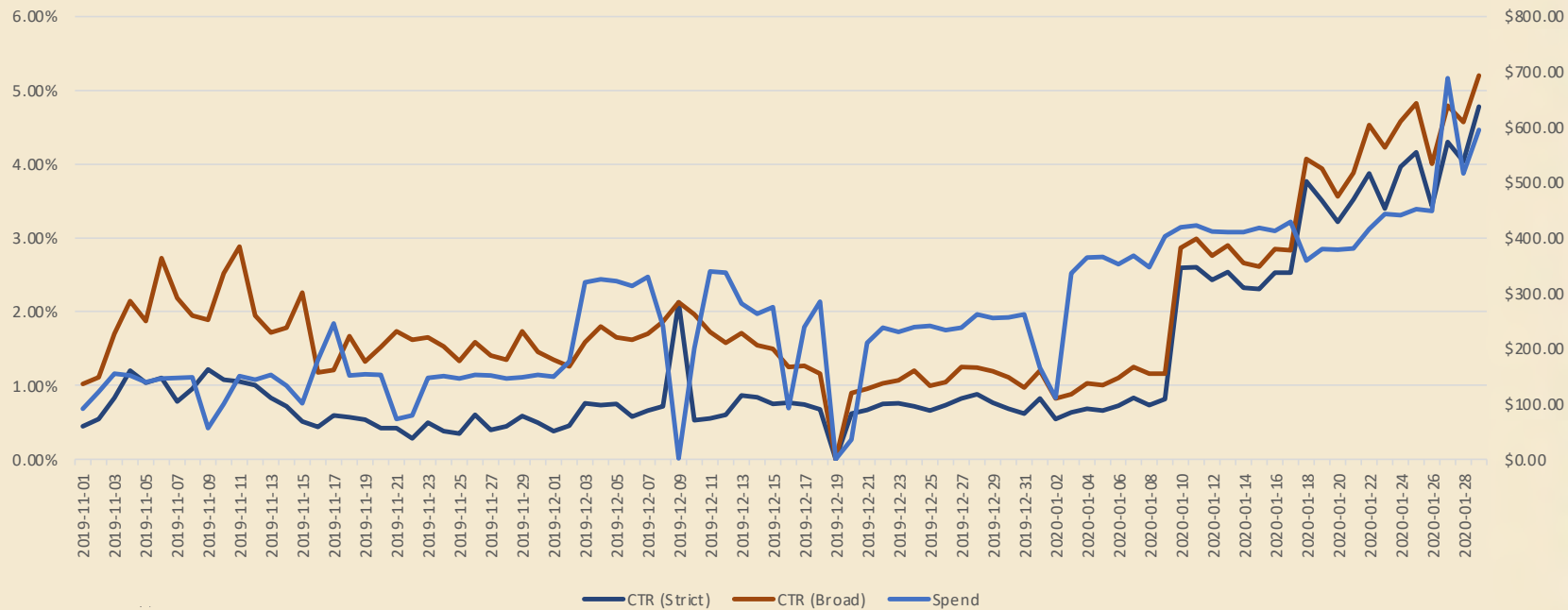
Total

$$11,991,038 + 2,142,396 = \underline{14,133,434}$$



Results

Combined Platforms (FB, Insta, Twitter):
Spend vs. CTR (Strict and Broad), 11/1/19-1/29/20



Results – Primary Goal 1

Primary Goal:
Increase Applications from
“Never Assistance” Cases

22.49% Increase in Cycle 3



Results – Primary Goal 2

Primary Goal:
Develop a sustainable
digital outreach strategy

11/1/19 – 07/30/20

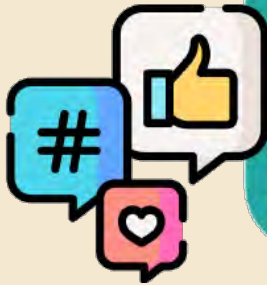
Facebook **+460** Followers

Instagram **+885** Followers

Twitter **+124** Followers

LinkedIn **+50** Followers

YouTube **+110** Subscribers



Results – Secondary Goal 1

Secondary Goal:
Increase Paternity Establishment

Paternity Establishment outpaced
New Orders **for the first time**
during targeted marketing periods.



Results – Secondary Goal 2

Secondary Goal:
Increase Contact Form Submissions

Four times as many contact forms
submitted within
geographic ad-targeted area.

4x



Secondary Goal:
Steward Grant Funds Efficiently to
Produce Most Cost-Effective Impact



Category	Average Cost per Conversion*: SEO for Google Search	Average Cost per Conversion: SEO + Google DisplayAds
Applications	\$17.65	\$40.20
Debt Compromise	\$16.88	\$22.01
Review & Adjustment	\$18.31	\$19.10
Industry Benchmark	\$48.96	\$75.51



Results

Platform	Benchmark CTR	Goal CTR	Final CTR (1/29/20)
Facebook	1.14%	1.27%	1.74%
Instagram	0.44%	0.49%	0.46%
Twitter	2.36%	2.62%	6.30%

Strict CTR = clicks on supportVAkids.com ÷ impressions

Broad CTR = any type of click ÷ impressions



Content Results

Content	Google Search Cost per Conversion	Google Search + Google Display Cost per Conversion	Facebook Cost per Conversion (Cycle 3)	Facebook Cost per Individual Reached (Cycle 3)	Snapchat Cost per Swipe Up (Cycle 3)
Applications	\$17.65	\$40.20	\$23.21	\$0.04	\$0.18
Debt Compromise	\$16.88	\$22.01	\$30.60	\$0.03	\$0.10
Family Engagement	\$44.12	\$122.94	\$18.82	\$0.03	\$0.15
Review and Adjustment	\$18.31	\$19.10	\$17.08	\$0.04	\$0.09
Paternity	\$21.13	\$116.18			\$0.19



How You Can Start



How You Can Start

Virginia Digital Engagement Project

Using Digital Marketing to Increase Participation
in the Child Support Program

HHS-2018-ACF-OCSE-FD-1368
Awarded 10/22/2018

DCSE Division of Child
Support Enforcement



Digital Marketing

The **Digital Marketing to Increase Participation in the Child Support Program** grant, sponsored by the federal Office of Child Support Enforcement (OCSE), was a 24-month demonstration project with the goal of researching various digital marketing approaches and partnerships to reach parents that could benefit from child support services, and/or to create or improve two-way digital communication and engagement with parents.

Digital Marketing Resources

- [Family Law Resources](#)
- [Final Report \(PDF\)](#)
- [Interim Evaluation: Intervention Cycle 1 \(Find\) \(PDF\)](#)
- [Interim Evaluation: Intervention Cycle 2 \(Engage\) \(PDF\)](#)
- [Interim Evaluation: Intervention Cycle 3 \(Educate\) \(PDF\)](#)



Strategies

Be Specific with your Ads

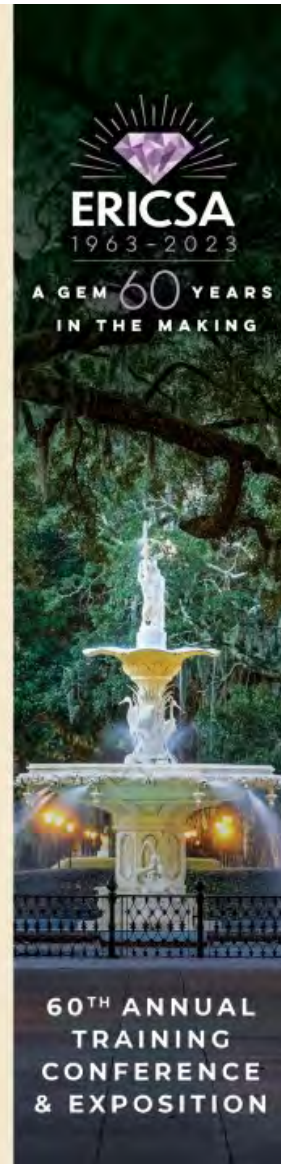
- Where do you want your audience to go?
- What do you want your audience to do?



Strategies

Power in Platforms

- **Facebook** → large adult population
- **Instagram** → most social media users in all age groups
- **Twitter** → great for direct customer interaction
- **Snapchat** → Gen Z and younger
- **YouTube** → semi-professional
- **LinkedIn** → professional
- Leveraging cross-platforms can be successful
- Be wary of social media targeting reproducing gender bias



Strategies

Details Matter

- Leverage any and all partnerships (Marketing, Legal, Communications, etc.)
- Ensure you have some way to track conversions (Software or Google Analytics)
- Remember to exclude IP addresses of agency staff (everyone will want to see your work!)
- Double-check that you can detect click fraud





Google Search: The Single Most Valuable Tool

- 1% of impressions across all 3 cycles
Impressions are any instance of an ad appearing;
it does not count clicks.
- 71% of total conversions
- 19% of budget



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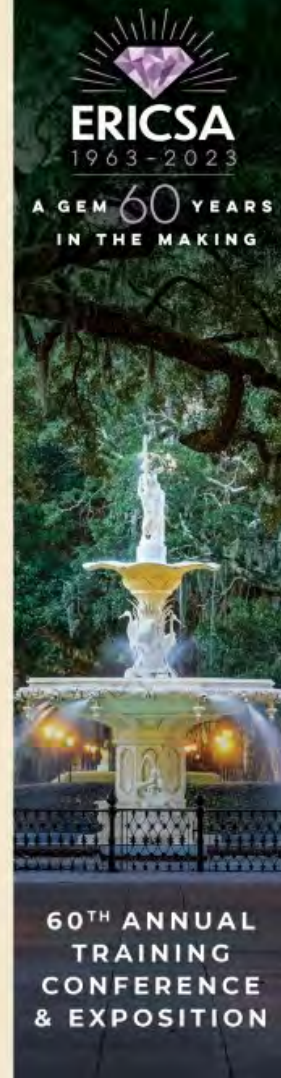
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Use Video



- Half of US adults who use YouTube say the site is very important for “learning how to do things they haven’t done before”
 - For example: applying for child support, responding to a child support order
- Young people are more likely to rely on “recommended” videos
 - You will need views and the right optimization to have videos be “recommended”

*Pew Research Center, survey conducted May 29-June 11, 2018



Behavioral Economics



Click now or
miss these
five tips for a
happy feline!



The Future?



Questions?



Don't forget to like us!





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Indiana Digital Marketing Research Project Results

WORDS MATTER

Patrick Robertson, Business Initiatives Division Director –
On behalf of the Indiana Child Support Bureau



Agenda

- Indiana Child Support Overview
- Customer Journey
- Interventions & Results



Indiana's Child Support Program

Administered by the Department of Child Services (DCS) Child Support Bureau (CSB)

In collaboration with Prosecutors and Clerks in 92 counties

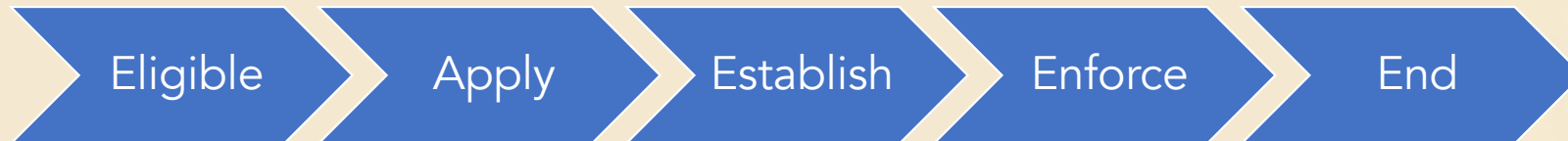
Since 2012, statewide case loads have declined by more than 120,000 cases (-32.5%)

In response to this decline, CSB created an Outreach unit which is now Business Initiatives

In 2016, a statewide marketing campaign was undertaken to celebrate the 40th anniversary of the Child Support program



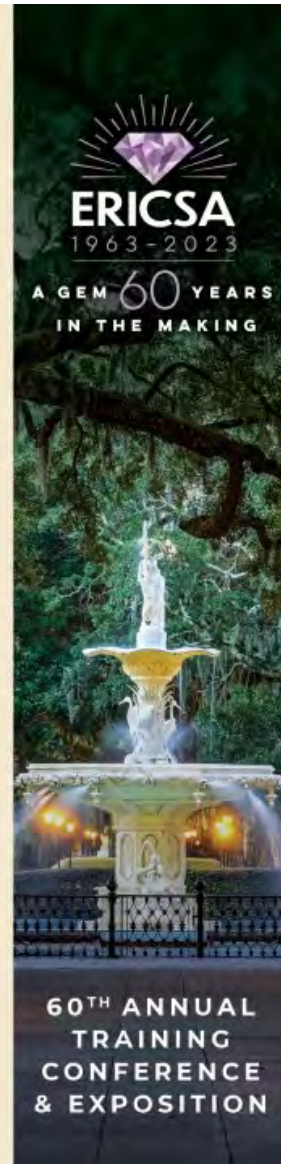
Customer Journey



Obstacles

What prevents someone from engaging with our program?

- Not aware of the program
- Lack of knowledge of the program benefits
- **Fear of not getting into the program**
- Belief they do not need help
- Belief that our program cannot help them
- Confusion about the program terminology

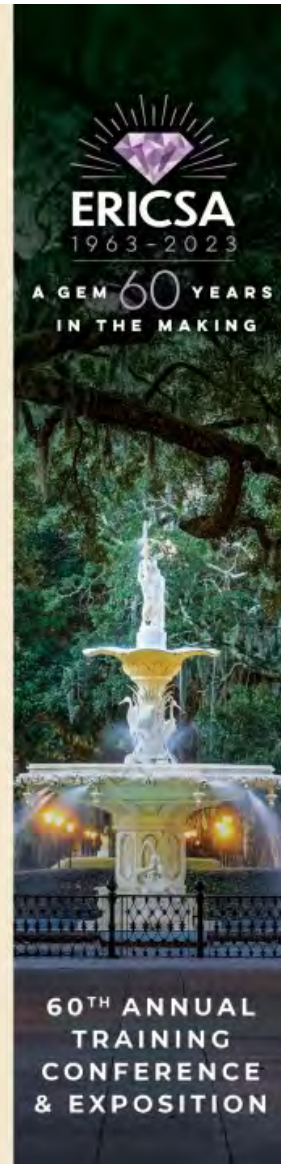


Breaking Down Obstacles

- Focused on: Fear of not getting into the program
- Why?
 - Make too much money to be accepted
 - The program is only for moms, so as a dad, I won't be accepted
 - I could be denied services
- “Accepted” was a common theme
- We hypothesized it could be the words we were using!

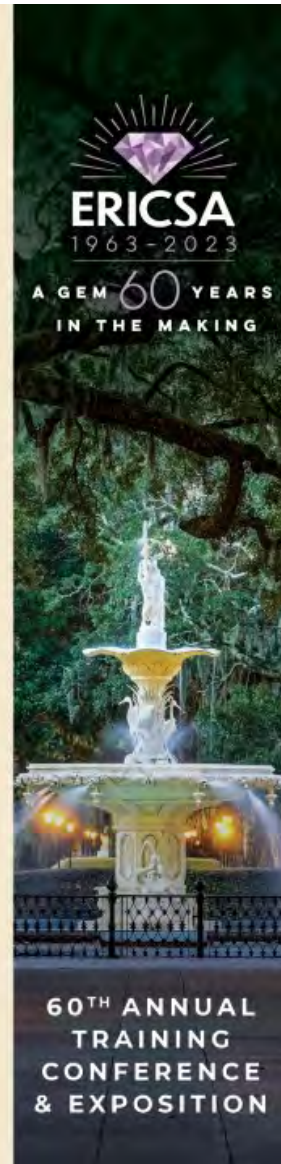


Updated Customer Journey

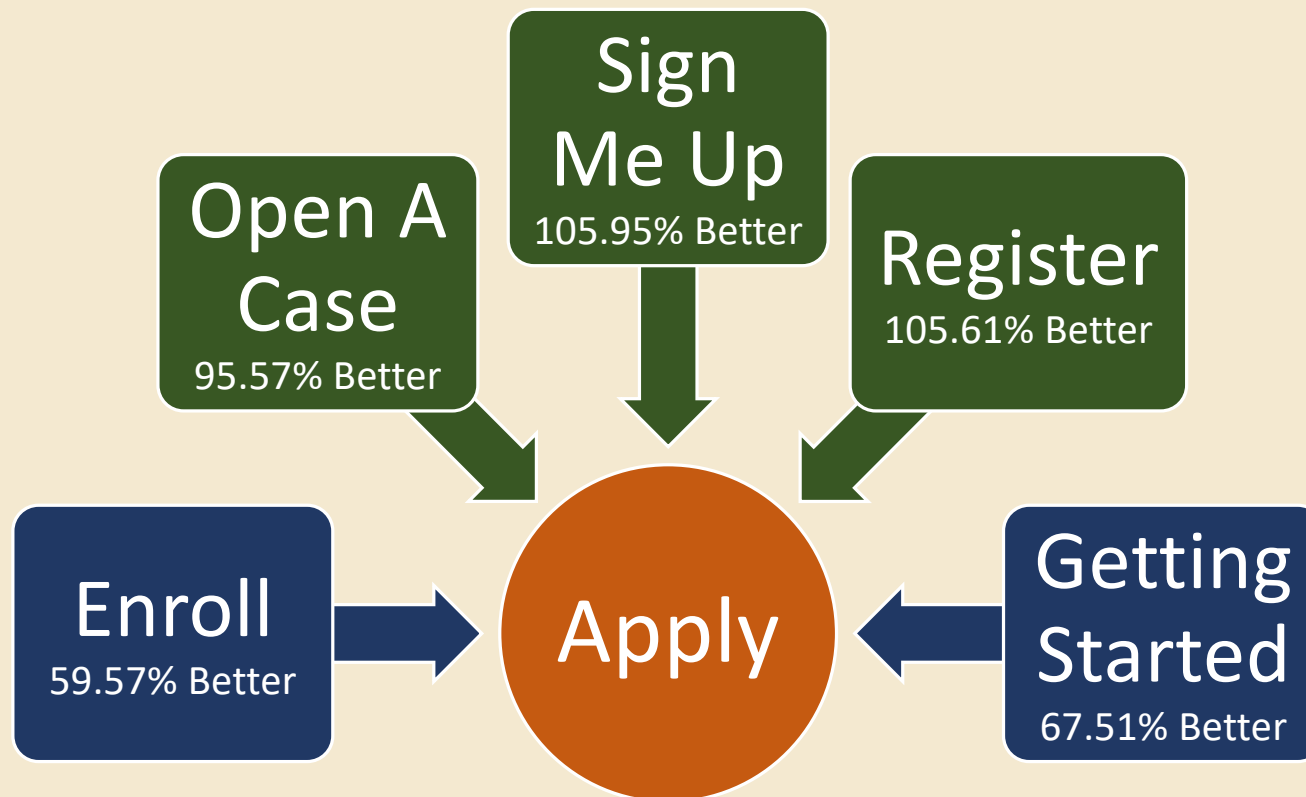


Interventions 1&2 – What works better than “Apply”?

- Tested on the Apply for Services page on the Child Support website
- The button that took a user to the application said “Apply”
- During the interventions, Indiana tested other words:
 - Enroll
 - Open a Case
 - Sign Me Up
 - Register
 - Getting Started



Interventions 1&2 – What worked better than Apply?



Intervention 1&2 - Results

"Apply" suggests possible rejection or denial

Using positive alternative words can lead to greater enrollment in the Child Support program

Indiana has removed the word "Apply". Their application is now called an "Enrollment Form" and they use the word "Enroll"



Intervention 3 – Tested confusion about the program terminology

- Tested the impacts of specific technical and agency terms on enrollment
- Added Agency terms in front of Enrollment
 1. Enrollment Form [No Agency – Blank Control]
 2. Child Support Enrollment Form
 3. IV-D Enrollment Form
 4. DCS Enrollment Form
 5. Prosecutor Enrollment Form



Intervention 3 - Results

Control – Enrollmen t Form	Child Support Enrollmen t Form	IV-D Enrollmen t Form	DCS Enrollmen t Form	Prosecuto r Enrollmen t Form
58	59	42	37	32
5	1	5	5	2
Enrollment Form Downloads				



Intervention 4 – Continued testing of program terminology

- Expanded upon Intervention 3 further testing the specific agency terms
- Each agency term had “Child Support” added to its context
 1. IV-D Child Support Enrollment Form
 2. DCS Child Support Enrollment Form
 3. Prosecutor Child Support Enrollment Form
 4. CSB Child Support Enrollment Form



Intervention 4 - Results

Control – Child
Support
Enrollment
Form

CSB Child
Support
Enrollment
Form

IV-D Child
Support
Enrollment
Form

DCS Child
Support
Enrollment
Form

Prosecutor
Child Support
Enrollment
Form

790

661

617

612

553

Enrollment Form Downloads



Simply saying “Child Support” worked best

HOW DO I ENROLL

OPTION 1: ENROLL ONLINE

Complete and submit information via [CHILD SUPPORT ONLINE ENROLLMENT FORM](#)

OPTION 2: ENROLL IN PERSON

1. Contact your County Prosecutor's Title IV-D child support office. To find the office in your area, visit childsupport.in.gov/county.
2. Gather the information required by your county child support office.
3. Complete a Child Support Enrollment Form. You can get a form from your county child support office, or you can download a copy below. There is no fee to enroll.
4. Take or mail the completed form to your county child support office.

Below is the link to the Child Support Enrollment Form. Completing and printing the form before going to your county child support office will save time for everyone.

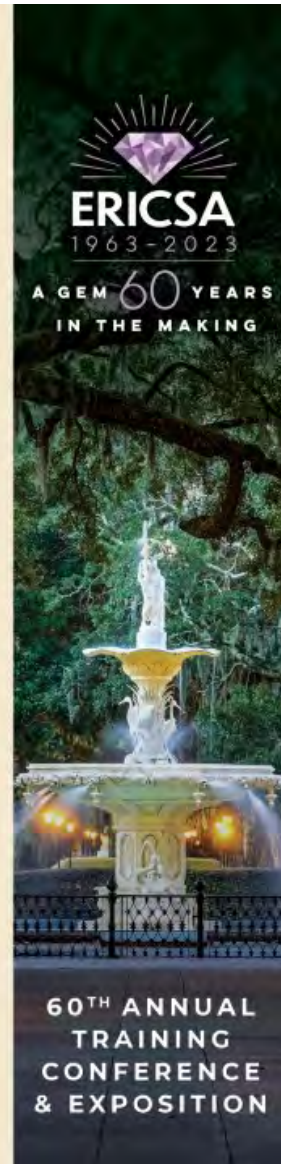
[CHILD SUPPORT ENROLLMENT FORM](#)



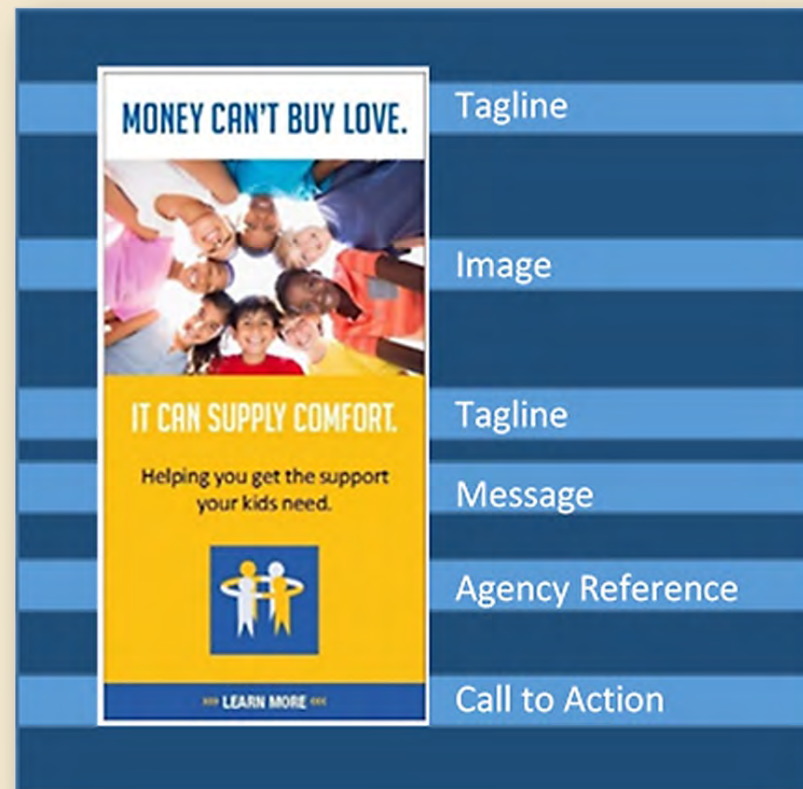
Intervention – Digital Ads

Tested a variety of digital ads with varying components to determine the best way to digitally market the Child Support program

Targeted a population of 450,802 in 5 Indiana counties (56 zip codes) representing Urban, Suburban, and Rural geographical areas with additional targeting to narrow delivery to parents ages 19 to 54



Intervention – Digital Ads



Intervention – Digital Ad Results

Of our Tagline variants, “Comfort” showed a 13.59% deviation above the control and >10% deviation compared to all other variants ranking as the top variant even in different geographical areas

Statistical significance was only achieved in the random control trial for the Tagline component

The word “Comfort” resonated best with audiences



Overall Results: Words Matter

- “Enroll” is better than “Apply”
- Remove Technical (IV-D) and State Agency Terms
 - Simply saying Child Support to refer to your program is better
- Test Which Words Work Best
 - Indiana participants resonated well with the word “Comfort”

