



*Bridging Bright
Futures for Families*

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2024**

Grand Rapids

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APRIL 7-11, 2024**

REACHING THE UNREACHED

Robbie Endris, Conduent
Mariellen Keely, Virginia
Patrick Robertson, Indiana



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As national caseload numbers decline, a 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 about the benefits of the child support program is out so that children and families can get the help they need.



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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>

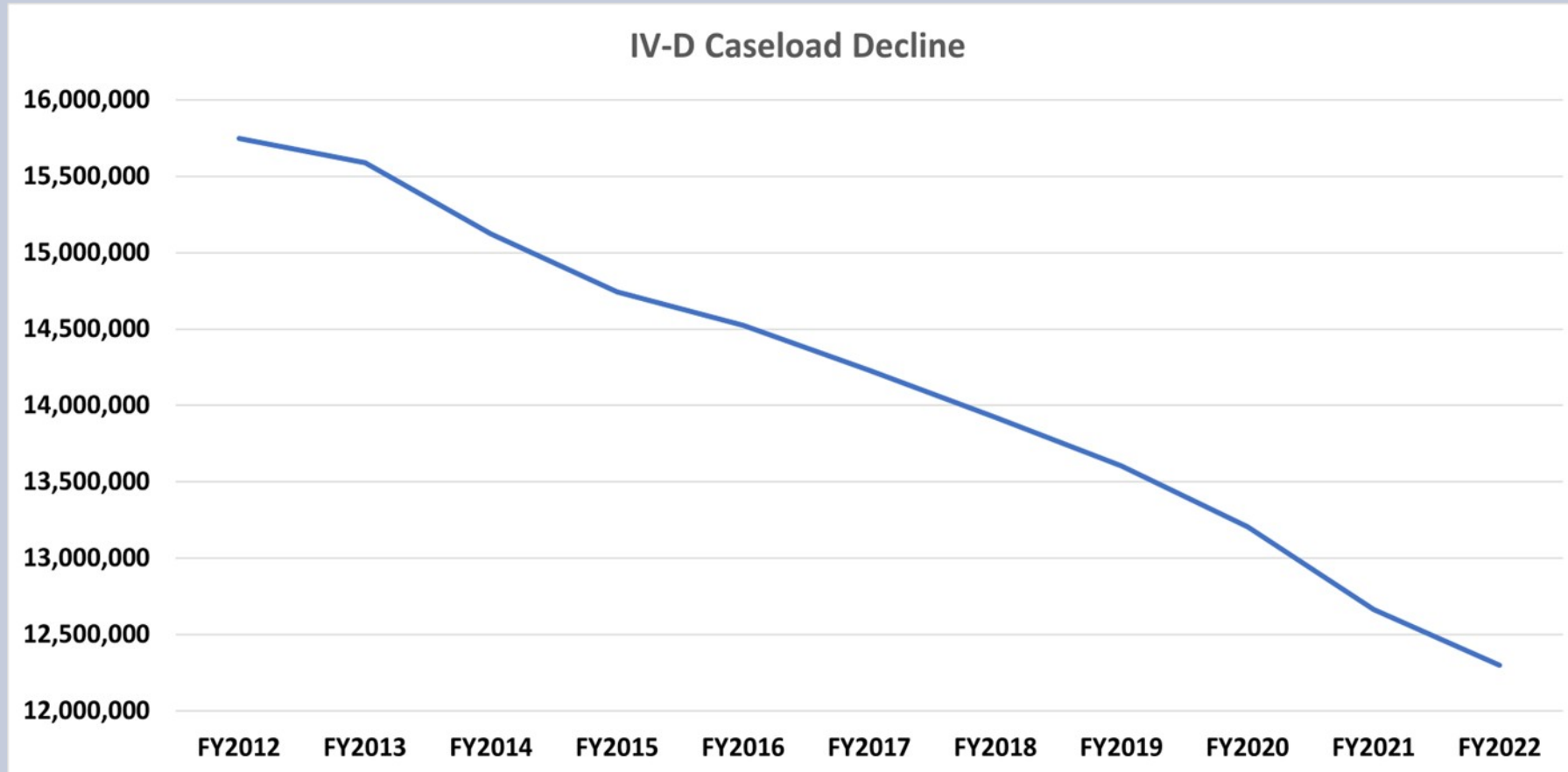


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A National Decline in the IV-D Caseload



A National Discussion on Caseloads - Why are caseloads so much smaller?

- Reduction in TANF Caseloads and Referrals
- (Strict referral process in AFDC caseload is long over)
- Reduction or cessation of Medicaid Referrals
- Less large families – reduction in families with 5 or more children
- Social changes in households – parents do not necessarily marry, but raise children together through cooperation
- More divorced families have co-parenting, joint, & shared custody arrangements
- Complicated (or so it seems) application processes



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Looking at Positives and Negatives: You Classify Them, and Name Others

- Less Cases to Work
- Potential for Greater Success on the Cases Worked
- Less Families Served
- Less Caseworkers Needed
- Potential for Reduction in Administrative and Staff Costs
- More Time for Training and Building Efficiencies
- What others? Positives or Negatives?



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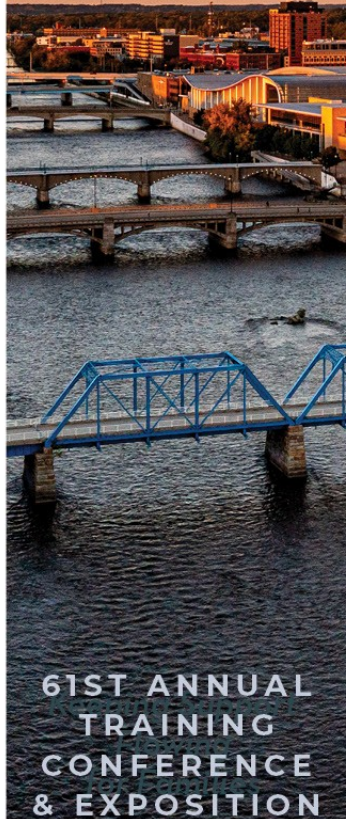
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How can we address factors that contribute to caseload decline?

The examples of other states – Virginia and Indiana – are shared to look at “lessons learned” and other factors discovered from Digital Marketing grants and follow-up reviews of those findings.



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How can we address factors that contribute to caseload decline?



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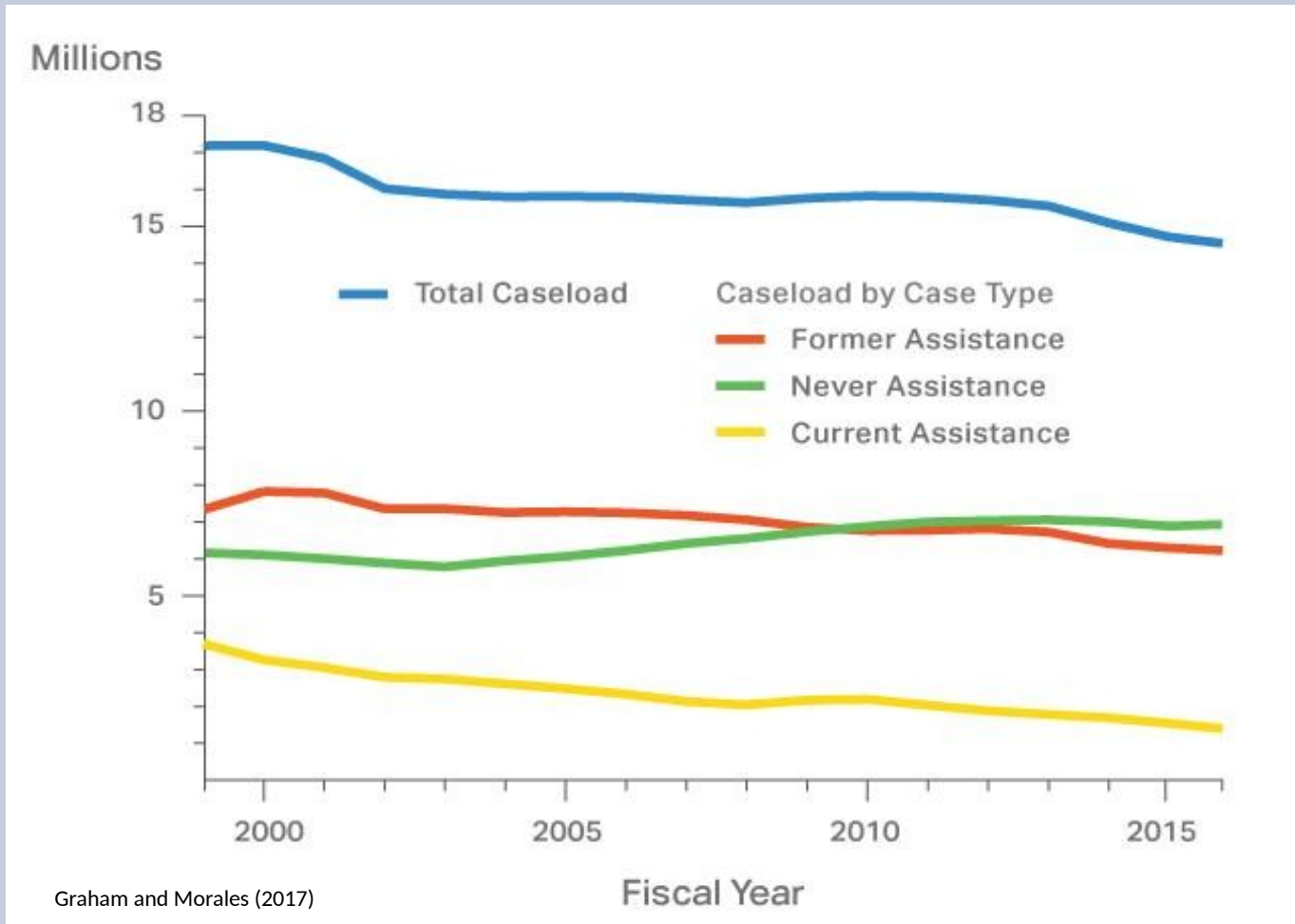
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support VAkids

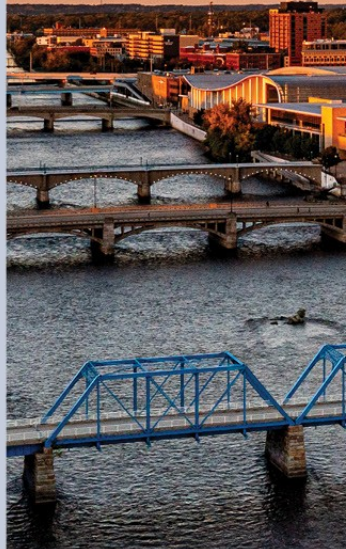
VIRGINIA DIGITAL
ENGAGEMENT PROJECT



Caseload Trends



Graham and Morales (2017)

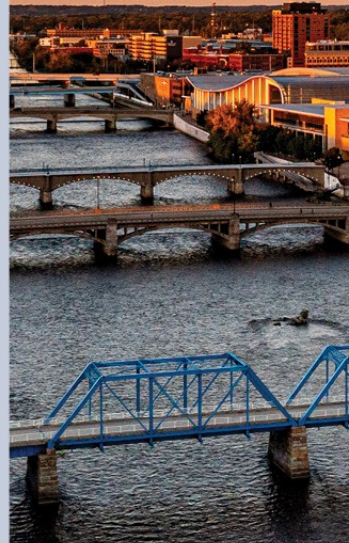


Demographics

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



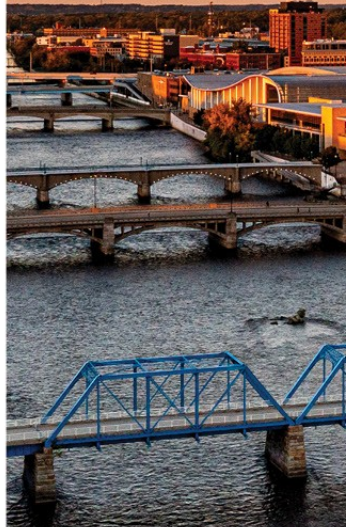
Source: OCSE's Federal Case Registry, December 2019



Why Invest in Digital Marketing?

- 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 tools

*Pew research center, survey conducted Nov 27-Dec 10,2018



Goals

- **Increase applications** from parents who are eligible for child support services but not currently connected to the IV-D program (“Never Assistance” cases)
- Build on those tests to develop a **sustainable digital outreach strategy** that can serve multiple purposes



Project Structure: Types of Digital marketing Interventions

1. Search engine optimization (SEO)
2. Web design
3. Branding (project website name and logo)
4. Target market analysis
5. Paid search advertising
 - Google Search Ads
6. Display advertising
 - Google Responsive Display Ads
7. Organic social media
 - Facebook
 - Instagram
 - Twitter
 - LinkedIn
 - YouTube
8. Paid social media
 - All of the organic platforms + Snapchat
9. Podcasting
10. Webinars



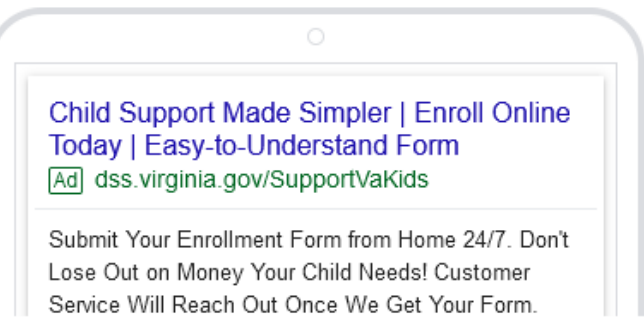
Google Search and Display Ads



Child Support Made Simpler | Apply Today
[Ad] dss.virginia.gov/SupportVaKids

Customer Service Experts Walk You Through the Process. Many Cases Handled Without Court.
[Contact Us](#)
[Apply for Child Support](#)

Ad	Impressions	Conversions	CTR
● Enabled	18,016	234.00	15.92%



Child Support Made Simpler | Enroll Online Today | Easy-to-Understand Form
[Ad] dss.virginia.gov/SupportVaKids

Submit Your Enrollment Form from Home 24/7. Don't Lose Out on Money Your Child Needs! Customer Service Will Reach Out Once We Get Your Form.

Ad	Impressions	Conversions	CTR
● Enabled	244	2.00	25.82%



Get Child Support Online

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



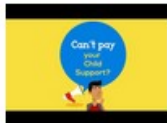
Get Child Support Online

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



Can't Pay Your Child Support?

We Review and Adjust Child Support Orders Every Day. Either Parent Can Request Our Service



Child Support Orders Do Change

Many Child Support Orders Can Be Changed Without Court. We Have Ways to Submit Remotely



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YouTube

6-second Non-skippable

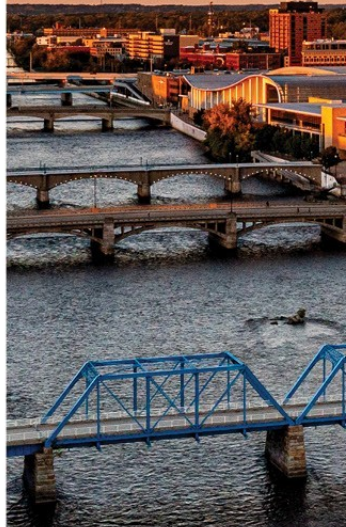


<https://youtu.be/jUJCOvXW9AE>

3:30-second Skippable Ad



<https://youtu.be/9lhqkm47f4Y>



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Podcast/Webinar



[#supportVAKids](#) • A podcast on Spotify for Podcasters



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Results-Orders

New Cases by Case Type

June-Sept	Never Assistance	Former Assistance	Current Assistance	Never + Former Assistance	Total
2017	-3.1%	-6.5%	8.8%	-3.5%	0.9%
2018	-5.0%	-9.2%	-20.7%	-5.5%	-11.3%
2019	-3.0%	-11.8%	-6.0%	-4.0%	-4.7%
Nov-Feb	Never Assistance	Former Assistance	Current Assistance	Never + Former Assistance	Total
2017-18	0.85%	6.42%	-12.05%	1.4%	-3.71%
2018-19	-6.05%	-6.68%	-5.36%	-6.1%	-5.86%
2019-20	22.49%	12.22%	-5.09%	21.4%	12.10%

Results-Social Media

Your face when
we say you can
now upload
documents
through the
MyChildSupport
Portal!



NEW FEATURE! Customers can now upload case-related documents through the *MyChildSupport* portal. All you need to do is register, attach your file and upload.

Visit MyChildSupport.dss.virginia.gov
to register for access today!

11/1/2019-07/30/20

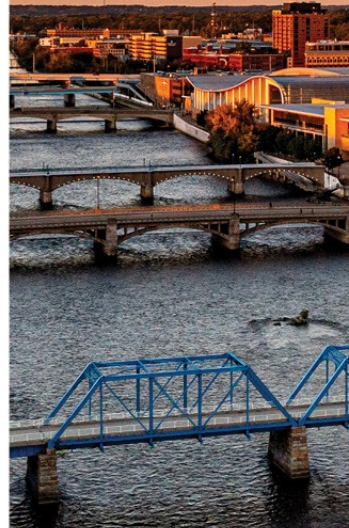
Facebook +460

Instagram +885

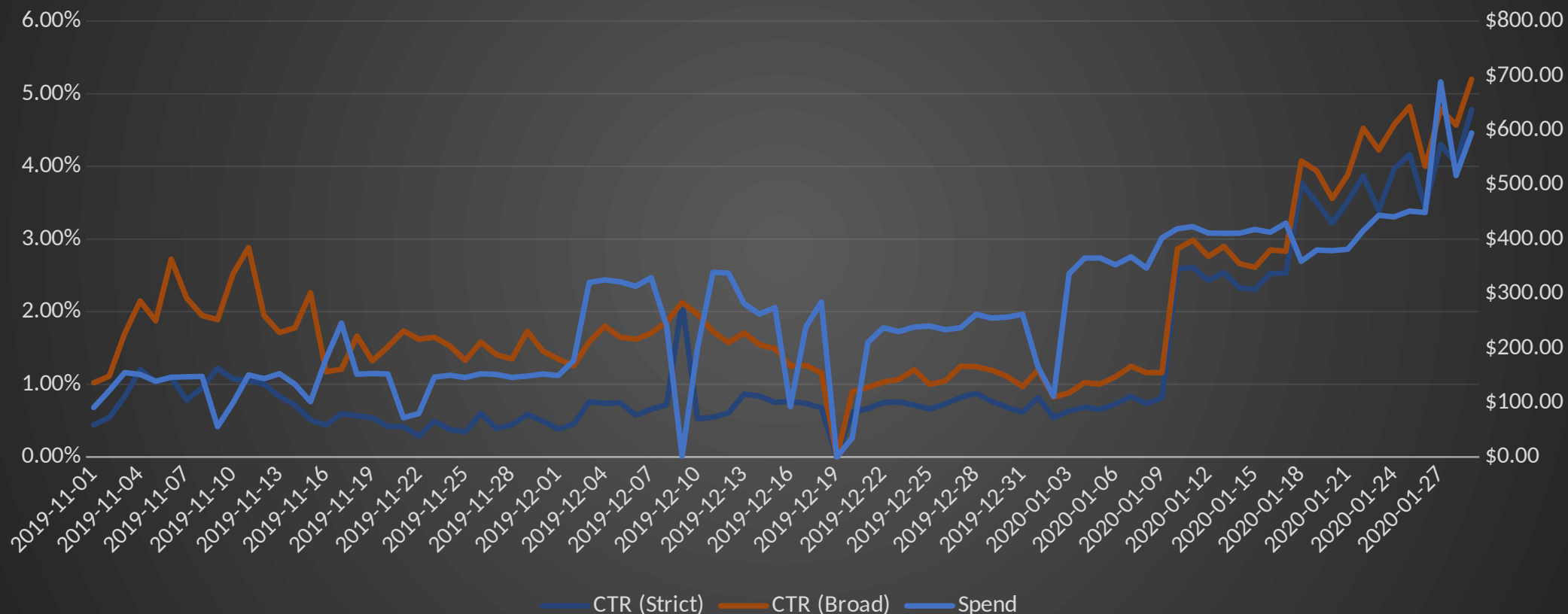
Twitter (X) +124

LinkedIn +50

YouTube +110



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



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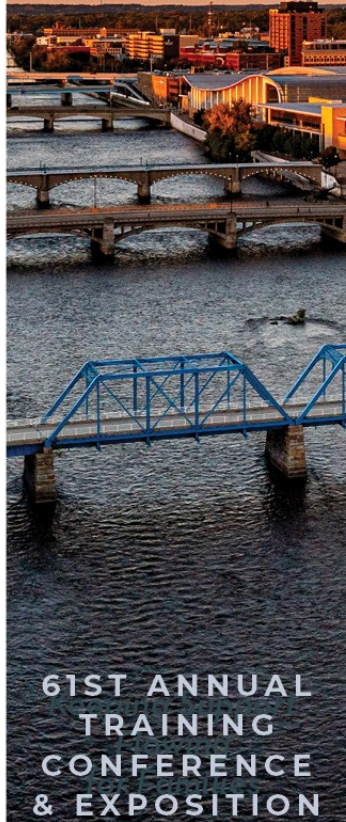
Results: Webinars and Podcasts

Format	Measure of Engagement
Podcast	• 26 plays
Webinar	• 517 attendees • 65 views on YouTube



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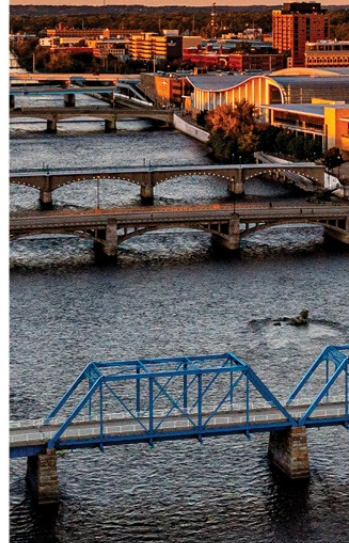
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Results-Content

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

Recommendations and Costs (2021)

	Recommendation	Cost/Month
Google Search	Foundational. If you do nothing else, do this	\$1,500
Google Display	Good for remarketing	\$500
YouTube	Skippable ads can get people to watch fairly long videos	\$4,700
Facebook/ Instagram	Good for remarketing but the same caveats as organic social: you have to be ready to respond to comments	\$500
Snapchat Ads	Great for reaching younger people. Best thought of as a messaging platform, not a source of traffic or conversions	\$830
LinkedIn	Different avenue and audience but a worthwhile adjunct	\$650
Twitter	Worthwhile for organic posting. Not a place for ads in our experience	\$60
Webinar for Attorneys	Heavy but worthwhile lift. Great for building community, external and internal. Requires strong partnerships to develop and deliver	Staff time + Delivery platform
Podcasts	Educational but can be a heavy lift in terms of equipment, personnel, etc.	Staff time



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.

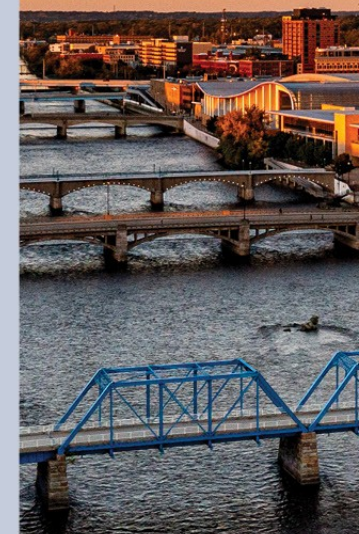
Digital Marketing Resources

- [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 \(Educate\) \(PDF\)](#)

<https://www.dss.virginia.gov/family/dcse/grants.cgi>

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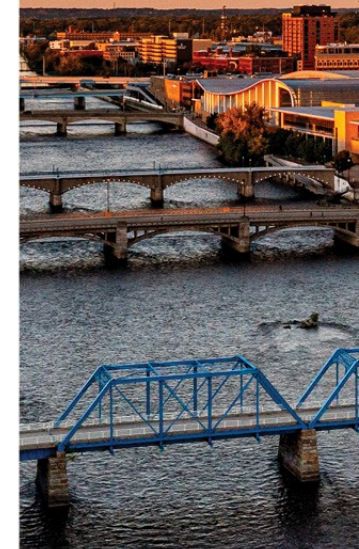
[Virginia Division of Child Support](#)



[Virginia Division of Child Support](#)



[#supportVAkids on Anchor or Spotify](#)



Indiana Digital Marketing Research Project Results

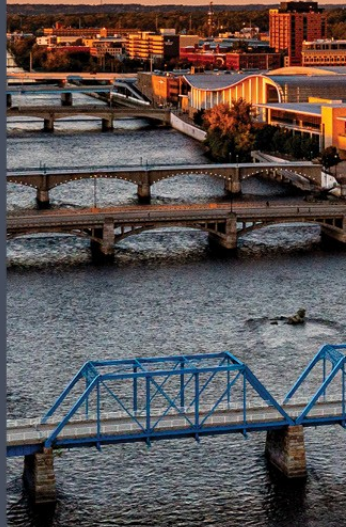
WORDS MATTER

Patrick Robertson, Business Initiatives Division Director –
Indiana Child Support Bureau



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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



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Participant's Journey

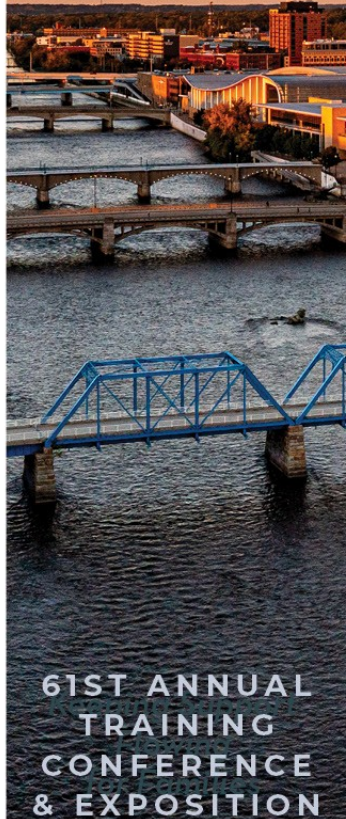


Obstacles to Participant's Journey

- 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



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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!



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Breaking Down Obstacles

Eligible

Aware

Influenced

Apply

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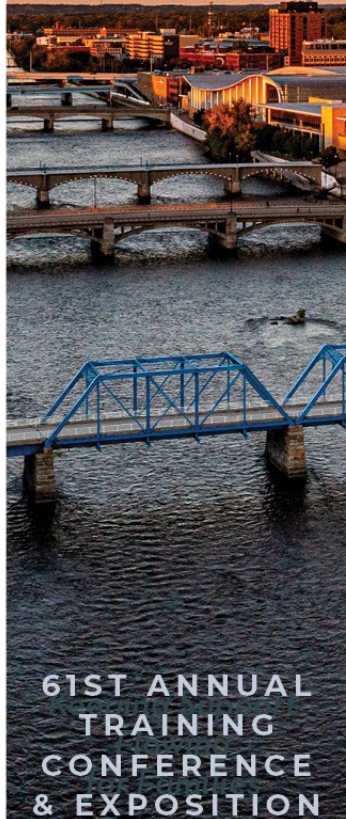
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Interventions 1&2 – What works better than “Apply”?

- 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:
 1. Enroll
 2. Open a Case
 3. Sign Me Up
 4. Register
 5. Getting Started



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

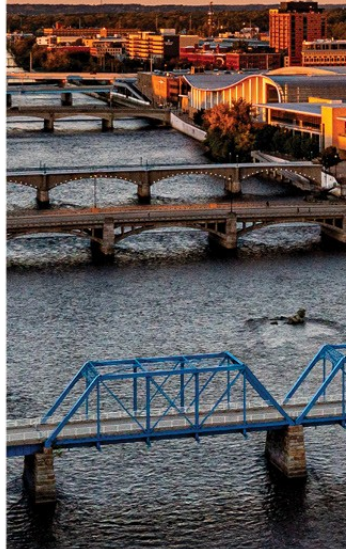


Interventions 3 & 4 – Tested confusion about program terms

- 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



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Interventions 3 & 4 - Tested confusion about program terms

Control -
Enrollment
Form

Child
Support
Enrollment
Form

IV-D
Enrollment
Form

DCS
Enrollment
Form

Prosecutor
Enrollment
Form

58
5

59
1

42
5

37
5

32
2

Enrollment Form
Downloads

Interventions 3 & 4 - Tested confusion about program terms

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

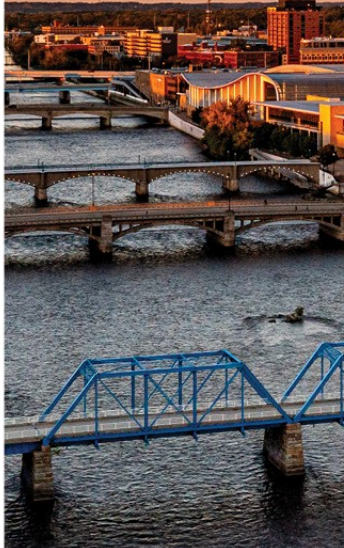
661

617

612

553

Enrollment Form Downloads



Interventions – 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

Interventions – Digital Ads

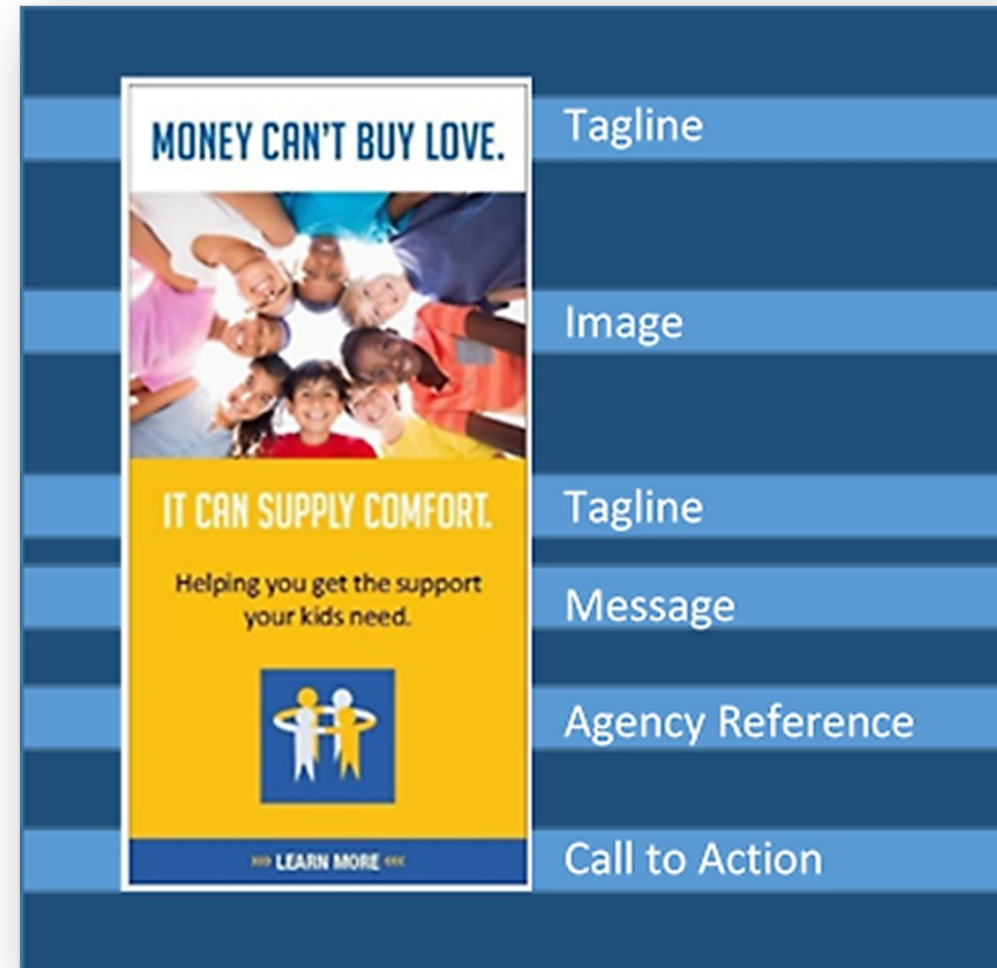


**MONEY CAN'T BUY LOVE.
IT CAN SUPPLY COMFORT.**



Helping you get the support
your kids need.

>>> LEARN MORE <<<



MONEY CAN'T BUY LOVE.



IT CAN SUPPLY COMFORT.

Helping you get the support
your kids need.



>>> LEARN MORE <<<

Tagline

Image

Tagline

Message

Agency Reference

Call to Action

Interventions – Digital Ads

“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 regions

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”
- Evidence in other interventions that concepts can be applied to other engagement efforts
 - E.g., increasing voluntary payment rates on new cases

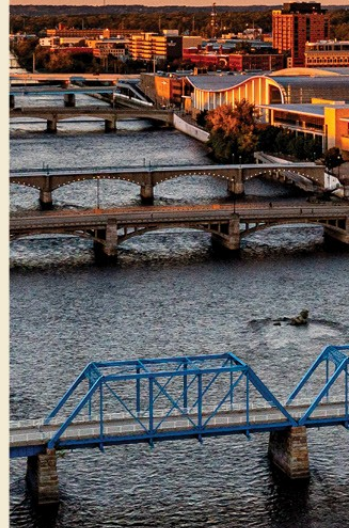




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