**NCCSD / NCSEA / OCSE**

**CHILD SUPPORT REBRANDING COMMITTEE CHARTER**

**September 2017**

**Charge**

The National Council of Child Support Directors (NCCSD), National Child Support Enforcement Association (NCSEA), and the federal Office of Child Support Enforcement (OCSE) propose rebranding the child support program to the public nationwide to promote a more positive, holistic image of the IV-D program. The Rebranding Committee is comprised of representatives from NCCSD, NCSEA, and OCSE. The committee is responsible for creating, developing, and implementing an initiative to revise and improve the perception of the IV-D program.

**Roles and Responsibilities**

The Rebranding Committee will investigate each of the following roles and responsibilities thoughtfully and thoroughly but will also remain flexible as circumstances change or new information becomes available.

* Develop strategies for a nationwide marketing campaign to promote the new child support image. Primary goals of the campaign are to educate parents about the benefits of participating in the IV-D program; attract customers that might otherwise avoid the program due to negative connotations; encourage parents with obstacles to paying to seek out the program for resources and assistance; and inform parents and the public about the many positive outcomes of child support, including reducing adverse childhood experiences, poverty, and taxpayer burden.
* Develop a timeline for implementation of the marketing campaign.
* Develop strategies to garner interest from all state IV-D directors to be part of the rebranding movement and develop strategies to promote the rebranding initiative through all levels of child support staff.
* Develop a proposal for ways to help smaller states obtain resources and assistance that larger states receive in order to promote nationwide consistency.
* Develop strategies to educate legislatures, court systems, and employers about rebranding and the importance of their role in helping families and facilitating payment of support.
* Consider any legislative changes necessary to facilitate and encourage participation in the child support program.
* Develop strategies to change the perception of the IV-D program by the general public, as well as the child support community itself, so that the program is viewed as a service agency whose goal is ensuring children have the emotional and financial support they need.
* Develop strategies to promote and facilitate increased use of technology (e.g., social media) by and for all stakeholders.
* Create a plan to forge partnerships and collaborate with community organizations and other state and local agencies to rebrand child support.
* Determine what the costs will be and explore possibilities for funding resources at local, state, and federal levels.
* Develop measures to determine the success of the rebranding initiative.
* Determine what other marketing or rebranding initiatives have been done by other states such as California and Michigan and consider creating a resource library.

**Timeline**

Year 1: Identify partners, inventory existing resources, identify funding, and highlight initiative at 2018 NCSEA Policy Forum. Rollout actual campaign at 2019 NCSEA Policy Forum.

Year 2: Review progress and success measures and adjust program as appropriate.

Year 3: Institutionalize successful practices.

**Meeting Schedule**

First Thursday of every month at 4pm EST.

**Members**

The Rebranding Committee is comprised of representatives from NCCSD, NCSEA, and OCSE:

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| Wally McClure, Co-Chair | IV-D Director, Washington State | NCSEA |
| Trisha Thomas, Co-Chair | IV-D Director, Kansas | NCCSD |
| Craig Burshem | IV-D Director, Virginia | NCCSD |
| Shawyn Drain | OCSE Division of Customer Communications | OCSE |
| Sheila Drake | OCSE Office of the Commissioner/Deputy Commissioner | OCSE |
| Barbara Lacina | OCSE Division of Program Innovation | OCSE |
| Joseph Mamlin | Principal Consultant, CSG Government Solutions | NCSEA |
| Diane Potts | Senior Associate, Center for the Support of Families | NCSEA |
| Alisha Griffin | IV-Director, California | NCSEA |
| Erin Frisch | IV-D Director, Michigan | NCCSD |

**NCCSD / NCSEA / OCSE REBRANDING COMMITTEE**

**Plan Suggestions**

Marketing Plan:

* Utilize:
  + Social media
  + Interviews
  + Case example stories
  + PSAs
  + Develop talking points (for staff and others?)

Focus on:

* Customers
  + Look at the combined services that can be provided (like medical, TANF, SNAP, child care, and child support)
  + Education of why “dadvantage” is important – why paternity important, why getting an order is important and how both parents are responsible emotionally and financially for a child.
  + Require all cases to be IV-D - states with the entire caseload have little stigma
  + More school classes including child support
  + Make it easier for customers to work with us, more customer service, easier ways to communicate with us – more texting, online look up
* Legislative
  + Look at the numbers – how many we help and how this really impacts the economy
  + Cost effectiveness – bang for buck of helping families
  + Research and education of how social services programs impact each other – even foster care (like the more funds that come in to a family – the reduction in going into foster care or if don’t do a child support order then how much more quickly do kids get reunified with parents
  + Potential legislative changes to require all parents, or all benefit parents to be IV-D (like SNAP, Medical, child care and others to mandatorily cooperate)
  + Legislatively require all employers to check national database for NCPs and take out support (kind of how they take out taxes)

* Employers
  + Help them see how important they are to kids/families
  + Explain how them reporting leads to getting an IWO and helping families
  + Encourage online – eIWO, electronic payment of child support, and new hire reporting (not using 3rd party reporters – like WorkNumber)
  + Make it easier for employers to report and ensure it gets everywhere

* Child Support State Agencies and Feds
  + We need to see ourselves as a service agency, doing all we can to ensure every child has the emotional and financial support they deserve – if it isn’t getting us to the direction of helping more families or being able to serve them better, we should probably be looking at it (like this workgroup)
  + Make things easier for smaller states to have what the big ones have – like make it easier to transfer systems, get staff training, get legislative help, do contracts, budget, policy and procedures
  + Try for consistency across the nation