



TO: NCCSD

FROM: David Kilgore, Committee Co-Chair

DATE: July 27, 2020

RE: Joint NCCSD/NCSEA/OCSE Public Relations Committee Annual Report

The Public Relations Committee is working on finalizing the following work products:

- **Elevator Pitch for Child Support Professionals** – Provides standardized verbiage nationally that promotes the child support program. The desire is for States to incorporate this material into onboarding and training material.
- **Talking Points for Professionals** – Provides an expansion of the elevator pitch with standardized language for leaders and professionals to use when talking about the child support program and its benefits.
- **Report of Public Relations Survey Results** – This report memorializes the public relations capacities captured in the two surveys completed over the last year. This document may be helpful to directors when making decisions and pitching ideas concerning best practices and approaches to public relations activities.
- **COVID-19 Infographic** – A graphic template has been created to provide state by state impacts from the COVID pandemic. States can complete the infographic using the templates provided or receive assistance in the infographic development. In addition, the committee plans to update the infographic in a year to updated long term impacts to the child support program.
- **NDNH Trends QRTLY Records** – The committee requested information from OCSE on trends they can see from the data pertaining to the COVID crisis. This powerpoint was recently shared with the directors. Additional discussions are taking place to see what additional data is available to tell the story of COVID impacts to the child support program.

Moving forward:

This is the third and final year for this committee. It is recommended that we allow this committee to end. Once the current COVID crisis has resolved itself, states have time to redesign their structures, and the economy has had a chance to recover, this committee can be re-evaluated for continuation and purpose.