



The Case for National Enrollment



2017 Market Research

- Commonly chosen words:
 - Bureaucracy, difficult, paperwork, slow, headache
- Descriptors:
 - Complicated, confusing, intimidating
 - “They ask for BOOKS of information”
- What the Customer Wants
 - Technically advanced, approachable, responsive, straightforward





We Know Complexity
is a Barrier

California Website Traffic Data

- Not Mobile-Responsive – 3.6M unique pageviews first half 2019
 - 56% via mobile
- Mobile-Responsive – 11.8M unique pageviews in 2020
 - 86% via mobile
- “Apply For Services” consistently in Top 10 Pages Viewed





Online is a Requirement,
Not a Luxury

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- **Virginia** - Tested a two-page online application –
 - 22% increase in unassisted case openings,
 - 12% increase in formerly assisted case openings during rollout phase
- **Minnesota** - Took application from 16 pages to 10 –
 - increase of 1,000 submissions in three months
 - Normal annual applications are around 9,000 a year
- No other activities increased case openings this significantly

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Simplification Gets Immediate Results

Virginia's New Online Enrollment Form

- Custom-built using in-house IT
- Concept to final execution within six months
- Single page, bare minimum to open a case
- Linked to Google Analytics
- **Did I mention the 34% increase in case openings?**



Virginia's Current Implementation

NEXT STEPS:

- Original output in PDF format that caseworkers manually entered in database
- Full integration with case management software by August 2021
- E-signature goes live August 2021
- Upon “submit,” applicant will now get email with invitation to register on self-service platform and instructions to upload further documents





View Virginia's Form

mychildsupport.dss.virginia.gov/McsCaseApplication/ApplyNow

California's Current Pilot

GOOD FOR THE CUSTOMER

- Hover Tips to explain each step
- Behavioral Economics
- Option not to begin but to simply receive info
 - Choose time and contact method
 - Progress updates
 - Can save and return
- See only what needs an answer
- Receive Confirmation Email
- Receive copy of Submission plus info documents



California's Current Pilot

- Uses SimpliGov – GOOD FOR THE AGENCY
 - Does not need programmers – WYSIWYG content management platform
 - Google Maps to standardize addresses
 - Electronic Acknowledgment of required documents
 - Reminder Emails automatically sent
 - Can't submit without all mandatory fields complete
 - LCSA Output configured for ease of input into databases
 - Routes the completed output by state or zip codes
- NEXT STEP – DocuSign forms via e-mail





View California Pilot

<https://cadcss.preprod.simpligov.com/preprod/portal/ShowWorkflow/AnonymousEmbed/ddff137d-bcd2-4622-8e8f-60abec6b65b3>



The Benefits of a Single, National Enrollment Form

Why Is This a Good Idea?

- Normalization. The concept of a single national center for services for single parents, under the aegis of ACF, places child support squarely in the “simple necessity” category
- Simplification. We need to admit that our complex processes make things easier for US, not our customers
- Consistency. Standardizing enrollment in the program will go a long way towards addressing our “incomprehensible” reputation
- **SINGLE FASTEST ACTION WE CAN TAKE (WITH DOCUMENTED RESULTS!) TO ADDRESS DECLINING CASELOAD**



Considerations/Implications

- More work on intake
- Security of data comes at a price
- Expectation that eventually we would move toward system integration
 - SimpliGov exports into most common database formats
- Wouldn't replace current applications... but it could if you prefer it



NCSEA/NCCSD/OCSE Public Relations Committee

Based on all of the previous data, the formal recommendation to all directors is a single, national child support enrollment form



The Fine Print

California is exploring our ability to build, host, and maintain a national SimpliGov-based enrollment process

- OCSE would probably need to purchase SimpliGov license (\$1.5M including PII security)
- Networks, backups, recovery, redundancy DCSS: \$1M
- Ongoing hosting CDT \$200K (annual total)



The Fine Print (continued)

- Initial cost of SimpliGov version \$7M
 - \$6.1K to build MAIN workflow
 - California pilot was built in less than 100 hours, but integration TBD
- Build state specific forms \$1.5K (per) SECONDARY, dependent workflow
 - Completed submission generates link to form asking required state-specific info

MAIN and SECONDARY workflow benefits:

- Troubleshooting issues is easier – can isolate and manage problems readily
- If one state requests a change, it doesn't impact other states or questions downstream
- Better accounting of time going into each state's respective application



Expectation for Participants

- Data Governance
- Acceptance of manual entry for period before integration
- Acceptance of federal info requirements for initial case opening
- Consolidation of extra state requirements to bare minimums





MENTIMETER