

National Council of Child Support Directors
2018 Annual Meeting & Conference
Child Support: A Safe Harbor for the Future
May 13 – 16, 2018 • Norfolk, Virginia



Re-framing the Public's View of Child Support

Tuesday, May 15 • 10:30 – 11:30

Trisha Thomas, Kansas Director
Wally McClure, Washington Director



Background

- Joint NCCSD, NCSEA, OCSE committee
- ... rebranding the child support program to the public nationwide to promote a more positive, holistic image of the IV-D program.
 - Strategies for nationwide campaign
 - Develop timeline
 - Garner interest from directors
 - Educate legislatures, court systems, and employers
 - Change the perception of the IV-D program by the general public, as well as the child support community itself...
 - Develop measures to determine the success of the rebranding initiative.

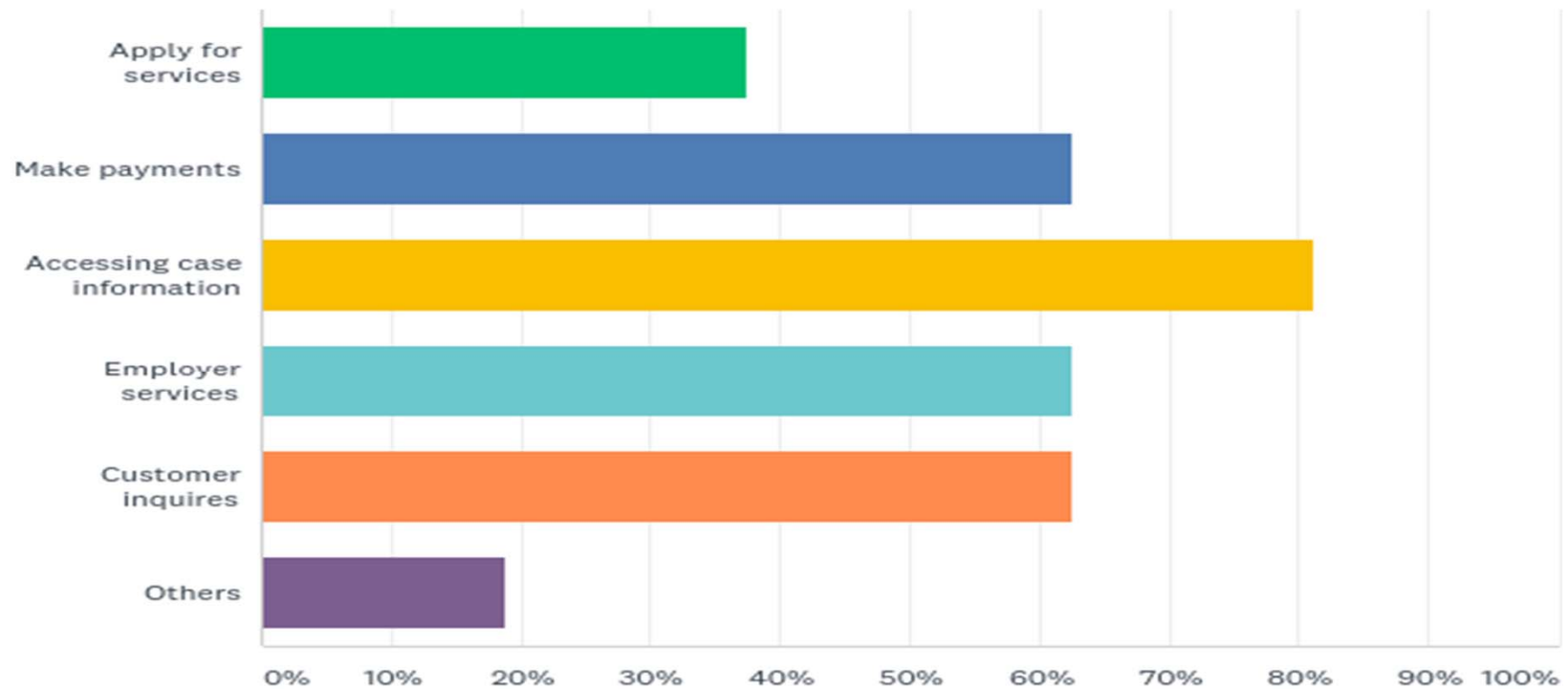


Survey – The state of the states

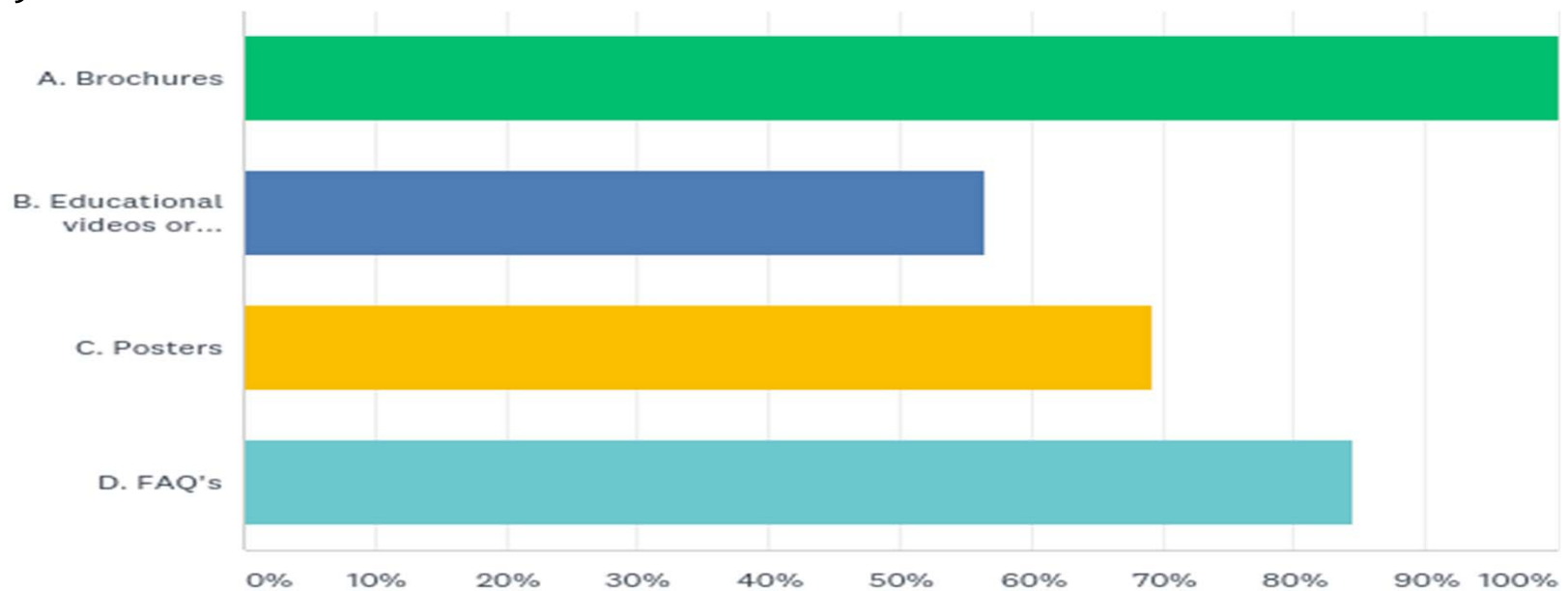
Inventory what states are doing now about public perception.

- 41 Responses
- 9 buy media advertising
- 18 use some other kind of advertising
- 13 offer services through interactive websites

Q20: What are the primary functions that either the web or the mobile app provides?

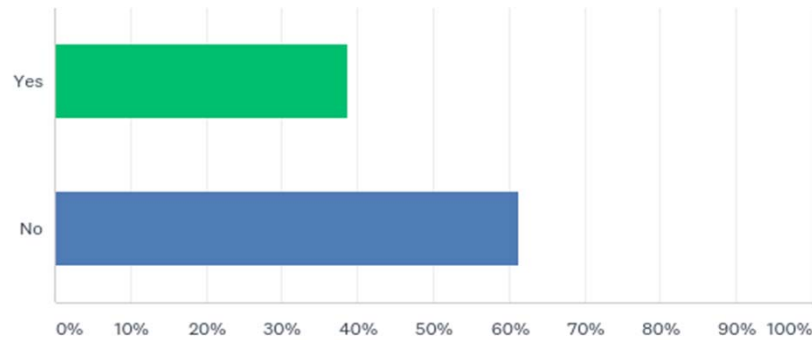


Q28: Excluding the website, list the public outreach materials you offer for parents/participants. List subjects:





Does your State have a Logo or Tagline?





Survey of Washington Staff

Highlights of our survey of staff
“How do you talk about your work?”

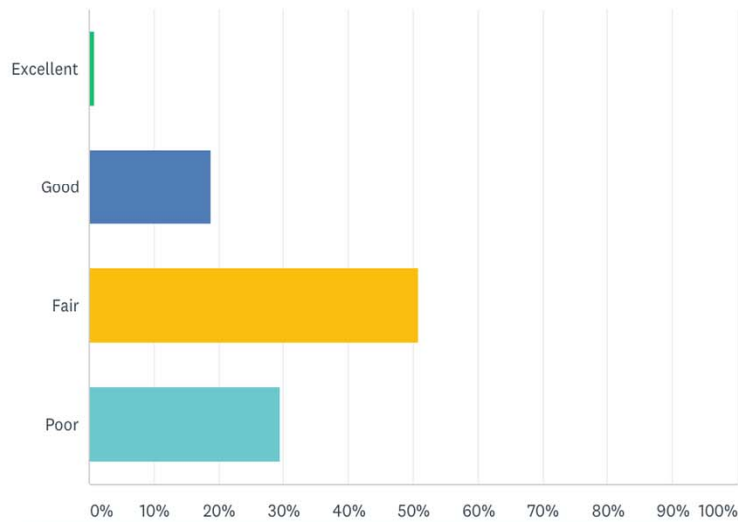
There are studies that tell us that the things people really believe and take to heart are things that come from trusted sources – those are their friends, family, and trusted members of the community. We have 1100 staff and want to 1100 trusted sources.



Survey of Washington Staff

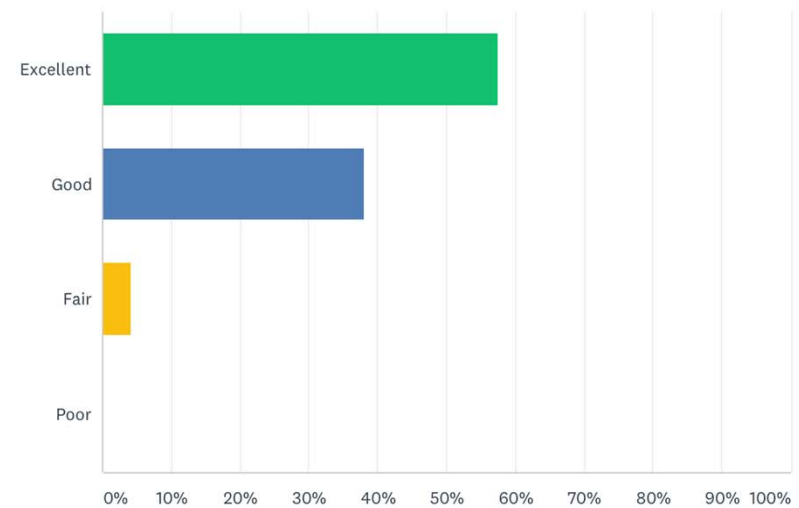
How do you think the public perceives the Division of Child Support?

Answered: 391 Skipped: 24



How would you like the public to perceive the Division of Child Support?

Answered: 388 Skipped: 27





Survey of Washington Staff

- “I think talking about our work outside of the workplace will help the public perceive us as a more positive force instead of a negative one..”
- “The only way to change things is to inform people that there is change.”
- “I try to emphasize that most people do want to pay their child support.”
- “Usually the only change is clarification that we are not CPS.”



Q10

What affect do you think discussions about your work have on the public perception?

	ALWAYS	USUALLY	SOMETIMES	NEVER	UNSURE	TOTAL
These conversations CHANGE public perception.	5.70% 22	26.68% 103	48.19% 186	8.03% 31	11.40% 44	386
These conversations CREATE public perception where there wasn't one.	5.74% 22	22.72% 87	46.48% 178	7.83% 30	17.23% 66	383

[Comments \(82\)](#)



What other federal agencies do

OCSE partners researched how federal agencies create and measure campaigns and compiled a report, asking these questions about 16 campaigns:

- What were your key messages?
- How did you measure your success?
- Can you provide samples of the materials you created?
- How much did it cost?
- If you used a vendor, who was it?



What other federal agencies do

TSA's Instagram Site

- It's hardly what you'd expect from a government agency — which is exactly what Bob Burns, the man who runs it, is going for.
- “they're kind of taken aback by the tone we use — in a good way. 'Is this really a government agency having fun and talking to me like I'm a human?'”

What other federal agencies do

[TSA's Instagram Site](#)



What other federal agencies do

To inspire and support fathers everywhere, the *Ad Council*, U.S. Department of Health and Human Services, and the National Responsible Fatherhood Clearinghouse



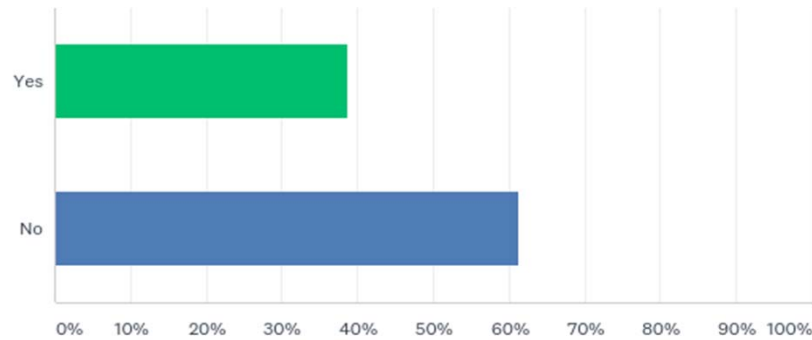


Questions for Table Discussion

- Discuss
- Capture a big idea
- Send it to www.menti.com using code



Does your State have a Logo or Tagline?





Examples of State Logo's:



Oregon Department of Justice

Oregon Child Support Program

Supporting Parents to Support Children



New Jersey
ChildSupport.
It's more than just money.





Examples of State Taglines

- “Family Focused, Family Centered”
- “ Working with you to put children first”
- Provide timely child support services that are in the best interest of the child #helping families”
- “Supporting parents to support children”
- “Its more than just money”
- “Every child needs support”



Questions for Table Discussion

1. Can you have a child support logo and/or tag line?

Go to www.menti.com and submit

2. What makes a great tag line?

Go to www.menti.com and submit



Questions for Table Discussion

3. How do we help employers?

Go to www.menti.com and submit

4. What do we want employers to know about child support?

Go to www.menti.com and submit



Questions for Table Discussion

5. How do we help lawmakers see the modern child support agency?

Go to www.menti.com and submit



Questions for Table Discussion

6. How do we make our services attractive to potential custodial parents?

Go to www.menti.com and submit



Questions for Table Discussion

7. How do we make
our services
attractive
noncustodial
parents?

Go to www.menti.com and
submit



Questions for Table Discussion

8. How do we successfully use social media for outreach?

Go to www.menti.com and submit

9. What could we do better?

Go to www.menti.com and submit

VA Top Five



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2018 TANF Debt Compromise Program

The Division of Child Support Enforcement's (DCSE) 2018 TANF Debt Compromise Program is now available to parents who owe TANF debt under a Virginia court or administrative order. The program is designed to encourage consistent child support payments by offering eligible parents a reduction in their TANF debt. Parents can call 800-468-8894 or visit their local DCSE [district office](#) for eligibility requirements and guidance. Please see the TANF Debt Compromise [postcard](#) or [poster](#) for more details.

DCSE Improves in National Rankings

DCSE shows continued success in measurable, nationally comparative child support data as reported by Maximus. The annual report shows DCSE's current support collected percentage jumped from 23rd nationally in 2016 to 22nd in 2017 and cost effectiveness improved from 15th to 12th, while total collections remained steady at 16th nationally. DCSE already exceeds the 100% mark in credit for three performance measures: paternity, support orders and cost effectiveness.

VA Top Five



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Customer Service Center Has Positive Impact

The Enterprise Customer Service Center's (ECSC) implementation of enhanced resolution processes and procedures is producing positive results in resolving incoming child support calls and DCSE's public email AskDCSE@dss.virginia.gov requests. As of April 2018, the new ECSC enhancements have provided increased ECSC customer issue resolution, translating to lower customer issue referrals to field offices (including district managers). For more information on the Enhanced Customer Service Team, please refer to the [DCSE Program Services](#) link on FUSION.

DCSE Passes OCSE Data Audit

DCSE received notification from the Office of Audit at the federal Office of Child Support Enforcement (OCSE) that its Data Reliability Audit (DRA) for FFY2016 was completed. DRAs focus on any major deficiencies for any of the eight performance measures reported on the OCSE-157. The reviews assess program logic, data definitions and testing of the performance indicators. All of Virginia's indicators were above the 95% efficiency rate required to participate fully in annual OCSE 157 incentive awards.

VA Top Five



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Payment Options Pay Off

DCSE continues to benefit from the availability of alternate payment options TouchPay and MoneyGram. TouchPay kiosks are currently operating in each of our statewide district offices and two juvenile and domestic relations courts. MoneyGram kiosks can be found in most CVS and Walmart stores throughout the United States. At the end of the last quarter, data for March shows 7,557 TouchPay transactions, totaling \$2,402,578.68 in collections and 484 MoneyGram transactions totaling \$188,868.08 in collections.

WA DCS News Page



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Need to Know

[DCS Press Corps and YOU](#)
[Posted: Thursday, April 26, 2018]

[DCS Administrative Policy 4.06: Fixed Assets Inventory is Final](#)
[Posted: Thursday, April 26, 2018]

[Updated DEERS Information Received](#)
[Posted: Tuesday, April 24, 2018]

[Telework Program Update](#)
[Posted: Tuesday, April 24, 2018]

[New Suspense Enhancement – Hold IH](#)
[Posted: Monday, April 23, 2018]

[IRS Talking Points April 2018](#)
[Posted: Monday, April 23, 2018]

[Monthly Arrears Payment \(MAP\) Field: CB Reporting, Billing and APMP](#)
[Posted: Monday, April 23, 2018]

[Foster Care Trial Return Home Notification Automated](#)
[Posted: Thursday, April 12, 2018]

Local News

There are currently no active announcements. To add a new announcement, click "Local News" above, then choose "New".

Local News Filter

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Careers & Professional Development

[NP CSPA for Program Integrity Team \(PIT\) in HQ DCS](#)

[Multiple SET Positions for HQ Central Services](#)

Draft Documents And Forms

Family Centered Innovations

[Spokane DCS Staff Participates in Engaging Fatherhood Conference](#)
[Posted: Wednesday, April 25, 2018]

WA DCS News Page



Employers, Banks, & Collections

There are currently no active announcements.
To add a new announcement, click "Employers, Banks..." above, then choose "New".

Information Technology

[SEO email address on 18-570](#)

[Posted: Wednesday, April 25, 2018]

[State-wide Forms Gen Printer Replacements](#)

[Posted: Thursday, March 29, 2018]

Workgroups, Planning, & Improvement

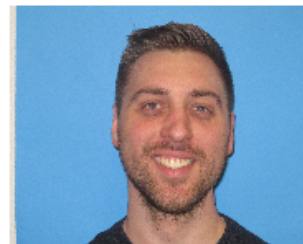
[Staff Come Together for a Strategic Planning PDCA](#)

[Posted: Tuesday, April 24, 2018]

[Employee Development Project kick-off!](#)

[Posted: Thursday, April 26, 2018]

Andrew Shamael is the new CSPA in Central Services



My name is Andrew Shamael. I was born in Alabama, raised in New Jersey, and have live started working for DCS in March 2013 as an SEO 1 in the Tacoma Field Office. After lean continuous improvement, and ultimately completed the DSHS Lean Green Belt DJA in 20

I left DCS to work for L&I as a Management Analyst in King County in December 2015, v project manager with focus in Lean Six Sigma. I came back to DCS in late 2016, as the th SEO job and realizing flight school is way too expensive, I was accepted to the UW Lean course in December 2017. Soon after, I began a full time DJA within Business Services ar Central Services. I am very excited to be here, and I look forward to getting to know and



Questions for Table Discussion

10. How do we keep staff informed and engaged?

Go to www.menti.com and submit



Questions for Table Discussion

11. Where do we want the committee to go next?

Go to www.menti.com and submit

12. What would we like to see most as a result of the reimagining group?

Go to www.menti.com and submit