DIGITAL MARKETING COMMUNICATIONS PLAN
Department of Child Services – State of Indiana, Child Support Bureau
Award No. 90FD0211

USING DIGITAL MARKETING TO INCREASE PARTICIPATION
IN THE CHILD SUPPORT PROGRAM

Intervention 1: Website Updates Road Tests 1 - 5

Plan Purpose and Approach
During Intervention 1 we will test the effectiveness of updated content on targeted pages on the CSB website. This approach will begin to answer the hypotheses of whether certain language is more effective for customer acquisition.

Small changes will be made to the website with each road test to begin the discovery of words that are most effective in generating interest in the content on our webpages. As each small change is made, we expect to see an increase in the click-through rate of visitors from the CSB webpages to the CSB application page, or increased call volume to the CSB Customer Service Center. As the road tests progress and changes continue to be made and evaluated, we want to increase the number of applications completed and submitted and thus increase the number of IV-D cases in Indiana.

Target Audience
Our target audience for this intervention is the visitors that arrive at the CSB website. Historical data about the number of users that come to the CSB webpages and how they behave once they arrive on the page will be collected before the start of the intervention. Historical data about the call volume to the CSB Customer Service Center will be collected prior to the start of the intervention.

We are attempting to reach Hoosiers eligible for the Indiana IV-D program who have expressed interest by visiting the CSB webpages.

Key Message

Website Content
A large percentage of visitors to the Child Support webpages do not navigate to the application page. It is expected that some number of current program participants and employers will visit the webpages to obtain cursory information such as payment processing information or contact

information. It is important to know if the wording of the links is causing visitors to leave without obtaining the information they seek because the wording is confusing or misleading.

- Road Test 1: This road test of website updates will involve adding words to the CSB webpages to better explain the purpose of the Child Support Kidsline. Our hypothesis being that individuals with questions may not understand the term "Kidsline" and leave the site rather than calling the Child Support Bureau for more information. The words will be changed to read "Child Support Customer Service Center (Kidsline)."
- Road Test 2: For this intervention, the focus is on the link "Apply for Child Support Services" to see if the word "Apply" has a negative impact. The link will be changed to "Enroll Now for Child Support Services" and the click-through rates will be compared to the rates before the road test began.
- Road Test 3: This road test of website updates will involve the changing of the CSB webpages template to a more modern look and feel approved by the Indiana Office of Technology (IOT). Our hypothesis being that individuals will find the new template easier to navigate resulting in decreased bounce rates.
- Road Test 4: This road test of website updates will involve a change in the CSB Application for Services to a shorter, simpler two page form. Our hypothesis being that individuals will find the new application easier to fill out resulting in increased new IV-D cases.
- Road Test 5: Another road test in this intervention will also focus is on the link "Apply for Child Support Services" to see if the word "Apply" has a negative impact. The link will be changed to "Get Started with Child Support Services" and the click-through rates will be compared to the rates before the Intervention began and during and after Road Test 2 is completed.

Channels of Communication/Communication Tools and Methods

Communication with our target audience will be through the following channels:

- CSB webpages
- CSB Child Support Customer Service Center (Kidsline)
- County Prosecutor offices

Key messages will be delivered through the CSB webpages and feedback will be measured through Google Analytics, child support Administrative data, the CSB Child Support Customer Service Center (Kidsline) reporting tools, and by County Prosecutor offices Data Collection Sheets. The Digital Marketing Project Team needs to be granted access to Google Analytics for the CSB property and to the CSB Child Support Customer Service Center (Kidsline) reporting tools.

Roles

Role	Responsibilities
Project Director/Principal Investigator	Executive Engagement
Project Manager	Agile Coach and Stakeholder Engagement
Assistant Project Manager	Data Reporting and Communication to County partners
Evaluation & Data Team	Evaluation and Data Reporting
Grant Compliance Specialist	Deliverables and Budget Reporting
Communications Team	Webpage Updates
County Prosecutor Offices	Data Reporting

Resources

Type of Resource	Budgeted Amount	Hours/Units/Services/Other Metrics
Core Team	$19,135	Hours

Anticipated Obstacles, Risks and Potential Solutions

Anticipated Obstacle or Risk	Potential Solution
The effort may become too burdensome for a county office, causing them to want to leave the project.	The Project Manager will maintain constant communications with the counties. If challenges arise for the counties, the PM will work with the CSB Project Team to brainstorm solutions.
Timelines outlined by the proposal related to adjustments may not be achievable especially areas that require action by agencies outside of DCS (e.g. IOT for website updates).	Whenever possible, items (e.g. new digital media buys or keywords) will be put into place prior to the required start date. The Project Manager will constantly monitor schedule and efforts.
Dedicated staff resources may be a challenge given commitments to other CSB projects.	The Project Manager will constantly monitor. Additional resources may be required.

ATTACHMENTS:

Timetable related to communicating with target audience.

Intervention 2: Website Updates Road Tests 6 - 8

Plan Purpose and Approach

During Intervention 2 we will continue to test the effectiveness of updated content on targeted pages on the CSB website. This approach will continue to answer the hypotheses of whether certain language is more effective for customer acquisition.

Small changes will be made to the website with each road test to continue the discovery of words that are most effective in generating interest in the content on our webpages. As each small change is made, we expect to see an increase in the click-through rate of users from the CSB webpages to the CSB application page and decreased bounce rates. As the road tests progress and changes continue to be made and evaluated, we want to increase the number of applications completed and submitted and thus increase the number of IV-D cases in Indiana.

Target Audience

Our target audience for this intervention is the visitors that arrive at the CSB website. Historical data about the number of users that come to the CSB webpages and how they behave once they arrive on the page will be collected before the start of the intervention.

We are attempting to reach Hoosiers eligible for the Indiana IV-D program who have expressed interest by visiting the CSB webpages.

Key Message
Website Content

For this intervention, the focus will continue to be on the link "Apply for Child Support Services" to see if the word "Apply" has a negative impact and to help determine the best language.
The link will be changed to the following words in each consecutive road test:
- Road Test 6: Register for Child Support Services
- Road Test 7: Sign Me Up for Child Support Services
- Road Test 8: Open a Case with Child Support Services

Channels of Communication/Communication Tools and Methods
Communication with our target audience will be through the following channels:
- CSB webpages
- County Prosecutor offices

Key messages will be delivered through the CSB webpages and feedback will be measured through Google Analytics, child support administrative data, and by County Prosecutor offices Data Collection Sheets. The Digital Marketing Project Team needs to be granted access to Google Analytics for the CSB property.

Roles

Role	Responsibilities
Project Director/Principal Investigator	Executive Engagement
Project Manager	Agile Coach and Stakeholder Engagement
Assistant Project Manager	Data Reporting and Communication to County partners
Evaluation & Data Team	Evaluation and Data Reporting
Grant Compliance Specialist	Deliverables and Budget Reporting
Communications Team	Webpage Updates
County Prosecutor Offices	Data Reporting

Resources

Type of Resource	Budgeted Amount	Hours/Units/Services/Other Metrics
Core Team	$11,481	Hours

Anticipated Obstacles, Risks and Potential Solutions

Anticipated Obstacle or Risk	Potential Solution
The effort may become too burdensome for a county office, causing them to want to leave the project.	The Project Manager will maintain constant communications with the counties. If challenges arise for the counties, the PM will work with the CSB Project Team to brainstorm solutions.
Timelines outlined by the proposal related to adjustments may not be achievable especially areas that require action by agencies outside of DCS (e.g. IOT for website updates).	Whenever possible, items (e.g. new digital media buys or keywords) will be put into place prior to the required start date. The Project Manager will constantly monitor schedule and efforts.
Dedicated staff resources may be a challenge given commitments to other CSB projects.	The Project Manager will constantly monitor. Additional resources may be required.

ATTACHMENTS:
Timetable related to communicating with target audience.

Intervention 3: Website Updates Road Tests 9 - 14

Plan Purpose and Approach

During Intervention 3 we will continue to test the effectiveness of updated content on targeted pages on the CSB website. The following road tests will be conducted on the website in response to recommendations from child support industry expert Diane Potts with Center for the Support of Families (CSF).

Changes will be made to the website with each road test to determine the impact of the changes on enrollment in the program. As each change is made, we expect to see a decrease in the bounce rate. As the road tests progress and changes continue to be made and evaluated, we want to increase the number of applications completed and submitted and thus increase the number of IV-D cases in Indiana.

Target Audience

Our target audience for this intervention is the users that arrive at the CSB website. Historical data about the number of users that come to the CSB webpages and how they behave once they arrive on the page will be collected before the start of the intervention.

We are attempting to reach Hoosiers eligible for the Indiana IV-D program who have expressed interest by visiting the CSB webpages.

Key Message
Website Content

For this intervention, the focus will be on the recommendations from child support industry expert Diane Potts with Center for the Support of Families (CSF).

These road tests will involve updating the content of the CSB webpages to:

- Road Test 9: The pre-Intervention version of the webpage(s) will be the Control.
- Road Test 10: Remove references to the prosecutor's offices on CSB's webpages and in descriptions of the program.
- Road Test 11: Add a simple, easy-to-understand explanation on how child protective services is different from child support services
- Road Test 12: Change the FAQs to be only child support related on the Child Support webpages.
- Road Test 13: Develop and publish an overview and timeline for the child support establishment process.
- Road Test 14: Test a new webpage around the question "Am I eligible to receive child support?"

Channels of Communication/Communication Tools and Methods

Communication with our target audience will be through the following channels:

- CSB webpages
- County Prosecutor offices

Key messages will be delivered through the CSB webpages and feedback will be measured through Google Analytics, child support administrative data, and by County Prosecutor offices Data Collection Sheets. The Digital Marketing Project Team needs to be granted access to Google Analytics for the CSB property.

Roles

Role	Responsibilities
Project Director/Principal Investigator	Executive Engagement
Project Manager	Agile Coach and Stakeholder Engagement
Assistant Project Manager	Data Reporting and Communication to County partners
Evaluation & Data Team	Evaluation and Data Reporting
Grant Compliance Specialist	Deliverables and Budget Reporting
Communications Team	Webpage Updates
County Prosecutor Offices	Data Reporting

Resources

Type of Resource	Budgeted Amount	Hours/Units/Services/Other Metrics
Core Team	$22,962	Hours

Anticipated Obstacles, Risks and Potential Solutions

Anticipated Obstacle or Risk	Potential Solution
The effort may become too burdensome for a county office, causing them to want to leave the project.	The Project Manager will maintain constant communications with the counties. If challenges arise for the counties, the PM will work with the CSB Project Team to brainstorm solutions.
Timelines outlined by the proposal related to adjustments may not be achievable especially areas that require action by agencies outside of DCS (e.g. IOT for website updates).	Whenever possible, items (e.g. new digital media buys or keywords) will be put into place prior to the required start date. The Project Manager will constantly monitor schedule and efforts.
Dedicated staff resources may be a challenge given commitments to other CSB projects.	The Project Manager will constantly monitor. Additional resources may be required.

ATTACHMENTS:

Timetable related to communicating with target audience.

Intervention 4: Digital Marketing Road Tests 15 - 19

Plan Purpose and Approach
Intervention 4 has been designed based on information obtained through the focus groups and online surveys, from our marketing and research firms Asher and SMARI, from our child support industry expert Diane Potts from the Center for Support of Families (CSF), from previous research completed by Ogilvy Agency, previous HHS data from their BIAS and BICS research, and from the other grantees.

The hypotheses for Intervention 4 are:
- Does geography or age impact the effectiveness of certain digital media?
- Does the photographic image content impact the effectiveness of certain digital media?
- Do digital ads increase awareness of the IV-D program?
- Do digital ads increase the IV-D program caseload?

Our target audience was originally derived from the focus groups, from the profile of a typical Hoosier parent that could take advantage of child support services, and from the profile of Indiana itself as having both urban, suburban, and rural populations that could take advantage of child support services.

Digital media purchases may change or expand based not only on the impressions defined in the design, but the impressions at the time of each media buy. In addition to the geographic filter, additional filters may be applied for both Behavioral and Contextual Targeting.

Each Road Test in Intervention 4 will be focused on testing four images.

- Road Test 15: An advertisement will be selected as the Control Ad.
- Road Test 16: The image in the Control Ad will be replaced with Image A.
- Road Test 17: The image in the Control Ad will be replaced with Image B.
- Road Test 18: The image in the Control Ad will be replaced with Image C.
- Road Test 19: The image in the Control Ad will be replaced with Image D.

Target Audience
Target Audience Profile:
- Adults 19 – 54 with children under the age of 18.

Indiana Target Counties:
- Rural Target: Owen, Putnam, Greene, and Clay Counties
- Urban: Allen County
- Suburban: Allen County

We are beginning our experiments using these targeted audiences to ensure that we understand whether or not geography matters in Indiana. With a population that runs the gamut from a very rural demographic to an extremely urban population, it is important to understand whether or not they are called to act using the same triggers, or if different words and pictures affect them in different ways. In addition, does age matter when it comes to using digital media?

Key Message

The key message for this intervention is based on our child support industry expert's recommendations as well as market research and focus group findings. Currently the Child Support Bureau does not advertise its services, so this is new messaging. The team has created an English language only marketing campaign to include:

- Top of Mind awareness of the program
- Child Support Bureau as a partner – guide – resource – navigator
- Financial needs that can be satisfied by the program

Multiple digital advertisements will be created to specifically test five different elements of an advertisement and how each element affects click-through rates based on the geographical location of the individual. The elements are:

A. The Image
B. The Tagline
C. The Message
D. The Call-to-Action
E. The Reference to the Agency

Prior to the start of testing, a Control Advertisement will be chosen whose elements have been selected based on information obtained through the focus groups and online surveys, from our marketing and research firms Asher and SMARI, from our child support industry expert Diane Potts from the Center for Support of Families (CSF), from previous research completed by Ogilvy Agency, previous HHS data from their BIAS and BICS research, and from the other grantees. Each test will be conducted by leaving four other elements the same and changing out the image being tested.

Channels of Communication/Communication Tools and Methods

Communication with our target audience will be through the following channels:

- Digital Ads on Websites, and Social Media
- County Prosecutor offices

Key messages will be delivered through digital ads placed on various media platforms using the Centro Basis platform. Digital ads will be geo-targeted to Allen, Clay, Greene, Owen, and Putnam counties with demographic filters of 19-24, 25-34, 35-44, and 45-54 all skewing female.

Initial estimated impressions will be captured from the Centro Basis platform to determine the population set of each Road Test. The Centro Basis platform will also be used to capture clicks per thousand impressions during each Road Test. Google Analytics and CSB Administrative Data will be utilized to capture IV-D application traffic and new IV-D cases after the Road Tests. This will allow us to evaluate our hypotheses and identify correlations between digital ads and increases in IV-D program awareness and new IV-D cases.

During the Planning Phase, Google Analytics, County Data Collection Sheets, and Administrative data will be collected to determine pre-Road Test Baselines for comparison with Post-Intervention outcomes during the Evaluation Phase.

Additional peripheral data will be collected from the Centro Basis platform and Google Analytics but not analyzed for the purposes of this intervention. It will be retained for any future research analysis needs such as identifying patterns in population subsets.

Roles

Role	Responsibilities
Project Director/Principal Investigator	Executive Engagement
Project Manager	Agile Coach and Stakeholder Engagement
Assistant Project Manager	Data Reporting and Communication to County partners
Evaluation & Data Team	Evaluation and Data Reporting
Grant Compliance Specialist	Deliverables and Budget Reporting
Communications Team	Webpage Updates
County Prosecutor Offices	Data Reporting

Resources

Type of Resource	Budgeted Amount	Hours/Units/Services/Other Metrics
Core Team	$19,135	Hours
Media Buys	$35,235	Impressions

Anticipated Obstacles, Risks and Potential Solutions

Anticipated Obstacle or Risk	Potential Solution
The effort may become too burdensome for a county office, causing them to want to leave the project.	The Project Manager will maintain constant communications with the counties. If challenges arise for the counties, the PM will work with the CSB Project Team to brainstorm solutions.
Timelines outlined by the proposal related to adjustments may not be achievable especially areas that require	Whenever possible, items (e.g. new digital media buys or keywords) will be put into place prior to the required start date. The Project Manager will constantly monitor schedule and efforts.

action by agencies outside of DCS (e.g. IOT for website updates).	
Dedicated staff resources may be a challenge given commitments to other CSB projects.	The Project Manager will constantly monitor. Additional resources may be required.

ATTACHMENTS:

Timetable related to communicating with target audience.

Intervention 5: Digital Marketing Road Tests 20 – 24

Plan Purpose and Approach

Intervention 5 has been designed based on information obtained through the focus groups and online surveys, from our marketing and research firms Asher and SMARI, from our child support industry expert Diane Potts from the Center for Support of Families (CSF), from previous research completed by Ogilvy Agency, previous HHS data from their BIAS and BICS research, and from the other grantees.

The hypotheses for Intervention 5 are:
- Does geography or age impact the effectiveness of certain digital media?
- Does the Tagline content impact the effectiveness of certain digital media?
- Do digital ads increase awareness of the IV-D program?
- Do digital ads increase the IV-D program caseload?

Our target audience was originally derived from the focus groups, from the profile of a typical Hoosier parent that could take advantage of child support services, and from the profile of Indiana itself as having both urban, suburban, and rural populations that could take advantage of child support services.

Digital media purchases may change or expand based not only on the impressions defined in the design, but the impressions at the time of each media buy. In addition to the geographic filter, additional filters may be applied for both Behavioral and Contextual Targeting.

Each Road Test in Intervention 5 will be focused on testing four Taglines.

- Road Test 20: An advertisement will be selected as the Control Ad.
- Road Test 21: The Tagline in the Control Ad will be replaced with Tagline A.
- Road Test 22: The Tagline in the Control Ad will be replaced with Tagline B.
- Road Test 23: The Tagline in the Control Ad will be replaced with Tagline C.
- Road Test 24: The Tagline in the Control Ad will be replaced with Tagline D.

Target Audience
Target Audience Profile:
- Adults 19 – 54 with children under the age of 18.

Indiana Target Counties:
- Rural Target: Owen, Putnam, Greene, and Clay Counties
- Urban: Allen County
- Suburban: Allen County

We are beginning our experiments using these targeted audiences to ensure that we understand whether or not geography matters in Indiana. With a population that runs the gamut from a very rural demographic to an extremely urban population, it is important to understand whether or not they are called to act using the same triggers, or if different words and pictures affect them in different ways. In addition, does age matter when it comes to using digital media?

Key Message

The key message for this intervention is based on our child support industry expert's recommendations as well as market research and focus group findings. Currently the Child Support Bureau does not advertise its services, so this is new messaging. The team has created an English language only marketing campaign to include:

Top of Mind awareness of the program

Child Support Bureau as a partner – guide – resource – navigator

Financial needs that can be satisfied by the program

Multiple digital advertisements will be created to specifically test five different elements of an advertisement and how each element affects click-through rates based on the geographical location of the individual. The elements are:

A. The Image
B. The Tagline
C. The Message
D. The Call-to-Action
E. The Reference to the Agency

Prior to the start of testing, a Control Advertisement will be chosen with elements that have been selected based on information obtained through the focus groups and online surveys, from our marketing and research firms Asher and SMARI, from our child support industry expert Diane Potts from the Center for Support of Families (CSF), from previous research completed by Ogilvy Agency, previous HHS data from their BIAS and BICS research, and from the other grantees. Each test will be conducted by leaving four other elements the same and changing out the image being tested.

Channels of Communication/Communication Tools and Methods

Communication with our target audience will be through the following channels:

- Digital Ads on Websites and Social Media
- County Prosecutor offices

Key messages will be delivered through digital ads placed on various media platforms using the Centro Basis platform. Digital ads will be geo-targeted to Allen, Clay, Greene, Owen, and

Putnam counties with demographic filters of 19-24, 25-34, 35-44, and 45-54 all skewing female. Initial estimated impressions will be captured from the Centro Basis platform to determine the population set of each Road Test. The Centro Basis platform will also be used to capture clicks per thousand impressions during each Road Test. Google Analytics and CSB Administrative Data will be utilized to capture IV-D application traffic and new IV-D cases after the Road Tests. This will allow us to evaluate our hypotheses and identify correlations between digital ads and increases in IV-D program awareness and new IV-D cases.

During the Planning Phase, Google Analytics, County Data Collection Sheets, and Administrative data will be collected to determine pre-Road Test Baselines for comparison with Post-Intervention outcomes during the Evaluation Phase.

Additional peripheral data will be collected from the Centro Basis platform and Google Analytics but not analyzed for the purposes of this intervention. It will be retained for any future research analysis needs such as identifying patterns in population subsets.

Roles

Role	Responsibilities
Project Director/Principal Investigator	Executive Engagement
Project Manager	Agile Coach and Stakeholder Engagement
Assistant Project Manager	Data Reporting and Communication to County partners
Evaluation & Data Team	Evaluation and Data Reporting
Grant Compliance Specialist	Deliverables and Budget Reporting
Communications Team	Webpage Updates
County Prosecutor Offices	Data Reporting

Resources

Type of Resource	Budgeted Amount	Hours/Units/Services/Other Metrics
Core Team	$22,962	Hours
Media Buys	$42,282	Impressions

Anticipated Obstacles, Risks and Potential Solutions

Anticipated Obstacle or Risk	Potential Solution
The effort may become too burdensome for a county office, causing them to want to leave the project.	The Project Manager will maintain constant communications with the counties. If challenges arise for the counties, the PM will work with the CSB Project Team to brainstorm solutions.
Timelines outlined by the proposal related to adjustments may not be achievable especially areas that require	Whenever possible, items (e.g. new digital media buys or keywords) will be put into place prior to

| action by agencies outside of DCS (e.g. IOT for website updates). | the required start date. The Project Manager will constantly monitor schedule and efforts. |
| Dedicated staff resources may be a challenge given commitments to other CSB projects. | The Project Manager will constantly monitor. Additional resources may be required. |

ATTACHMENTS:

Timetable related to communicating with target audience.

Intervention 6: Digital Marketing Road Tests 25 - 29

Plan Purpose and Approach

Intervention 6 has been designed based on information obtained through the focus groups and online surveys, from our marketing and research firms Asher and SMARI, from our child support industry expert Diane Potts from the Center for Support of Families (CSF), from previous research completed by Ogilvy Agency, previous HHS data from their BIAS and BICS research, and from the other grantees.

The hypotheses for Intervention 6 are:
- Does geography or age impact the effectiveness of certain digital media?
- Does the Message content impact the effectiveness of certain digital media?
- Do digital ads increase awareness of the IV-D program?
- Do digital ads increase the IV-D program caseload?

Our target audience was originally derived from the focus groups, from the profile of a typical Hoosier parent that could take advantage of child support services, and from the profile of Indiana itself as having both urban, suburban, and rural populations that could take advantage of child support services.

Digital media purchases may change or expand based not only on the impressions defined in the design, but the impressions at the time of each media buy. In addition to the geographic filter, additional filters may be applied for both Behavioral and Contextual Targeting.

Each Road Test in Intervention 6 will be focused on testing four messages.

- Road Test 25: An advertisement will be selected as the Control Ad.
- Road Test 26: The Message in the Control Ad will be replaced with Message A.
- Road Test 27: The Message in the Control Ad will be replaced with Message B.
- Road Test 28: The Message in the Control Ad will be replaced with Message C.
- Road Test 29: The Message in the Control Ad will be replaced with Message D.

Target Audience
Target Audience Profile:
- Adults 19 – 54 with children under the age of 18.

Indiana Target Counties:
- Rural Target: Owen, Putnam, Greene, and Clay Counties
- Urban: Allen County
- Suburban: Allen County

We are beginning our experiments using these targeted audiences to ensure that we understand whether or not geography matters in Indiana. With a population that runs the gamut from a very rural demographic to an extremely urban population, it is important to understand whether or not they are called to act using the same triggers, or if different words and pictures affect them in different ways. In addition, does age matter when it comes to using digital media?

Key Message

The key message for this intervention is based on our child support industry expert's recommendations as well as market research and focus group findings. Currently the Child Support Bureau does not advertise its services, so this is new messaging. The team has created an English language only marketing campaign to include:

- Top of Mind awareness of the program
- Child Support Bureau as a partner – guide – resource – navigator
- Financial needs that can be satisfied by the program

Multiple digital advertisements will be created to specifically test five different elements of an advertisement and how each element affects click-through rates based on the geographical location of the individual. The elements are:

A. The Image
B. The Tagline
C. The Message
D. The Call-to-Action
E. The Reference to the Agency

Prior to the start of testing, a Control Advertisement will be chosen whose elements have been selected based on information obtained through the focus groups and online surveys, from our marketing and research firms Asher and SMARI, from our child support industry expert Diane Potts from the Center for Support of Families (CSF), from previous research completed by Ogilvy Agency, previous HHS data from their BIAS and BICS research, and from the other grantees. Each test will be conducted by leaving four other elements the same and changing out the image being tested.

Channels of Communication/Communication Tools and Methods

Communication with our target audience will be through the following channels:
Digital Ads on Websites, and Social Media
County Prosecutor offices

Key messages will be delivered through digital ads placed on various media platforms using the Centro Basis platform. Digital ads will be geo-targeted to Allen, Clay, Greene, Owen, and

Putnam counties with demographic filters of 19-24, 25-34, 35-44, and 45-54 all skewing female. Initial estimated impressions will be captured from the Centro Basis platform to determine the population set of each Road Test. The Centro Basis platform will also be used to capture clicks per thousand impressions during each Road Test. Google Analytics and CSB Administrative Data will be utilized to capture IV-D application traffic and new IV-D cases after the Road Tests. This will allow us to evaluate our hypotheses and identify correlations between digital ads and increases in IV-D program awareness and new IV-D cases.

During the Planning Phase, Google Analytics, County Data Collection Sheets, and Administrative data will be collected to determine pre-Road Test Baselines for comparison with Post-Intervention outcomes during the Evaluation Phase.

Additional peripheral data will be collected from the Centro Basis platform and Google Analytics but not analyzed for the purposes of this intervention. It will be retained for any future research analysis needs such as identifying patterns in population subsets.

Roles

Role	Responsibilities
Project Director/Principal Investigator	Executive Engagement
Project Manager	Agile Coach and Stakeholder Engagement
Assistant Project Manager	Data Reporting and Communication to County partners
Evaluation & Data Team	Evaluation and Data Reporting
Grant Compliance Specialist	Deliverables and Budget Reporting
Communications Team	Webpage Updates
County Prosecutor Offices	Data Reporting

Resources

Type of Resource	Budgeted Amount	Hours/Units/Services/Other Metrics
Core Team	$22,962	Hours
Media Buys	$42,282	Impressions

Anticipated Obstacles, Risks and Potential Solutions

Anticipated Obstacle or Risk	Potential Solution
The effort may become too burdensome for a county office, causing them to want to leave the project.	The Project Manager will maintain constant communications with the counties. If challenges arise for the counties, the PM will work with the CSB Project Team to brainstorm solutions.
Timelines outlined by the proposal related to adjustments may not be achievable especially areas that require	Whenever possible, items (e.g. new digital media buys or keywords) will be put into place prior to

| action by agencies outside of DCS (e.g. IOT for website updates). | the required start date. The Project Manager will constantly monitor schedule and efforts. |
| Dedicated staff resources may be a challenge given commitments to other CSB projects. | The Project Manager will constantly monitor. Additional resources may be required. |

ATTACHMENTS:

Timetable related to communicating with target audience.

Intervention 7: Digital Marketing Road Tests 30 - 34

Plan Purpose and Approach

Intervention 7 has been designed based on information obtained through the focus groups and online surveys, from our marketing and research firms Asher and SMARI, from our child support industry expert Diane Potts from the Center for Support of Families (CSF), from previous research completed by Ogilvy Agency, previous HHS data from their BIAS and BICS research, and from the other grantees.

The hypotheses for Intervention 7 are:
- Does geography or age impact the effectiveness of certain digital media?
- Does the Call to Action content impact the effectiveness of certain digital media?
- Do digital ads increase awareness of the IV-D program?
- Do digital ads increase the IV-D program caseload?

Our target audience was originally derived from the focus groups, from the profile of a typical Hoosier parent that could take advantage of child support services, and from the profile of Indiana itself as having both urban, suburban, and rural populations that could take advantage of child support services.

Digital media purchases may change or expand based not only on the impressions defined in the design, but the impressions at the time of each media buy. In addition to the geographic filter, additional filters may be applied for both Behavioral and Contextual Targeting.

Each Road Test in Intervention 7 will be focused on testing four Calls to Action.

- Road Test 30: An advertisement will be selected as the Control Ad.
- Road Test 31: The Call to Action in the Control Ad will be replaced with Call to Action A.
- Road Test 32: The Call to Action in the Control Ad will be replaced with Call to Action B.
- Road Test 33: The Call to Action in the Control Ad will be replaced with Call to Action C.
- Road Test 34: The Call to Action in the Control Ad will be replaced with Call to Action D.

Target Audience

Target Audience Profile:
- Adults 19 – 54 with children under the age of 18.

Indiana Target Counties:
- Rural Target: Owen, Putnam, Greene, and Clay Counties
- Urban: Allen County
- Suburban: Allen County

We are beginning our experiments using these targeted audiences to ensure that we understand whether or not geography matters in Indiana. With a population that runs the gamut from a very rural demographic to an extremely urban population, it is important to understand whether or not they are called to act using the same triggers, or if different words and pictures affect them in different ways. In addition, does age matter when it comes to using digital media?

Key Message

The key message for this intervention is based on our child support industry expert's recommendations as well as market research and focus group findings. Currently the Child Support Bureau does not advertise its services, so this is new messaging. The team has created an English language only marketing campaign to include:

- Top of Mind awareness of the program
- Child Support Bureau as a partner – guide – resource – navigator
- Financial needs that can be satisfied by the program

Multiple digital advertisements will be created to specifically test five different elements of an advertisement and how each element affects click-through rates based on the geographical location of the individual. The elements are:

A. The Image
B. The Tagline
C. The Message
D. The Call-to-Action
E. The Reference to the Agency

Prior to the start of testing, a Control Advertisement will be chosen whose elements have been selected based on information obtained through the focus groups and online surveys, from our marketing and research firms Asher and SMARI, from our child support industry expert Diane Potts from the Center for Support of Families (CSF), from previous research completed by Ogilvy Agency, previous HHS data from their BIAS and BICS research, and from the other grantees. Each test will be conducted by leaving four other elements the same and changing out the image being tested.

Channels of Communication/Communication Tools and Methods

Communication with our target audience will be through the following channels:

- Digital Ads on Websites, and Social Media
- County Prosecutor offices

Key messages will be delivered through digital ads placed on various media platforms using the Centro Basis platform. Digital ads will be geo-targeted to Allen, Clay, Greene, Owen, and

Putnam counties with demographic filters of 19-24, 25-34, 35-44, and 45-54 all skewing female. Initial estimated impressions will be captured from the Centro Basis platform to determine the population set of each Road Test. The Centro Basis platform will also be used to capture clicks per thousand impressions during each Road Test. Google Analytics and CSB Administrative Data will be utilized to capture IV-D application traffic and new IV-D cases after the Road Tests. This will allow us to evaluate our hypotheses and identify correlations between digital ads and increases in IV-D program awareness and new IV-D cases.

During the Planning Phase, Google Analytics, County Data Collection Sheets, and Administrative data will be collected to determine pre-Road Test Baselines for comparison with Post-Intervention outcomes during the Evaluation Phase.

Additional peripheral data will be collected from the Centro Basis platform and Google Analytics but not analyzed for the purposes of this intervention. It will be retained for any future research analysis needs such as identifying patterns in population subsets.

Roles

Role	Responsibilities
Project Director/Principal Investigator	Executive Engagement
Project Manager	Agile Coach and Stakeholder Engagement
Assistant Project Manager	Data Reporting and Communication to County partners
Evaluation & Data Team	Evaluation and Data Reporting
Grant Compliance Specialist	Deliverables and Budget Reporting
Communications Team	Webpage Updates
County Prosecutor Offices	Data Reporting

Resources

Type of Resource	Budgeted Amount	Hours/Units/Services/Other Metrics
Core Team	$22,962	Hours
Media Buys	$42,282	Impressions

Anticipated Obstacles, Risks and Potential Solutions

Anticipated Obstacle or Risk	Potential Solution
The effort may become too burdensome for a county office, causing them to want to leave the project.	The Project Manager will maintain constant communications with the counties. If challenges arise for the counties, the PM will work with the CSB Project Team to brainstorm solutions.
Timelines outlined by the proposal related to adjustments may not be achievable especially areas that require	Whenever possible, items (e.g. new digital media buys or keywords) will be put into place prior to

action by agencies outside of DCS (e.g. IOT for website updates).	the required start date. The Project Manager will constantly monitor schedule and efforts.
Dedicated staff resources may be a challenge given commitments to other CSB projects.	The Project Manager will constantly monitor. Additional resources may be required.

ATTACHMENTS:

Timetable related to communicating with target audience.

Intervention 8: Digital Marketing Road Tests 35 - 39

Plan Purpose and Approach

Intervention 8 has been designed based on information obtained through the focus groups and online surveys, from our marketing and research firms Asher and SMARI, from our child support industry expert Diane Potts from the Center for Support of Families (CSF), from previous research completed by Ogilvy Agency, previous HHS data from their BIAS and BICS research, and from the other grantees.

The hypotheses for Intervention 8 are:
- Does geography or age impact the effectiveness of certain digital media?
- Does the Agency Reference content impact the effectiveness of certain digital media?
- Do digital ads increase awareness of the IV-D program?
- Do digital ads increase the IV-D program caseload?

Our target audience was originally derived from the focus groups, from the profile of a typical Hoosier parent that could take advantage of child support services, and from the profile of Indiana itself as having both urban, suburban, and rural populations that could take advantage of child support services.

Digital media purchases may change or expand based not only on the impressions defined in the design, but the impressions at the time of each media buy. In addition to the geographic filter, additional filters may be applied for both Behavioral and Contextual Targeting.

Each Road Test in Intervention 8 will be focused on testing four references to the Agency.

- Road Test 35: An advertisement will be selected as the Control Ad.
- Road Test 36: The agency reference in the ad will be CSB.
- Road Test 37: The agency reference in the ad will be DCS.
- Road Test 38: The agency reference in the ad will be the CSB URL.
- Road Test 39: The agency reference in the ad will be a CSB Phone Number.

Target Audience

Target Audience Profile:
- Adults 19 – 54 with children under the age of 18.

Indiana Target Counties:
- Rural Target: Owen, Putnam, Greene, and Clay Counties
- Urban: Allen County
- Suburban: Allen County

We are beginning our experiments using these targeted audiences to ensure that we understand whether or not geography matters in Indiana. With a population that runs the gamut from a very rural demographic to an extremely urban population, it is important to understand whether or not they are called to act using the same triggers, or if different words and pictures affect them in different ways. In addition, does age matter when it comes to using digital media?

Key Message

The key message for this intervention is based on our child support industry expert's recommendations as well as market research and focus group findings. Currently the Child Support Bureau does not advertise its services, so this is new messaging. The team has created an English language only marketing campaign to include:

- Top of Mind awareness of the program
- Child Support Bureau as a partner – guide – resource – navigator
- Financial needs that can be satisfied by the program

Multiple digital advertisements will be created to specifically test five different elements of an advertisement and how each element affects click-through rates based on the geographical location of the individual. The elements are:

A. The Image
B. The Tagline
C. The Message
D. The Call-to-Action
E. The Reference to the Agency

Prior to the start of testing, a Control Advertisement will be chosen whose elements have been selected based on information obtained through the focus groups and online surveys, from our marketing and research firms Asher and SMARI, from our child support industry expert Diane Potts from the Center for Support of Families (CSF), from previous research completed by Ogilvy Agency, previous HHS data from their BIAS and BICS research, and from the other grantees. Each test will be conducted by leaving four other elements the same and changing out the image being tested.

Channels of Communication/Communication Tools and Methods

Communication with our target audience will be through the following channels:

- Digital Ads on Websites, and Social Media
- County Prosecutor offices

Key messages will be delivered through digital ads placed on various media platforms using the Centro Basis platform. Digital ads will be geo-targeted to Allen, Clay, Greene, Owen, and

Putnam counties with demographic filters of 19-24, 25-34, 35-44, and 45-54 all skewing female. Initial estimated impressions will be captured from the Centro Basis platform to determine the population set of each Road Test. The Centro Basis platform will also be used to capture clicks per thousand impressions during each Road Test. Google Analytics and CSB Administrative Data will be utilized to capture IV-D application traffic and new IV-D cases after the Road Tests. This will allow us to evaluate our hypotheses and identify correlations between digital ads and increases in IV-D program awareness and new IV-D cases.

During the Planning Phase, Google Analytics, County Data Collection Sheets, and Administrative data will be collected to determine pre-Road Test Baselines for comparison with Post-Intervention outcomes during the Evaluation Phase.

Additional peripheral data will be collected from the Centro Basis platform and Google Analytics but not analyzed for the purposes of this intervention. It will be retained for any future research analysis needs such as identifying patterns in population subsets.

Roles

Role	Responsibilities
Project Director/Principal Investigator	Executive Engagement
Project Manager	Agile Coach and Stakeholder Engagement
Assistant Project Manager	Data Reporting and Communication to County partners
Evaluation & Data Team	Evaluation and Data Reporting
Grant Compliance Specialist	Deliverables and Budget Reporting
Communications Team	Webpage Updates
County Prosecutor Offices	Data Reporting

Resources

Type of Resource	Budgeted Amount	Hours/Units/Services/Other Metrics
Core Team	$26,789	Hours
Media Buys	$49,329	Impressions

Anticipated Obstacles, Risks and Potential Solutions

Anticipated Obstacle or Risk	Potential Solution
The effort may become too burdensome for a county office, causing them to want to leave the project.	The Project Manager will maintain constant communications with the counties. If challenges arise for the counties, the PM will work with the CSB Project Team to brainstorm solutions.
Timelines outlined by the proposal related to adjustments may not be achievable especially areas that require	Whenever possible, items (e.g. new digital media buys or keywords) will be put into place prior to

action by agencies outside of DCS (e.g. IOT for website updates).	the required start date. The Project Manager will constantly monitor schedule and efforts.
Dedicated staff resources may be a challenge given commitments to other CSB projects.	The Project Manager will constantly monitor. Additional resources may be required.

ATTACHMENTS:

Timetable related to communicating with target audience.

Intervention 9: Paid Search Road Tests 40-42

Plan Purpose and Approach

Intervention 9 will be designed based on information obtained through the focus groups and online surveys, from our marketing and research firms Asher and SMARI, from our child support industry expert Diane Potts from the Center for Support of Families (CSF), from previous research completed by Ogilvy Agency, previous HHS data from their BIAS and BICS research, and from the other grantees.

Intervention 9 will be designed specifically to examine the number of applications to the program before, during, and after the intervention has been completed. The intervention will be a full 90 days in length and outcomes will be measured throughout the intervention.

The hypotheses for Intervention 9 are:
- Does the term "DCS" in the ad have an impact on effectiveness?
- Does the term "Money" in the ad have an impact on effectiveness?
- Does geography impact the effectiveness of keyword phrase ads?

Each Road Test in Intervention 9 will be focused on testing specific terms used in the keyword phrase ad. The keyword phrases we will be purchasing are: "Child Support" and "Paternity."

- Road Test 40: Control Ad
- Road Test 41: "DCS"
- Road Test 42: "Money"

Target Audience
Indiana Target Counties:
- Rural Target: Owen, Putnam, Greene, and Clay Counties
- Urban: Allen County
- Suburban: Allen County

We are beginning our experiments using these targeted audiences to ensure that we understand whether or not geography matters in Indiana. With a population that runs the gamut from a very rural demographic to an extremely urban population, it is important to understand whether or not they are called to act using the same triggers, or if different words and pictures affect them in different ways.

Key Message

Currently the Child Support Bureau does not advertise its services, so this is new messaging. The team has created an English language only marketing campaign to include:

- Top of Mind awareness of the program
- Child Support Bureau as a partner – guide – resource – navigator
- Financial needs that can be satisfied by the program

Specific keyword phrases will be purchased to test whether they create a higher click-through rate to the CSB webpages.

Channels of Communication/Communication Tools and Methods

Communication with our target audience will be through the following channels:

- Paid Digital Ads in Google search results
- County Prosecutor offices

Key messages will be delivered through keyword buys made using the Google AdWords platform. Purchases will be geo-targeted to Allen, Clay, Greene, Owen, and Putnam counties. Google Analytics and CSB Administrative Data will be utilized to capture Google AdWord click-throughs and new IV-D cases after the Road Tests. This will allow us to evaluate our hypotheses and identify correlations between keyword phrases and increases in IV-D program awareness and new IV-D cases.

During the Planning Phase, Google Analytics, County Data Collection Sheets, and Administrative data will be collected to determine pre-Road Test Baselines for comparison with Post-Intervention outcomes during the Evaluation Phase.

Roles

Role	Responsibilities
Project Director/Principal Investigator	Executive Engagement
Project Manager	Agile Coach and Stakeholder Engagement
Assistant Project Manager	Data Reporting and Communication to County partners
Evaluation & Data Team	Evaluation and Data Reporting
Grant Compliance Specialist	Deliverables and Budget Reporting
Communications Team	Webpage Updates
County Prosecutor Offices	Data Reporting

Resources

Type of Resource	Budgeted Amount	Hours/Units/Services/Other Metrics
Core Team	$19,130	Hours

| Media Buys | $39,730 | Keyword Phrases |

Anticipated Obstacles, Risks and Potential Solutions

Anticipated Obstacle or Risk	Potential Solution
The effort may become too burdensome for a county office, causing them to want to leave the project.	The Project Manager will maintain constant communications with the counties. If challenges arise for the counties, the PM will work with the CSB Project Team to brainstorm solutions.
Timelines outlined by the proposal related to adjustments may not be achievable especially areas that require action by agencies outside of DCS (e.g. IOT for website updates).	Whenever possible, items (e.g. new digital media buys or keywords) will be put into place prior to the required start date. The Project Manager will constantly monitor schedule and efforts.
Dedicated staff resources may be a challenge given commitments to other CSB projects.	The Project Manager will constantly monitor. Additional resources may be required.

ATTACHMENTS:

Timetable related to communicating with target audience.

Intervention 10: Paid Search Road Tests 43-45

Plan Purpose and Approach

Intervention 10 will be designed based on information obtained through the focus groups and online surveys, from our marketing and research firms Asher and SMARI, from our child support industry expert Diane Potts from the Center for Support of Families (CSF), from previous research completed by Ogilvy Agency, previous HHS data from their BIAS and BICS research, and from the other grantees.

Intervention 10 will be designed specifically to examine the number of applications to the program before, during, and after the intervention has been completed. The intervention will be a full 90 days in length and outcomes will be measured throughout the intervention.

The hypotheses for Intervention 10 are:
- Does the term "Prosecutor" in the ad have an impact on effectiveness?
- Does the term "Title IV-D" in the ad have an impact on effectiveness?
- Does geography impact the effectiveness of keyword phrase ads?

Each Road Test in Intervention 10 will be focused on testing specific terms used in the keyword phrase ad. The keyword phrases we will be purchasing are: "Child Support" and "Paternity."

- Road Test 43: Control Ad
- Road Test 44: "Prosecutor"
- Road Test 45: "Title IV-D"

Target Audience
Indiana Target Counties:
- Rural Target: Owen, Putnam, Greene, and Clay Counties
- Urban: Allen County
- Suburban: Allen County

We are beginning our experiments using these targeted audiences to ensure that we understand whether or not geography matters in Indiana. With a population that runs the gamut from a very rural demographic to an extremely urban population, it is important to understand whether or not they are called to act using the same triggers, or if different words and pictures affect them in different ways.

Key Message

Currently the Child Support Bureau does not advertise its services, so this is new messaging.
The team has created an English language only marketing campaign to include:

- Top of Mind awareness of the program
- Child Support Bureau as a partner – guide – resource – navigator
- Financial needs that can be satisfied by the program

Specific keyword phrases will be purchased to test whether they create a higher click-through rate to the CSB webpages.

Channels of Communication/Communication Tools and Methods

Communication with our target audience will be through the following channels:

- Paid Digital Ads in Google search results
- County Prosecutor offices

Key messages will be delivered through keyword buys made using the Google AdWords platform. Purchases will be geo-targeted to Allen, Clay, Greene, Owen, and Putnam counties. Google Analytics and CSB Administrative Data will be utilized to capture Google AdWord click-throughs and new IV-D cases after the Road Tests. This will allow us to evaluate our hypotheses and identify correlations between keyword phrases and increases in IV-D program awareness and new IV-D cases.

During the Planning Phase, Google Analytics, County Data Collection Sheets, and Administrative data will be collected to determine pre-Road Test Baselines for comparison with Post-Intervention outcomes during the Evaluation Phase.

Roles

Role	Responsibilities
Project Director/Principal Investigator	Executive Engagement
Project Manager	Agile Coach and Stakeholder Engagement
Assistant Project Manager	Data Reporting and Communication to County partners
Evaluation & Data Team	Evaluation and Data Reporting
Grant Compliance Specialist	Deliverables and Budget Reporting
Communications Team	Webpage Updates
County Prosecutor Offices	Data Reporting

Resources

Type of Resource	Budgeted Amount	Hours/Units/Services/Other Metrics
Core Team	$19,130	Hours

| Media Buys | $39,730 | Keyword Phrases |

Anticipated Obstacles, Risks and Potential Solutions

Anticipated Obstacle or Risk	Potential Solution
The effort may become too burdensome for a county office, causing them to want to leave the project.	The Project Manager will maintain constant communications with the counties. If challenges arise for the counties, the PM will work with the CSB Project Team to brainstorm solutions.
Timelines outlined by the proposal related to adjustments may not be achievable especially areas that require action by agencies outside of DCS (e.g. IOT for website updates).	Whenever possible, items (e.g. new digital media buys or keywords) will be put into place prior to the required start date. The Project Manager will constantly monitor schedule and efforts.
Dedicated staff resources may be a challenge given commitments to other CSB projects.	The Project Manager will constantly monitor. Additional resources may be required.

ATTACHMENTS:

Timetable related to communicating with target audience.

Intervention 11: Chat Road Tests 46 - 47

Plan Purpose and Approach

Intervention 11 has been designed based on information obtained through the focus groups and online surveys, from our marketing and research firms Asher and SMARI.

The hypothesis for Intervention 11 is:
- Does the perception of having a Chat feature impact engagement?

Each Road Test in Intervention 11 will be focused on adding a Chat feature to CSB's webpages.

- Road Test 46: Control page with no Chat feature.
- Road Test 47: Add a Chat feature to the CSB Home page.

Target Audience

Our target audience for this intervention is the visitors that arrive at the CSB website. Historical data about the number of users that come to the CSB webpages and how they behave once they arrive on the page will be collected before the start of the intervention.

We are attempting to reach Hoosiers eligible for the Indiana IV-D program who have expressed interest by visiting the CSB webpages and Hoosiers already participating in the Indiana IV-D program interested in increasing engagement in the program.

Key Message

The key message for this intervention is the appearance of a Chat feature on CSB webpages.

Channels of Communication/Communication Tools and Methods

Communication with our target audience will be through the following channels:
- Chat feature on the CSB Home Page

Chat opportunities will be scheduled during various windows of operation with appropriate messaging related to times the Chat is not available.

During the Planning Phase, Google Analytics and SiteImprove will be used to collect pre-Road Test Baselines for comparison with Post-Intervention outcomes during the Evaluation Phase.

Roles

Role	Responsibilities
Project Director/Principal Investigator	Executive Engagement
Project Manager	Agile Coach and Stakeholder Engagement
Assistant Project Manager	Data Reporting and Communication to County partners
Evaluation & Data Team	Evaluation and Data Reporting
Grant Compliance Specialist	Deliverables and Budget Reporting
Communications Team	Webpage Updates
County Prosecutor Offices	Data Reporting

Resources

Type of Resource	Budgeted Amount	Hours/Units/Services/Other Metrics
Core Team	$7,654	Hours

Anticipated Obstacles, Risks and Potential Solutions

Anticipated Obstacle or Risk	Potential Solution
The effort may become too burdensome for a county office, causing them to want to leave the project.	The Project Manager will maintain constant communications with the counties. If challenges arise for the counties, the PM will work with the CSB Project Team to brainstorm solutions.
Timelines outlined by the proposal related to adjustments may not be achievable especially areas that require action by agencies outside of DCS (e.g. IOT for website updates).	Whenever possible, items (e.g. new digital media buys or keywords) will be put into place prior to the required start date. The Project Manager will constantly monitor schedule and efforts.
Dedicated staff resources may be a challenge given commitments to other CSB projects.	The Project Manager will constantly monitor. Additional resources may be required.

ATTACHMENTS:

Timetable related to communicating with target audience.

Intervention 12: Two-Way Communication Road Test 48

Plan Purpose and Approach

Intervention 12 has been designed based on information obtained through the focus groups and online surveys, from our marketing and research firms Asher and SMARI.

The hypothesis for Intervention 12 is:
- What types of digital two-way communication are most effective at increasing access to the IV-D program?

The Road Test in Intervention 12 will be focused on testing digital communication responses to a postcard.

- Road Test 48: Send a postcard to households identified in ISETS as having an open Non IV-D child support case that has not received a child support payment within a period of time.

Target Audience

The target audience for the postcard will be comprised of CPs who currently have a non IV-D (NIVD) child support case, and who have not received a payment in a number of months. The target may expand from that of the prior interventions depending upon financial resources available.

Key Message

The key message for this intervention will be a minimum of a one postcard mailing to CPs in the target audience providing a number they can text and/or a CSB email address for them to obtain more information about how the IV-D program can assist with child support. Inquiries will receive auto-reply texts or an email depending upon the method they select. Reply content will be a link to a brief video.

Channels of Communication/Communication Tools and Methods

Communication with our target audience will be through the following channels:
- Postcards
- Auto-reply texts
- E-mails

The key message for this intervention will be delivered through postcards mailed to CPs in the target audience and auto-reply texts or emails they receive in reply to their response. Manual data or a marketing platform will be used to collect data during the Intervention.

Roles

Role	Responsibilities
Project Director/Principal Investigator	Executive Engagement
Project Manager	Agile Coach and Stakeholder Engagement
Assistant Project Manager	Data Reporting and Communication to County partners
Evaluation & Data Team	Evaluation and Data Reporting
Grant Compliance Specialist	Deliverables and Budget Reporting
Communications Team	Webpage Updates
County Prosecutor Offices	Data Reporting

Resources

Type of Resource	Budgeted Amount	Hours/Units/Services/Other Metrics
Core Team	$3,827	Hours

Anticipated Obstacles, Risks and Potential Solutions

Anticipated Obstacle or Risk	Potential Solution
The effort may become too burdensome for a county office, causing them to want to leave the project.	The Project Manager will maintain constant communications with the counties. If challenges arise for the counties, the PM will work with the CSB Project Team to brainstorm solutions.
Timelines outlined by the proposal related to adjustments may not be achievable especially areas that require action by agencies outside of DCS (e.g. IOT for website updates).	Whenever possible, items (e.g. new digital media buys or keywords) will be put into place prior to the required start date. The Project Manager will constantly monitor schedule and efforts.
Dedicated staff resources may be a challenge given commitments to other CSB projects.	The Project Manager will constantly monitor. Additional resources may be required.

ATTACHMENTS:

Timetable related to communicating with target audience.