

## First Tribal Section 1115 Grant Funding

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**T**ribal child support agencies recently became eligible for [Section 1115 demonstration grants](#) following a 2014 amendment to the Social Security Act. In September, OCSE awarded Digital Marketing grants — our first under this expanded authority — to the Lac Courte Oreilles Band of Lake Superior Chippewa Indians of Wisconsin and the Cherokee Nation.

Each of these tribal agencies received \$100,000 to fund [digital marketing activities](#) intended to increase parent participation in their child support programs. Here are project summaries of these first-time grantees.

### Lac Courte Oreilles

The [Lac Courte Oreilles](#) project will test three marketing interventions aimed at improving participation of parents with its program and communication between child support staff and parents.

Its first intervention will employ search engine optimization to build the capacity and internet search ranking of the program's website. Next, staff will focus on social media advertising to push traffic to their newly designed website. Finally, the Lac Courte Oreilles will use a platform that allows two-way text messaging between caseworkers and parents and enables the agency to send mass messages for program updates and reminders.

Through these interventions, the Lac Courte Oreilles plans to see increases in the following areas:

- Visits to its child support website
- Calls to its information telephone line
- Applications for child support services
- Enrollments in child support services for the targeted population
- Interactions with parents
- Timely payments, enrollment completions, and adherence to compliance issues

### Cherokee Nation

Under its digital marketing project, [the Cherokee Nation](#) will also design and test three interventions. First, it will focus on creating a child support web presence. For its second intervention, the Cherokee Nation will implement a digital media campaign. Finally, it will engage in

## Increasing Awareness of Services through Digital Marketing

OCSE awarded \$2.2 million to 14 grantees through a two-year demonstration called **Using Digital Marketing to Increase Participation in the Child Support Program**. This is one of a series of articles featuring grantees using digital marketing innovations to reach and serve families more effectively.

For general information, contact OCSE project officers at [Michelle.Jadczyk@acf.hhs.gov](mailto:Michelle.Jadczyk@acf.hhs.gov) or [Melody.Morales@acf.hhs.gov](mailto:Melody.Morales@acf.hhs.gov).

wireless communications with parents. For all three interventions, the staff plans to use multiple platforms to drive engagement with parents.

The Cherokee Nation is working on increases in the following areas:

- Applications distributed
- Applications received by the office
- Accessibility to office services for customers
- Program efficiency

As with all of the digital marketing grants, the child support agencies have two years for their projects. We look forward to providing updates and sharing what these tribes learned during implementation.

For more information, visit the [Digital Marketing Grants webpage](#), or contact Michelle Jadczyk at [Michelle.Jadczyk@acf.hhs.gov](mailto:Michelle.Jadczyk@acf.hhs.gov).

