

DIGITAL MARKETING GRANTS

Colorado Engages Stakeholders to Enhance Digital Marketing

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At the Colorado Division of Child Support Services, we believe it's important for government agencies to demonstrate that they care about the people they serve. While implementing our digital marketing grant, we routinely solicited customer feedback for our interventions. We always remind ourselves: "How can an agency that serves people improve if they are not involving the families who receive its services?" Although that is a rhetorical question, the answer should be obvious. We cannot improve if we do not listen to our customer.

The Family Voice Council

For our interventions, we used a key group of stakeholders known as the Family Voice Council. The Council is made up of 20 community members who use Colorado Department of Human Services programs. The Council's mission is to improve the quality and delivery of services for all Coloradans by providing thoughtful input that helps achieve agency goals. Council members meet monthly to share experiences and provide honest feedback on proposed policy and practice changes. To encourage participation, members receive a \$100 gift card at every meeting, plus reimbursement for travel and child care expenses.

Informing our digital marketing

Council members provided feedback throughout the planning period of our first intervention, improving our website's layout and content to meet the needs of our customers. We also solicited the Council's feedback during the development of our second intervention, a Facebook ad campaign. Their feedback on content and images provided additional insight on ways to engage our customers. The Council's input was crucial to selecting key messages and images for the campaign.

The Family Voice Council has been an indispensable partner in the success of our digital marketing grant. We plan to continue our partnership as we implement our final intervention, a fully functional online application for child support services. To learn more about the Family Voice Council and how Colorado leveraged their input, contact Heather Rego at 303-229-5170 or Heather.Rego@state.co.us.

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.Jadczak@acf.hhs.gov or Melody.Morales@acf.hhs.gov.

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You're a leader.
You're a change maker.
You use **these services**.
So, who better to make them better ...
Than you?

TANF • SNAP • Child Care Assistance • Child Welfare • Child Support • Adult Aging • Veterans Services

Join the
Family Voice Council &
help improve these services

- Share your experiences and honest feedback.
- Meetings are once a month.
- Community members who use our services are needed.
- If you've never been on a council before, no problem! We just need people with time and interest in guiding us to improve services.

You'll get:
\$100 gift card at each meeting
+
Cash reimbursement to pay for transportation & childcare

COLORADO
Department of Human Services