Grantee: Texas Office of the Attorney General – Child Support Division (OAG-CSD)  
Project Title: Using Digital Marketing to Increase Participation in the Child Support Program – Child Support (CS) Connect Project  
Project Site: Statewide  
Target Population: Existing and potential child support customers  
Geographic Location: Statewide  
Planned Interventions: CS Live Chat Soft Launch, Digital Outreach Campaign to Promote Apply Online Feature, Digital Outreach Campaign to Promote Apply Online and CS Live, Child Support Awareness Month Campaign

Project Summary
OAG-CSD seeks to increase online applications for child support services and improve engagement with parents through two-way, real-time digital communication and a targeted digital outreach campaign. For this project, OAG-CSD will build on recent parent engagement and website improvement efforts, including mobile-friendly web initiatives. When applying the Learn-Innovate-Improve model, OAG-CSD will leverage their experience with testing interventions under the Behavioral Interventions for Child Support Services (BICS) demonstration grant.

Project Approach
OAG-CSD will study, design, implement, evaluate, and build upon a digital communication strategy that includes two-way, instant communication model. This will be coupled with a series of targeted, digital outreach campaigns to promote the Apply Online feature of the program’s portal across a 24-month span. A key feature of OAG-CSD’s project is to increase engagement with existing and potential customers using a live-chat feature for customer service inquiries on the OAG-CSD website. Digital outreach interventions will promote both the program’s existing mobile-friendly online application for services and the availability of the live chat feature. Additionally, this project will build internal capacity and expertise in digital outreach to support OAG-CSD’s long-term efforts in this area. Each phase of the project (four interventions) will build upon the phase before, culminating in a comprehensive Child Support Awareness Month campaign in August 2020.

Interventions One: CS Live Soft Launch
Description: OAG-CSD will test CS Live, a new platform to facilitate two-way, real-time, digital communication with child support customers and prospective customers through a soft launch. This intervention will “road test” the chat functionality to ensure that it is appropriately staffed and the staff are appropriately trained. The CS Live chat prompt will likely be placed on the OAG-CSD webpage most closely aligned to search terms used by customers seeking application information. During this intervention, a brief survey will be added to the end of the online application to ask applicants how they learned about OAG-CSD services, whether or not they made use of the chat feature, and how they felt about the online application and chat experience (if applicable). This survey will remain live for the duration of the project to build a body of data to support evaluation efforts.

Evaluation Plan Highlights: Data collection and monitoring will include usage rates, nature of chat inquiries, time spent to resolve an inquiry, wait times, etc. These metrics will be fully synthesized in an evaluation report. To the extent possible, the case activity of customers requesting information through CS Live will be further analyzed.
Interventions Two: Digital Outreach Campaign to Promote Apply Online

Description: Intervention Two will test the impact of promoting the mobile-friendly Apply Online feature of the existing OAG-CSD website without explicitly promoting CS Live. OAG-CSD will deploy a brief animated video or graphic advertisement publicizing the availability and features of the mobile-friendly online application. The video or graphic will be strategically placed in at least three major markets (such as Dallas/Fort Worth, Houston, or San Antonio) and at least three smaller, more rural markets (such as Paris/Tyler, rural west Texas, or the Rio Grande Valley).

Evaluation Plan Highlights: During and after this intervention, the same metrics that were assessed during Intervention One will be collected and analyzed. Research questions for Intervention Two will focus on assessing the relationship between the digital outreach campaign, applications received in the target markets, and indicators of customer satisfaction.

Intervention Three: Digital Outreach Campaign to Promote Apply Online and CS Live

Description: Building on the previous interventions, Intervention Three will test the impact of promoting the CS Live chat feature along with Apply Online. OAG-CSD will create a version of the brief animated video or graphic advertisement used in Intervention Two that also promotes the CS Live chat feature. The video or graphic will be placed in the same markets targeted in Intervention Two.

Evaluation Plan Highlights: The evaluation of this intervention will use the same metrics as the earlier interventions. Additionally, this phase of the evaluation will seek to determine to what degree the proactive promotion of the chat feature has an impact on driving applications for service and chat feature use. Data analytics will include the total number of impressions, video completion rate, and click-through rates. These will provide just-in-time feedback to inform adjustments to Intervention Four, if needed.

Intervention Four: Child Support Awareness Month Campaign

Description: Intervention Four represents the culmination of each of the three previous interventions and evaluations. This intervention will deploy and test an edited version of the OAG-CSD Child Support Awareness month public service announcement that will include a brief promotion of the Apply Online and CS Live features. Intervention Four will seek to enhance the strategies tested in the previous interventions by building upon those functional calls to action with messaging about the mission and values of the Texas child support program.

Evaluation Plan Highlights: Data analytics will be used to examine the effectiveness of the outreach strategies in achieving the project’s desired outcomes. The final evaluation will summarize findings from each of the previous interventions and include a discussion of the specific findings for Intervention Four.