Grantee: Wyoming Department of Family Services Child Support Program (CSP)
Project Title: Changing the Way Child Support Is Viewed In Wyoming
Project Site: Statewide
Target Population: Wyoming residents who could benefit from child support services; CSP Professional Partners (family law attorneys)
Geographic Location: Statewide with specific geographic areas to be targeted (TBD)
Planned Interventions: Website Redesign and Search Engine Optimization (SEO), Outreach and Marketing to Professional Partners, Videos and Advertising on Streaming Services

Project Summary
CSP will use this project to build on outreach and marketing efforts launched in 2016 to update CSP’s image, create brand uniformity across the state, educate the public on all services, increase the caseload, and connect with partners. This project will expand on outreach activities already in place and explore digital marketing methods previously out of reach. Additionally, CSP will use this project to increase collaboration with the Wyoming State Bar by directing education toward private attorneys and making CSP into a referral source for attorneys. The primary objectives of this project are to:

- Further educate on the services CSP provides and promote a positive image
- Enhance partner outreach to ensure citizens are reached and served effectively
- Increase the number of new applications, thereby increasing the caseload

Project Approach
CSP’s project includes the following interventions: (1) creating a new website using search engine optimization (SEO) principles, (2) conducting outreach and marketing to CSP professional partners (especially family law attorneys), and (3) advertising on streaming services like Hulu, Sling, and YouTube.

CSP’s primary research question for evaluating this project is: What effect does digital marketing have on the ability of child support services to effectively reach and serve families? The project will use a rapid cycle, quasi-experimental evaluation process to quickly test the impact of each intervention and apply lessons learned to the next intervention. Comparisons for each intervention will be constructed using CSP’s administrative data for a comparable population and time period, allowing CSP to assess impacts on targeted outcomes. The evaluation will analyze available data to determine progress in meeting established objectives of the project. Available data metrics from each of the digital interventions will be examined to determine participation.

Intervention One: Website Redesign and SEO
Description: The current CSP website is outdated and not user-friendly; child support information is buried in the menu on the Department of Family Services (DFS) website. In this intervention, CSP will create an independent website using SEO principles. CSP recognizes that a user-friendly website is critical to program success; CSP has a new online application to promote, as well as a self-service portal. Ideally, search engines will direct customers to the website where they can watch videos to learn more about the CSP, apply for services online immediately, and begin the process to access the self-service portal if they have an open case. The new website will be built with a more intuitive layout for easier navigation and contain links to the online application and information on using the self-service portal. It will also ensure mobile adaptability and Secure Sockets Layer (SSL) security features and incorporate SEO best practices to increase online visibility.
Evaluation Plan Highlights: The objective of Intervention One is to increase the number of visits to CSP’s enrollment website by 10% and the rate of application completion by 5%. The evaluation will include analysis of digital media metrics, including website visits compared to an established baseline. Additionally, the overall rate of calls to CSP’s information telephone line and the number of completed applications during the intervention period will be analyzed relative to a baseline period.

Intervention Two: Outreach and Marketing to Professional Partners

Description: This intervention will target digital media platforms used by attorneys, partners critical to CSP’s success. CSP works with a small circle of family law attorneys and, in many cases, these attorneys don’t understand the wide variety of services that CSP offers. Attorneys in other practice areas are generally not familiar with the program. Through this intervention, family law attorneys will become referral partners for CSP, thus providing benefit to citizens who would be served more efficiently and effectively. CSP will create advertisements for the Wyoming Bar online newsletter directing readers to the redesigned CSP website. CSP will also develop advertisements to place on Facebook and LinkedIn, as these platforms are used by many attorneys in the state. Internet advertising will link to video that is prompted by placement of a tracking pixel through geofencing or internet use at locations identified as places attorneys are likely to visit (courts, conferences, attorney events, etc.).

Evaluation Plan Highlights: Metrics such as the overall rate of calls to CSP’s information telephone line, the number of referrals from attorneys, and the number of completed applications for child support during the intervention period will be analyzed relative to a baseline period. Individuals who view a video will be prompted to complete a survey about their knowledge of child support services after watching the video.

Intervention Three: Videos and Advertising on Streaming Services

Description: For this intervention, CSP will intensify their presence on YouTube in two ways: (1) paying for more advertisement and (2) creating more videos to educate the public and demonstrate CSP’s credibility. YouTube is the world’s second largest search engine and the third most visited site after Google and Facebook. CSP will also create commercials for Hulu and Sling TV to leverage custom audience targeting and access robust data analytics. These commercials will direct users to the redesigned CSP website.

Evaluation Plan Highlights: The objective of Intervention Three is to increase applications for child support by 2% relative to a baseline established for a comparable period in previous years. CSP will work with YouTube, Hulu, and Sling TV to confirm all available data analytics. The evaluation will include a review and comparison of the internet streaming view metrics and overall views on the DFS YouTube channel, the rate of calls to CSP’s information telephone line, and the number of completed applications. Individuals who view a video on YouTube will be prompted to complete a survey that solicits information on their knowledge and image of child support services after watching the video.