DIGITAL MARKETING COMMUNICATIONS PLAN
Virginia Division of Child Support Enforcement/Grant Number: 90FD0218-01-01

USING DIGITAL MARKETING TO INCREASE PARTICIPATION
IN THE CHILD SUPPORT PROGRAM

Contents

Intervention 1: Find: Using SEO and SEM Text-Based Ads to Drive Online Engagement

Plan Purpose and Approach

The overarching purpose of this project is to increase applications from parents who are eligible for child support services but not currently connected to the IV-D program, particularly those who have never received public benefits (referred to here as Never Assistance).

While that overarching purpose still obtains for this initial intervention, our secondary hope for Intervention 1 is to inform and lay the groundwork for subsequent interventions, integrating the Learn, Innovate, Improve (LI^2) paradigm even before the conclusion of this initial stage. The LI^2 paradigm is particularly important here for developing the specifics of our messaging—a task that can be considered the third general purpose of this intervention for us.

We plan to target people who could receive child support services, whether mothers, fathers, or guardians, but who are not currently connected to the IV-D program, with an emphasis (noted above) on those who have never received public services.

People who pay child support or could be expected to pay child support—essentially, noncustodial parents—are also a target audience for this intervention since the web-based contact form we plan to develop is intended to contain information that would benefit them as well.

Our rationale for choosing these target audiences is explained in more detail in the section headed "Target Audience."

Intervention Summary and Implementation
The five components of this intervention are:

1) **Conduct search engine optimization** (SEO) analysis on existing webpages for DCSE, a program of the Virginia Department of Social Services (VDSS). Based on this analysis, revise the existing web pages to increase traffic from the target audience.
2) **Develop a campaign-specific URL tied to its overall message** to give the website a clearer sense of identity and purpose to the target audience and bring additional insight into what types of words or phrases have the greatest impact.
3) **Determine locations for ad targeting** by first analyzing aggregate caseload data, Census data (including OCSE reports on Census data), and other relevant information to identify distinctive characteristics of the primary target audience (Never Assistance clients) and then using that to determine where within the state we appear most likely to be able to find them.
4) **Place Google Ads** (text-based ads in Google Search results, possibly complemented by display ads on targeted Google Partner sites) to promote these new or revised webpages over and above organic searching. These will employ the branded URL and offer a relatively flexible and highly targetable way to test effective messaging.

5) **Develop a web-based contact form** to capture contact information for service inquiries. Visitors to the targeted webpages will be asked to provide contact information and indicate interest in a small, manageable set of services (including the core child support services provided to custodial parents, employment services for noncustodial parents, and family engagement services for both). DCSE staff will then use that information to contact these new or existing clients.

As much as possible, we plan to approach each element of the intervention as a chance to assess the effectiveness of a given strategy and to test new approaches. This may include formal A/B testing, digital marketing, and/or advertising.

Alongside the formal interventions undertaken during this cycle, the Public Affairs division of the Virginia Department of Social Services (VDSS) will be conducting surveys of visitors to VDSS webpages beginning on approximately July 1, 2019. The survey will cover such topics as what information the visitors were looking for, whether they found it, and so on. While not formally a part of this project, the results of the survey will nonetheless be used to inform later stages of the project.

Goals for Intervention 1

By the end of the 90 days of this first intervention (June 1, 2019 – August 31, 2019), we seek to:

- Increase average monthly pageviews[1] for the most prominent DCSE webpages(a VDSS subdomain) to 127,000, a 10 percent increase over a monthly baseline average of approximately 116,000[2]
- Increase the average number of new users reaching DCSE webpages through organic searches to 11,700 per month, an increase of roughly 8 percent over the baseline of 10,800
- Increase the average number of webpages viewed per session to 3.85, an increase of roughly 5 percent over the baseline of 3.66
- Increase average session time on the site to 3 minutes and 3 seconds, an increase of roughly 25 percent over the baseline of 2 minutes and 27 seconds
- Achieve average click-through-rates from Google Ads of 1.5 percent, an increase of roughly 11 percent over the estimated average click-through rate of 1.35 percent for the legal industry[3]
- Achieve an average of at least 300 inquiries per month for services through the web-based contact form[4]

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[1] Since the majority of our web-related data will be derived from Google Analytics, we necessarily use its definitions of that data. Though Google does not appear to publish those definitions as a single source, one reliable guide appears here: https://www.lovesdata.com/blog/google-analytics-glossary.

[2] All DCSE website-related baseline references in this evaluation plan relate to the period April 1, 2018–March 1, 2019, and come from Google Analytics reports of the main DCSE webpage (https://www.dss.virginia.gov/family/dcse/) and the child support–related pages branching off of it.

[3] Estimate taken from the online advertising WordStream, an online advertising services provider (https://www.wordstream.com/average-ctr).

[4] Since the web contact form will be introduced as part of intervention 1, there is no baseline for this goal.

Target Audience

As noted above, all three interventions target parents in Virginia who are eligible for IV-D services but are not receiving them, with an emphasis on those who have also never participated in public benefit programs. The target audience for this intervention also includes parents who are currently receiving or paying child support.

These three audiences and the services we would like to deliver to each of them are explained in more detail in Table 1.

Table 1

	Audience	Associated DCSE Services
1	Custodial parents or guardians in Virginia not currently receiving IV-D services from DCSE and who have never received public benefits (Never Assistance)	• Locating parents • Establishing paternity • Establishing and modifying child support orders • Collecting and distributing child support • Enforcing child support orders • Family engagement (mediation, visitation, co-parenting) • Employment
2	Custodial parents or guardians in Virginia currently receiving IV-D services from DCSE	• Establishing and modifying child support orders • Collecting and distributing child support • Enforcing child support orders • Family engagement (mediation, visitation, co-parenting) • Employment
3	Noncustodial parents (or people with close ties to them, such as a family member or a new relationship partner) who are already connected to the Virginia IV-D program	• Establishing paternity • Establishing and modifying child support orders • Family engagement (mediation, visitation, co-parenting) • Employment • Assistance with addressing other barriers

These audiences were chosen primarily for their overall size and the potential impact that child support services could have among these particular groups. Nationwide, according to 2016 U.S. Census figures analyzed by the Federal Office of Child Support Enforcement (OCSE),[5] there are 5.2 million custodial parents in the U.S. who do not receive IV-D services, compared to 8.4 million who do. Nearly 40 percent of those 5.2 million have incomes below 200 percent of the federal poverty rate, yet 66 percent (or approximately 3.4 million) of these custodial families receive no form of public assistance. This suggests that large numbers of these families would benefit from the greater amount of income that child support can bring into the home. Even those with higher incomes and access to private legal resources are unlikely to be able to afford the kind of services the IV-D program provides at only a nominal cost.

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[5] E. Sorensen, A. Pashi, and M. Morales (2018). *Characteristics of Families Served by the Child Support (IV-D) Program: 2016 U.S. Census Survey Results*. Office of Child Support Enforcement, Administration for Children and Families, U.S. Department of Health and Human Services, https://www.acf.hhs.gov/css/resource/characteristics-of-families-served-by-the-child-support-iv-d-program-2016.

Moreover, while non-IV-D custodial families are arguably more similar to IV-D families than otherwise (particularly in terms of race or ethnicity and the number of children in the household), there remain important differences, at least at the national level. Custodial parents in non-IV-D families are more often fathers (27 percent versus 15 percent for IV-D) and more likely to have been married at some point (69 percent versus 53 percent for IV-D). They are also generally older than their IV-D counterparts, with nearly 55 percent of non-IV-D custodial parents over the age of 40, compared to 36 percent for custodial parents in the IV-D program.

These differences suggest that engaging this somewhat different group electronically will require a more active, targeted approach than the organic online search and social media strategy currently in place. These differences also suggest that testing a variety of targeted campaigns, operating through distinct channels and across multiple platforms, might be the best way to determine which portion of the non-IV-D audience is most receptive to the program's message.

To determine how best to target our interventions within Virginia, we:

1. Analyzed demographic caseload data on custodial parents who have recently opened cases with Virginia's IV-D program, comparing custodial parents who have never received public benefits with custodial parents who are currently or formerly in receipt of benefits

2. Supplemented the initial review of data with a focused review of the literature on IV-D households and their demographic characteristics

3. Examined county-level data on non-marital births from the Virginia Department of Health's Division of Vital Records to determine the jurisdictions in which Vital Records data seemed out of alignment with DCSE caseload data or with state trends

4. Examined county-level data from U.S. Census to identify Virginia jurisdictions with a high prevalence of the distinctive demographic traits of Never Assistance custodial parents who had recently opened cases with DCSE, and of eligible, but non-participating, custodial parents identified in national research

5. Assigned weights to these traits that seemed most important in determining the likelihood that a given household might be receptive to opening a child support case with DCSE

6. Used those weights to provide a rough ranking of cities and counties in Virginia

7. Generated a map of the results that includes the locations of DCSE offices

The demographic analysis described in point 1 above is attached as Appendix C.

The resulting map, attached as Appendix D, lists twenty-three areas that, in consultation with the project's advertising services provider, Entercom, we plan to target with Google Ads for the

first intervention. Some of these areas are cities, others counties. For target locations that are cities, we plan to target the surrounding county. Since not all cities in Virginia are contained within counties, we have expanded the targeting as needed to take in related areas, as illustrated on the map and listed in Appendix E.

Key Message

Our overall message will be that parents should act now to make it possible for them to receive or be ready to pay child support because consistent child support payments can improve the well-being of children and, particularly in the long run, help them realize their full potential as individuals. This is a claim supported by a wide body of research[6] and follows the framing guidance developed and tested by FrameWorks Institute and recommended by the National Human Services Assembly.[7]

We do not plan to bring our message to the public using the language given in the first sentence of the previous paragraph. Instead, as noted above, we imagine using this first intervention to test and refine the messages we hope to use in the second and third iterations of this project. An example of proposed language is given below, in the subsection headed "Google Ads for DCSE Services."

At one level, this new overall message can be seen as an extension of the existing language used to promote the Virginia IV-D program. The homepage of the current iteration of the DCSE website (https://www.dss.virginia.gov/family/dcse/) echoes other IV-D programs by using a heading that reads, "Every Child Needs Support." This is followed by two short paragraphs of body text:

> Virginia's children need both financial and family support to grow and thrive. Children with actively involved parents perform better in school, have high self-confidence, and generally achieve greater success in life.

> The Division of Child Support Enforcement (DCSE) is committed to helping parents support their children by focusing on more than just money. DCSE offers free family engagement services focusing on access and visitation, responsible parenting, employment assistance, and prisoner reentry.

The language pointing to the need for support for children "to grow and thrive" and the focus on long-term outcomes is closely allied to the language used above to emphasize the

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[6] For a compact summary of the research on the benefits of receiving child support on child outcomes related to education and child welfare, see E. Sorensen (2016). The Story Behind the Numbers: The Child Support Program Is a Good Investment. Office of Child Support Enforcement, Administration for Children and Families, U.S. Department of Health and Human Services, https://www.acf.hhs.gov/sites/default/files/programs/css/sbtn_csp_is_a_good_investment.pdf (10).

[7] National Human Services Assembly and FrameWorks Institute (2015). National Reframing Human Services Initiative, https://www.nationalassembly.org/initiatives/national-reframing-initiative/.

connection between child support and child well-being and particularly to the idea of children reaching their full potential.

With this new set of messages, we seek to:
- Make these implicit points explicit
- Reframe them using a tested approach recommended by experts in the field
- Directly connect them to a call to action—primarily, applying for child support services

Finally, we will note that at present we have no plans to develop messaging in languages other than English but we may reevaluate this as well, depending upon the outcome of this first intervention.[8]

Channels of Communication/Communication Tools and Methods

In this first stage we are using three channels of communication:
1) The existing DCSE website
2) Google Ads for DCSE services
3) A web-based contact form on the DCSE website

All three channels rely on existing internet infrastructure and the architecture of the current DCSE website, with the latter augmented slightly by the creation of the web-based contact form.

The Existing DCSE Website
Though we had originally planned to develop a new site with a single branded URL, we ultimately decided that while that might simplify certain elements of the project and provide an opportunity to create a strong brand for a specific page or pages, it might create confusion for users moving between those new pages and the existing ones. It would also mean forgoing the user base provided by the existing DCSE website, and the opportunities for testing and setting baselines which that provides. We will create and leverage a branded, campaign-specific URL that will forward to the DCSE website to ensure that we do not duplicate efforts or information but also create a pathway to evaluate traffic resulting from our targeted digital marketing.

The existing DCSE website will serve as the central messaging hub for this first intervention. To optimize the site for this first intervention and to lay the groundwork for further optimization in the second and third cycles, we will be drawing on a combination of DCSE, VDSS Public Affairs, and third-party expertise to implement an SEO strategy intended to:
- Increase the volume of organic (i.e., non-paid) search traffic the site receives
- Make the site relevant and useful for users arriving at the site through paid Google Ads
- Prompt users to complete the web-based contact form to request additional information about or apply for child support services in Virginia

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[8] The DCSE website does, however, offer an automated translation tool that uses advanced machine learning techniques to translate text into more than 100 languages, thus making the revised language widely accessible to a broad range of potential clients.

The first step toward achieving this will be to review the information and guidance offered by our third-party SEO expert. Staff in DCSE, VDSS Public Affairs, and Grays Peak will then work to implement the final changes by revising the existing site content and layout and the underlying metadata structures that web search crawlers use to index sites. We also plan to use the market research phase of the SEO strategy to develop new web content targeted to appeal to our primary audience of parents who are eligible for IV-D services but not currently engaged with the program.[9]

We will use Google Analytics to monitor the success of our SEO efforts against the web targets discussed above in the subsection "Goals for Intervention 1" traffic data (visits, unique visitors, page views, average time on site, and so forth), and will test further refinements within the intervention based on the data we receive.

Google Ads for DCSE Services
The advertising platform Google Ads inserts text-based ads in Google search results by matching advertiser-selected phrases to individual user searches. Google also offers the option of inserting image-based advertisements (referred to as display ads) on targeted websites as a way to reinforce the messaging and information given in the search ads. We will likely be using both methods throughout the whole of the first intervention but will certainly be using text-based ads.

Costs for the ads are determined by a variety of factors, including the popularity of the phrase selected, how frequently and where the advertiser hopes their content will appear in searches, the size of the target audience, and so forth. Google's automated assessment of the quality of the ad itself and of the destination page for the ad also determine how Google displays the ad—hence the primacy given in this intervention to fine-tuning the DCSE website.

Figure 1 gives a sample of what a text-based Google Ad on this topic might look like on desktop and mobile searches of users in our designated target markets who search phrases such as "child support":

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[9] In the third intervention we plan to develop collateral content that targets family law attorneys in the private sector and may ultimately add or revise the content of the DCSE website relevant to that effort, but no content is currently slated to be developed for that group in this first intervention.
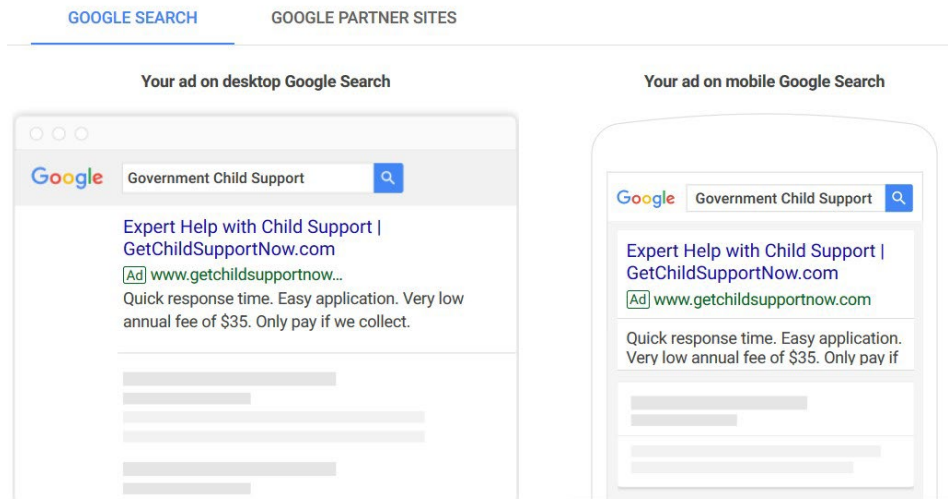
Figure 1: Sample Text-based Google Ad for Desktop and Mobile Users

We chose Google Ads as our initial step into paid program advertising for four reasons:

- The unparalleled reach of Google searches, which are used by an estimated 83 percent of desktop computer users in the US and an estimated 95 percent of mobile users[10]
- The speed with which ads can be revised and new ads tested, since Google Ads' text-based approach does not require changes to images or layout that would be needed for the image-based ads prevalent in social media
- The option to supplement search ads (seen only at the point of searching) with display ads (seen at targeted points during browsing) to reinforce the campaign's message across a wider swath of the user's browsing experience
- The detailed analytics offered by Google Ads, which offers more than 2,800 possible analytic reports, including ones describing specific user actions in great detail (for example, a user clicks an ad on one type of device but then uses another device to perform the designated conversion)

Like other online advertising platforms, Google Ads also allows us to target specific areas within the state that we believe have the greatest potential to attract new participants to the IV-D program. This location can be adjusted as needed over the course of the intervention.

To place these ads, as well as the social media ads for subsequent interventions, we have contracted with the third-party advertising agency Entercom. They will also be providing input

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[10] Estimates of market share for the various search engines vary widely and depend to some degree on the area chosen (for example, the U.S. versus the world). The numbers chosen above fall roughly in the middle of publicly available estimates and can be found at http://gs.statcounter.com/search-engine-market-share/desktop/united-states-of-america and http://gs.statcounter.com/search-engine-market-share/mobile/united-states-of-america. While we could find no recent estimates of search engine use at the state level, a 2012 analysis by the site WebpageFX found that 82 percent of searches in Virginia used Google (https://www.webfx.com/united-states-of-search/). We see no reason to believe that figure would have gone down appreciably in the meantime and has more likely increased, particularly given the predominance of mobile searches.

on content and strategy and, as part of the feedback loop, supplying us with the necessary analytics.

During the intervention itself, we will be monitoring the results of these Google Ads. Based on those results and input from the various stakeholders (DCSE, VDSS Public Affairs, Entercom, and Grays Peak Strategies, among others), we will revise and test different versions of the ads. We may also change our geographic targets and the list of key phrases associated with our ads, as we will have real-time access to analytics within thirty days of this intervention's start date.

Developing a Web-based Contact Form
From the point of view of the digital engagement project as a whole, the purpose of our revisions to the DCSE website and our Google Ads is not to merely increase web traffic but also to convert that increased traffic into more people seeking information about and applying for DCSE's services. The web-based contact form is the mechanism that we will be using to facilitate those conversions.

While the language and logic of the form is still in development (and will likely be revised even after implementation, based on the feedback we receive from users), a draft of the content is given below as Figure 2.

Staff in DCSE's Resolution Team, a unit within its Customer Service Center, will receive and act on the leads generated by the form as part of an overall process managed by DCSE Home Office staff member Sheila Garden.

The success of the form will be evaluated through the number of submissions received. Depending on the tool ultimately used to develop the web-based contact form, we may also have access to analytics specific to that form. These can alert us to issues users have when completing the form, such as a common moments when they stop filling in the required information, and allow us to test changes to the form that will increase conversions.

Get Expert Answers to Your Child Support Questions

Complete this form and we will contact you within one business day.

Full Name *

[   ]

Phone Number *

[🔲]   [   ]
Area Code   Phone Number

What can we do for you? *

○ Open a case for you and your child with the Virginia Department of Social Services

○ Help you with an existing child support case

○ Tell you about family engagement services (co-parenting, mediation, visitation, and more!)

○ Connect you or someone you know to employment services

○ Other

    [Other   ]

E-mail (optional)

[   ]

Address (optional)

[   ]
Street Address

[   ]
Street Address Line 2

[   ]   [   ]
City   State / Province

[   ]
Postal / Zip Code

How do you want us to contact you?

○ Phone (voice)

○ Text message

○ Email

[SUBMIT]

Figure 2: Draft of Web-based Contact Form

Roles

Role	Responsibilities
Project Sponsor: DCSE	- Lead project development - Develop budget and ensure accurate, timely vendor payment
Project Manager: DCSE	- Oversee strategy, project management, and quality control - Forge partnerships among stakeholders - Report on progress and respond to queries from OCSE and other stakeholders
Internal Project Partner: VDSS Public Affairs	- Provide thought leadership and alignment of DCSE messaging with broader VDSS branding - Identify tools to develop the web-based contact form - Implement revisions to DCSE webpages
Internal Evaluation Lead: DCSE	Analyze and report on caseload data to help inform strategy and evaluate outcomes
Consultant/Vendor: Grays Peak Strategies	- Support project management, strategy and message development, and reporting and evaluation - Supplement current DCSE and VDSS Public Affairs practice with information about best practices in other IV-D programs and current research in the field
Consultant/Vendor: Entercom	- Provide input on advertising messaging and methods - Review and refine language and targeting of text-based ads - Design or support the design and messaging of display ads - Place ads using the designated platform (in this intervention, Google Ads) - Provide data from platform analytics and their proprietary technology
Stakeholders (in addition to those named above): DCSE staff not directly involved in the development and execution of the project, particularly in local offices	- Understand project messaging and target audience (including geographic targets) - Integrate the proposed framing of building well-being and helping children realize their full potential into their direct contact with the target audience

Resources

Resources are approximate and have been calculated only for the first cycle of interventions (6/1/19 – 8/31/19).

Type of Resource	Budgeted Amount	Hours/Units/Services/Other Metrics
DCSE Personnel (Communication Compliance Coordinator, Project Compliance Coordinator, Data Coordinator, Project Manager)	$15,940	317 hours
DCSE Fringe Benefits	$5,217	317 hours
Travel	$8,975	• $4,475 (for Data Coordinator, Project Manager to travel to ERICSA 2019 conference, 5/18/19–5/24/19) • $4,500 for Grays Peak Strategies
Equipment	$0	
Supplies	$461	
Contractual: Consulting Services (Grays Peak Strategies)	$45,774	347 hours
Contractual: Online Advertising Services (Entercom)	$50,000	• Online text-based search ads and image-based display ads in 23 specific markets across Virginia • Available on desktops and mobile devices • Access to online reporting dashboard • Conversion tracking (i.e., recording whether individual users who have clicked on an ad go on to complete the desired action on the page)
In-kind	$0	
Indirect Costs	$5,693	
Total	$132,060	664 (Personnel + Contractual)

Anticipated Obstacles, Risks, and Potential Solutions

Anticipated Obstacle or Risk	Potential Solution
The time required for DCSE/VDSS leadership and legal staff to fully review changes to DCSE website and messaging slows or limits the possibility of testing multiple iterations of various messages within this first intervention	Agree on required time frame of one week in advance of intervention Develop alternative texts as early in the process as possible and submit those for review
Widely held aversion to the IV-D program and the cultural stigma attached to parents who seek to receive child support through the program (the so-called "Child Support Queen"[11] model).	Test variations on the proposed messaging around promoting the well-being of children and helping them realize their full potential, both of which have been tested and shown to bypass certain preconceived notions that people have about the human services Test messaging that tells parents who receive (or would like to receive) child support that Virginia offers employment services (so they are more inclined to apply even if they know the other parent is not currently employed)
Public confusion over the cost-recovery mechanisms for TANF child support cases lead them to assume that DCSE will be taking some portion, if not all, of their child support	Develop messaging that emphasizes that DCSE charges far less than a private attorney would and can do much more, including using automated enforcement tools that work across state lines
Lack of online application process for IV-D services	We plan to add an online application for IV-D services in cycle 2 of this project.

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[11] E. Cozzolino and C. L. Williams (2017). "Child Support Queens and Disappointing Dads: Gender and Child Support Compliance." *Social Currents* 4(3): 228–245. https://doi.org/10.1177/2329496516663224.

ATTACHMENTS

1. Appendix A: Communications Plan Notes

2. Appendix B: Communications Timetable

3. Appendix C: Demographic Preview: Custodial Parent Characteristics by Case Type

4. Appendix D: Ad Targeting Map and Data

5. Appendix E: Selected Target Areas and Extended Focus Areas, Based on Proximity

6. Appendix F: Digital Marketing Grant: Target Site Selection – Measure and Score Explanation

7. Appendix G: Methods – Target Area Selection Based on Non-Marital Births and Selected Demographics

8. Appendix H: Methods – Virginia DCSE Caseload Review: Custodial Parent Demographics by Case Type (Emphasis on Never Assistance Cases)

Appendix A: Communications Plan Notes

Since this is the first formal communications plan that DCSE has submitted for this grant, it includes as much detail as possible about both the first cycle of interventions and our overall strategy and goals for this project. Rather than recapitulate the latter here, it seems most efficient to provide an overall description of the three cycles and how the information sought in earlier stages can inform later ones or DCSE's ongoing communications practices.

Cycle	Communications Elements	Information from the Cycle Intended to Inform Later Communications Planning
1. Find (6/1/19 – 8/31/19)	• Conduct search engine optimization (SEO) of existing DCSE website, including revisions to existing content and development of new content • Determine locations for ad targeting by first analyzing aggregate caseload data, Census data, and other relevant data and literature to identify distinctive characteristics of the primary target audience (Never Assistance clients) and then using that to determine where they might be located • Develop and place Google Ads (text-based ads in Google Search results, possibly complemented by display ads on targeted Google Partner sites) • Generate a campaign-specific URL to request information and apply for services • Create and publish a web-based contact form (accessed by the campaign-specific URL but available on the existing DCSE site) asking about a full range of services	• Types of child support–related web content users are seeking • Words, phrases, images, and behavioral mechanisms that nudge users to seek services • Connections between specific locations and demographic trends and individuals' receptivity to seeking child support services • Return on investment for advertising and SEO that encourages users to seek child support services • Effectiveness of call-to-action mechanisms in converting web visits to requests for services
2. Engage (11/1/19 – 1/29/20)	• Implement social media marketing campaign (both organic and paid) using the imagery and messaging found to be most effective in intervention 1. Possible platforms include Snapchat, Facebook, and Instagram • Develop and publish a web-based application for child support services based on a recently revised, highly simplified print application • Possibly initiate a related social media hashtag campaign	• Return on investment for social media advertising • Likelihood of increasing public interest in child support among other demographics (particularly younger adults) • Appetite for online application for child support services • Public receptivity to positive organic social media discussion around child support
3. Educate (5/1/20 – 7/30/20)	• Conduct geotargeted social media advertising to specific locations (e.g., near courthouses) • Create and publish podcasts targeted to family law attorneys and judges, possibly tied to continuing education credits • Possibly develop and publish how-to video series focused on filling out the new child support application (both online and shorter print version)	• Return on investment of geotargeted social media advertising • Effectiveness of electronic tools for increasing understanding of the IV-D program • Interest in how-to videos as a public communications tool

The current communications plan will be updated at the end of cycles 1 and 2 and submitted to OCSE for review in keeping with the requirements of the grant.

Appendix B: Communications Timetable for Cycle 1

Step	Plan Element	End Date	Status
1	Analyze aggregate caseload data, Census data (including OCSE reports on Census data), and other relevant points to identify distinctive characteristics of the primary target audience (Never Assistance clients)	4/11/19	Completed
2	Use analysis from Step 1 to generate map and weighting system and prioritize ad targeting locations	4/23/19	Completed
3	Analyze data on current DCSE website to set a baseline of April 1, 2018 to March 30, 2019 for key reporting and to determine most common search terms, traffic sources, and related metrics to inform the SEO analysis	4/23/19	Completed
4	Conduct market research (including analysis of the websites of IV-D programs) to inform SEO	5/1/19	In progress
5	Meet with stakeholders to discuss results of SEO analyses plan final SEO strategies and larger messaging issues	5/9/19	Planned
6	Generate campaign-specific URL	5/10/19	In progress
7	Finalize initial set of Google Ads for review by DCSE legal staff and leadership	5/15/19	Planned
8	Finalize initial development of web-based contact form	5/23/19	Planned
9	Test web-based contact form and process for delivering leads to DCSE program staff	5/30/19	Planned
9	Post amended DCSE web content to align with results of SEO analysis	5/27/19	Planned
10	Deliver final, approved Google ad copy and images to Entercom	5/27/19	Planned
11	Launch web-based contact form	6/1/19	Planned
12	Launch Google Ad campaign	6/1/19	Planned
13	Review first round of intervention data (including Google Ads data, Google Analytics, program data on contact form) and determine whether to adjust ad copy, targeting, or imagery	7/1/19	Planned
14	Review second round of intervention data and determine whether to adjust ad copy, targeting, or imagery	8/1/19	Planned
15	End ad campaign and begin review of cycle 1 data	8/31/19	Planned

Appendix C: Demographic Preview: Custodial Parent Characteristics by Case Type

- Target Group of Interest: Never Assistance Cases
- Comparison Group: Current and Former Assistance Cases
- Reported Federal Fiscal Year to Date (FFYTD): October 2018 through March 2019
- Proportions represent values current for September of each federal fiscal year (FFY), or March 2019 for FFYTD

Custodial Parent Age

Over the last three and a half FFYs, custodial parents who have never received TANF cash public assistance (referred to here as Never Assistance or the target group) and who have opened cases with the Virginia Division of Child Support Enforcement (DCSE) have on average been getting slightly older. Parents associated with this group averaged 33.8 years in FFY16; in March 2019, the average age of parents opening Never Assistance cases increased to 34.3 years.

In FFY16 custodial parents aged 21 to 30 constituted the largest proportion of the DCSE caseload (10,518 individuals, or 40 percent). In FFY18 their proportion of custodial parents decreased to 38 percent (8,792 individuals). By end of the first six months of FFY19, that proportion was 37 percent.

At the same time, custodial parents aged 31 to 40 increased in proportion, becoming the largest group for FFYTD19 at 38 percent of custodial parents, up from 35 percent in FFY16.[12]

Despite this aging trend, target group custodial parents still show an average age that is younger than the comparison group's (Current or Former Assistance cases). In FFY18, a comparison group custodial parent's average age when opening a case was 34.6 years; in March 2019, the average age was 35 years. This is because of the distribution of ages between the two case type groups. While the target group is largely concentrated between years 21 and 40, its greatest variance with the comparison group is within the category of 31 to 40 years. In FFY18, 37 percent of members of the target group were in the 31 to 40 category, while 28 percent of the comparison group fell into that same range; this nine percentage point difference has since increased to eleven percentage points in FFYTD19. The comparison group is more represented among younger age categories and older age categories, with marked variance from the target group occurring within the 51 to 80 years category (six percentage points higher in FFY18; eight percentage points higher in FFYTD19). See Charts 1 & 2.

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[12] While proportions are shifting, the overall count of custodial parents is declining for both of these two age groups, in keeping with the overall decline in the child support caseload. It should also be noted that, while the FFYTD19 numbers are of course smaller in absolute numbers than those from full fiscal years, it seems likely that the basic trends of declining absolute numbers and shifting proportions will likely continue throughout this fiscal year.

Chart 1. Younger Parents Decreased in Proportion, While Age Groups of 31 to 50 Years Increased
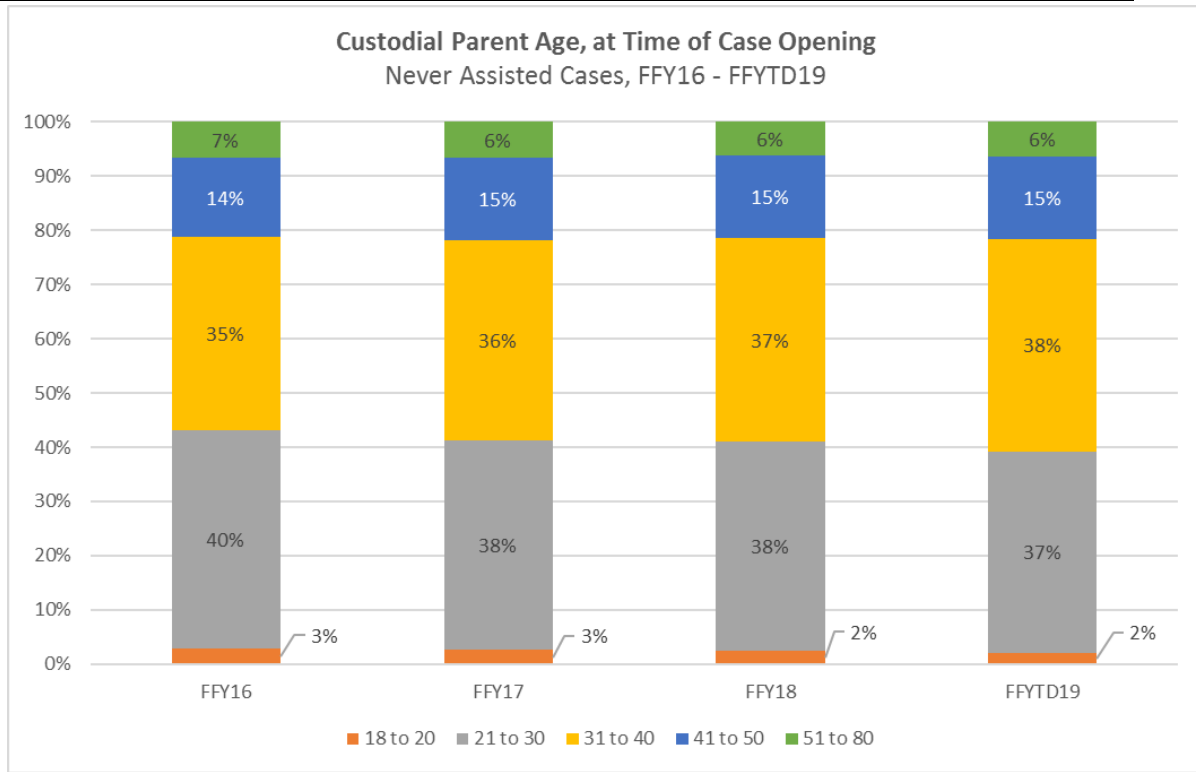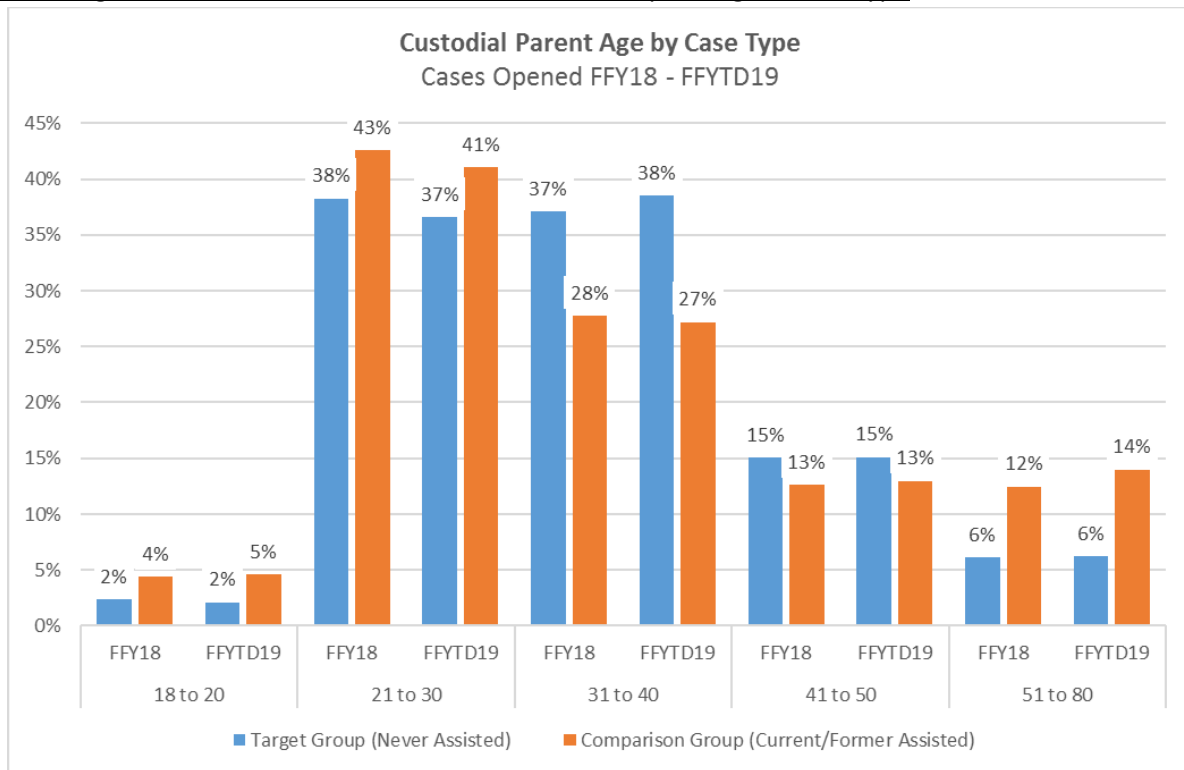
Custodial Parent Age, at Time of Case Opening
Never Assisted Cases, FFY16 - FFYTD19

Chart 2. Age Distribution of Custodial Parents Differs, Depending on Case Type

Custodial Parent Age by Case Type
Cases Opened FFY18 - FFYTD19

Custodial Parent Race

During the case review period, the racial proportions of target group custodial parents was fairly consistent. The two largest categories, Black and White, varied two percentage points or less in proportion from year to year and overall. For FFY16, 43 percent of target group custodial parents were classified as Black. In March 2019, this percentage increased to 45 percent (down from 46 percent for FFY18). During the same time period, between 34 percent and 36 percent of target group custodial parents were classified as White. Target group custodial parents classified as Other or Unknown peaked in FFY16 at 14 percent, and ranged between 10 percent and 12 percent for the remainder of the period. There was a small percentage of Native American and Asian custodial parents represented in the target group, with the sum of these two groups totaling no more than 2 percent each year. Hispanic custodial parents represented a small, but steadily increasing group in representation (5 percent in FFY16, and 7 percent for FFY18 and FFYTD19).

In contrast with the comparison group, for which over 95 percent of the custodial parents were classified as Black or White, the target group has more notable proportions of Hispanic and Other/Unknown parents. Together, Black and White target group custodial parents represented around 80 percent of all custodial parents that opened cases during FFY18 and the first half of FFY19; Hispanic (7 percent) and Other/Unknown (10-12 percent) represented nearly a fifth of the Never Assistance cases opened during this period. See Charts 3 & 4.

Chart 3. Majority Proportions (Black, White) Held Steady, with Hispanic Proportion Increasing

Note: Together, Native American and Asian custodial parents represented 1-2% of the total population each year.

Custodial Parent Race by Case Type
Cases Opened FFY18 - FFYTD19

Note: Together, Native American and Asian custodial parents represented 1-2% of the total population each year.

Custodial Parent Sex

The majority of custodial parents in cases opened during this review period were female, ranging in proportion from 89 percent to 91 percent from FFY16 – FFYTD19 for the target group, and between 93 percent and 94 percent for the comparison group between FFY18 and FFYTD19. However, the proportion of cases with a male custodial parent was one percentage point higher in the first half of FFY19 compared to FFY18 for the target group. For the comparison group, male representation decreased by one percentage point. See Charts 5 & 6.

Chart 5. Custodial Parents Have Remained Predominantly Female Over Time

Custodial Parent Sex
Never Assisted Cases Opened FFY16 - FFYTD19

	FFY16	FFY17	FFY18	FFYTD19
Unknown/Other	1%	1%	1%	1%
Male	9%	9%	8%	9%
Female	90%	90%	91%	89%

Legend: Female, Male, Unknown/Other
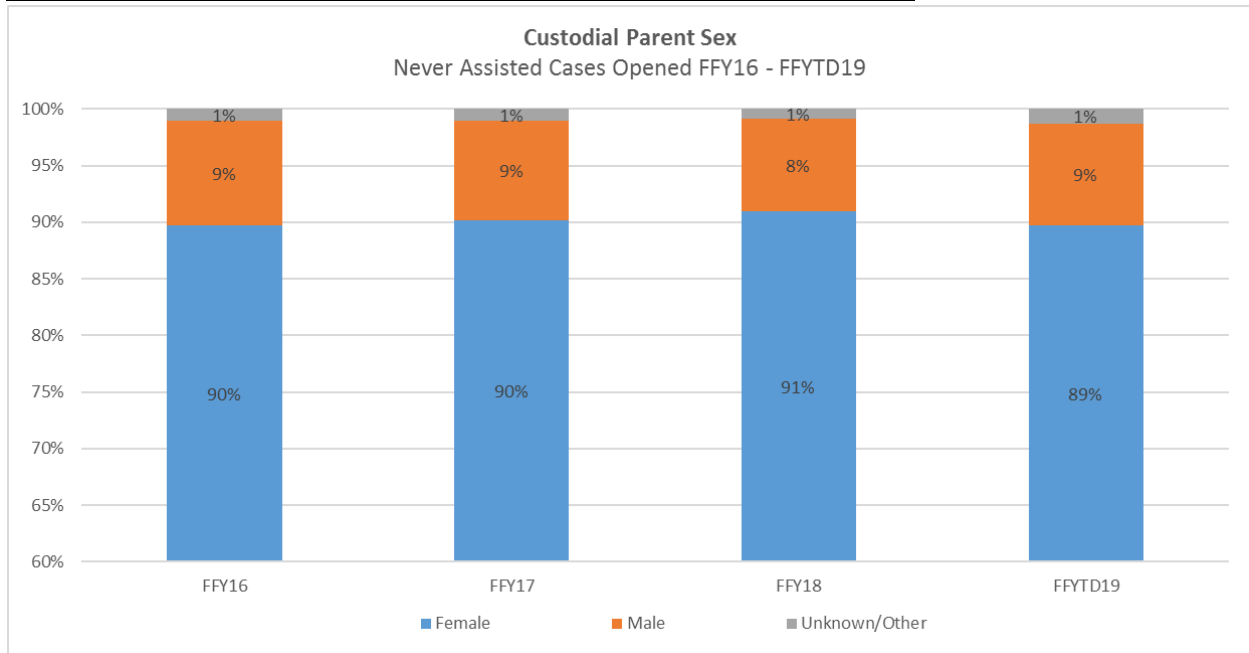
Chart 6. The Proportion of Male Custodial Parents Is Slightly Higher Among Target Group Cases

Custodial Parent Sex by Case Type
Cases Opened FFY18 - FFYTD19

	Female FFY18	Female FFYTD19	Male FFY18	Male FFYTD19	Unknown/Other FFY18	Unknown/Other FFYTD19
Target Group (Never Assisted)	91%	89%	8%	9%	1%	1%
Comparison Group (Current/Former Assisted)	93%	94%	7%	6%	0%	0%

Legend: Target Group (Never Assisted), Comparison Group (Current/Former Assisted)
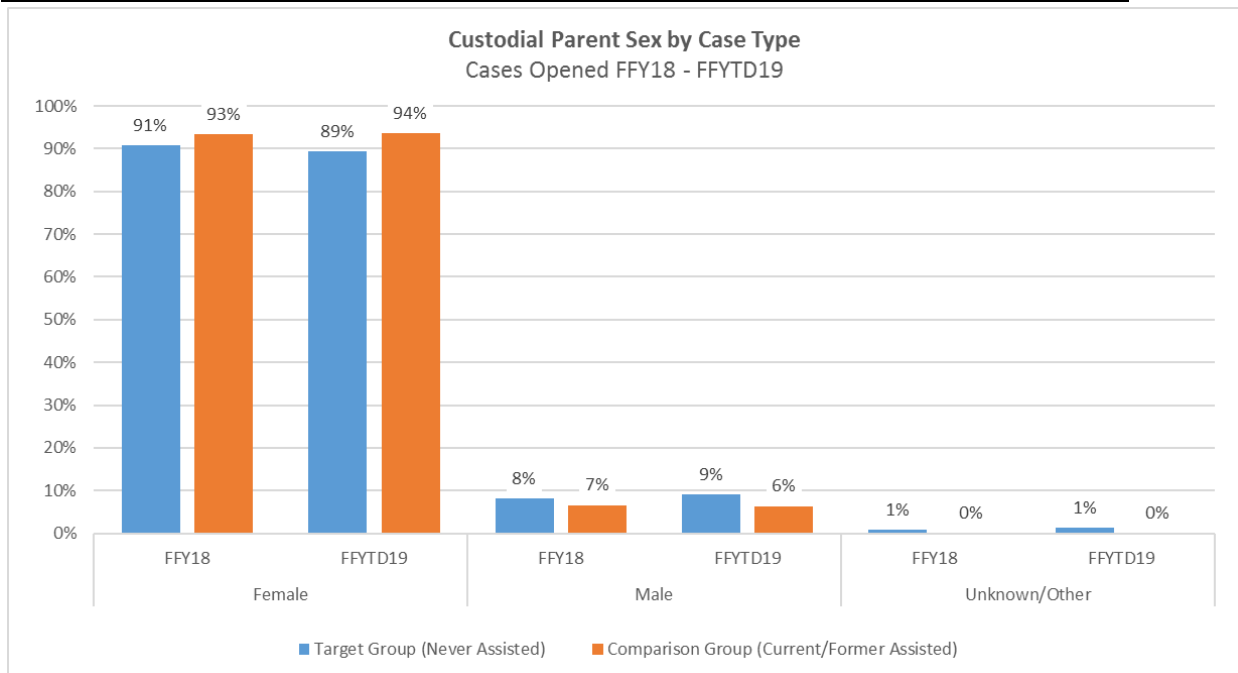
Custodial Parent Open Case Count

Target group custodial parents averaged 1.3 open cases, while comparison group custodial parents averaged 1.6 open cases. Over time, the proportions were relatively consistent. There was a small increase in single open cases for the target group (from 77 percent to 79 percent) between FFY18 and FFYTD19 and a similarly small increase in multiple open cases for the comparison group during the same

time period (31 percent to 32 percent for two open cases; 12 percent to 13 percent for three or more open cases). See Charts 7 & 8.

Chart 7. Custodial Parents of Never Assistance Cases Are More Likely to Have One Open Case than Multiple

Custodial Parent Open Case Count
Never Assisted Cases Opened FFY16 - FFYTD19

	FFY16	FFY17	FFY18	FFYTD19
3+ cases	5%	5%	5%	4%
2 cases	19%	18%	18%	17%
1 case	77%	77%	77%	79%

Legend: ■ 1 case ■ 2 cases ■ 3+ cases

Note: Percentages do not include custodial parents that had closed their case by the end of the FFY (zero open cases).
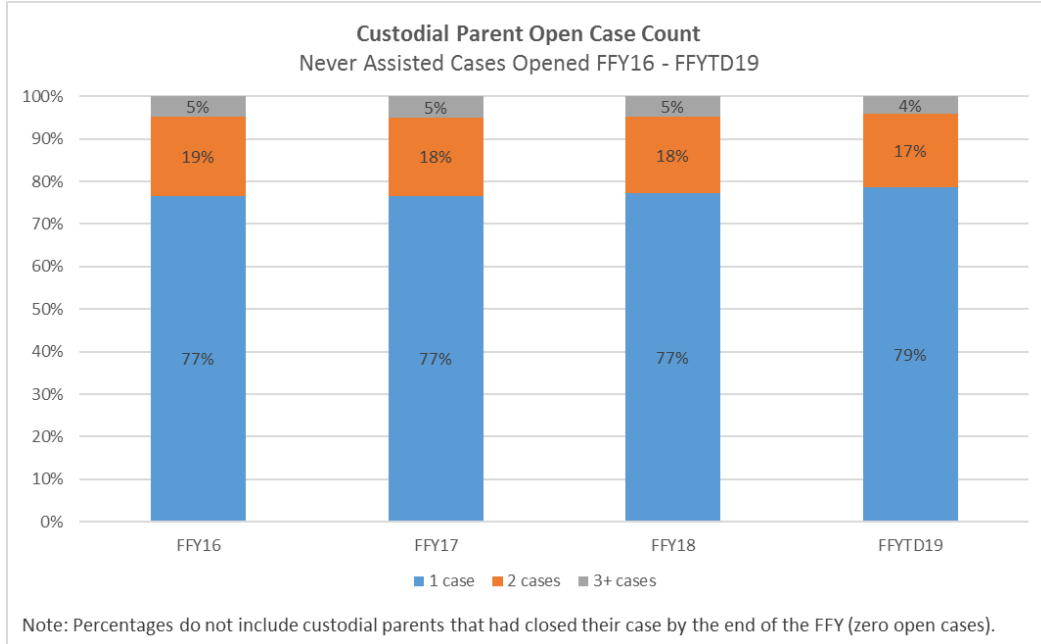
Chart 8. Target Group Custodial Parents Tend to Have Fewer Open Cases Than Comparison Group

Custodial Parent Open Case Count by Case Type
Cases Opened FFY18 - FFYTD19

	1 case		2 cases		3+ cases	
	FFY18	FFYTD19	FFY18	FFYTD19	FFY18	FFYTD19
Target Group (Never Assisted)	77%	79%	18%	17%	5%	4%
Comparison Group (Current/Former Assisted)	58%	55%	31%	32%	12%	13%

Legend: ■ Target Group (Never Assisted) ■ Comparison Group (Current/Former Assisted)
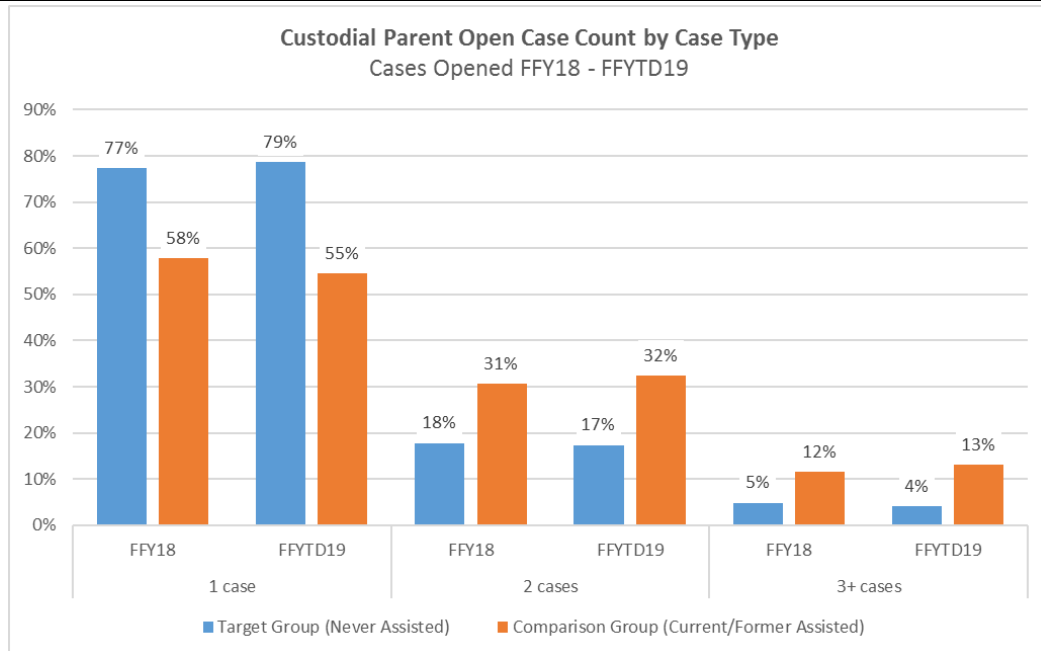
Custodial Parent with Non-Marital Birth (Case Level)

Among target group custodial parents who opened cases during the case review period, the proportion of cases that included a non-marital birth remained relatively stable, ranging from 70 percent to 71 percent, with a slight peak in FFY18 of 73 percent. In the last 18 months, newly opened cases that included a non-marital birth were more prevalent among comparison group cases, by two to four percentage points. See Charts 9 & 10.

Chart 9. The Proportion of New Cases with Non-Marital Births Remains Relatively Stable

Chart 10. Comparison Group Cases Have a Slightly Higher Prevalence for Non-Marital Births

Custodial Parent Income (Relative to Federal Poverty Levels)

On average, custodial parents in the target group have become more affluent with time. Relative to the annual Federal Poverty Guidelines set by U.S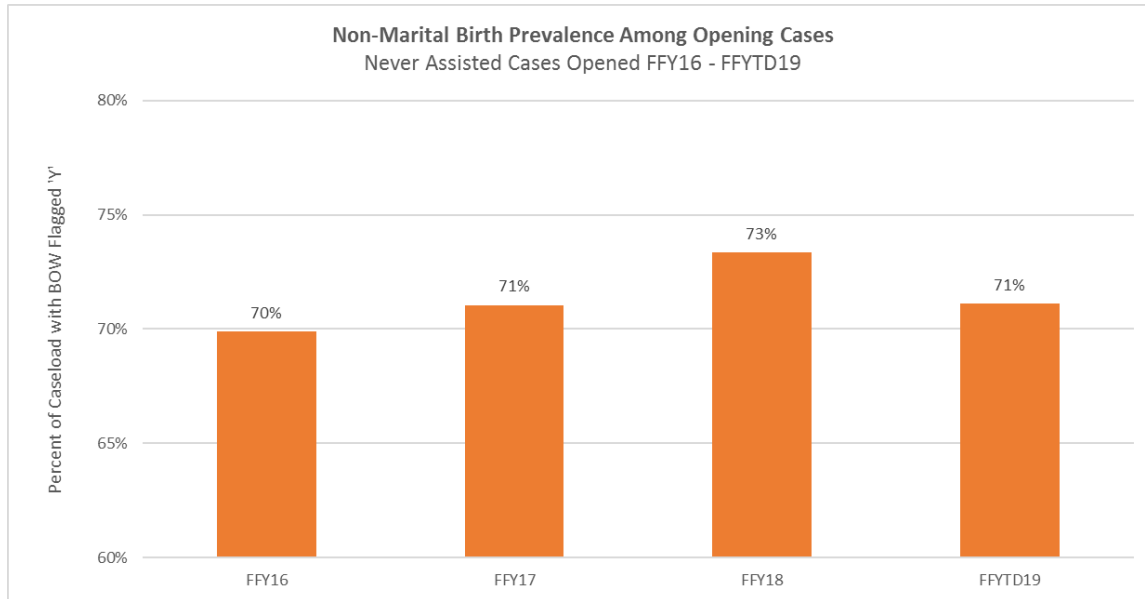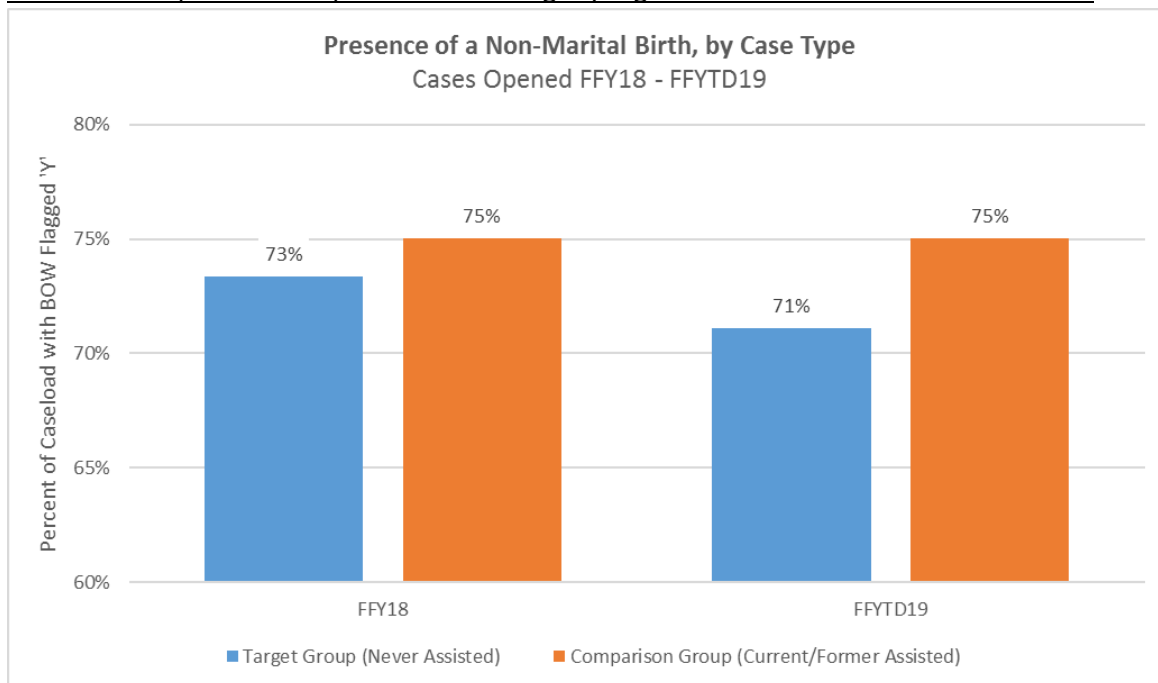. Department of Health & Human Services, Office of the Assistant Secretary for Planning and Evaluation, the proportion of target group custodial parents with reported quarterly wage income equal to earnings below the federal poverty level (FPL) decreased, while proportions above the poverty level increased. At the end of FFY16, nearly one-third (28 percent) of target group custodial parents had incomes that fell below the poverty level. Since then, that proportion has decreased by eight percentage points to 20 percent. In contrast, every other measured level of income increased in proportion by at least one percentage point.

While the number of custodial parents opening DCSE cases has inevitably decreased alongside the overall decline in the caseload, the decrease has been most marked among below-poverty custodial parents opening Never Assistance cases. From FFY16 to FFY18, the count of below-poverty custodial parents dropped 17 percent (from 7,397 to 6,153). The count of custodial parents at every other poverty level decreased by 3 percent during that same time.

Apart from poverty level comparisons (which are adjusted annually), real income for this group has increased as well, according to Quarterly Wage data. At the end of FFY16, the average quarterly income for target group custodial parents (with income reported above $0) was $6,374. For custodial parents that opened cases in the first six months of FFY19, that reported average income was 24 percent higher ($7,894).

The proportions of comparison group custodial parents shifted between FFY18 and second quarter FFY19, but the changes seem to be the result of a growing proportion of parents with no reported income (shifting from 56 percent in FFY18 to 64 percent in second quarter FFY19). "No Income Reported," as represented in the charts below, is a reflection of this particular income variable failing to find a custodial parent match in systems that report Quarterly Wage data. This may demonstrate no income for that parent, or the possibility of income through other sources not captured in the match (e.g., self-employment, SSI, or informal employment situations).

By extrapolating the first half of FFY19 to represent a full fiscal year of new case openings, representation in every poverty level for the comparison group is estimated to decline, except for the highest (custodial parents at 300 percent FPL or more, estimated to increase 35 percent). Because comparison group cases have to, at some point, receive TANF cash benefits, this could reflect a population of custodial parents improving their economic circumstances after receiving public assistance. Further research is needed to fully understand the changing incomes in either group. Nonetheless, average income among comparison group custodial parents who opened cases in the first six months of FFY19 was half as much as the average quarterly income of earners in the target group ($3,774 versus $7,894, respectively). See Charts 11 & 12.

Chart 11. The Incidence of Below-Poverty Incomes for Target Group Custodial Parents Is Shrinking

Custodial Parent Poverty Levels Over Time
Federal Poverty Levels of Quarterly Wage Income,
Never Assisted Cases Opened FFY16 - FFYTD19

	No Income Reported	Below Poverty (>0 but <100%FPL)	100%FPL - <200%	200% - <300%	300% or above
FFY16	46%	28%	16%	6%	4%
FFY17	43%	28%	18%	7%	5%
FFY18	44%	27%	18%	7%	5%
FFYTD19	50%	20%	18%	7%	5%
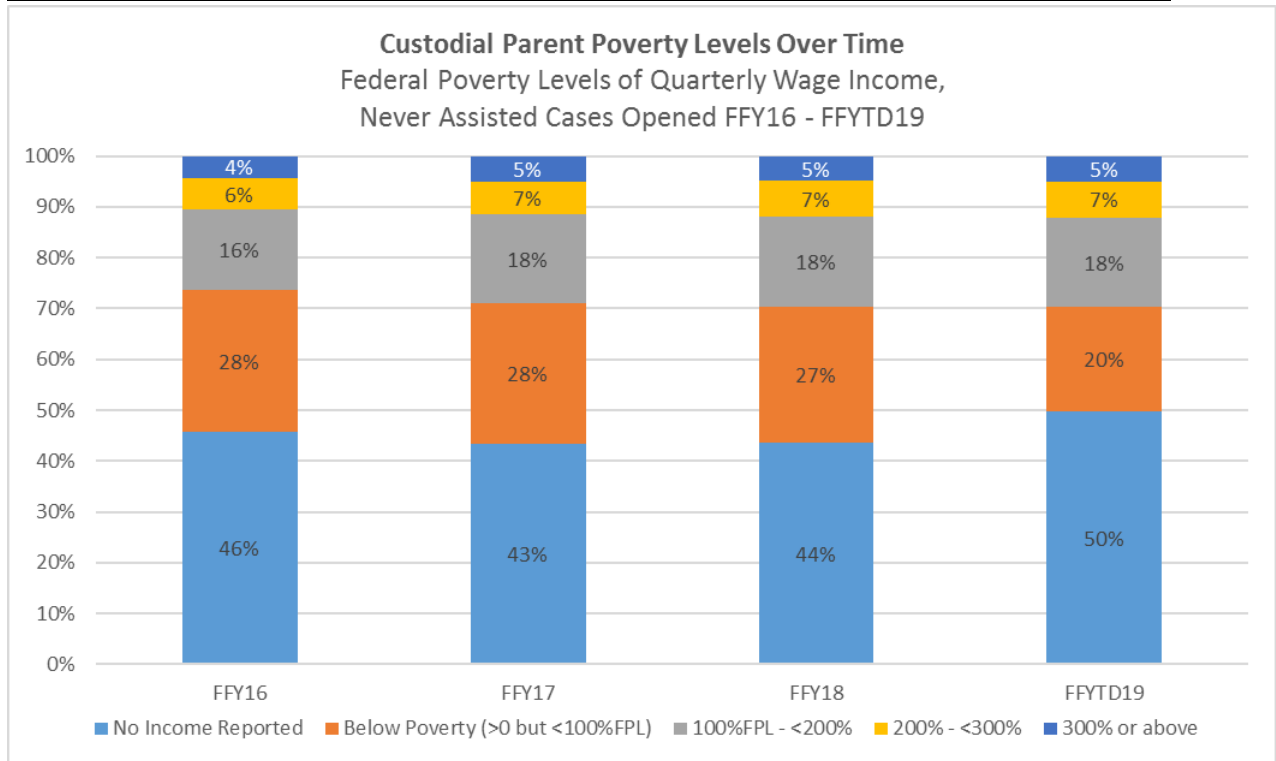
Chart 12. Target Group Custodial Parents Are Less Likely to Live Below Poverty than Comparison Group Parents

Custodial Parent Poverty Levels by Case Type
Federal Povery Levels of Quarterly Wage Income,
Cases Opened FFY18 - FFYTD19

		Target Group (Never Assisted)	Comparison Group (Current/Former Assisted)
No Income Reported	FFY18	44%	56%
	FFYTD19	50%	64%
Below Poverty	FFY18	27%	35%
	FFYTD19	20%	28%
100%FPL to <200%FPL	FFY18	18%	7%
	FFYTD19	18%	5%
200%FPL to <300%FPL	FFY18	7%	2%
	FFYTD19	7%	1%
300%FPL or Above	FFY18	5%	1%
	FFYTD19	5%	1%

Data Tables for Appendix C

Custodial Parent Age

	Never Assistance				Current/Former Assistance	
	FFY16	FFY17	FFY18	FFYTD19	FFY18	FFYTD19
Null values	1%	1%	1%	1%	1%	1%
Under 18	0%	0%	0%	0%	0%	0%
18 to 20	3%	3%	2%	2%	4%	5%
21 to 30	40%	38%	38%	37%	43%	41%
31 to 40	35%	36%	37%	38%	28%	27%
41 to 50	14%	15%	15%	15%	13%	13%
51 to 80	7%	6%	6%	6%	12%	14%

Custodial Parent Race

	Never Assistance				Current/Former Assistance	
	FFY16	FFY17	FFY18	FFYTD19	FFY18	FFYTD19
AA - Native American	1%	0%	0%	0%	1%	1%
AS - Asian	1%	1%	1%	1%	1%	1%
BL - Black	43%	45%	46%	45%	55%	54%
HP - Hispanic	5%	6%	7%	7%	1%	0%
OT/UN - Other or Unknown	14%	11%	10%	12%	1%	1%
WH - White	35%	36%	36%	34%	42%	42%

Custodial Parent Sex

	Never Assistance				Current/Former Assistance	
	FFY16	FFY17	FFY18	FFYTD19	FFY18	FFYTD19
Female	90%	90%	91%	89%	93%	94%
Male	9%	9%	8%	9%	7%	6%
Unknown/Other	1%	1%	1%	1%	0%	0%

Custodial Parent Open Case Count*

	Never Assistance				Current/Former Assistance	
	FFY16	FFY17	FFY18	FFYTD19	FFY18	FFYTD19
1 case	77%	77%	77%	79%	58%	55%
2 cases	19%	18%	18%	17%	31%	32%
3+ cases	5%	5%	5%	4%	12%	13%

* Instances where a custodial parent's case closed by reporting period (resulting in zero open case count) were excluded.

Custodial Parent with Non-Marital Birth (Case Level)

	Never Assistance				Current/Former Assistance	
	FFY16	FFY17	FFY18	FFYTD19	FFY18	FFYTD19
Yes	70%	71%	73%	71%	75%	75%

Custodial Parent Federal Poverty Level (Determined with Quarterly Wage Amount)

	Never Assistance				Current/Former Assistance	
	FFY16	FFY17	FFY18	FFYTD19	FFY18	FFYTD19
No Income Reported	46%	43%	44%	50%	56%	64%
Below Poverty (<100%FPL)	28%	28%	27%	20%	35%	28%
100%FPL to <200%	16%	18%	18%	18%	7%	5%
200% to <300%	6%	7%	7%	7%	2%	1%
300% or above	4%	5%	5%	5%	1%	1%

Appendix D: Ad Targeting Map and Data

Digital Marketing Grant:
Targeted Ad Locations with Extended Focus Areas

Virginia Localities with Above Average Prevalence:
Index Scores from Combined Measures of Interest

Legend

☐ Target Localities, including Surrounding Areas

● DCSE District Office

Virginia County & City Boundaries

Total Index Score

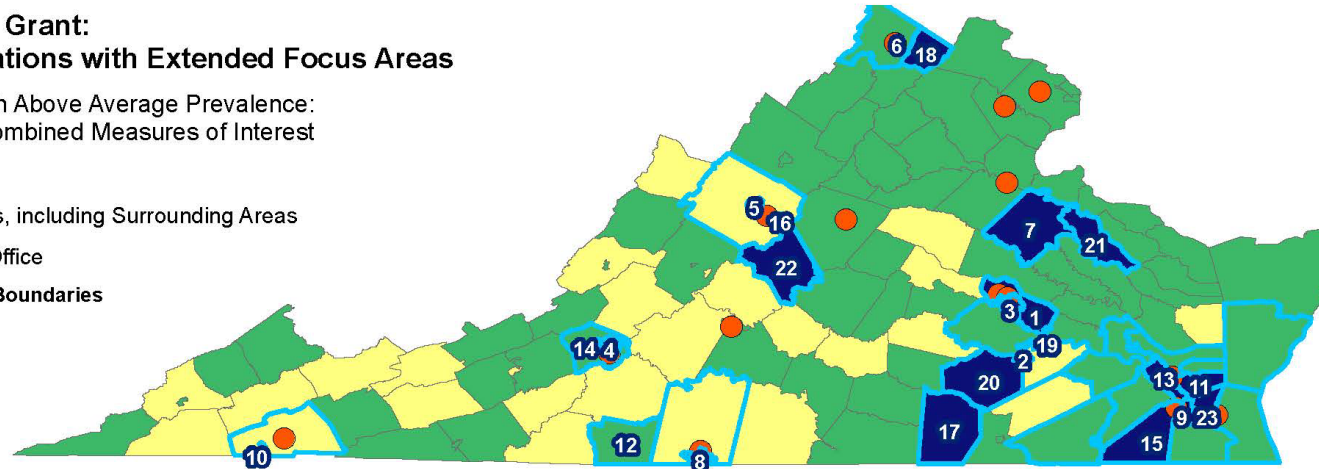☐ 3 Points or Less

☐ 3.5 to 6.5 Points

☐ 7 to 8.5 Points

Table 1. Locality Prevalence for Measures of Interest, and Resulting Index Score

ID	Locality	Annual Non-Marital Births	Percent Non-Marital Births	Percent Divorced	Percent Single HOH	Percent Bachelor's	Percent Higher Income SHOH Families	Percent English Spoken Well	Total Hispanic Families	Percent Hispanic Families with SHOH	Female Median Age	Index Score
1	Henrico County	1,329.0	34%	12%	33%	42%	9%	62%	4,778	36%	39.9	8.5
2	Petersburg city	475.6	74%	13%	64%	17%	8%	65%	404	34%	40.5	8.5
3	Richmond city	1,828.0	61%	12%	62%	37%	8%	54%	5,930	55%	34.1	8.5
4	Roanoke city	784.8	56%	15%	49%	23%	8%	57%	1,506	40%	40.3	8.5
5	Staunton city	154.4	46%	13%	35%	34%	6%	74%	101	19%	43.0	8.5
6	Winchester city	192.4	51%	13%	39%	33%	7%	50%	2,091	47%	40.1	8.5
7	Caroline County	154.8	42%	13%	37%	19%	9%	77%	295	46%	40.6	8
8	Danville city	340.2	67%	13%	52%	19%	7%	66%	264	23%	44.2	8
9	Portsmouth city	803.8	55%	14%	51%	22%	9%	69%	1,148	46%	36.9	8
10	Bristol city	66.6	39%	15%	41%	23%	6%	85%	0	0%	44.3	7.5
11	Hampton city	810.4	47%	14%	42%	26%	10%	71%	1,042	20%	38.2	7.5
12	Martinsville city	125.2	62%	14%	59%	21%	9%	71%	171	40%	44.3	7.5
13	Newport News city	1,332.6	49%	12%	44%	25%	8%	61%	4,334	37%	34.8	7.5
14	Salem city	96.4	34%	14%	37%	28%	7%	65%	220	36%	41.6	7.5
15	Suffolk city	432.0	38%	10%	32%	27%	8%	75%	513	18%	39.4	7.5
16	Waynesboro city	164.2	49%	13%	49%	22%	6%	51%	823	75%	42.2	7.5
17	Brunswick County	96.0	66%	12%	60%	13%	8%	64%	154	80%	47.5	7
18	Clarke County	33.6	27%	12%	32%	31%	7%	65%	0	0%	47.2	7
19	Colonial Heights city	135.2	52%	12%	36%	24%	10%	57%	76	8%	42.7	7
20	Dinwiddie County	102.8	48%	13%	37%	17%	7%	59%	159	21%	43.4	7
21	Essex County	65.8	58%	12%	44%	19%	6%	35%	226	100%	44.3	7
22	Nelson County	52.6	39%	14%	45%	31%	7%	64%	44	10%	50.7	7
23	Norfolk city	1,634.6	46%	11%	49%	27%	8%	69%	4,021	35%	32.6	7

Note: City pilot areas were extended to include surrounding localities, using ESRI ArcGIS intersect methodology.
Source: U.S. Census, 2017 American Community Survey 5-Year Estimates; Virginia Department Of Health, Office of Information Management, Data Management Team

Appendix E: Selected Target Ad Locations and Extended Focus Areas, Based on Proximity

Ranked Target Area	Surrounding Areas Planned to Be Included in Ad Target Markets
Bristol (city)	Washington County
Brunswick County	
Caroline County	
Clarke County	
Colonial Heights (city)	Chesterfield County, Prince George County
Danville (city)	Pittsylvania County
Dinwiddie County	
Essex County	
Hampton (city)	Northampton County, Poquoson (city), York County
Henrico County	
Martinsville (city)	Henry County
Nelson County	
Newport News (city)	Isle of Wight County, James City County, Surry County, York County
Norfolk (city)	Virginia Beach (city)
Petersburg (city)	Chesterfield County, Prince George County
Portsmouth (city)	Chesapeake (city)
Richmond (city)	Chesterfield County
Roanoke (city)	Roanoke County
Salem (city)	Roanoke County
Staunton (city)	Augusta County
Suffolk (city)	Chesapeake (city), Southampton County
Waynesboro (city)	Augusta County
Winchester (city)	Frederick County

Appendix F: Digital Marketing Grant: Target Site Selection – Measure and Score Explanation

Variable	Definition, Justification	Score
ID	Number used to identify city or county on the displayed map. Localities are listed in order of index score (highest to lowest). For localities with the same score, alphabetical order is applied.	n/a
Locality	City or county name	n/a
Annual Non-Marital Births	Average annual non-marital birth counts for CY2014 to CY2018 from VDH. Areas that were greater than the state average were assigned 1 point.	1
Percent Non-Marital Births	Average annual non-marital births (as a percentage of total annual live births for CY2014 to CY2018, from VDH. Areas with above average percentages were assigned 1 point. Non-marital births were more prevalent within the DCSE caseload (per review of incoming cases between FFY2016 and second quarter FFY2019) than in the larger Virginia population.	1
Percent Divorced	Percentage of divorced adults, among adults in the labor force, from U.S. Census. Areas with values above the state average were assigned 2 points. U.S. Census research indicates that those families who are eligible for IV-D services but are not currently participating are more likely to be divorced than the families who participate in IV-D services (nationally).	2
Percent Single HOH	Percent of households with children where the head of household is a single adult (no wife/husband present), from U.S. Census. Areas with percentages above the state average were assigned 1 point. Areas with high proportions of single head of households are a population of interest to DCSE.	1
Percent Bachelor's	Percent of population with educational attainment of a bachelor's degree or higher, from U.S. Census. Areas with percentages above the state average were assigned 1 point. U.S. Census research indicates that those families who are eligible for IV-D services but are not currently participating are more likely to have higher educational attainment than families who participate in IV-D services (nationally).	1
Percent Higher Income SHOH Families	Percent of single head of households with children, where IPR (Income to Poverty Ratio) of family is 1.85 or more, from U.S. Census. Areas with percentages above the state average were assigned 2 points. U.S. Census research indicates that those families who are eligible for IV-D services but are not currently participating are more affluent than families who participate in IV-D services (nationally).	2
Percent English Spoken Well	Percent of population who reported speaking a language other than English, but spoke English well, from U.S. Census. The percentage of Hispanic and Other/Unknown race classifications among custodial parents from the DCSE caseload (per review of incoming cases between FFY2018 and second quarter FFY19) was higher among Never Assisting (our target group) cases than other case types.	0.5

	However, plans are not in place to provide multilingual materials, creating a need to have the English language known. This was not a high priority measure, so areas with percentages above the state average were assigned 0.5 point.	
Total Hispanic Families	Count of family households (children present), identifying as Hispanic, from U.S. Census. If an area had a count above the state median, **and** also had an above average percent for the variable below (Percent Hispanic Families with SHOH), they were assigned one-half point total.	0.5 total, if both variables met criteria
Percent Hispanic Families with SHOH	Percent of Hispanic family households (children present) where the head of household is a single adult (no wife/husband present), from U.S. Census. Areas with percentages above the state average, **as well as** an above median value for the variable above (Total Hispanic Families), were assigned one-half point total.	
Female Median Age	Median age of females, from U.S. Census. If an area had a value between 40-49 years, they were assigned 1 point. U.S. Census research indicates that parents who are eligible for IV-D services but are not currently participating are older than parents who participate in IV-D services (nationally).	1
Index Score	Total of all measures. Possible range was 0 to 10; actual range was 0.5 to 8.5.	n/a

Appendix G: Methods –Target Area Selection Based on Non-Marital Births and Selected Demographics

Non-Marital Birth Prevalence by Locality

- Virginia Department of Health (VDH) reports annual (CY) counts of live births, total and non-marital (abbreviated as BOW for "born out of wedlock"), by locality.
- Annual VDH BOW child counts were captured for CY2014 – CY2018. At the time of review, 2018 figures were still preliminary. The 2014–2018 timeframe was used to establish average annual counts by locality.
- An index prepared for ranking localities included two measures for BOW: annual non-marital births and percent non-marital births. Annual non-marital births was the calculated average for CY2014 to CY2018 of these births by locality. Localities with counts higher than the calculated state average across localities were assigned one point; localities with average or below average counts were assigned zero points. Percent non-marital births was a calculated measure provided by VDH, for the proportion of total live births that were BOW, by locality. Localities with above average percentages were assigned one point, while localities with average or below average percentages were assigned zero points.
- Justification for measure's value: From the Virginia Division of Child Support Enforcement (DCSE) caseload review described below, non-marital births were highly prevalent among cases, and generally higher than the overall statewide prevalence.

Prevalence of Selected Demographics by Locality

- Source: *Characteristics of Families Served by the Child Support (IV-D) Program: 2016 U.S. Census Survey Results (Table 2)*
    - This report by U.S. Census was reviewed to identify gaps in national literature between child support participants and eligible, but not participating, families. The characteristics of the non-participating, but eligible, families was then compared to the trends identified by the DCSE case review which was intended to distinguish between IV-D families that were or had received TANF assistance and the IV-D families that had not received TANF assistance.
    - Comparisons of the two family types (IV-D participants versus eligible but not participating) suggested that custodial parents of our target group of interest (eligible, but not participating) tended to be: more affluent; male – to a greater extent than existing IV-D custodial parents; divorced rather than never married; majority White, non-Hispanic; older; more educated; and more likely to work full-time year round.
- Source: Virginia DCSE Caseload Review: Never Assistance newly opened cases between FFY16 – FFY18; Never Assistance versus Current- or Former Assistance cases opened from FFY18 – FFYTD19
    - Target group (Never Assistance) custodial parents tended to be more affluent, older, increasingly Hispanic, slightly more likely to be male – but still primarily female, and less likely to have a non-marital birth – although BOW was still largely prevalent in the caseload.

Criteria for Selection/Priority

- Using the trends that distinguished Never Assistance cases (target group) from Current or Former Assistance cases (comparison group), as well as indicators noted by Census research, each locality across the state was analyzed for above-statewide-average prevalence among measures of interest.

Variables were assigned a range of scores from one-half point to two points, depending on the strength of the indicator in identifying populations of interest for this grant's demonstration. The index score for each locality was the sum of its individual scores across all indicators of interest. Localities were ranked based on their total score across measures. Actual scores ranged from one-half point to 8.5 points, with a possible range of zero points to ten points. See Appendix F for a listing of variable names and associated scoring.

- For cities that met criteria, but whose surrounding localities did not, the selection was expanded to include the surrounding areas, for the purposes of reaching a population that may travel outside of the identified city's limits for various work/life circumstances, but is still a member of the geographically targeted population. For purposes of digital marketing, it was of value to capture surrounding areas for small localities in order to reach as many of the targeted population as possible. ESRI ArcGIS Map selection tool was used to identify those counties that intersected geospatially with the target pilot city areas.

Limitations

- Child support cases can be opened in Virginia for many years after the child is born (typically up to when the child reaches 18 but in some instances beyond that), so cases opened with DCSE and identified as BOW are not necessarily the same as the ones identified by VDH in that year as BOW. Indeed, given research suggesting that informal child support declines dramatically in the first fifteen months after a child's birth while formal support rises particularly after 45 months following the birth, we can infer that a lag of between one and nearly four years is common between a child being marked as BOW by VDH and appearing the in DCSE caseload.[13] Multiple years of BOW children in the DCSE caseload were taken into consideration to establish average annual counts by locality.
- Similarly, children identified as BOW in a given jurisdiction by VDH may end up in a different jurisdiction by the time they appear as BOW on the DCSE caseload.

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[13] L. Nepomnyaschy and I. Garfinkel (2010). "Child Support Enforcement and Fathers' Contributions to Their Nonmarital Children." *The Social Science Review, 84*(3), 341-380. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3060035/.

Appendix H: Methods – Virginia DCSE Caseload Review: Custodial Parent Demographics by Case Type (Emphasis on Never Assistance Cases)
Baseline Establishment: Open Cases: Stratifying by Case Type

- Cases that opened from FFY2016 – FFY2018 (Case Status =OPEN; Case Status Date = 10/1/2015 through 9/30/2018), and were classified as Never Assistance Cases (Case Types = **NADC** – CP is not actively receiving TANF; **ARRN** – at least NADC arrears are owed to CP with no current support order, TANF arrears may also exist on this account type)
    - o Foster Care Never Assistance Cases excluded from this search: our state and local foster care cases are automatically referred for services from the LDSS foster care providers; demographics from this group would not supplement the needed target audience trends (CPs that are independently seeking DCSE services).
    - o Demographic information (variables: Age, Race, Sex, Open Case Count, BOW present, and Quarterly Wage Income relative to Federal Poverty Guidelines) was collected for the custodial parents that opened these cases, and data was reviewed for any temporal trends from FFY to FFY, specific for this Never Assistance group.
- Cases that opened during current FFY to date (FFYTD) (Case Status = OPEN; Case Status Date = 10/1/2018 through 3/31/2019), and were classified as **both** Never Assistance (case types above) and Current- or Former Assistance Cases (Case Type = **ADC** – TANF recipient; **ADCU** – TANF recipient, unemployed parent; **ARRP** – TANF arrears only; **FC** – foster care)
    - o Segregating by case type (Never Assistance versus Current or Former Assistance), baseline methods were repeated to identify cases opened during current FFYTD (October 2018 – March 2019). Custodial Parent identifying information from these cases were cross referenced against available demographic system information (variables: Age, Race, Sex, Open Case Count, BOW present, and Quarterly Wage Income relative to Federal Poverty Guidelines), current for March 2019. Findings summarized using Custodial Parent proportions for each category defined per demographic variable.
    - o Custodial parent income was represented using Quarterly Wage Income translated to Federal Poverty Guidelines. The following annual figures provided by U.S. Department of Health & Human Services, Office of the Assistant Secretary for Planning and Evaluation were divided by four to produce quarterly levels, and then extrapolated for various poverty levels. A three-person household was assumed for this comparison, as average case count per CP was 1.6 for Current or Former Assistance and 1.3 for Never Assistance, with at least one child per case, plus the CP in the home. This produces a minimum household size ranging from 2.3 to 2.6 individuals, rounded to the whole number of 3.

Table 1. Federal Guidelines for Virginia - Annual and Quarterly (3-Person Household)								
	2019		2018		2017		2016	
	Annual	Quarter	Annual	Quarter	Annual	Quarter	Annual	Quarter
100% FPL	$21,330	$5,333	$20,780	$5,195	$20,420	$5,105	$20,160	$5,040
200% FPL	$42,660	$10,665	$41,560	$10,390	$40,840	$10,210	$40,320	$10,080
300% FPL	$63,990	$15,998	$62,340	$15,585	$61,260	$15,315	$60,480	$15,120

- See Appendix C for demographic comparisons of custodial parents of newly opened cases.

Limitations

- Not every case that opened during a FFY was still open at the end of the year. By September of each FFY, Open Case Counts of zero represented, on average, nine percent of custodial parents in the Never Assistance sample between FFY16 and FFY18. Five percent of custodial parents that opened cases between October 2018 and March 2019 (FFYTD19) had zero open cases by March 2019. Custodial parents in the Current and Former Assistance samples with zero open cases represented five percent and two percent of the sample at the end of FFY18 and FFYTD19, respectively.