CALIFORNIA
CHILD SUPPORT SERVICES

# Reaching the Unassisted – Digital Outreach to Non-TANF Prospects

## Evaluation of Learning Cycle 3

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## OVERVIEW

The Digital Media Marketing Grant, sponsored by the federal Office of Child Support Enforcement (OCSE) within the U.S. Department of Health and Human Services' Administration for Children and Families, is a 36-month demonstration project with the goal of researching how digital media marketing may help the child support program more effectively reach and serve families. In September 2018, OCSE awarded funds to 14 child support agencies to test digital marketing approaches and partnerships to reach parents that could benefit from child support services and create or improve two-way digital communication and engagement with parents.

This report outlines the social media and digital advertising results and observations for Learning Cycle 3 of the campaign developed to support the Digital Media Marketing Grant awarded to the California Department of Child Support Services. The advertising period for Cycle 3 ran for 3 weeks from Monday, February 1 through Sunday, February 21, 2021, in both English and Spanish.

The target audience was defined as non-TANF (not enrolled in Temporary Assistance for Needy Families) prospects who are single parents, both male and female, ages 18 to 40, with minor children in the household in Imperial and Merced counties. The counties' census data indicate significant numbers of single parent families who might need child support services but are not likely to be referred by TANF, as the percentage of "assisted" cases in these counties is low compared to their total caseload. These data were also cross-referenced, by percent of the population between ages 18 to 40 and by race/ethnicity, to identify counties with unique racial or ethnic demographics, such as Imperial County whose population is 85% Spanish-speaking. Del Norte County was not included in Cycle 3 outreach since it was selected for a unique Influencer campaign in Cycle 2.

This third intervention was intended to build upon observations and learnings from Cycles 1 and 2, but since the observations for both cycles were highly consistent, we sought to explore a new approach. Performance metrics from our previous learning cycles identified no clear directions for messaging that earned significantly higher engagement and action, so we sought to determine if digital advertising could be used to solicit participants for low-cost market research to eventually develop such messaging. To collect data on targets that we could contact for subsequent focus groups, polling, and other market research activities, we decided to produce a webinar offering child support information that would require registration, resulting in a body of contact information from individuals who had already self-identified as "being in the market" for child support services.

The goals of Learning Cycle 3 were to:
1) Define the best methods for digitally soliciting participants to enroll in a webinar, with the goal of capturing at least a working email address
2) Obtain basic demographic information about the respondents with a survey offered at registration
3) Inquire about interest in future research efforts and obtain permission for future contact

4) Discover topics of interest among non-TANF targets during question-and-answer sessions.

At the same time, we would be gathering data on the efficacy of webinars as a channel for reaching and educating potential consumers and developing best practices for others to emulate. The webinar topic was general "what you need to know" information, and the sessions allowed for live questions and answers in a moderated format to gain further insights into other topics of interest.

Because of this innovation, Learning Cycle 3 has two phases of evaluation. The first is the Advertising Evaluation where, similar to those in Cycles 1 and 2, outcomes can be measured by impressions, engagement, and website metrics. The second phase is the Event Engagement Evaluation where outcomes can be measured by pre- and post-survey data, participation rates, and the content of the questions asked in the live sessions.

As in Cycles 1 and 2, we created unique web pages on the California Child Support website and made them "non-searchable," meaning that any visits to the pages were attributable only to the links embedded in the ads. More specifically, we tracked how often the ads were seen, whether they were clicked on by the target, or shared by the target, meaning the target reposted the ad on their own social media account or sent the ad to others. We tracked whether targets visited the website via the ads and if they did, how long they spent there and where they went next. Concurrently, we tracked non-TANF case openings in the two participating counties and compared them to a previously established three-year baseline. In addition, we tracked calls both to call centers and to offices and compared them to a similar baseline.

**BASELINE MEASUREMENTS ESTABLISHED PRIOR TO CYCLE 1**

Before beginning advertising in Cycle 1, we established baseline metrics for call center activity, case openings, and website traffic. The baseline spreadsheet is available as Appendix 1. Google Analytics data were collected on the existing child support website from the prior year and are available as Appendix 2.

Work began on a new website in February 2019, and review of the ongoing analytics for the old site resulted in actions to filter out traffic from Internet Protocol (IP) addresses for California Child Support Services state headquarters and all county and regional child support offices. Website analytics after February 2019 reflect traffic ONLY from current and potential customers, external stakeholders, and the public, and no longer include the activities of child support staff. Google Analytics from the old website with filters in place from February 8, 2019, through May 19, 2019, are available as Appendix 3.

The redesigned and mobile-responsive [www.childsupport.ca.gov](http://www.childsupport.ca.gov) website went live on May 20, 2019. Google Analytics data from the new website—filtered to block internal traffic—from May 20, 2019, through August 19, 2019 (before Cycle 1) are available as Appendix 4.

The statewide lockdown caused by the novel coronavirus, which began March 15, 2020, sent both county and state personnel into full-time telework. The filters placed to block state and county office IP addresses could no longer screen out "internal" traffic, so subsequent website and social media analytics could not exclude child support employees or state or county "insiders."

# PROJECT OVERVIEW

As indicated for Learning Cycle 3, we sought to test the feasibility of using digital advertising to reach non-case participants to conduct low-cost market research to inform future outreach messaging. Rather than designing the advertising to drive targets to a website for more information and measuring this activity and effectiveness, we had the advertising drive people to sign up for a webinar to learn more about opening a child support case, thus offering the opportunity to receive information in a live, interactive format while we obtained contact information through the registration process. Further, we asked if those who joined the webinar would participate in potential future research, establishing transparency and obtaining permission to contact them as needed. Before sharing the Advertising Evaluation and Webinar Evaluation, this report will outline the process and technical requirements of arranging the webinar itself as many steps were required, and in the conclusion, we will include the learnings that will inform our future webinar efforts.

## WEBINAR DEVELOPMENT

Developing the webinars involved two tracks – preparing the webinar presentations themselves and arranging/coordinating the technical needs - but first, we had to learn some virtual event basics.

### *WEBINAR BASICS*

In an initial brainstorming meeting, we decided that prospective child support payers and receivers required different information and therefore separate webinars; we should conduct each session in English and Spanish; and we should conduct each session twice at different times of the day to measure interest and attendance. Thus, we conducted eight (8) webinars:

| | |
|---|---|
| Receivers – English | Wednesday, Feb 24<br>11:30 a.m. and 6:00 p.m. |
| Payers – English | Thursday, Feb 25<br>11:30 a.m. and 6:00 p.m. |
| Receivers – Spanish | Tuesday, Mar 2<br>11:30 a.m. and 6:00 p.m. |
| Payers – Spanish | Wednesday, Mar 3<br>11:30 a.m. and 6:00 p.m. |

When considering the best time for webinars, we knew that traffic to the California Child Support Services website was highest mid-week (Tuesday, Wednesday, Thursday). Internet research confirmed that these days, before and after lunch, were best.[1] We chose 11:30 a.m. We also tried an evening time after work hours (6:00 p.m.) for two reasons – ability to access and privacy. Not everyone has a job that offers internet access mid-shift, and our webinar topic was personal, and participants might not want to risk co-workers overhearing. Internet research also indicated that people prefer webinars that last a full hour[2], so we planned our presentation and format accordingly.

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[1] LiveWebinar, Best Time of Day and Week to Host Webinars
[2] WorkCast, Webinar Myths: How Long Should a Webinar Be?

## PRESENTATION DEVELOPMENT

Our team determined the webinar topic and identified child support specialists who were both knowledgeable and comfortable presenting. We identified one male and one female English-speaking specialist and one male and one female Spanish-speaking specialist. During introductory planning meetings with the specialists, we realized that while male presenters might be better received by (mostly male) prospective payers, that would not reflect the reality of most child support offices, so we decided each webinar would have a team of both a male and a female specialist for both the Payer and Receiver sessions. We planned for the male specialist to be the lead presenter on the Payer sessions with a female counterpart as an assistant. Conversely, the female specialists were the lead presenters for the Receiver sessions with male counterparts as the assistants.

The specialists agreed to develop a PowerPoint presentation around the general topic of "Top 10 Things to Know About Receiving (Paying) Child Support" and we determined this information would be perceived as helpful for those considering a child support case. Each specialist then developed their own presentation with California Child Support Services. It was important to us that each specialist use their own words and base their presentation on their personal knowledge and experience about what the audience would need to know, so each webinar would be authentic and honest and would closely replicate an actual conversation that could be had in a child support office. All presentations had a consistent look and design, but the content and tone were personalized. The recorded presentations, in both English and Spanish, are still available on the associated landing pages on the California Child Support Services website.

## TECHNICAL WEBINAR DEVELOPMENT

While the presentations were being developed, we turned to the technical preparations and planning of several practice webinar sessions.

We used the Zoom webinar platform because it was available free through our support contractor. Other options such as WebEx or Microsoft Teams were not explored. Note that Zoom offers their webinar platform for a modest fee and an agency/entity does not need a contract with Zoom to acquire access.

*Creating the Webinar Event, Registration Page & Email Reminders*

A webinar event is created the same way as an online meeting or calendar event. Creating the webinar event for a single date and time establishes the webinar link that is shared with those who register for that date and time and requires development of an accompanying registration page. Our outreach efforts required all steps be completed in both English and Spanish for the Payer and Receiver webinars thus eight (8) separate webinar events were created. The same basic information was repeated for each session as needed (English or Spanish, Payer or Receiver).

The elements of our registration page(s) included a webinar logo and an agency logo, photos of the specialists accompanied by a short bio, and copy developed and approved as the "Topic" and "Description" of the webinar. All logos, bios, and copy were translated into Spanish. In addition, we included a short survey on our registration page to gather demographic information. We included three (3) prompts regarding Age, Gender, and Income Range. All registration information was optional, except for first name/initial and email address, which were the minimum requirements for registration to

receive the webinar link and reminder emails for a chosen session. Scheduling the reminder emails was prompted within the webinar event set-up. Our registration page included the information that the survey was optional, and that people would not be contacted other than to receive the webinar link and reminders. The English and Spanish Registration pages are available as Appendix 5.

*Webinar "Run of Show" and Supporting Activities*

In consideration of the best "run of show" for the webinars (format, timing, and order of activities), we decided to pre-record each Child Support Specialist giving their formal PowerPoint presentation and the recorded videos would be played during the live webinars. There were various reasons for this. It worked well for the specialists to focus on giving their formal presentation with the understanding that it was being recorded, allowing them to make their points and be authentic without the pressure and technical concerns of a live webinar. There was no need for screen transitions in the presentation, no worries about internet glitches, and no worries if someone stumbled in speaking, because the recorded presentation could be edited, or a repeat session could be scheduled. With the PowerPoint presentation pre-recorded, during the live webinar, the specialists could focus on the audience. In addition, we realized this format could be hosted by any Child Support Specialist – a replay of the recorded presentation can be presented with different specialists conducting the live question and answer (Q&A) session. Last, by recording the PowerPoint presentation, the recorded video can be used on an ongoing basis on our website, on our social channels, in outreach efforts, etc.

As mentioned, each live webinar featured a child support specialist team. For the Payer sessions, we planned for a male speaker as the Lead Specialist and a female speaker to play a secondary "assistant" role, and for the Receiver sessions, we planned for a female speaker as the Lead Specialist and a male speaker to assist. We drafted standard talking points for the Lead Specialist to welcome the participants, introduce the assistant, and describe the format of a recorded video followed by live Q&A. Questions were submitted during the webinar by typing into the Q&A box in the Zoom platform which operates like live chat. All participants were muted throughout the webinar, which is a commonly used control to ensure participants cannot interrupt presenters or say anything inappropriate. The Lead Specialist explained that while the recorded video presentation was playing, both specialists would be monitoring the Q&A feed and preparing to answer as many questions as possible after the video. Our Webinar Run of Show document is available as Appendix 6.

Finally, within the event set-up in the webinar platform, we developed a poll that popped up when people joined the webinar at the scheduled time. The poll sought to measure the attitudes and child support knowledge of attendees and stayed open throughout the introductory comments and the recorded presentation, only closing when the Q&A portion of the webinar began. This ensured that anyone who joined late had a chance to complete the poll. We also developed a follow-up survey that automatically appeared on the screen at the close of the webinar. If people did not complete this survey, the webinar event was programmed to email a link one day later and prompt people to submit the information requested. The Lead Specialist's closing comments for the webinar referenced the survey and asked attendees to complete the information to help Child Support Services better assist other parents in the future. We also created our own general, pre-planned Q&A document for both the Payer and Receiver sessions, so specialists could have this on hand in the event webinar participants were slow to ask their own questions. This was easy to develop with the specialists based on their knowledge of typical payer and receiver questions. Our poll, closing survey, and General Q&A documents are available as Appendix 7, 8, and 9.

*Prep Session, Recording Sessions & Practice Webinars*

Before the practice and recording sessions, there was an online prep session with the specialists and event team to discuss best practices regarding lighting, what to wear including hair and jewelry notes, where to look on the screen, and managing timing. This prep session included practice with several versions of virtual backgrounds for the live webinar, so the two presenters would look like a professional team on the screen (and private homes would not be viewable). We discussed the pros and cons of virtual backgrounds and referred to their use in our live talking points to acknowledge any glitches that would occur.

Individual recording sessions were then scheduled for each Child Support Specialist to practice/record their presentations. Each specialist could run through their presentation several times if they wished, and we recorded each variation. For some, the first take was the best and others improved after a few run-throughs. The recorded video was then downloaded, and the California Child Support Services creative team made edits as needed.

*Live Webinar Management*

Five primary roles were assigned and are suggested for managing a live webinar in the format shared here:

- **Lead Specialist:** Child Support Specialist who is the main speaker and leads answering questions. Per above, the Lead Specialist can present their own pre-recorded presentation, they can present someone else's pre-recorded presentation, or they can conduct a live presentation if they wish.
- **Assistant Specialist:** Child Support Specialist who helps manage questions coming in from participants and "serving" them to the Lead Specialist. The assistant also adds input and takes turns responding to questions. The Assistant Specialist is important to allow breaks and support for the Lead Specialist and helps create an interactive, dynamic session with back-and-forth discussion and comments as in news programming and talk show formats. Ideally, the Paying Parent speaker should be male, but accompanied by a female to help reflect the reality of most child support offices (predominantly staffed by females) and the same with Receivers to demonstrate inclusivity and project objectivity to the viewers.
- **Moderator:** Someone behind the scenes in charge of reading, choosing, rewriting (if necessary), and posing questions with the assistant Specialist. The Moderator can also see if questions are not coming in and prompt the Specialists to go to the General Q&A document. The Moderator is also in charge of giving the speakers 5, 2, and 1-minute warnings before the session closes and working with the Planted Participant and Tech.
- **Planted Participant:** A Child Support staffer who attends the webinar as a participant and who can prompt others to engage in the Q&A by asking the first question and/or additional questions from the General Q&A document, as needed.
- **Tech Support:** Someone in charge of launching the webinar and the poll, managing the recorded video, and attending to all technical needs. This is a critical role as there are generally many technical issues to attend to and the speakers must be free to focus on the webinar content and Q&A, not the technology.

## ADVERTISING EVALUATION

### A WORD ABOUT DIGITAL ADVERTISING

Digital advertising uses specialized computer systems, programs, and vast databases of information gathered online about computer and mobile phone users' behavior, locations, interests, and preferences. This data does not include personally identifying information such as name, address, or phone number. "Cookies" are bits of programmed text or code that remain in internet browsing logs after a person visits a website. These bits of information continue to track the person's online habits and generate data and is also used to improve the user's internet experience. Mobile apps and browser extensions also track activity.

Overall, people using the Internet with any device to shop, read, access news, use social media, and watch videos, movies, or television, create data profiles that allow advertisers to target them by gender, age range, employment status, marital status, number of children in the home, or interest in various activities (e.g., sports, sewing, cooking, etc.). Taken together, these factors allow advertisers to make highly informed speculations about what services and products match a person's needs and interests and to send, or *serve*, advertisements. Consumers may see this as helpful or as overly personal and intrusive. Laws are being put in place regarding website and business obligations to advise consumers of such tracking and to allow consumers to inquire about and receive feedback regarding the information a company has about them.

### LEARNING CYCLE 3 ADVERTISING CAMPAIGN

Per the data referenced regarding county demographics, we targeted single parents with children in Imperial and Merced counties as defined by zip codes (geo-targeting) on computers and mobile devices.

For Cycle 3, our display ad designs included two versions of static banners and videos for social media. We developed general ads that might appeal to both parents and we developed sports-oriented ads with a "Game Plan" theme designed to appeal primarily to males. Please see Appendix 10 for the Top Display Ad samples. The list of top websites where our ads were served and received the most frequent responses (click-throughs) is available on Pages 15 and 16.

Our ads were developed and placed as follows:

- **DISPLAY ADVERTISING**: we placed our ads on websites that appeal to and are frequently used by single parents. These included local news sites, parenting blogs and entertainment sites.
- **EXPANDED RE-TARGETING:** re-targeting was used across all types of advertising (display, search, and social) which means we re-marketed to people who were shown an ad but did not click-through to our web landing pages.
- **KEYWORD SEARCH ADVERTISING:** keywords including "custody," "family law," "legal separation," and "legal custody" were purchased on the top search engines (e.g., Google, Yahoo!, MSN, and Bing) during this cycle. We did not purchase the words that already bring Child Support Services to the top of the page organically including "child support," "child support services," "child support payments" and "child support office." Keyword prioritization is based on a list of search terms connected by process or association with child support program offerings. See Appendix 11 for the complete list of top performing keywords for Cycle 3.

- **SOCIAL MEDIA ADVERTISING:** as in Cycle 2, we placed ads on Facebook, Instagram, and LinkedIn. See Appendix 12 for social media ad examples including the LinkedIn Video ad.

Different from previous cycles, we allowed our budget to naturally disperse between desktop and mobile advertising, meaning, the ad servers automatically selected where the most qualified targets were available during our ad timeframe. The natural split between desktop and mobile ended up around 80/20 in favor of mobile, which includes tablets, and which corresponds to the website analytics we track on our general information website.

- **DESKTOP:** desktop advertising refers to ads delivered to a person while they are using a laptop or desktop computer as opposed to a mobile device. This includes both banner ads and keyword search advertising.
- **MOBILE:** mobile advertising is inclusive of iPhone, iPad, tablet, and Android platforms. Mobile banner ads and keyword search were both included in the advertising budget, providing the opportunity to reach our targets on a phone or tablet. Our data supports all the current market research which shows people are using mobile devices more and more to access the internet from wherever they are.[3]

While mobile internet access continues to evolve and recent data indicates that 60% of ALL searches are conducted on mobile devices, what people search for now varies by device. People readily search for the nearest gas station or fast-food restaurant while on their smartphone, but for something requiring in-depth consideration, people might wait until they can use a tablet or desktop.[4] Knowing that child support is not a topic for quick consideration and that our target is heavily using mobile devices, creative/ads for future campaigns might acknowledge this and urge people to visit a website and bookmark it to return later. "We know you're busy but check us out later. Child Support Services is here for you."

## LEARNING CYCLE 3 EVALUATION & RESULTS

Following are the delivery results for the three-week campaign for Learning Cycle 3 from February 1 through February 21, 2021. The three-week advertising period ended the Sunday before the first webinars were scheduled. This is a much shorter advertising period than the eight weeks for Cycles 1 and 2. We determined that a shorter, focused time-period leading up to the webinars was best based on the logic that it might be difficult for people to know their schedule and/or availability further out. Promoting the webinars more than three weeks out was potentially wasteful.

### *IMPRESSIONS & BUDGET*

Impressions indicate the number of times an ad appears on a user's screen. Impressions are not action-based and are merely the number of times a user could potentially have seen and read an advertisement, and as such are useful indicators of probable awareness.

The impressions delivered across all ad platforms were 2,391,204. The advertising budget was $29,180.

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[3] [Pew Research Center, Mobile Fact Sheet](#)
[4] [BroadbandSearch.net, "Breakdown of the Stats"](#)

Channel comparison:

- Cycle 1 media channels were chosen for awareness (Display, Search and Social)
- Cycle 2 media channels were chosen for education and engagement (Display, Search, Expanded Social with video and Pre-Roll)
- Cycle 3 media channels were chosen based on the results of both previous cycles and budget was allocated accordingly based on previous successes. We eliminated pre-roll advertising which did not perform as well, and a larger budget was allocated to Search with the expectation that the webinar offering would capture the attention of those searching our keywords.

The total Cycle 3 advertising budget was lower than both Cycles 1 and 2 due to the shorter advertising period and budget set-aside for a webinar/research advisor. For comparison, the budget for each cycle was allocated as follows:

**Table 1. Advertising Budget for Each Learning Cycle**

| Media Channel | Cycle 1 | Cycle 2 | Cycle 3 |
|---|---|---|---|
| Display | $19,800 | $11,700 | $9,046 |
| Search | $5,500 | $3,900 | $10,213 |
| Facebook/Instagram | $7,500 | $7,800 | $8,829 |
| Social – LinkedIn | N/A | $3,900 | $1,092 |
| Pre-Roll | N/A | $11,700 | N/A |
| Total Budget | $32,800 | $39,000 | $29,180 |

## PLATFORM EVALUATION & CLICK-THROUGH RATE

Click-Through Rate (CTR) is a percentage measurement of the number of clicks on an ad to access a website compared to the number of times the ad was served or shown (impressions). CTR is a percentage measurement per 1,000 impressions.

**Table 2. Platform Evaluation and Click-Through Rate**

| Medium* | Impressions Ordered | Impressions Actual | All Clicks | All Click Through Rate (CTR) | Completed Video Views | Web Link Clicks | Web Link (CTR) |
|---|---|---|---|---|---|---|---|
| Keyword Search | N/A | 22,679 | 870 | 3.84% | N/A | N/A | N/A |
| Display | 1,585,347 | 1,788,137 | 10,988 | .61% | N/A | N/A | N/A |
| Social Media (FB/IG) | N/A | 573,057 | 3,432 | .60% | 11,908 | 3,358** | 0.59%** |
| LinkedIn | N/A | 23,432 | 141 | .60% | 1,872 | N/A | N/A |

*desktop and mobile advertising numbers are combined in this chart for all platforms
**on Facebook and Instagram people can click on the ad visual OR a link provided in the text

As shown in Table 2:

- Keyword Search performance was weak relative to other intervention cycles with the lowest CTR of any cycle at 3.84%. The Cycle 2 CTR was 9.29% and Cycle 1 CTR was 5.55%. The industry standard for customer services is between 2.4% and 3.7%, so in that sense we performed above a standard level.
- The average click-through rate for our traditional Display advertising was 0.61%. which is an increase over Cycles 1 and 2 at 0.28% and .59% respectively. This is good since the industry standard for customer services is 0.55%.
- The average click-through rate for Facebook and Instagram for Cycle 3 landed between Cycles 1 (0.49%) and 2 (0.88%) at .60%. Although garnering less click-through than Cycle 2, Cycle 3 falls at the top of the industry standard CTR for social media, which is 0.4% to 0.6%.
  - The Facebook and Instagram Social Media ads earned 242 reactions, 36 comments, 48 saves and 34 shares totaling 360 total engagements.
  - There were 63,883 video views. The English videos represent 60% (38,332) of all views and Spanish videos represent 40% of all views (25,551).
  - There were 13,780 completed video views which is a 22% completion rate.
- LinkedIn had a strong click-through rate on the video ads at 0.60% where the average for the platform is 0.25%.

That click-through rates for our ads were at industry standard or above on all platforms indicates that we had some success targeting individuals for whom child support is relevant. The small drop in engagement is normal for this very specific call to action (sign up for a webinar) as opposed to a general offering of information (click here to learn more).

The modest performance of our advertising efforts in Cycle 3 as compared to previous cycles can be partially attributed to extensive behavior change among all age groups and hastened advancement and shifts in digital advertising due to COVID-19.[5] A smaller budget in a shorter time frame, the vast disruption to usual behavior, and a huge influx of advertising moving online may have made it harder for our messages to compete. In addition, due to COVID-19 there has been an increase in the amount of paid advertising by other supportive services (Public Health, Social Services, Employment Development, Internal Revenue Service) targeting audiences who might be in need of government services (within the lowest 50% income bracket or just above poverty). Overall, fewer people were searching for our keywords at this time; our digital media vendor reported that the mass of search traffic in early 2021 was focused on vaccine information, new unemployment regulations, employment opportunities, and mental health.

Further, as of April 2021, there are mixed reports about divorce and separation increasing or decreasing in California due to COVID-19 and it appears birth rates are down.[6] However, case openings and calls offered increased in March 2021 and are higher than March 2019 and March 2020. See Appendix 13 for case openings and calls offered throughout the life of the grant.

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[5] BostonDigital, The Big Shift – How Digital Advanced 10 Years in 12 Months
[6] CBS News, The COVID Baby Boom is Looking More Like a Baby Bust

## MESSAGE & CREATIVE EVALUATION

Employing the "Learn, Innovate, Improve" model, Cycle 3 creative built upon knowledge gained from previous efforts. Previous cycles confirmed that videos are well received, and that sports themed messaging earned a good deal of interest. This interest was presumably more from male targets although females were not excluded.

*Messages*

Based on a goal of encouraging people to join a webinar and the results of our sports-themed messaging in Cycle 2, we developed two variations of our message:

- CHILD SUPPORT 101: sign up for a webinar to get the facts about child support and talk to an expert
- MAKE A GAME PLAN: talk to the pros about child support and sign up for a webinar to get the facts

*Display Ads*

For Display advertising, static designs were developed for both message variations in English and Spanish. These ads utilized an avatar graphic and the California Child Support Services logo rather than the county logos, and the same visual was used for both counties. All ads were "tagged" so we could track responses from Merced or Imperial County and which sizes received the most attention and click-through.

The avatar graphic was developed to include both a male and female and depict varied ethnicity. See the enlarged avatar graphics and sample Display Ads in the Figures 1 and 2 below:

**Figure 1. Avatar Graphic/English and Spanish**
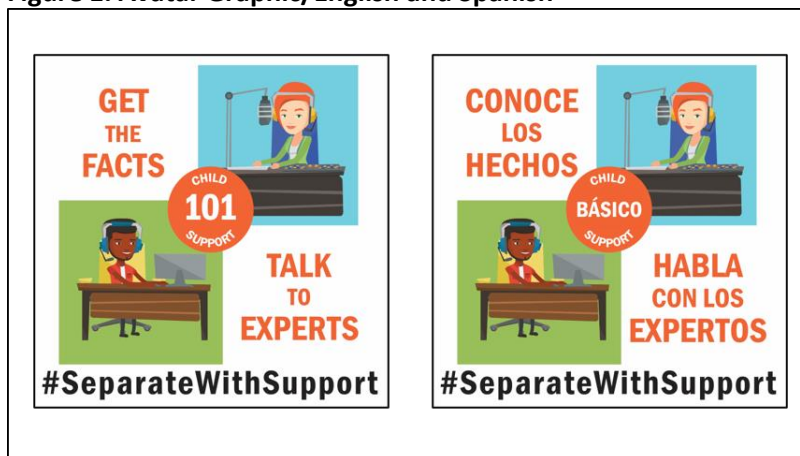
**Figure 2. Display Ads/English and Spanish**
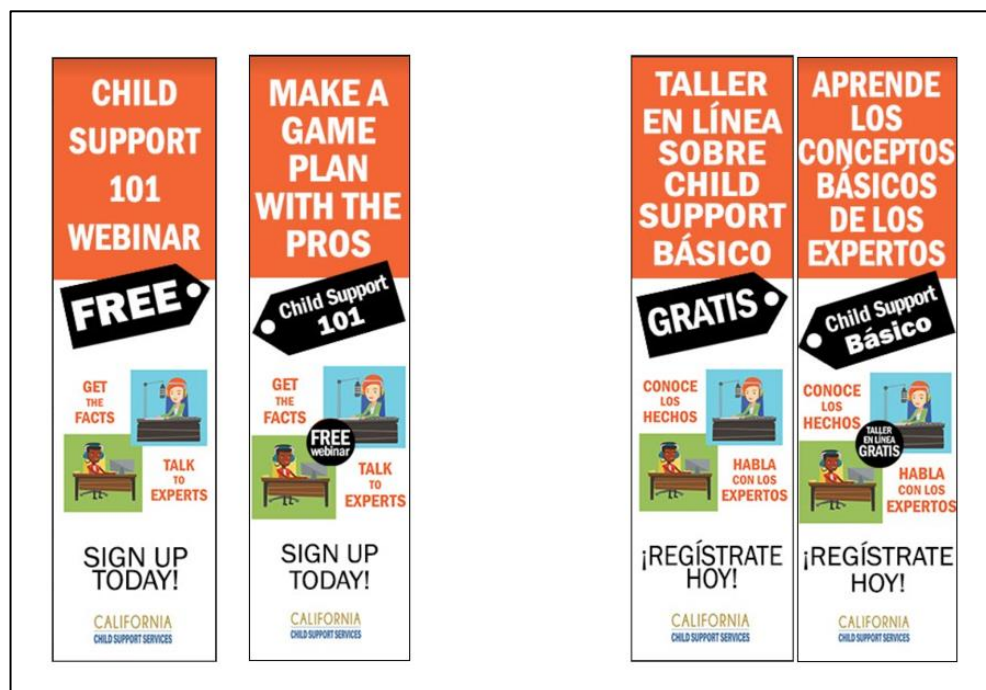


Table 3 shows the percentage of ad clicks measured among all the display ad versions served in each county to evaluate which message or visual performed best. Note that in testing which message or visual is most appealing, we relied on optimization. We controlled the ad rotation at the start of the campaign to ensure all ads are being circulated, but over time we allowed the ad computers to "optimize" and serve the creative execution and/or message that attracted the most engagement (click-throughs). Cycle 3 creative analysis strongly supports what was indicated in Cycle 2 - that sports-themed ads caught the eye of our target. We saw a strong click-through on the Game Plan creative in English and Spanish in both counties.

**Table 3. Click-Through Rate Evaluation (among display ads served in each County)**

| Ad Name | Language | Imperial | Merced |
|---|---|---|---|
| Child Support 101 | English | 40.4% | 38.8% |
| Game Plan | English | 59.6% | 61.2% |
| Child Support 101 | Spanish | 34.6% | 34.9% |
| Game Plan | Spanish | 65.4% | 65.1% |

*Video Ads*

Besides general message ads (Child Support 101 and Game Plan) for Facebook, Instagram, and LinkedIn, we created video ads using each of our Child Support Specialists. We drafted a general script and asked each Specialist to record a short video promoting their webinar session (Figure 3).

**Figure 3. Video Ads/English and Spanish – one by each Child Support Specialist**
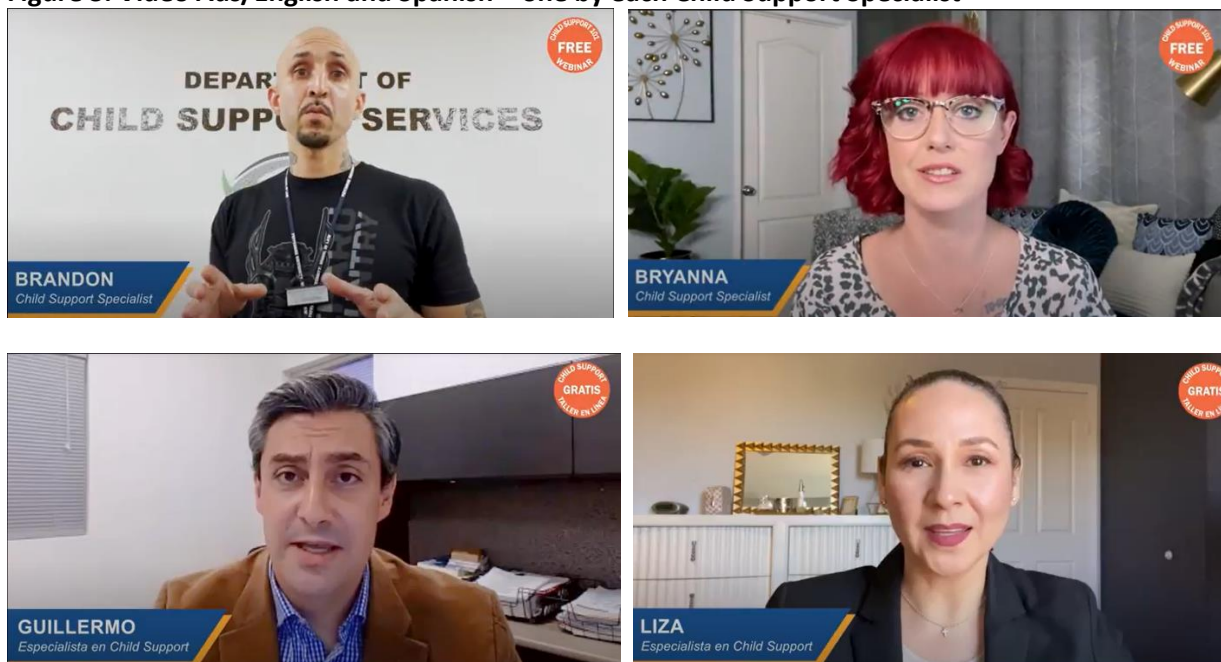


The video ads performed very well on Instagram as did the Game Plan ad, and the video ads earned 62% of all the click-through on social media to the website (Table 4).

**Table 4. Social Media Creative Click-Through**

| Social Media Creative Earning Most Click-Through | Imperial | Merced | Total Clicks | Click-Through Rate (CTR) |
|---|---|---|---|---|
| CSS Videos – English | 679 | 748 | 1,427 | 39.9% |
| CSS Videos – Spanish | 478 | 328 | 806 | 22.6% |
| Game Plan – English | 255 | 156 | 411 | 11.5% |
| CS 101 – English | 180 | 183 | 363 | 10.2% |
| Game Plan – Spanish | 150 | 163 | 313 | 8.8% |
| CS 101 – Spanish | 93 | 160 | 253 | 7.1% |

While the overall view rate of each Specialist video varied significantly, the click-through rate was consistent for all, and it was strong. Meaning, a modest number of views for some Specialist videos resulted in roughly the same click-through rate as other Specialist videos with a high number of views. Click-through for all averaged 3.4% despite a high or low number of views overall. Click-through rate measures the percentage of how many clicks each ad received throughout a campaign based on 100% of total clicks across all ads.

We encouraged creative freedom to each specialist when creating their video ad. Specialists used general language that would resonate with customers and give the webinars a much more personal feel. We saw higher view rates and click-throughs on the videos that presented as more personal and authentic. However, even with the video ads that were highly engaging and received a high number of views, the click-through rate stayed consistent with the other videos (Tables 5 and 6).

**Table 5. Video Views by Specialist**

| Video Views | Imperial County | Merced County | Total Views | % of Views |
|---|---|---|---|---|
| Payer – English | 11,671 | 13,334 | 25,005 | 39.1% |
| Receiver – English | 5,897 | 7,430 | 13,327 | 20.9% |
| Receiver – Spanish | 9,272 | 8,258 | 17,530 | 27.4% |
| Payer – Spanish | 4,537 | 3,484 | 8,021 | 12.6% |
|  | **31,377** | **32,506** | **63,883** | **100%** |

**Table 6. Video Click Through Rate by Specialist**

| Video Click Through Rate (CTR) | Imperial County | Merced County | Total Views | CTR % |
|---|---|---|---|---|
| Payer – English | 506 | 481 | 987 | 3.9% |
| Receiver – English | 173 | 267 | 440 | 3.3% |
| Receiver – Spanish | 315 | 233 | 548 | 3.1% |
| Payer – Spanish | 163 | 95 | 258 | 3.2% |
|  | **1,157** | **1,076** | **2,233** |  |

*TOP WEBSITES*

Our Cycle 1 and Cycle 2 advertising effort helped us define which websites generate the most interest for our topic. We observed:

1. Mothers of very young children primarily responded to our ads from sites such as SheKnows, WhatToExpect, Parenting, and TheBump.
2. Yahoo Properties and Google Properties remain at the top of the list including Y-mail, Good Morning America, and YouTube.

The top performing websites in Cycle 3 are most like Cycle 1, because we did not actively seek to reach male targets via sports-focused sites. And, although sports programming was severely hampered due to the COVID-19 pandemic, Y-sports and Bleacherreport.com remain among the top websites for ad response. As a reminder, ad-serving computers sort and deliver ads to optimize and determine preference. Over time, websites that receive more responses are served more ads. The computer system continues to test variations during the advertising time frame, but eventually finds an optimized balance and delivers the "best" ad on any website based on what the system has learned.

1. Yahoo Properties: Y-mail, GMA, Sports
2. Google Properties: G-mail; Youtube.com
3. Sheknows.com
4. Buzzfeed.com
5. Accesshollywood.com
6. Whattoexpect.com
7. Womenshealthmag.com
8. Kayak.com
9. Shape.com
10. Thebump.com
11. Parenting.com
12. Todaysparent.com
13. Redtri.com
14. Womansday.com
15. Bleacherreport.com
16. Nbc.com
17. Abc.com
18. Accuweather.com
19. **Weather.com**
20. Amctv.com
21. Healthgrades.com
22. Huffingtonpost.com
23. Latimes.com
24. Cafemom.com
25. About.com
26. **OKcupid.com**

There was little shift in the list of our top websites for Cycle 3 with Weather.com entering the list and OKcupid.com elevating slightly. We also have data for the top Apps for Cycle 3 which all ranked below the top websites.

- Mobile App: News Break: Local Everything
- Mobile App: Pandora
- Mobile App: Musi
- Mobile App: Photo Pro
- Mobile App: Happy Color
- Mobile App: Start Magazine
- Mobile App: Calculator
- Mobile App: Kids Place Parental Control

- Mobile App: Parental Control App Blocker
- Mobile App: Life 360
- Mobile App: MamaBear
- Mobile App: Bubble Shooter
- Mobile App: IMO free video calls/chat
- Mobile App: TextNow: Free Texting & Calling

## LANDING PAGE TRAFFIC (GOOGLE ANALYTICS)

From February 1 through February 21, 2021, new visitors to the English landing page averaged around 191 per day. For the Spanish landing pages, during the same timeframe, new visitors averaged around 243 per day. Different from both previous cycles, the visitation rate to both landing pages was relatively flat throughout the period and did not spike mid-week. We can likely attribute this to the disruption of usual work patterns due to COVID-19 and the fact that many people stayed at home consistently as stay-at-home orders required. Plus, there were simply fewer activities and places to go on weekends.

Figures 4 and 5 show consistent traffic patterns for both the English and Spanish web pages. Advertising started around February 4th and after an initial spike, traffic remained steady, rising slightly towards the end of the campaign when more ad impressions were served immediately preceding the first week of webinars.

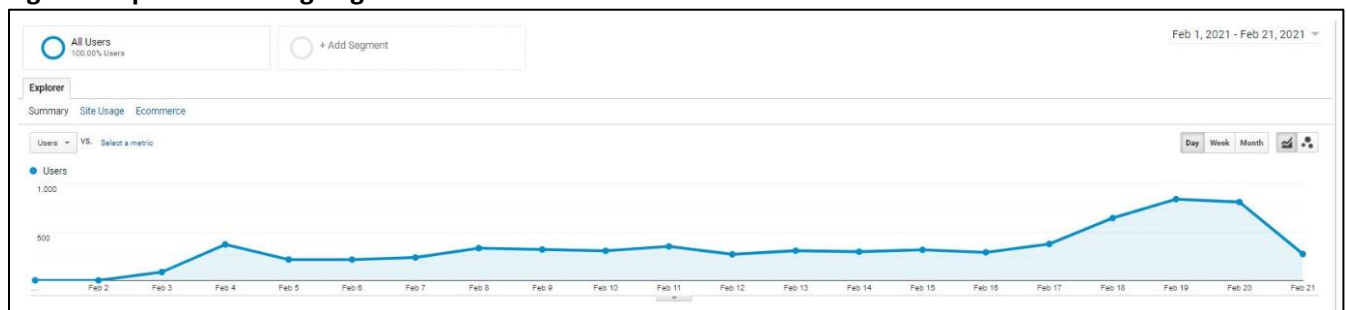**Figure 4. English Landing Page Traffic**
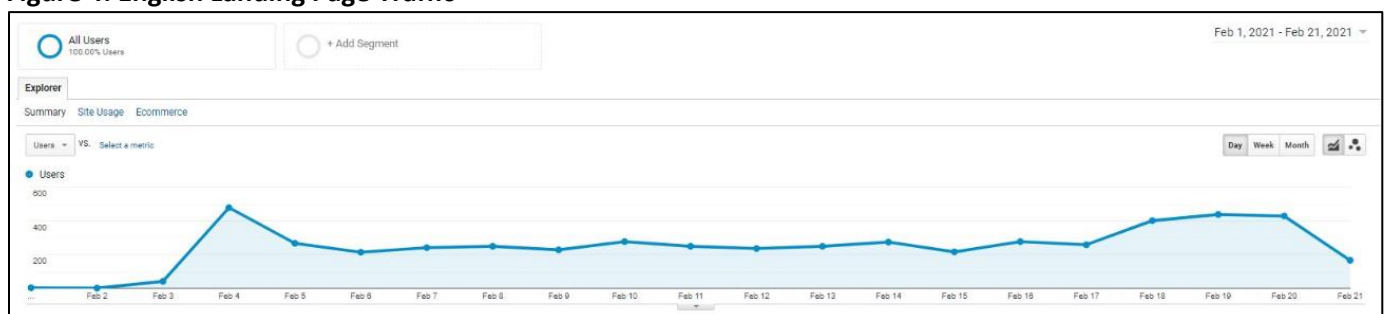


**Figure 5. Spanish Landing Page Traffic**

The Cycle 3 landing page traffic level was modest compared to both Cycles 1 and 2 ranging to the lower end, but our goals were different for Cycle 3. Cycle 1 promoted visiting a website landing page; Cycle 2 encouraged education via video views; and Cycle 3 promoted registration for a webinar, which a user could reasonably expect to require submission of personal information and/or require a commitment of time.

Landing page activity is compared in Table 7, below. There were 5,862 sessions on the English page and 8,224 sessions on the Spanish page.

**Table 7. English vs. Spanish Landing Page Activity**

| Activity | English Landing Pages | Spanish Landing Pages |
|---|---|---|
| LC1 Sessions | 28,754* | 45,813* |
| LC2 Sessions | 9,027 | 7,919 |
| LC3 Sessions | 5,862 | 8,224 |

*Due to the bot activity in Cycle 1, these numbers are inflated, but they do show relatively more traffic to the Spanish pages than the English pages.*

- Cycle 2 is the only one where sessions on the English page were higher than the Spanish page. This may be attributed to the LinkedIn promotion in Cycle 2, which was only in English.
- In Cycle 3, as we saw in both previous cycles, the Spanish landing page received 27% more visitors than the English landing page (5,108 new users vs. 4,021 new users), and we conclude that the Spanish-speaking population is hungry for information in their own language. Due to the complexity of the child support program, it makes sense that this demographic would prefer information in their native language, with which they are most comfortable.
- In Cycle 3, the Spanish landing page had 40% more sessions than the English landing page indicating more Spanish-speaking users returned to the page (8,224 vs. 5,862). This is interesting since ads were distributed 50/50, English/Spanish in both counties.
- As mentioned in the creative section, the English videos received more views than Spanish at a ratio of 60/40, yet the Spanish landing page had the most visits. While many people in Imperial and Merced counties are bilingual, this demonstrates the importance of communications in Spanish. Although there were more click-throughs on the English ads, it is possible that Spanish speakers who saw the ads were sharing the landing page link directly with friends or family. Also, the Spanish-speakers who did click through on the ads may have visited the Spanish landing page multiple times, which could have generated the higher visit rate.
- We observed that the overall volume of traffic on the main site was higher in Cycle 2 (Jan-Mar 2020) than it was in Cycle 1 (Aug-Oct 2019), supporting our knowledge that separation/divorce actions are highest Jan-March each year.[7] Although Cycle 3 had the lowest overall traffic to the main website, the cycle was much shorter than Cycles 1 and 2 so we still saw strong engagement during the high-traffic month of February (Cycle 3 ran in Feb 2021). See Appendix 14 for website traffic throughout the grant life.
- As mentioned, website activity was flat throughout the week for Cycle 3; there was no spike on any particular day or days of the week.

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[7] Doyle Law Group, What Time of Year Do Most Divorces Happen?

- Cycle 3 had an 85.38% bounce rate for the English page and an 85.97% bounce rate for the Spanish page.
  - Bounce rate in Cycle 3 was slightly lower for both the English and Spanish page as compared to Cycles 1 and 2. The difference is small.
- The average time spent on both web pages was low in Cycle 3 (24 seconds for English and 27 seconds for Spanish). This is because the call to action on the web page was to choose a date and time to attend a webinar which then took people to our separate registration page.

## TRANSITION - WEB LANDING PAGE TO WEBINAR REGISTRATION PAGE

In developing our plan, we considered ways to avoid requiring a second click-through from the web landing page to the webinar registration page, but this was unavoidable due to requirements within the Zoom platform. We can see that only 3.2% of visitors to the Spanish page clicked to sign up for a webinar and only 6.8% of visitors to the English page clicked to sign up. People arrived at the web page to learn more, but overwhelmingly did not click to register for a webinar.

We cannot know why people did not register for a webinar. Perhaps they did not sign up because the dates/times did not suit their schedule or because they were unwilling to provide their contact information. The webpage did not say how long the webinars would last, so uncertainty about the time commitment may have been a deterrent.

Further, in Table 8, we can see the attrition continue from Webinar Registration page to Final Registration.

**Table 8. Attrition: Web Page to Webinar Registration to Final Registration**

|  | Web Page Visitors | Webinar Registration Clicks | Final Registrations as of February 21 |
|---|---|---|---|
| **English** | 4,021 | 272 | 78 |
| **Spanish** | 5,108 | 164 | 37 |

Ideally, we could further evaluate how many who registered then attended the webinars, but an unfortunate incident happened that skewed actual webinar attendance.

- On February 19, at a statewide monthly meeting with all County Child Support Agency Directors, this webinar project was presented, the landing pages were shown, and the Child Support Specialist videos were shared to provide an update from DCSS and to make Directors aware in case questions or interest spilled across county lines. Unfortunately, some of the Directors in attendance misunderstood that these were grant activities exclusive to grant counties alone.
- On February 21, our advertising, targeted to non-TANF eligible parents who do not have a child support case, ended.
- On February 22, a large (and not incidentally, historically underfunded) county agency who attended the monthly meeting and saw the presentation sent two emails blasts, one in English and one in Spanish, to over 80,000 of their current case participants promoting the website and the webinars, although we were deliberately excluding this audience. This was a mistake we can attribute to enthusiasm for the concept while forgetting the grant exclusion, and these things

happen, but within minutes we saw spikes in website and social media activity and webinar registrations increased substantially.

Ultimately, it is lucky that this "enthusiastic error" happened right as our advertising ended, allowing us to evaluate all data through February 21 knowing it is sound. However, it greatly affected the outcome of the actual webinars. It was clear from the questions asked during the live webinars that the respondents were current case participants, and their complaints about lack of service and frustration with their inability to contact caseworkers added an unwelcome negativity to the Q&A. This will be discussed further in the Webinar Engagement section of this report.

## LINKEDIN

LinkedIn was a top outbound link in Cycle 1 which was surprising. Thus, in Cycle 2, we purposely advertised on LinkedIn to measure the quality of traffic and level of response from this social media platform (Figure 6).

**Figure 6. Cycle 2 LinkedIn Web Banner**



LinkedIn data from Cycle 2 showed that our video ads had a very strong click-through rate at 0.39% where the average for the platform is 0.25%. The click-through was even stronger in Cycle 3 although video completions were substantially lower due to a lower budget allocation and increased pricing for digital advertising due to COVID-19. Ultimately, LinkedIn has proven to be an excellent platform for reaching non-TANF targets who may need child support services (Table 9).

**Table 9. Comparison on LinkedIn Data-Cycles 2 and 3**

| LinkedIn | Click-Through Rate | Video Completions | Budget |
|----------|--------------------|--------------------|--------|
| LC 2 | 0.39% | 16,344 | $3,900 |
| LC 3 | 0.60% | 1,872 | $1,092 |

# WEBINAR ENGAGEMENT EVALUATION

The webinars had 71 Receiver registrations and 44 Payer registrations. Details for each session are as follows:

| | |
|---|---|
| Receivers – English<br>Wednesday, Feb 24 | 11:30 a.m. – 31 registrations<br>6:00 p.m. – 14 registrations |
| Payers – English<br>Thursday, Feb 25 | 11:30 a.m. – 28 registrations<br>6:00 p.m. – 5 registrations |
| Receivers – Spanish<br>Tuesday, Mar 2 | 11:30 a.m. – 16 registrations<br>6:00 p.m. – 10 registrations |
| Payers – Spanish<br>Wednesday, Mar 3 | 11:30 a.m. – 7 registrations<br>6:00 p.m. – 4 registrations |

The sessions in English had higher registration with Receivers and Payers being fairly equal and that more people registered for the 11:30 a.m. sessions than the 6:00 p.m. sessions which aligns with the generalized data we found in planning. 92% of attendees stayed to the end of the recorded session, indicating that attendees were interested in the content provided.

90% of the people who registered completed the optional registration survey reporting their Age, Gender, and Income Range. 63% of survey respondents were age 30-44 and 77% of this group reported annual income below $50,000.  Registration by gender was approximately 62% female and 38% male.

*Pre-Webinar*

When participants joined the webinar, they saw a pre-webinar poll intended to engage them early on and help us understand their perspective. The poll showed that of the 52 Receivers, only 2 (3.8%) felt negatively towards California Child Support Services and 37 (71.2%) knew "a little bit" about how California Child Support Services could help them. The poll showed that of the 35 Payers, four (11.4%) felt negatively towards California Child Support Services and 25 (71.4%) knew "a little bit" about how California Child Support Services could help them (Figure 7).

**Figure 7. Participant Survey Prior to Webinar**
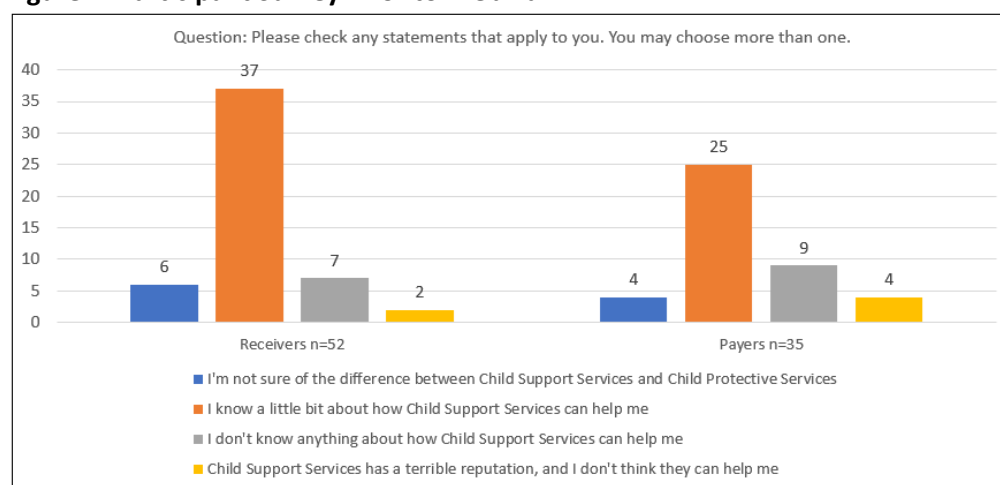
Based on the registration reports for each webinar session, 64 people attended the Receivers sessions, in both English and Spanish, and 56 people attended the Payers sessions, in both English and Spanish, for a total of 120 webinar attendees. Of the 120 webinar attendees, 87 (72.5%) responded to the pre-webinar survey question which suggests the audience was engaged with the material and desired further information. The pre-webinar survey participation for the Receivers sessions was much higher with 52 responses out of the 64 attendees, an 81.3% response rate, whereas the Payers sessions only saw 35 responses out of the 56 attendees, a 62.5% response rate.

We tracked the number of registrants between February 1 through February 21 and after February 22. This was helpful after looking at the unintended active case participant promotion through county child support offices. During February 1 through February 21, 115 people registered for the eight webinars meaning they saw our ads, visited our landing pages, and registered for one of the sessions. After February 22, when the county child support offices promoted the webinars to their customer database, we saw a spike in registrations of 289 people across the eight webinars. Although the spike was caused by a mistake through the county child support offices, it is valuable to learn that the information we were presenting was of interest to current case participants, even though that was not the intended audience.

*Active Webinar*

Overall webinar engagement was high. Participants arrived on time and 92% of attendees stayed for the entire pre-recorded presentation which suggests a commitment to learning about child support, interest in the content, and engagement with the people who presented and the method of presentation.

Because the presentation was pre-recorded, our speakers could review questions that came in during the recorded video. A few questions were answered in writing via private chat, e.g., providing contact information allowed the speakers to answer the questions applicable to a wider audience live. Most questions were submitted towards the end of the video or after the video presentation which suggests the need for a few minutes of patience while viewers gather their thoughts.

The questions we prepared internally aligned with common questions asked by participants new to California Child Support Services, for example:

- If Child Support can locate the other parent
- If California Child Support Services offers genetic testing
- How much services cost
- What county/state to file in and other jurisdictional issues
- Effect of getting cash assistance and/or sharing custody
- How child support works when Receiver and Payer make the same amount of money
- Whether past child support is owed for time before a case is filed
- How to avoid an employer knowing that a Payer pays child support

The actual questions offered reflected the fact that mostly current case holders joined the webinar, and were centered on middle-of-case issues like changes of circumstances and enforcement, for example:

- What happens when a child turns 18
- What to do about a Payer who is not paying the full ordered amount

- How and when reevaluation calculations are done
- What to do when a Receiver suspects unreported income
- How custody and visitation affect child support orders
- Effects of subsequent marriage and additional children on child support orders

*Post-Webinar*

Forty-two participants filled out the post-webinar survey, 22 Receivers and 20 Payers. Post webinar survey feedback was overwhelmingly positive with most participants stating they learned new information. However, we noted that while Spanish-speaking respondents were highly engaged in live Q&A, they were less likely to complete the Post-Webinar Survey. Out of the total 42 respondents, only six attendees completed the survey in Spanish (14.3%).

More surveys were completed when the Lead Specialist made a personal appeal at the end of the webinar beyond the standard "please fill out the survey" – something akin to "you'd help me out a lot if you would complete this short survey, because that is how I'll learn."

When evaluating participant satisfaction, the webinar succeeded with 68% of Receivers and 79% of Payers giving the webinar the highest satisfaction rating. Knowing that child support is a difficult topic to address with Payers, it's intriguing that more Payers than Receivers responded to the post-webinar survey with the highest rating. This higher satisfaction rate suggests that Payers want information and found our content helpful. (Figure 8)

**Figure 8. Post-webinar Survey Responses**
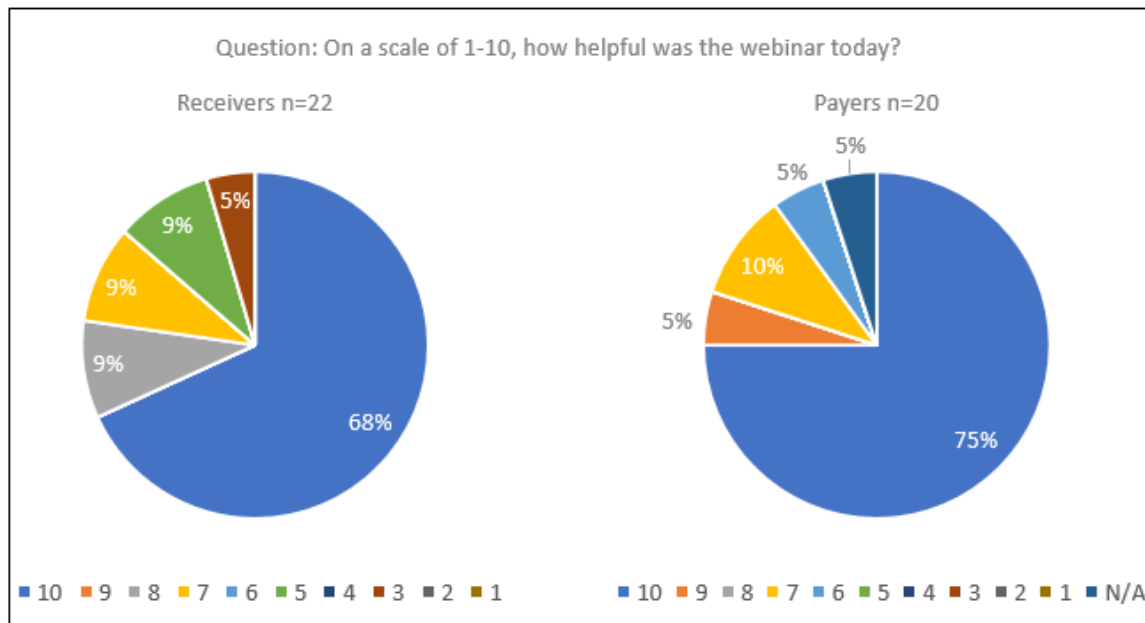
**Figure 9. Number of Participants who Learned Something New**

Question: Did you learn at least one thing you did not know before this webinar?

Receivers n=22

- Yes: 77%
- No: 5%
- N/A: 18%

Payers n=20

- Yes: 70%
- N/A: 30%

Legend: ■ Yes ■ No ■ N/A
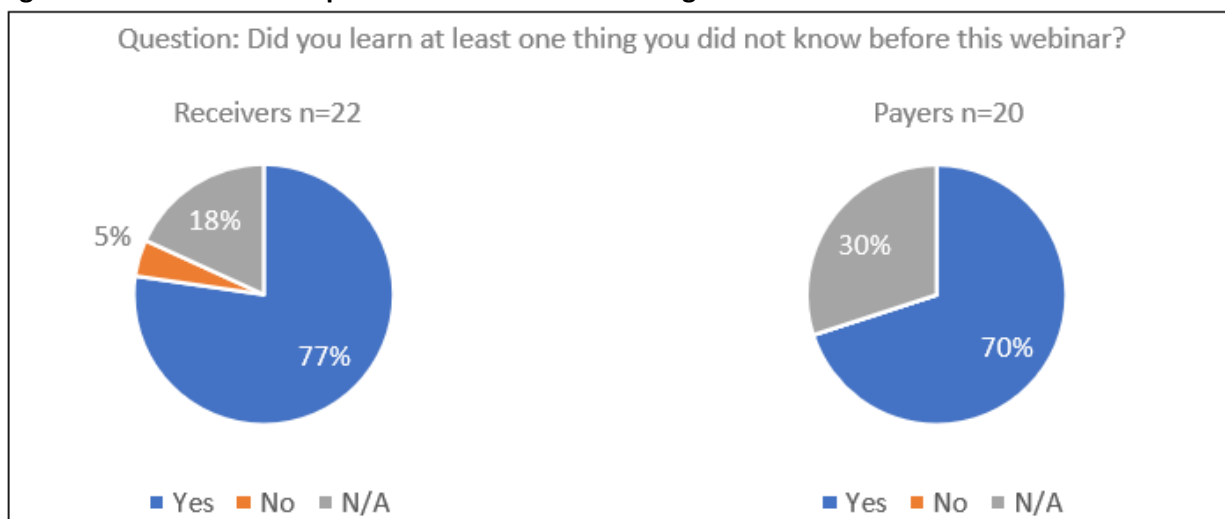
- 95% of Receivers and Payers said that it was "clear" or "somewhat clear" how to find more information if they needed it or how to open a case.
  - Only one (1) Receiver (4.8%) and one (1) Payer (5%) said it was "not clear" how to find more information if they needed it or how to open a case, so there is some room for improvement.

**Figure 10. Number of Participants Who Understood How to Take Action**

Question: Is it clear how to find more information if you need it or what to do if you want to open a case?

Receivers n=22

- Clear: 55%
- Somewhat Clear: 36%
- Unclear: 4%
- N/A: 5%

Payers n=20

- Clear: 65%
- Somewhat Clear: 30%
- Unclear: 5%

Legend: ■ Clear ■ Somewhat Clear ■ Unclear ■ N/A
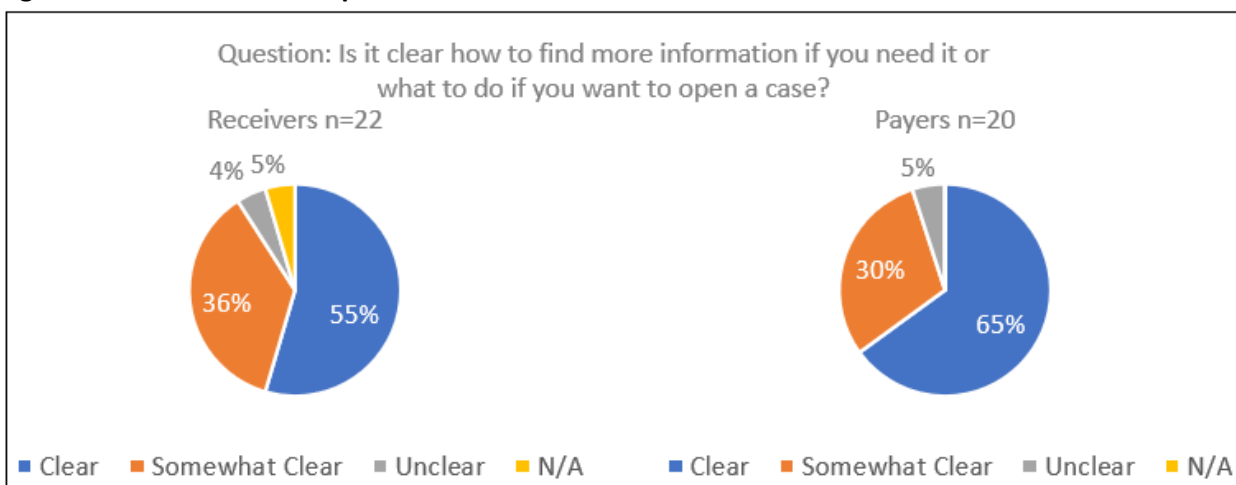
We had 42 post-webinar survey respondents – 22 Receivers and 20 Payers. However, far more English-speaking attendees responded to the post-webinar survey (37) than Spanish-speaking attendees (5). While the post-webinar survey sample size was small, it still offers insights.

- While we know that those with current cases were not the focus of this effort, we learned a lot from those who gained access to the webinar.
  - They are a very active audience that would likely benefit from more group-oriented interactions.

- They have numerous generic questions that can be addressed in webinars targeted to those who have cases. For example, many questions had to do with changes of circumstance (e.g., new job, new spouse, new child) and collections.
- The webinars can also serve as an internal motivator for California Child Support Services personnel.
  - There was a lot of personnel excitement and pride generated from this effort.
  - The webinar format encouraged personnel to think about what matters most to people without cases but needing assistance, and how to persuade single parents to come to California Child Support Services for help.
  - The personnel involved were willing to invest extra time in providing this service to potential case participants.

Of the 42 post-webinar survey respondents, 22 elected to be contacted for future research opportunities and were split 50/50 between Receivers and Payers. Our effort shows that if gathering potential research participants is a goal, an agency could use informational webinars to create an opportunity to survey attendees about being contacted for future research. This holds true for current case participants and suggests it is worth exploring with prospective case participants.

## LEARNING CYCLE 3 CONCLUSIONS & RECOMMENDATIONS

As intended, Learning Cycle 3 benefited from our learnings in Cycles 1 and 2 with the application of the Learn-Innovate-Improve model. Insights included how to best balance the budget among media channels and platforms, evidence that video ads are well-received and sports-themed messaging is favorable, and that LinkedIn is a uniquely effective channel to reach our target. However, Learning Cycle 3 was unique since it took place almost a year into the COVID-19 pandemic when advertising pricing and competition for attention in the digital space were high. We hypothesize that without this, we would have seen higher click-through rates and engagement with the same level of budget. Other important learnings include:

- Keyword Search is important. All three learning cycles indicate that search is the strongest platform for earning interest of our target. It offers the most basic level of digital advertising that can be conducted for any budget level with minimal creative development required.
- Learning Cycle 3 achieved the same level of engagement across Display and Social showing we may have found the "sweet spot" of the relative budget balance across these platforms although we believe we would have seen higher click-through rates and engagement for Social had we not been competing to reach our target deep in COVID-19 times.
- LinkedIn continued to earn excellent engagement for a minimal amount of budget allocated.

While Learning Cycle 3 was a project with many valuable learning opportunities, the ultimate finding is that offering webinars to gain research participants is not very effective. Of the 2,407,305 ad impressions garnered during Learning Cycle 3, only 42 (.0017%) webinar attendees participated in the post-webinar survey, proving that this method is not conducive to collecting market research (Table 10). However, using webinars to reach potential non-TANF targets could be a way to deliver enough information to stimulate case openings. But the accidental inclusion of current case participants unhappy with their service clouded the results and increased the difficulty in drawing supportable conclusions.

**Table 10. Webinar Metrics to Compare Ad Impressions to Total Survey Respondents**

| Total Ad Impressions | Total Ad Clicks | Total Webinar Registrations | Total Webinar Attendees | Total Survey Responses | % of Survey Responses to Ad Impressions |
|---|---|---|---|---|---|
| 2,407,305 | 15,431 | 405 | 120 | 42 | .001745% |

Two other findings will be part of future outreach:

- First, between the two versions of the creative "Child Support 101 Webinar" and "Make a Game Plan," the latter earned more interest across both counties and both languages by a significant margin.
    - This means the clear call to action to sign-up for a webinar did not gain the most interest.
    - Conversely, the less clear call to action to "make a game plan" was appealing and although we ensured those versions of the ad included the word "webinar," users may have thought there were other resources in addition to registration for the webinar.
    - Although it seems unlikely, it is possible that the term "webinar" is strange or not well-known among our targets. We considered using other terms for the ads such as "chat" and "meeting" and "session," but we ultimately chose the more formal, professional term.
- Second, the number of registrations for any webinar session compared to the total ad clicks generated by the advertising is quite low. The digital advertising for Cycle 3 garnered 15,431 ad clicks and 115 registered (as of 2/21) – under 1%.
    - With such high interest in the ads, we acknowledge that although people are interested and engaged, pursuing Child Support Services is a very sensitive and private topic. People may want to learn more but are hesitant to provide personal information or be contacted by Child Support Services, they might also be casually interested but not ready or able to commit time to a webinar-style presentation. If people are not yet separated/divorced or in dangerous situations, they would not want any evidence connecting them to our website or webinar series.
    - As discussed previously, perhaps the dates and times of the webinars did not suit people's schedules, which is a possibility in any live event.
    - We cannot rule out that people did not clearly understand what the ad was offering and upon arriving at the page and being prompted to sign-up for a webinar, they left the page quickly since it did not offer what they expected.
    - We cannot rule out that people did not know what a webinar is and did not take the time to learn more after reaching the page.

In developing the project, we considered how to support people who showed interest and arrived at the web landing page but were unable to attend a webinar. Thus, the web page prompted people to bookmark it and return to see the webinar videos after the webinars had taken place, and we have gone back at intervals to assess ongoing traffic.

The recorded webinars were added to our English and Spanish landing pages on March 11, 2021. We selected the best sessions, for Payers and Receivers, in English and Spanish, and edited each video to include a brief introduction from the Lead Specialist, the recorded PowerPoint presentation, and the

recorded Q&A section. From March 11 through May 7, 277 users visited the English and Spanish landing pages. Of those, 113 were new users which shows us 1) people visited the landing pages multiple times after the webinar series concluded and 2) new landing page users may have included people who were interested in the webinars but couldn't attend at the designated time, so they consumed the presentations later. Of those 113 views, a breakdown of the number of people who have watched each webinar is below in Table 11.

Again, it is important to note that with the statewide shift to telework we cannot filter out California Child Support Services staff, county and regional child support office staff, or our webinar event team from actual website users and recorded webinar views by prospective customers.

**Table 11. Recorded Webinar Views between March 11-May 7, 2021**

| Webinar Topic | Number of Clicks/Views from Landing Pages |
|---|---|
| Receivers – English | 34 |
| Receivers – Spanish | 33 |
| Payers – English | 25 |
| Payers – Spanish | 21 |

If we were to conduct another similar effort aimed at engaging people with Child Support 101 content to inspire them to open a case and/or ask if they are willing to be contacted for future research, we recommend the following options and variations:

*Option 1*
- Prepare recorded presentations with a Child Support Specialist as outlined and place the video online wherever agency videos are housed, and access can be tracked.
- Advertise the video's availability along with a live Q&A session or series of sessions (webinar) with a Specialist.
  - o Perhaps Live Q&A can be scheduled weekly or bi-weekly like drop-in office hours and the popularity of this offering can be assessed.
- Metrics:
  - o Number of video views and completed video views.
  - o Number of registrations for the Live Q&A.
  - o Number of Live Q&A attendees and quality of questions.
    - ▪ Poll within the session (webinar) those who attend and ask if they watched the entire video that was promoted.
    - ▪ Ask if they learned from others' questions during the session.
    - ▪ Post survey those who attend or registered asking if they wish to participate in future research.
    - ▪ Encourage people to share the videos.

*Option 2*
- Prepare recorded presentations with a Child Support Specialist as outlined and place the video online wherever agency videos are housed, and access can be tracked for measurement.
- Advertise the video's availability and provide a unique email support address.
- Metrics:
  - o Number of video views and completed video views.

- o Number of emails and quality of questions.
    - Review video metrics for consistency with reported completions.
    - Survey those who email asking if they wish to participate in future research.
    - Encourage people to share the videos.

The live Q&A component of Option 1 involves more effort and technical management than monitoring an email address, but on a branding and image level, this positive, modern availability and openness may offer child support agencies long-term value. The online Q&A environment offers real and personal access to a Specialist, but the person seeking support can maintain a certain level of privacy and distance. People can usually register for webinars with just first names, and they can ask questions anonymously. For non-case holders this may offer significant appeal and people may share its availability. For the agency, this offering seems authentic and transparent and moves towards normalizing child support services like many other services people need.

However, the biggest takeaway throughout the duration of the grant is that we as a program do not know enough about *why* our target audience does not use our services. Without this understanding, we cannot create messaging that will resonate with them, address their concerns, and stimulate action. Repeatedly, we learned there is interest, but our messaging (based on our *opinions* about what benefits our program might offer to a customer) did not result in new case openings. Messages garnered *some* response, which means we weren't hitting the sweet spot and we spent a lot of money learning that we don't know what to say. The only thing that stimulated a significant number of new case openings was a change in procedure: conversion to a simple application that can be accessed from a mobile phone, as supported by Minnesota and Virginia's learning cycles.

We urge the Office of Child Support Enforcement to devote grant funding to market research among single parents between 25 and 40 nationwide to elicit factual, data-based information about the reported barriers to using our services. Then, as a program, we can address these barriers before educating customers about child support, as we will have only one chance to be "new and improved" to a new case holder. Without hard data from actual single parents without cases, spending advertising dollars is an expensive experiment.

# APPENDICES

**Appendix 1:**
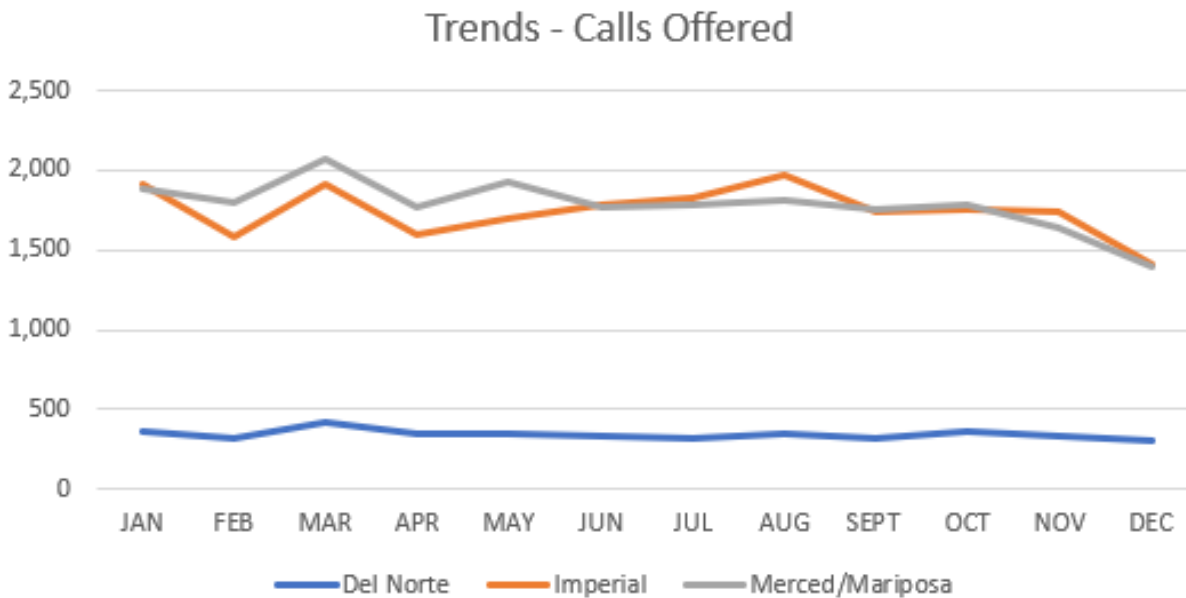**Baseline Case Openings + Calls Offered**

**Case Openings – 2016**

Trends - Case Openings

70
60
50
40
30
20
10
0

JAN   FEB   MAR   APR   MAY   JUN   JUL   AUG   SEPT   OCT   NOV   DEC

——Del Norte   ——Imperial   ——Merced/Mariposa

**Calls Offered – 2016**

Trends - Calls Offered

2,500

2,000

1,500

1,000

500

0

1   2   3   4   5   6   7   8   9   10   11   12

——Del Norte   ——Imperial   ——Merced/Mariposa

**Case Openings – 2017**



Trends - Case Openings

**Calls Offered – 2017**
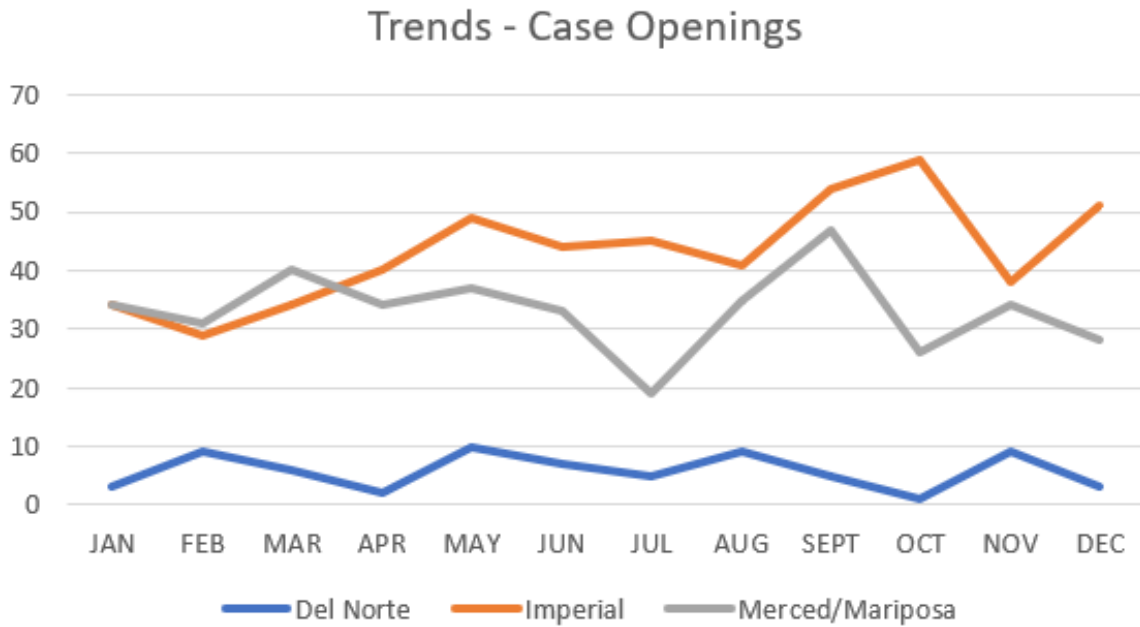


Trends - Calls Offered
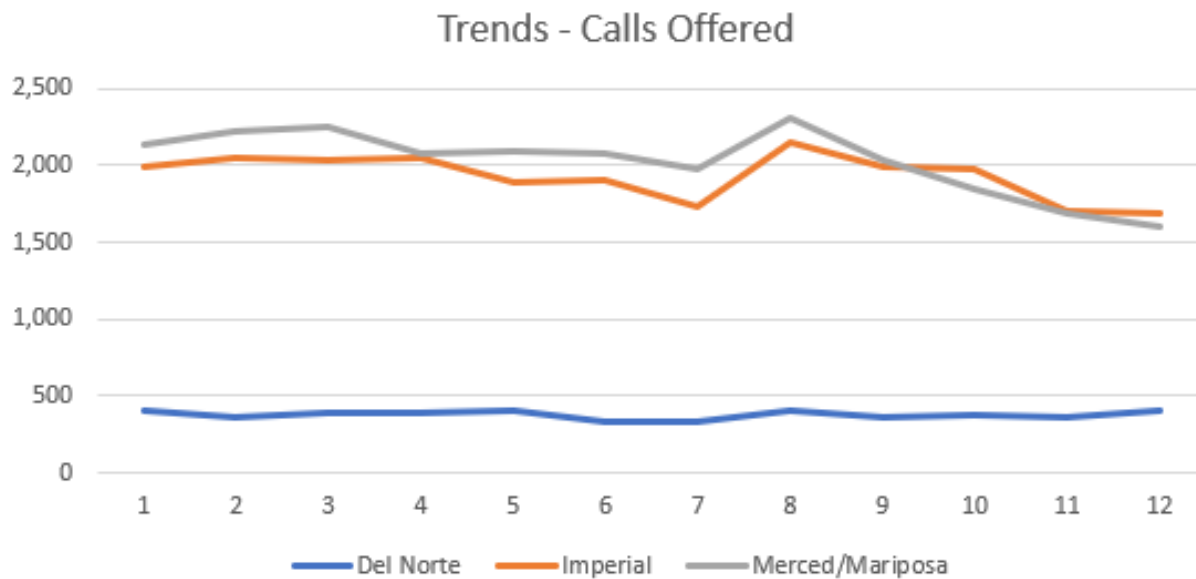
**Appendix 1:**
**Baseline Case Openings + Calls Offered** *(cont.)*

**Case Openings – 2018**
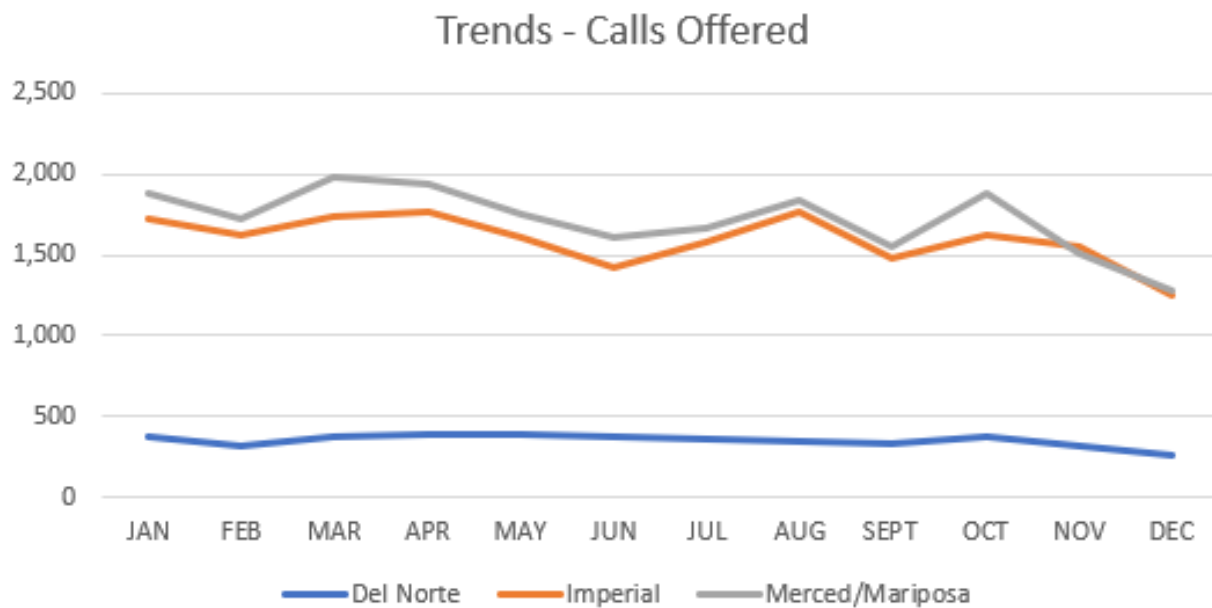
## Trends - Case Openings



Legend: Del Norte, Imperial, Merced/Mariposa

**Calls Offered – 2018**

## Trends - Calls Offered



Legend: Del Norte, Imperial, Merced/Mariposa

**Total Traffic to www.childsup.ca.gov**

**Audience Overview**

All Users
100.00% Users

Jan 1, 2018 - Dec 31, 2018

Overview



| Users | New Users | Sessions |
|---|---|---|
| 2,225,366 | 2,127,910 | 6,723,773 |

| Number of Sessions per User | Pageviews | Pages / Session |
|---|---|---|
| 3.02 | 15,257,309 | 2.27 |

| Avg. Session Duration | Bounce Rate |
|---|---|
| 00:01:31 | 44.49% |

New Visitor 74%   Returning Visitor 26%
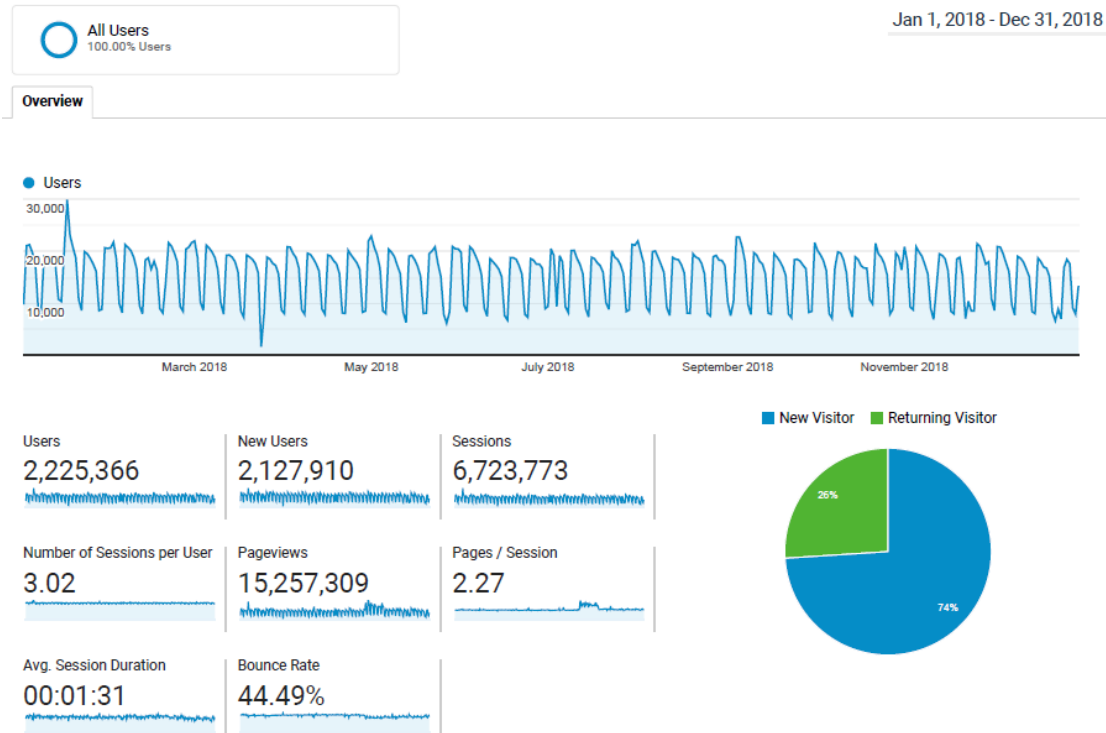
**Top 10 Pages on www.childsup.ca.gov**

| Page Title | Pageviews | Unique Pageviews | Avg. Time on Page | Entrances | Bounce Rate | % Exit | Page Value |
|---|---|---|---|---|---|---|---|
| | 15,257,309<br>% of Total:<br>100.00%<br>(15,257,309) | 11,629,053<br>% of Total:<br>100.00%<br>(11,629,053) | 00:01:12<br>Avg for View:<br>00:01:12<br>(0.00%) | 6,723,229<br>% of Total:<br>100.00%<br>(6,723,229) | 44.49%<br>Avg for View:<br>44.49%<br>(0.00%) | 44.07%<br>Avg for View:<br>44.07%<br>(0.00%) | $0.00<br>% of Total:<br>0.00%<br>($0.00) |
| 1. Customer Connect | 5,253,050<br>(34.43%) | 4,452,647<br>(38.29%) | 00:02:30 | 2,230,743<br>(33.18%) | 79.89% | 75.24% | $0.00<br>(0.00%) |
| 2. California Department of Child Support Services > Home | 3,073,247<br>(20.14%) | 2,692,294<br>(23.15%) | 00:00:23 | 2,469,965<br>(36.74%) | 8.31% | 11.20% | $0.00<br>(0.00%) |
| 3. State Disbursement Unit (SDU) | 2,745,816<br>(18.00%) | 1,233,424<br>(10.61%) | 00:01:12 | 784,941<br>(11.68%) | 49.54% | 34.63% | $0.00<br>(0.00%) |
| 4. Calculate Child Support | 739,368<br>(4.85%) | 544,762<br>(4.68%) | 00:02:50 | 416,686<br>(6.20%) | 68.63% | 62.80% | $0.00<br>(0.00%) |
| 5. Payments | 457,378<br>(3.00%) | 366,239<br>(3.15%) | 00:00:18 | 194,831<br>(2.90%) | 6.62% | 7.93% | $0.00<br>(0.00%) |
| 6. Apply For Child Support Services | 393,015<br>(2.58%) | 268,011<br>(2.30%) | 00:02:09 | 131,032<br>(1.95%) | 56.11% | 47.37% | $0.00<br>(0.00%) |
| 7. LCSA Offices | 316,845<br>(2.08%) | 275,697<br>(2.37%) | 00:01:56 | 21,210<br>(0.32%) | 65.56% | 46.09% | $0.00<br>(0.00%) |
| 8. Custodial Party | 181,371<br>(1.19%) | 148,098<br>(1.27%) | 00:00:28 | 15,354<br>(0.23%) | 19.70% | 7.60% | $0.00<br>(0.00%) |
| 9. FAQs | 141,761<br>(0.93%) | 108,534<br>(0.93%) | 00:00:34 | 31,801<br>(0.47%) | 33.64% | 15.86% | $0.00<br>(0.00%) |
| 10. Definitions | 139,900<br>(0.92%) | 109,899<br>(0.95%) | 00:01:43 | 31,324<br>(0.47%) | 57.56% | 46.14% | $0.00<br>(0.00%) |

**Total Traffic to www.childsup.ca.gov**

**Appendix 4:**
**Website Google Analytics**
*New website; includes filter placement; before Learning Cycle 1*

**Total Traffic to www.childsupport.ca.gov**



**Top 10 Pages on www.childsupport.ca.gov**

| Page Title | Pageviews | Unique Pageviews | Avg. Time on Page | Entrances | Bounce Rate | % Exit | Page Value |
|---|---|---|---|---|---|---|---|
| | 2,845,679 % of Total: 100.00% (2,845,679) | 2,152,257 % of Total: 100.00% (2,152,257) | 00:01:41 Avg for View: 00:01:41 (0.00%) | 1,526,957 % of Total: 100.00% (1,526,957) | 63.56% Avg for View: 63.56% (0.00%) | 53.66% Avg for View: 53.66% (0.00%) | $0.00 % of Total: 0.00% ($0.00) |
| 1. Online Case Information \| CA Child Support Services | 1,016,032 (35.70%) | 802,201 (37.27%) | 00:02:18 | 640,961 (41.98%) | 77.18% | 71.43% | $0.00 (0.00%) |
| 2. CA Child Support Services \| | 894,872 (31.45%) | 653,300 (30.35%) | 00:01:12 | 604,736 (39.60%) | 52.75% | 46.26% | $0.00 (0.00%) |
| 3. Calculate Child Support \| CA Child Support Services | 179,568 (6.31%) | 119,155 (5.54%) | 00:02:03 | 84,645 (5.54%) | 60.24% | 53.80% | $0.00 (0.00%) |
| 4. Apply for Child Support Services \| CA Child Support Services | 101,542 (3.57%) | 69,812 (3.24%) | 00:01:53 | 41,140 (2.69%) | 53.00% | 45.62% | $0.00 (0.00%) |
| 5. How A Child Support Case Works \| CA Child Support Services | 87,726 (3.08%) | 70,387 (3.27%) | 00:01:14 | 5,397 (0.35%) | 69.40% | 24.35% | $0.00 (0.00%) |
| 6. Frequently Asked Questions \| CA Child Support Services | 84,539 (2.97%) | 65,188 (3.03%) | 00:02:46 | 33,596 (2.20%) | 56.96% | 44.16% | $0.00 (0.00%) |
| 7. State Disbursement Unit \| CA Child Support Services | 78,478 (2.76%) | 58,701 (2.73%) | 00:03:02 | 10,763 (0.70%) | 74.82% | 57.89% | $0.00 (0.00%) |
| 8. Contact Us \| CA Child Support Services | 56,998 (2.00%) | 46,356 (2.15%) | 00:02:10 | 17,743 (1.16%) | 58.36% | 49.67% | $0.00 (0.00%) |
| 9. CA Child Support Services | 55,361 (1.95%) | 42,810 (1.99%) | 00:01:06 | 39,613 (2.59%) | 50.75% | 45.65% | $0.00 (0.00%) |
| 10. Search Results \| CA Child Support Services | 37,289 (1.31%) | 33,382 (1.55%) | 00:00:57 | 2,250 (0.15%) | 67.28% | 21.61% | $0.00 (0.00%) |

**Appendix 5:**
**Webinar Registration Page**

**ENGLISH**



**Webinar Registration**

| | |
|---|---|
| Topic | What You Need to Know About Paying Child Support |
| Description | Thank you for your interest in our Child Support webinar. A working child support specialist will give a short presentation on helpful things to know about paying child support, followed by a live Q&A. |
| | We appreciate you completing the short survey below to help us learn about people who are interested in our sessions and to better serve parents seeking help with child support. |
| | **NO CHILD SUPPORT CASE OR COMMITMENT IS REQUIRED.**<br>**ALL PARTICIPANTS WILL BE ANONYMOUS ON THE WEBINAR.**<br>**YOU WILL NOT BE CONTACTED EXCEPT TO RECEIVE THE WEBINAR LINK AND REMINDER EMAILS.**<br>**THE SURVEY BELOW IS OPTIONAL.** |
| Time | Apr 30, 2021 06:00 PM in Pacific Time (US and Canada) |

First Name *

Last Name

Email Address *

Confirm Email Address *

Zip/Postal Code

Age (optional)
☐ 18-29
☐ 30-44
☐ 45 or older

Gender (optional)
☐ Male
☐ Female
☐ Non-Binary

Income Range (optional)
☐ less than $50,000
☐ between $50,000 and $99,999
☐ more than $100,000

**Appendix 5:**
**Webinar Registration Page** *(cont.)*

Questions & Comments

By registering, I agree to the Privacy Statement and Terms of Service.

Register

## Speakers

**Brandon**

Child Support Specialist

Brandon is a father and opened a child support case against himself in 2007 to provide for his children. Based on his experience with the system, the former Marine became a Child Support Case Manager in 2017 allowing him to provide men and women in his same situation with genuine help and understanding.

**Bryanna**

Child Support Specialist

Bryanna has been with the Child Support program for more than nine years, most of the time spent working directly with parents. She knows that each case is unique, and her own divorce and transition to life as a single parent in 2017 helped her understand what families need. Her work is focused on improving the child support program to make it more understandable and useful for parents in every situation.

**Appendix 5:**
**Webinar Registration Page** *(cont.)*

**SPANISH**



**Webinar Registration**

| Topic | Lo que necesitas saber para recibir Child Support |
|---|---|
| Description | Gracias por su interés en nuestro taller en línea sobre Child Support. Un especialista en child support hará una breve presentación sobre temas útiles que debes saber sobre cómo recibir child support, seguida de una sesión de preguntas y respuestas en vivo. |
| | Agradecemos que a continuación complete una breve encuesta para ayudarnos a conocer a personas que estén interesadas en nuestras sesiones y así brindar una mejor asistencia a los padres que buscan ayuda con child support. |
| | **NO SE REQUIERE NINGÚN COMPROMISO O CASO DE CHILD SUPPORT.**\*\*<br>** TODOS LOS PARTICIPANTES SERÁN ANÓNIMOS EN EL TALLER EN LÍNEA.**\*\*<br>** TODA LA INFORMACIÓN ES CONFIDENCIAL Y USTED NO SERÁ CONTACTADO EXCEPTO PARA RECIBIR EL ENLACE DEL TALLER EN LINEA Y RECORDATORIOS. **\*\*<br>**LA ENCUESTA A CONTINUACIÓN ES OPCIONAL.**\*\* |
| Time | Apr 30, 2021 06:00 PM in Pacific Time (US and Canada) |

CALIFORNIA
CHILD SUPPORT SERVICES

First Name *

Last Name

Email Address *

Confirm Email Address *

Zip/Postal Code

Edad (opcional)
☐ 18-29
☐ 30-44
☐ 45 or older

Género (opcional)
☐ Masculino
☐ Femenino
☐ No binario

Rango de ingresos (opcional)
☐ menos de $50,000
☐ entre $50,000 and $99,999
☐ más de $100,000

**Appendix 5:**
**Webinar Registration Page** *(cont.)*

Questions & Comments

By registering, I agree to the Privacy Statement and Terms of Service.

Register

## Speakers

### Liza
Especialista en Child Support

Liza ha estado en el programa de Child Support desde el año 2011 y es abogada con una experiencia de 17 años. Liza comparte su experiencia profesional para brindar capacitación sobre litigios de Child Support a profesionistas nacionales e internacionales. Liza es madre de dos hijos y toma su experiencia personal en la crianza de sus hijos para hacer que los principios del programa de Child Support sean claros y útiles para los padres.

### Guillermo
Especialista en Child Support

Guillermo es abogado de México y ha estado en el programa de Child Support por 8 años. Guillermo ha sido fundamental para agilizar el procesamiento de solicitudes internacionales de Child Support y aumentar la confiabilidad de apoyo en las familias. Guillermo es padre de 3 hijas y utiliza su compasión como padre para influir y capacitar a organizaciones asociadas en los Estados Unidos y México.

<div align="center">

**Appendix 6:**
**Webinar Run of Show**

</div>

**Note:** Wording in **bold** is specialist talking points/script:

1. **Introduction/Launch:** title slide

   o What people see at log in:
      - A welcome slide with the title of the webinar and URL

      - Survey: While waiting for the presentation to begin, viewers will be invited to fill out a 3-question survey.
         - *Please check any of statements that apply to you. If none of them apply, then please check "None of the above"*

           *___ I'm not sure of the difference between Child Support Services and Child Protective Services.*
           *___ Child Support Services does not have a good reputation, and I don't think they can really help me.*
           *___ I know nothing about how Child Support Services can help me.*
           *___ None of the above*

   o When we begin, the speaker and guest specialist will go to full face mode to say hello, offer a personal background and introduce the guest specialist, who should also be on screen for now
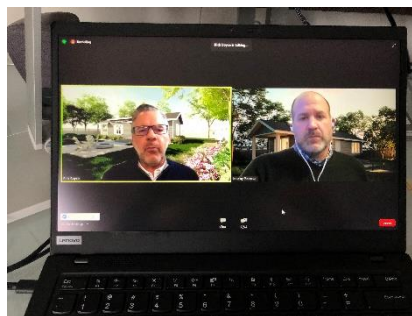


      - Introductions:
         - *Hi, I'm Liza and thanks for joining me today to learn about <u>receiving</u> child support. If you want to learn about <u>paying</u> child support, you can find more webinars and information at SeparateWithSupport.com*
         - *I've been with Child Support Services for ___ [number] years. At Child Support Services, I've [e.g., worked with over 200 parents to help navigate the system and ensure that their children get the care they need in a way that is understanding and fair.]*

- *I also want to introduce Guillermo. (Guillermo waves and says hello). He is also a child support specialist and he will be helping me with the Q&A part of our webinar.*
        - *You may notice that we both have a virtual background. It might look a little funky, but we're all working from home these days and thought it would be better to have a generic background instead of our living rooms. [Or whatever you want to say]*
    - Guest specialist turns off camera.

    - Specialist acknowledge CSS need and reputation:

        - *People who need child support services are usually in a tough place. We know this, we understand, we've seen it all and we'd like to help.*
        - *Also, we understand that Child Support Services has a poor reputation with some, but things have changed and that's why we're here today.*

    - Set up presentation:

        - *Now I'm going to share a recorded video presentation, so I can monitor the Q&A throughout the session. I'll be right here reviewing everyone's questions, so please feel free to send questions and comments in the Q&A box.*
        - *Click on the "Q&A" button at the bottom of this screen and a box should pop up where you can type your question.*
        - *Remember, all of your questions and comments are ANONYMOUS and CONFIDENTIAL. Only Guillermo, our technical assistant and I can see them.*

2. **Video Presentation: PRE-RECORDED PRESENTATION VIDEO**

    o The Zoom tech will share and start the video of the slide presentation.
        - Depending on how it looks, the speaker will remain on camera off to the side, or not.

    o Q&A is enabled throughout the video for questions to be moderated and answered at the end.
    o Q&A and chat are not viewable by the audience.

3. **Presentation Close and Segway to Q&A**

    o End screen share and recorded presentation
    o Back to live specialists:

*I just shared a lot of information with you and we will get right to our questions, but in case you can't stay with us I want to let you know that this recorded webinar and other information about child support will be available at SeparateWithSupport.com, so be sure to remember that when you're ready to get started.*

4. **Q&A**

   o *Ok, now Liza and I will answer as many of your questions as we can in the time remaining. Liza, what is our first question?*
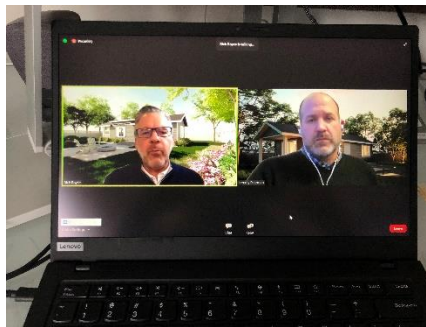
   

   o Process:
     ▪ Guest and researcher will have gone through the questions and have some ready
     ▪ While the two specialists are answering questions, the researcher will continue to monitor chat and paraphrase lines of questions, e.g., "there are a few questions centering on how to open a case. What are the first 2-3 things they need to do?
     ▪ The researcher will also be the time manager and will give speakers a 5- and 2- minute warning for sign off

   o Researcher, speaker and guest speaker will communicate via chat about the questions coming in.
   o Chat will be used only for internal purposes – just the three of us (speaker, guest, and researcher)

5. **Closing Statement after the Q&A**

   o *That is all we have time for today. My apologies if we did not get to your question. If you still have questions, you should contact your local child support office or go to SeparateWithSupport.com to link to videos and other resources.*
   o *One last thing:*
     ▪ *When this webinar closes, a survey will pop up on your screen and I'd greatly appreciate your feedback.*

**Appendix 6:**
**Webinar Run of Show** *(cont.)*

- ▪ *The survey asks if you want a child support specialist to contact you so you can give your email address for that and we also provide our email address for you to submit further questions.*
- o *We know child support can be complicated, but you don't have to do it alone. We're here to help you. Remember, you can separate with support, so go to SeparateWithSupport.com to get started when you're ready.*
- o *Thank you!*

**ENGLISH**

Please check any statements that apply to you. You may choose more than one.

- I'm not sure of the difference between Child Support Services and Child Protective Services.
- I know a little about how Child Support Services can help me.
- I don't know anything about how Child Support Services can help me.
- Child Support Services has a terrible reputation, and I don't think they can help me.

**SPANISH**

Por favor, marque las declaraciones que apliquen a usted. Puede elegir más de uno.
- No estoy seguro de la diferencia entre child support services y los servicios de protección infantil.
- Sé un poco sobre cómo child support services puede ayudarme.
- No sé nada sobre cómo puede ayudarme child support services.
- Child support services tienen una reputación terrible y no creo que puedan ayudarme.

**Appendix 8:**
**Closing Webinar Survey – English**

1. On a scale of 1-10, how helpful was the webinar today?
   Not helpful                                    Very helpful

2. Did you learn at least one thing you did not know before the webinar?
   a. Yes  What did you learn? _____ (optional)
   b. No

3. Is it clear how to find more information if you need it or if you want to open a case?
   a. Not clear – I don't know what to do or where to go next
   b. Somewhat clear – I have some sense of what to do, but I'm not totally sure
   c. Clear – I am very clear about what I need to do to learn more or open a case

4. Would you like to be contacted by a Child Support Specialist in your area to talk about your situation? If so, please type "yes" and provide your name and email below.

5. Child Support Services may conduct research about its services in future. Participants would get payment for their time. If you would like to be contacted about future research opportunities, please type "yes" and provide your name and email below.

**Appendix 8:**
**Closing Webinar Survey – Spanish**

1. En escala del 1 al 10, ¿qué tan útil fue el taller en línea de hoy?
   No es útil                                    Muy útil

2. ¿Aprendiste al menos una cosa que no sabías antes de el taller en línea?
   a. Si  ¿Qué aprendiste? _____ (opcional)
   b. No

3. ¿Está claro cómo encontrar más información si se necesita o si desea abrir un caso?
   a. No está claro: no sé qué hacer ni adónde ir a continuación
   b. Algo claro: tengo una idea de qué hacer, pero no estoy totalmente seguro
   c. Claro: tengo muy claro lo que debo hacer para obtener más información o abrir un caso

4. ¿Le gustaría que un Especialista de Child Support de su área se comunique con usted para hablar sobre su situación? Si es así, escriba "sí" y proporcione su nombre y correo electrónico a continuación.

5. Los Servicios de Child Support pueden realizar investigaciones sobre los servicios en el futuro. Los participantes recibirían un pago por su tiempo. Si está interesado, haga clic en "Sí" y envíe su nombre y correo electrónico a continuación.

*Receiving*

1. I was hoping to come to the webinar just to learn more. My husband and I have not split officially but are headed in that direction. I do have a couple of questions. We make very close to the same amount per year. From our discussions we have agreed upon him having our daughter 2 nights a week and me having her the other five. My question is....if I don't "need" child support, is it still a thing? Would I still be eligible? Would it have to go through a system?  How would I know how much to ask for? Right now, everything is amicable and my biggest priority is the most time with my daughter so I'm thinking of not even mentioning it. We still live together, but April is the target move out month for him.

2. I have been needing help getting child support. The father works only a little bit and I take home $1,600 and can't get help from HSA because my gross is $2,100. How do I get the help I need from my son's dad?

3. I have been separated from my ex for six months. If my child already has a medical case with the other parent, can I still apply for child support?

4. If I am currently receiving child support payments but my ex's job has changed and he makes more money, can I ask for more support?

5. I currently have a child support agreement with my ex for our one child. My ex is now married to someone new who has two children. I would like to ask to increase the child support amount since it's been several years, but I'm afraid that the agreement amount may be lowered since my ex is now financially supporting two other children. What should I do?

6. If my ex stopped paying court ordered child support, should I keep my child from seeing him/her?

7. If my ex and I agreed to a child support amount and visitation schedule outside of court, should I still open a child support case? What are the benefits?

8. What happens if my ex moves out of California? Do we need to open a whole new child support case in another state/country?

9. Is there a way to apply for child support but avoid going to court?

10. I need help filling out the application and working through the legal documents. What should I do?

11. I filed for child support but I was told they can't locate my ex. I know where he/she lives. Can I provide the information to child support?

12. My ex and I live in different counties in California. Which office should I contact to start the process?

13. Can I re-open a case that was closed a few years ago even if the other parent is still actively paying back support from the case?

14. Once I apply for child support, what's the easiest way to communicate with the child support office?
    a. Customer Connect – you can text or email directly with your caseworker. It's easy to create an account. If you need help, you can call 1-800-901-3212

15. The other parent is not on my child's birth certificate, he was not present at the time of birth, and he's made no attempt to place his name on the certificate since. The child has my last name, and the other parent has only seen the child a couple times in 5 years. Will that prevent a child support case from being opened?

16. My ex-husbands employer frequently submits payments late. Either end of month or has even skipped multiple months in a row but nothing is done about it. For example, I haven't received anything yet for February I ask to speak to a child support supervisor and never get that. What do I do?

*Paying*

1. I pay child support monthly, and I live in the same household as my kids. My mom has guardianship but I'm the one who still takes them to the doctor and pays school registration. How do I know what my money is covering?

2. My partner and I are going through a separation. I lost my job due to COVID and I'm afraid that the amount I'm going to be asked to pay is going to reflect my previous salary. What should I do?

3. If my ex and I agreed to a child support amount and visitation schedule outside of court, should I still open a child support case? What are the benefits?

4. If I open a child support case against myself, can I request a change in the amount owed down the road in case my employment status changed? Or, once the case is opened, can only the other party request a change to the order.

5. What happens if my ex moves out of California? Do we need to open a whole new child support case in another state/country?

6. What if I get a summons and complaint but don't agree with paying child support through the system? Can I avoid the complaint?

**Appendix 9:**
**General Q&A Guide – English** *(cont.)*

7.  Is there a way to apply for child support but avoid going to court?

8.  I need help filling out the application and working through the legal documents. What should I do?

9.  I heard that if I owe child support, the money will be taken from my paycheck, but I don't want my employer involved. What should I do?

10. I filed for child support, but I was told they can't locate my ex. I know where he/she lives. Can I provide the information to child support?

11. My ex and I live in different counties in California. Which office should I contact to start the process?

12. Once I apply for child support, what's the easiest way to communicate with the child support office?
    a.  Customer Connect – you can text or email directly with your caseworker. It's easy to create an account. If you need help, you can call 1-800-901-3212

13. A judge gave me the order to pay $800 for my two children. I stopped worked because of COVID and I have been getting $2,600 from unemployment since March 2020. My ex earns more than me and we have 50/50 custody. Can I ask for a modification to pay a lower child support amount since I lost my job?

14. I currently have custody, but my ex left with my child during visitation and never brought him back. I've tried to see my child, but I can't. Now I'm being asked to pay child support even though I am making an effort to see my son. I contacted law enforcement, but they said I need to go back to court. Who can I talk to about paying child support since I already have full custody?

**Appendix 9:**
**General Q&A Guide – Spanish**

1. ¿Cuánto cuesta de child support? ¿Hay alguna tarifa por pago?
   *How much does child support cost? Is there a fee per payment?*

2. ¿Disminuirá la cantidad de manutención que pago si el otro padre comienza a trabajar?
   *Will the amount of support I pay go down if the other parent starts working?*

3. ¿Cómo puedo enviar mi pago mensual?
   *How may I submit my monthly payment?*

4. ¿Cuánto tiempo dura de child support?
   *How long does child support last?*

5. Mi ex se volvió a casar y dejó de trabajar. Si intenta obtener más apoyo, puede
   *My ex remarried and stopped working. If she tries to get more support, can she?*

6. Si mis circunstancias no han cambiado, pero estoy seguro de que el otro está ganando más dinero, ¿cómo puedo probarlo?
   *If my circumstances haven't change but I'm sure the other is making more money, how can I prove it?*

7. Si no podemos hablar, pero queremos hacer cambios, ¿puede child Support ser un intermediario
   *If we can't talk but want to make changes, can child support be a go between?*

8. ¿La manutención infantil es retroactiva? He estado dando dinero durante años, pero ahora me piden pagos de child support.
   *Is child support retroactive? I've been giving money for years but now being asked for child support.*

9. Pago de child support, pero mis hijos ahora viven conmigo. ¿Qué tengo que hacer?
   *I pay child support, but my kids now live with me. What should I do?*

10. ¿Pueden solicitar child support si los niños viven conmigo y el otro padre a tiempo parcial?
    *Can you apply for child support if kids live with me and the other parent part time?*

11. ¿Considera el tribunal a mis otros 2 hijos con una nueva pareja al considerar la manutención que tengo que pagar por child support?
    *Does the court consider my other 2 children with a new partner when considering the support, I have to pay for child support?*

12. la mamá del niño dice que no está trabajando, pero sí trabaja, simplemente no lo reporta a la oficina de child support, el hecho de que lo oculte hace que el monto de child support sea mayor?
*The child's mom states she is not working, but she does work she just does not report it to child support office does her hiding it make my child support amount be higher?*

13. ¿Qué pasa si me piden que pague child support, pero no creo que el niño sea realmente mío?
*What if I'm asked to pay child support but I don't think the kid is really mine?*

14. ¿Puedo obtener recibos de cómo gasta mi dinero?
*Can I get receipts for how she spends my money?*

15. ¿Cómo se calcula pagos de child support?
*How is child support calculated?*

16. Que hago si no puedo pagar un abogado
*What do I do if I can't afford an attorney?*

17. Si sé que me van a pedir que pague child support, ¿cuánto tiempo hasta que reciba los papeles?
*If I know I'm going to be asked to pay child support, how long until I receive the papers?*

**IMPERIAL COUNTY TOP CREATIVE PERFORMERS**

**ENGLISH**

Game Plan (300x600) – 29.5% of clicks                    Webinar 101 (320x50) – 17% of clicks





**SPANISH**

Game Plan (300x600) – 34% of clicks                    Webinar 101 (320x50) – 15%

**MERCED COUNTY TOP CREATIVE PERFORMERS**

**ENGLISH**

Game Plan (300x600) – 30.1% of clicks



Webinar 101 (300x250) – 16% of clicks



**SPANISH**

Game Plan (300x600) – 34% of clicks



Webinar 101 (320x50) – 15.3% of clicks

**Appendix 11:**
**Top Performing Key Words Cycle 3***

| Keyword | % of Clicks |
|---|---|
| 1.  Child | 9.3% |
| 2.  Support a child | 9.1% |
| 3.  Child custody | 8.8% |
| 4.  Child support laws | 7.2% |
| 5.  Family law | 6.3% |
| 6.  Pay child support | 6.2% |
| 7.  Child custody rights | 5.7% |
| 8.  Separation | 5.3% |
| 9.  Divorce | 5.0% |
| 10. Custody court | 4.6% |
| 11. Legal custody | 4.5% |
| 12. Custody rights | 4.4% |
| 13. Family court | 4.0% |
| 14. Getting a divorce | 3.6% |
| 15. Legal separation | 3.3% |
| 16. Divorce and children | 2.8% |
| 17. Parental rights | 2.4% |
| 18. Divorce lawyers | 1.9% |
| 19. Divorce attorneys | 1.6% |
| 20. Child support modification | 1.3% |

*Top Search Keywords from Cycle 1 removed due to strong organic presence*

1. *Child support*
2. *Child support office*
3. *Child support payments*
4. *Child support services*
5. *Child support calculator*
6. *Department of child support*
7. *Child support calculator*
8. *Child support enforcement*

**Child Support Specialist Video Ad** – *Payers (English)*



**Child Support Specialist Video Ad** – *Payers (Spanish)*

**Appendix 12:**
**Social Media Creative Examples** *(cont.)*

**Child Support Specialist Video Ad –** *Receivers (English)*



**Child Support Specialist Video Ad –Receivers** *(Spanish)*

**Appendix 12:**
**Social Media Creative Examples** *(cont.)*

**Static Ad** *(English)*



**Static Ad** *(Spanish)*

**Appendix 13:**
**Grant Life Annual Case Openings + Calls Offered**

**Case Openings – 2019**



**Calls Offered – 2019**

**Case Openings – 2020**



**Calls Offered – 2020**

**Case Openings – 2021**



**Calls Offered – 2021**

**Case Openings – August 2018 through March 2021**



Grant Life - Case Openings

**Calls Offered – August 2018 through March 2021**



Grant Life - Calls Offered

## Total Traffic to www.childsupport.ca.gov



| | | | | | |
|---|---|---|---|---|---|
| **Users** 420,254 | **New Users** 303,952 | **Sessions** 990,434 | **Number of Sessions per User** 2.36 | **Pageviews** 1,745,125 | |
| **Pages / Session** 1.76 | **Avg. Session Duration** 00:01:18 | **Bounce Rate** 66.47% | | | |

## Top 10 Pages on www.childsupport.ca.gov

| Page Title | Pageviews ↓ | Unique Pageviews | Avg. Time on Page | Entrances | Bounce Rate | % Exit | Page Value |
|---|---|---|---|---|---|---|---|
| | 1,745,125 % of Total: 100.00% (1,745,125) | 1,372,426 % of Total: 100.00% (1,372,426) | 00:01:42 Avg for View: 00:01:42 (0.00%) | 989,946 % of Total: 100.00% (989,946) | 66.47% Avg for View: 66.47% (0.00%) | 56.73% Avg for View: 56.73% (0.00%) | $0.00 % of Total: 0.00% ($0.00) |
| 1. Online Case Information \| CA Child Support Services | 623,005 (35.70%) | 504,650 (36.77%) | 00:02:25 | 410,502 (41.47%) | 79.19% | 73.92% | $0.00 (0.00%) |
| 2. CA Child Support Services | 465,586 (26.68%) | 366,886 (26.73%) | 00:01:05 | 338,989 (34.24%) | 51.06% | 46.15% | $0.00 (0.00%) |
| 3. Calculate Child Support \| CA Child Support Services | 108,007 (6.19%) | 72,794 (5.30%) | 00:02:01 | 56,539 (5.71%) | 59.81% | 55.22% | $0.00 (0.00%) |
| 4. State Disbursement Unit \| CA Child Support Services | 89,511 (5.13%) | 63,813 (4.65%) | 00:02:50 | 16,842 (1.70%) | 70.90% | 56.53% | $0.00 (0.00%) |
| 5. ¿Eres un padre soltero? \| CA Child Support Services | 57,537 (3.30%) | 47,303 (3.45%) | 00:02:23 | 47,169 (4.76%) | 81.04% | 77.89% | $0.00 (0.00%) |
| 6. How A Child Support Case Works \| CA Child Support Services | 55,772 (3.20%) | 43,892 (3.20%) | 00:01:02 | 3,331 (0.34%) | 63.51% | 22.34% | $0.00 (0.00%) |
| 7. Apply for Child Support Services \| CA Child Support Services | 53,234 (3.05%) | 39,320 (2.86%) | 00:02:06 | 22,358 (2.26%) | 59.68% | 52.47% | $0.00 (0.00%) |
| 8. Frequently Asked Questions \| CA Child Support Services | 52,472 (3.01%) | 40,221 (2.93%) | 00:02:50 | 22,589 (2.28%) | 60.74% | 47.14% | $0.00 (0.00%) |
| 9. Are You a Single Parent? \| CA Child Support Services | 34,611 (1.98%) | 30,655 (2.23%) | 00:02:51 | 30,566 (3.09%) | 87.81% | 85.59% | $0.00 (0.00%) |
| 10. Contact Us \| CA Child Support Services | 31,241 (1.79%) | 25,707 (1.87%) | 00:02:19 | 10,040 (1.01%) | 59.79% | 51.96% | $0.00 (0.00%) |

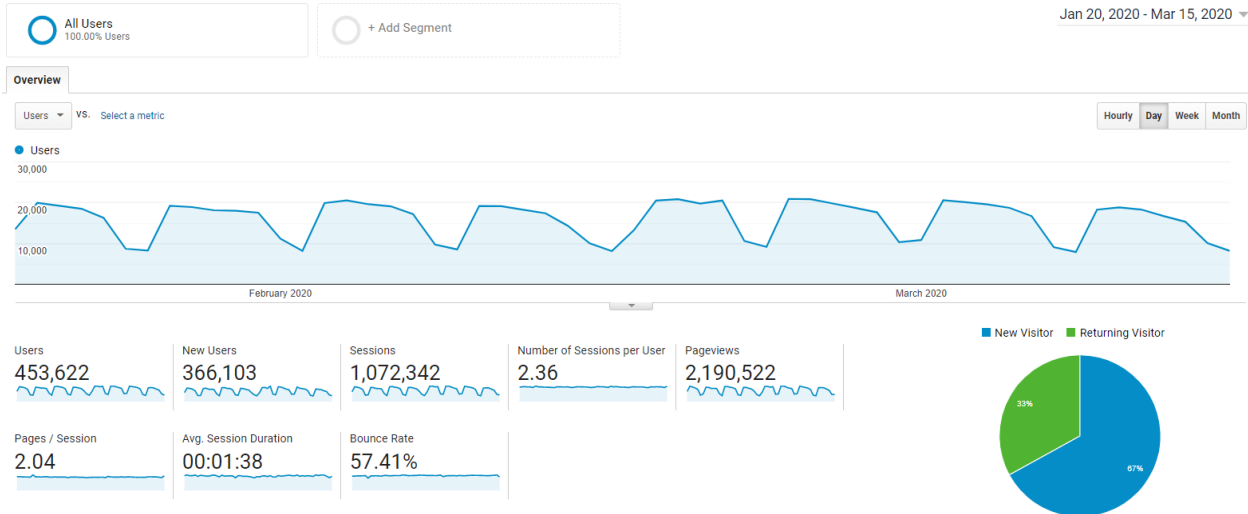**Total Traffic to www.childsupport.ca.gov**



**Top 10 Pages on www.childsupport.ca.gov**

| Page Title | Pageviews | Unique Pageviews | Avg. Time on Page | Entrances | Bounce Rate | % Exit | Page Value |
|---|---|---|---|---|---|---|---|
| | 2,190,522<br>% of Total: 100.00%<br>(2,190,522) | 1,697,183<br>% of Total: 100.00%<br>(1,697,183) | 00:01:34<br>Avg for View: 00:01:34<br>(0.00%) | 1,072,064<br>% of Total: 100.00%<br>(1,072,064) | 57.41%<br>Avg for View: 57.41%<br>(0.00%) | 48.94%<br>Avg for View: 48.94%<br>(0.00%) | $0.00<br>% of Total: 0.00%<br>($0.00) |
| 1. Online Case Information \| CA Child Support Services | 766,551 (34.99%) | 619,553 (36.50%) | 00:02:16 | 451,609 (42.13%) | 77.97% | 72.48% | $0.00 (0.00%) |
| 2. CA Child Support Services | 371,107 (16.94%) | 297,037 (17.50%) | 00:00:41 | 252,788 (23.58%) | 24.44% | 23.32% | $0.00 (0.00%) |
| 3. State Disbursement Unit \| CA Child Support Services | 312,144 (14.25%) | 219,849 (12.95%) | 00:03:06 | 141,074 (13.16%) | 69.38% | 58.10% | $0.00 (0.00%) |
| 4. Guideline Calculator \| CA Child Support Services | 116,014 (5.30%) | 91,992 (5.42%) | 00:04:21 | 36,073 (3.36%) | 77.95% | 67.65% | $0.00 (0.00%) |
| 5. Calculate Child Support \| CA Child Support Services | 100,119 (4.57%) | 69,661 (4.10%) | 00:00:29 | 50,370 (4.70%) | 10.09% | 12.65% | $0.00 (0.00%) |
| 6. Apply for Child Support Services \| CA Child Support Services | 58,712 (2.68%) | 43,217 (2.55%) | 00:00:53 | 21,691 (2.02%) | 39.89% | 26.18% | $0.00 (0.00%) |
| 7. Make A Payment Online \| CA Child Support Services | 56,668 (2.59%) | 34,958 (2.06%) | 00:00:22 | 14,861 (1.39%) | 17.31% | 8.31% | $0.00 (0.00%) |
| 8. How A Child Support Case Works \| CA Child Support Services | 49,694 (2.27%) | 39,121 (2.31%) | 00:00:58 | 4,623 (0.43%) | 51.67% | 17.84% | $0.00 (0.00%) |
| 9. Application for Child Support Services \| CA Child Support Services | 43,147 (1.97%) | 31,833 (1.88%) | 00:04:35 | 10,882 (1.02%) | 74.55% | 58.34% | $0.00 (0.00%) |
| 10. Frequently Asked Questions \| CA Child Support Services | 39,906 (1.82%) | 30,572 (1.80%) | 00:02:45 | 13,768 (1.28%) | 65.27% | 44.63% | $0.00 (0.00%) |

**Appendix 14:**
**Website Google Analytics** *(cont.)*
*New website; includes filter placement; during Learning Cycle 3*
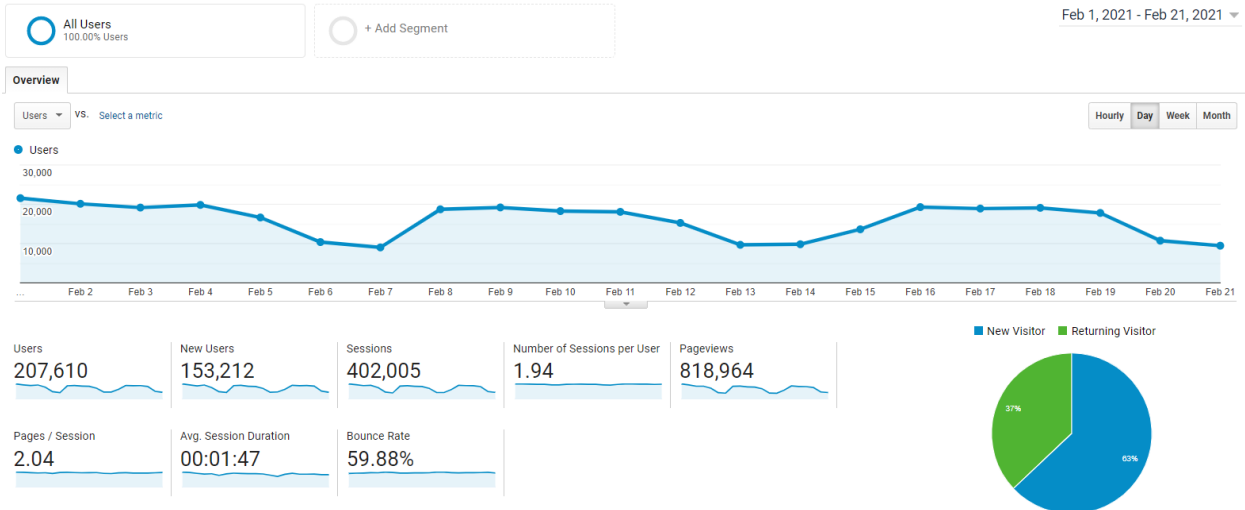
## Total Traffic to www.childsupport.ca.gov



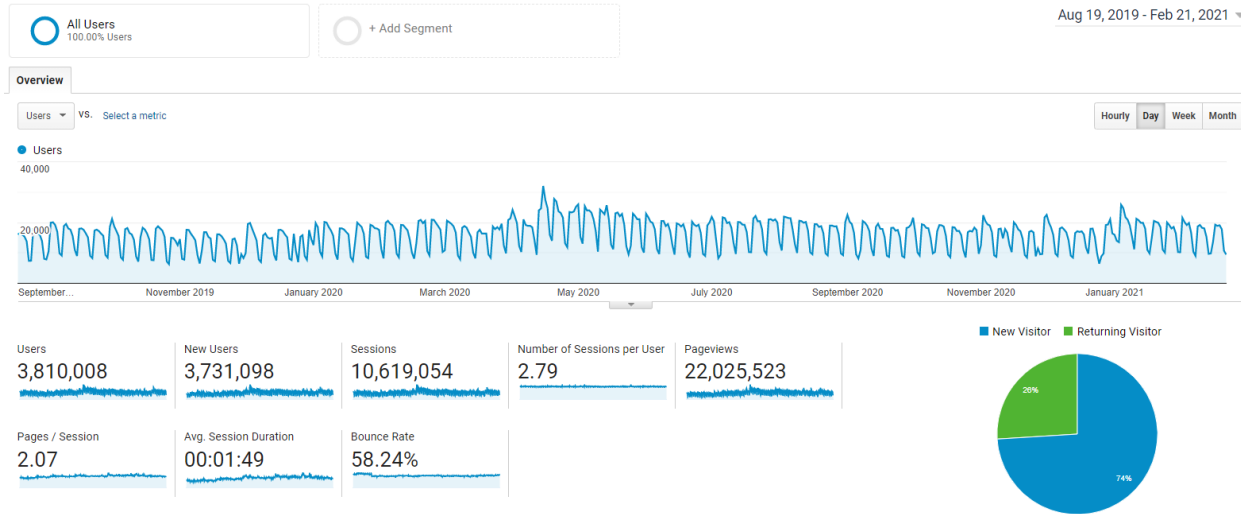## Top 10 Pages on www.childsupport.ca.gov

| Page Title | Pageviews ↓ | Unique Pageviews | Avg. Time on Page | Entrances | Bounce Rate | % Exit | Page Value |
|---|---|---|---|---|---|---|---|
| | 818,964 % of Total: 100.00% (818,964) | 627,290 % of Total: 100.00% (627,290) | 00:01:43 Avg for View: 00:01:43 (0.00%) | 401,895 % of Total: 100.00% (401,895) | 59.88% Avg for View: 59.88% (0.00%) | 49.07% Avg for View: 49.07% (0.00%) | $0.00 % of Total: 0.00% ($0.00) |
| 1. Online Case Information \| CA Child Support Services | 279,122 (34.08%) | 231,903 (36.97%) | 00:02:35 | 172,779 (42.99%) | 81.08% | 74.79% | $0.00 (0.00%) |
| 2. CA Child Support Services | 124,441 (15.19%) | 99,596 (15.88%) | 00:00:41 | 83,965 (20.89%) | 25.81% | 24.17% | $0.00 (0.00%) |
| 3. State Disbursement Unit \| CA Child Support Services | 100,085 (12.22%) | 60,153 (9.59%) | 00:02:54 | 36,264 (9.02%) | 57.52% | 45.31% | $0.00 (0.00%) |
| 4. Guideline Calculator \| CA Child Support Services | 43,829 (5.35%) | 33,044 (5.27%) | 00:03:53 | 17,091 (4.25%) | 74.49% | 64.98% | $0.00 (0.00%) |
| 5. Application for Child Support Services \| CA Child Support Services | 30,423 (3.71%) | 18,913 (3.02%) | 00:03:48 | 9,397 (2.34%) | 66.70% | 52.06% | $0.00 (0.00%) |
| 6. Calculate Child Support \| CA Child Support Services | 30,366 (3.71%) | 21,331 (3.40%) | 00:00:35 | 14,202 (3.53%) | 13.26% | 14.89% | $0.00 (0.00%) |
| 7. Apply for Child Support Services \| CA Child Support Services | 22,498 (2.75%) | 16,691 (2.66%) | 00:00:50 | 7,394 (1.84%) | 30.53% | 20.72% | $0.00 (0.00%) |
| 8. How A Child Support Case Works \| CA Child Support Services | 21,322 (2.60%) | 16,525 (2.63%) | 00:01:02 | 3,753 (0.93%) | 59.38% | 22.74% | $0.00 (0.00%) |
| 9. Make A Payment Online \| CA Child Support Services | 18,524 (2.26%) | 12,528 (2.00%) | 00:00:22 | 7,053 (1.75%) | 21.72% | 12.53% | $0.00 (0.00%) |
| 10. Frequently Asked Questions \| CA Child Support Services | 15,021 (1.83%) | 11,869 (1.89%) | 00:02:53 | 5,070 (1.26%) | 66.15% | 45.28% | $0.00 (0.00%) |

**Appendix 14:**
**Website Google Analytics** *(cont.)*
*New website; includes filter placement; all three Learning Cycles*

## Total Traffic to www.childsupport.ca.gov



| All Users | + Add Segment | Aug 19, 2019 - Feb 21, 2021 |
| 100.00% Users | | |

Overview

| Users vs. Select a metric | | Hourly / Day / Week / Month |

Users
40,000
20,000

September... | November 2019 | January 2020 | March 2020 | May 2020 | July 2020 | September 2020 | November 2020 | January 2021

New Visitor / Returning Visitor

| Users | New Users | Sessions | Number of Sessions per User | Pageviews |
| 3,810,008 | 3,731,098 | 10,619,054 | 2.79 | 22,025,523 |

| Pages / Session | Avg. Session Duration | Bounce Rate |
| 2.07 | 00:01:49 | 58.24% |

## Top 10 Pages on www.childsupport.ca.gov

| Page Title | Pageviews ↓ | Unique Pageviews | Avg. Time on Page | Entrances | Bounce Rate | % Exit | Page Value |
|---|---|---|---|---|---|---|---|
| | 22,025,523<br>% of Total: 100.00%<br>(22,025,523) | 16,740,365<br>% of Total: 100.00%<br>(16,740,365) | 00:01:41<br>Avg for View: 00:01:41<br>(0.00%) | 10,615,859<br>% of Total: 100.00%<br>(10,615,859) | 58.24%<br>Avg for View: 58.24%<br>(0.00%) | 48.20%<br>Avg for View: 48.20%<br>(0.00%) | $0.00<br>% of Total: 0.00%<br>($0.00) |
| 1.  Online Case Information \| CA Child Support Services | 7,652,534 (34.74%) | 6,201,654 (37.05%) | 00:02:28 | 4,542,448 (42.79%) | 79.28% | 72.73% | $0.00 (0.00%) |
| 2.  CA Child Support Services | 3,949,322 (17.93%) | 3,114,202 (18.60%) | 00:00:46 | 2,685,382 (25.30%) | 28.95% | 26.73% | $0.00 (0.00%) |
| 3.  State Disbursement Unit \| CA Child Support Services | 2,859,271 (12.98%) | 1,786,117 (10.67%) | 00:03:02 | 1,057,114 (9.96%) | 61.66% | 48.93% | $0.00 (0.00%) |
| 4.  Calculate Child Support \| CA Child Support Services | 882,116 (4.00%) | 610,846 (3.65%) | 00:00:41 | 428,801 (4.04%) | 21.75% | 21.76% | $0.00 (0.00%) |
| 5.  Guideline Calculator \| CA Child Support Services | 879,287 (3.99%) | 672,909 (4.02%) | 00:04:03 | 291,362 (2.74%) | 75.45% | 65.14% | $0.00 (0.00%) |
| 6.  Apply for Child Support Services \| CA Child Support Services | 584,770 (2.65%) | 431,988 (2.58%) | 00:01:03 | 204,614 (1.93%) | 41.41% | 28.44% | $0.00 (0.00%) |
| 7.  How A Child Support Case Works \| CA Child Support Services | 559,761 (2.54%) | 433,063 (2.59%) | 00:00:59 | 64,283 (0.61%) | 55.78% | 20.19% | $0.00 (0.00%) |
| 8.  Application for Child Support Services \| CA Child Support Services | 547,550 (2.49%) | 344,241 (2.06%) | 00:03:50 | 159,081 (1.50%) | 66.97% | 51.64% | $0.00 (0.00%) |
| 9.  Make A Payment Online \| CA Child Support Services | 478,259 (2.17%) | 301,395 (1.80%) | 00:00:24 | 155,370 (1.46%) | 20.21% | 10.76% | $0.00 (0.00%) |
| 10. Frequently Asked Questions \| CA Child Support Services | 468,116 (2.13%) | 359,608 (2.15%) | 00:02:47 | 158,793 (1.50%) | 64.61% | 44.04% | $0.00 (0.00%) |

LEARNING CYCLE 3 FINAL REPORT                                                                                62