



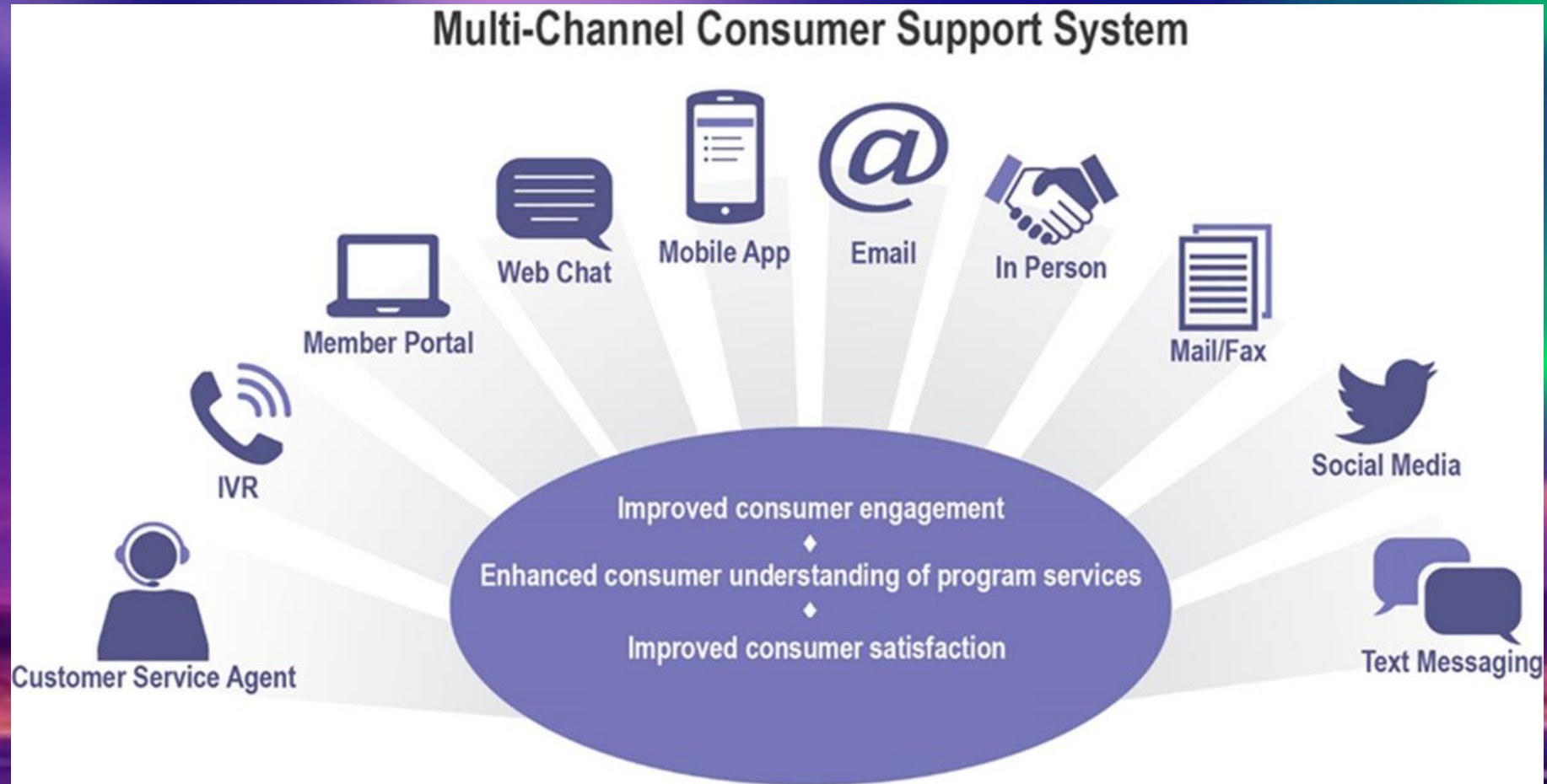
Anchorage, Alaska
September 24-28, 2017

Employer Outreach - Partnering to Improve Collections

Colleen Martin, Director
MAXIMUS Child Support



Customer Support System



WHY ELECTRONIC?

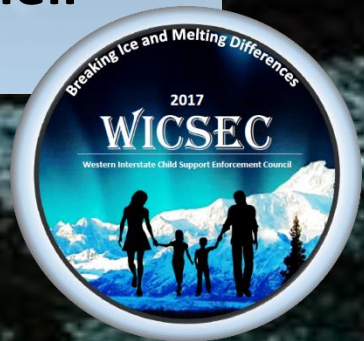
64% of Adults making less than \$30,000 per year own a Smart Phone

40% of smartphone users look up government services or information

70% of employers use social media to screen candidates

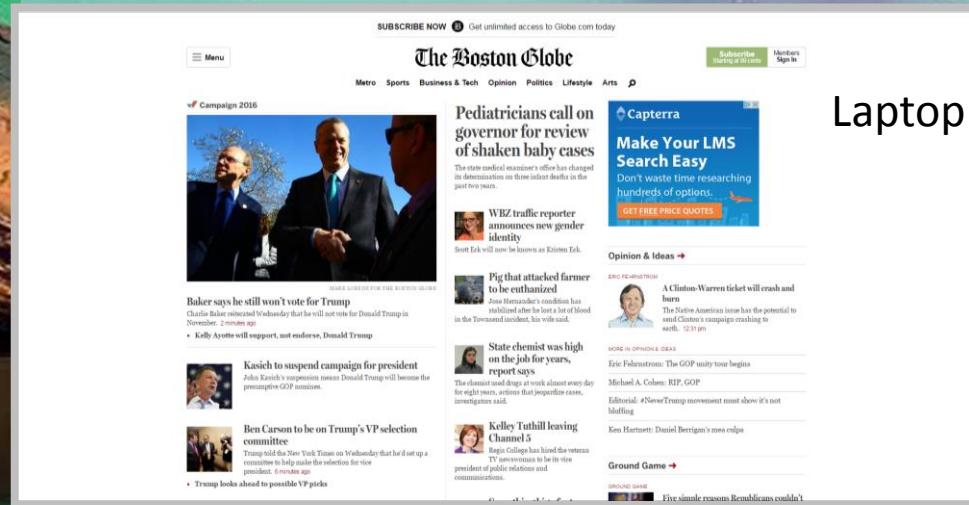
Mobile HR applications have a **60%** higher use rate than stationary applications

91% of employers MAXIMUS surveyed in April 2017 indicated email is their preferred method of communication

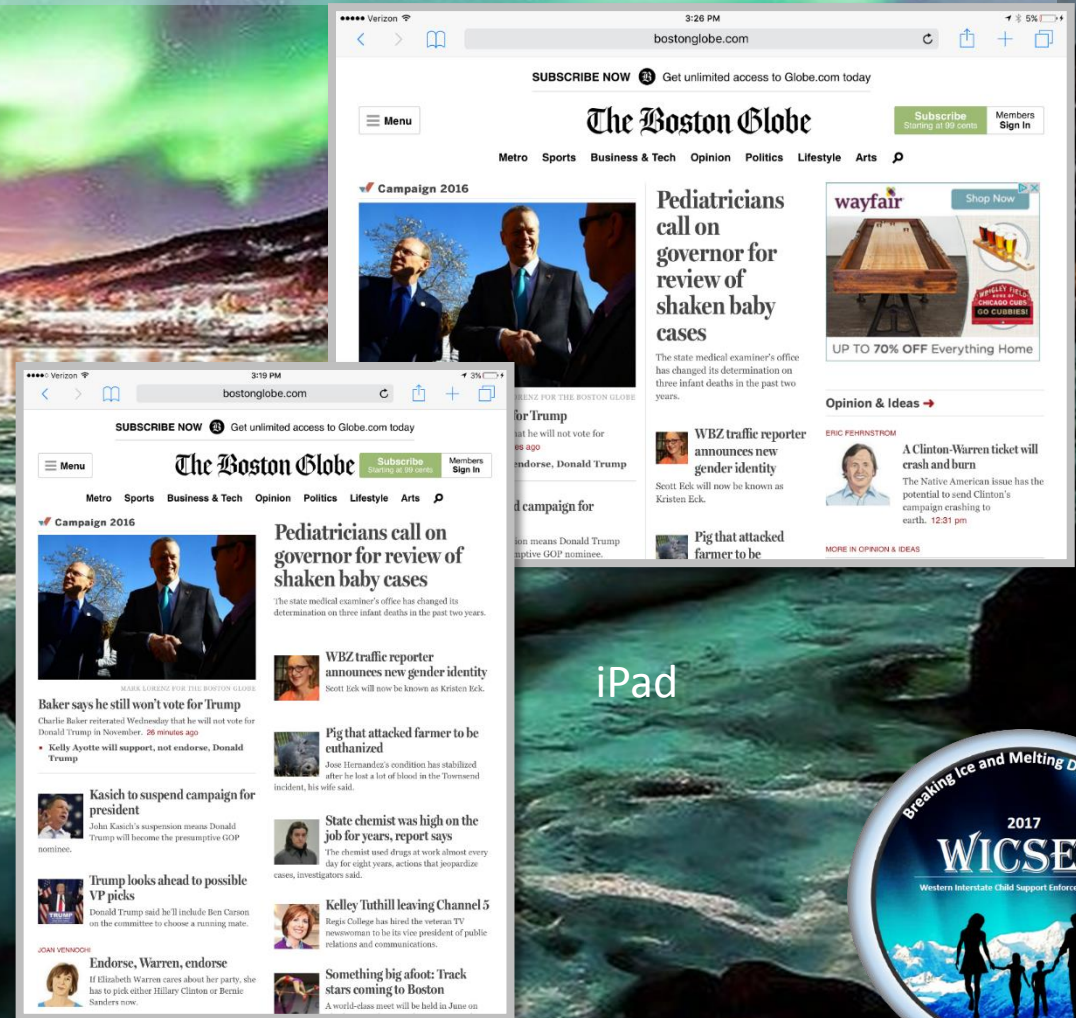


Responsive Web Site

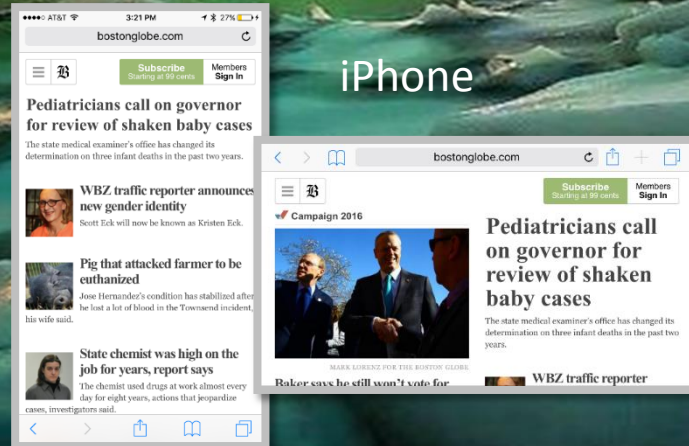
Laptop



iPad



iPhone



Web Chat

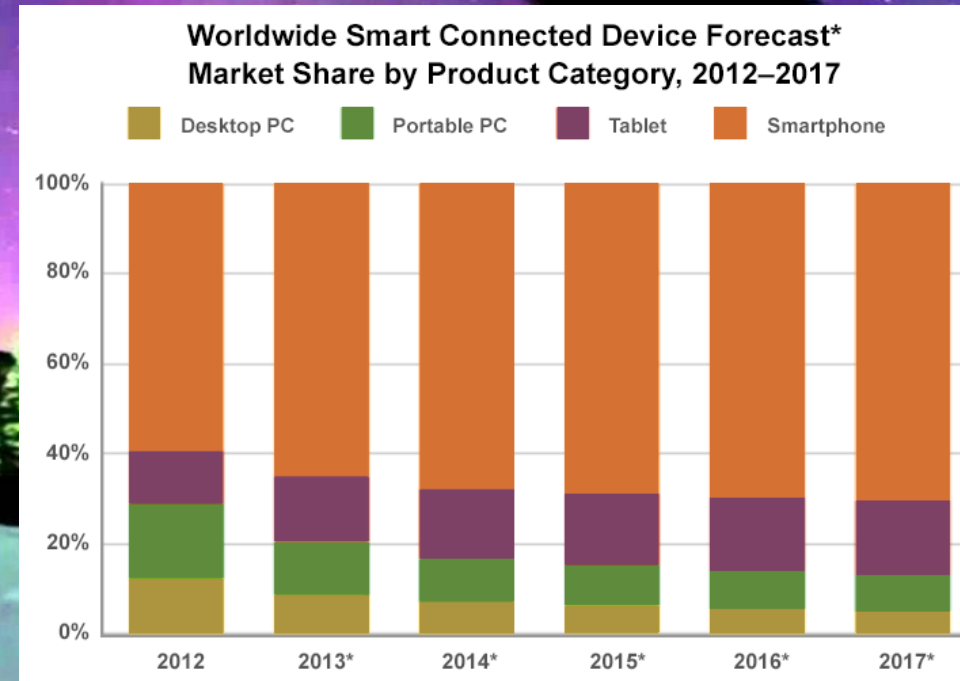
- **31% of consumers under age 34 want a web chat option**
- **Customer service reps can manage multiple chats at the same time, versus one call at a time**
- **Over 85% of US chat users were satisfied with the experience**
- **The lower the wait time, the higher the customer satisfaction rating; ensure you are fully staffed before offering chat options**
- **Chatbots are a hot trend; using Artificial Intelligence to answer the most common questions**



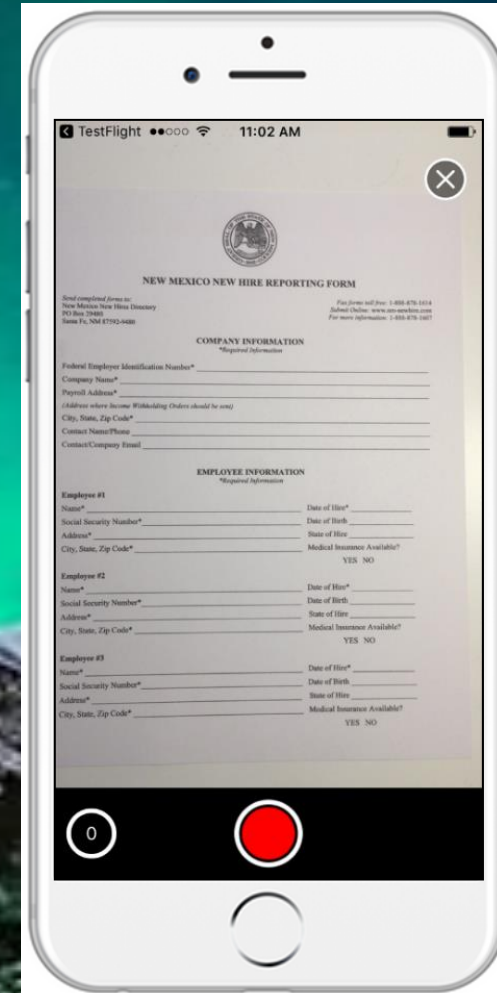
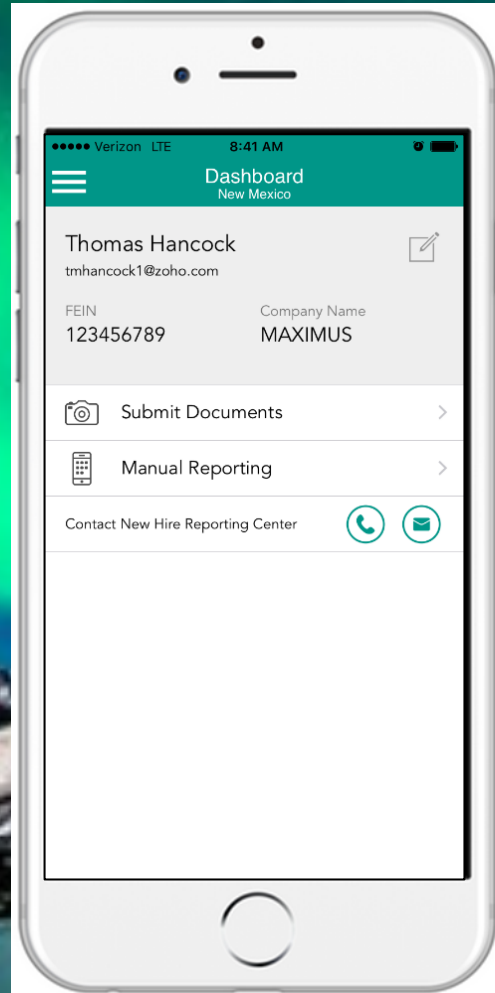
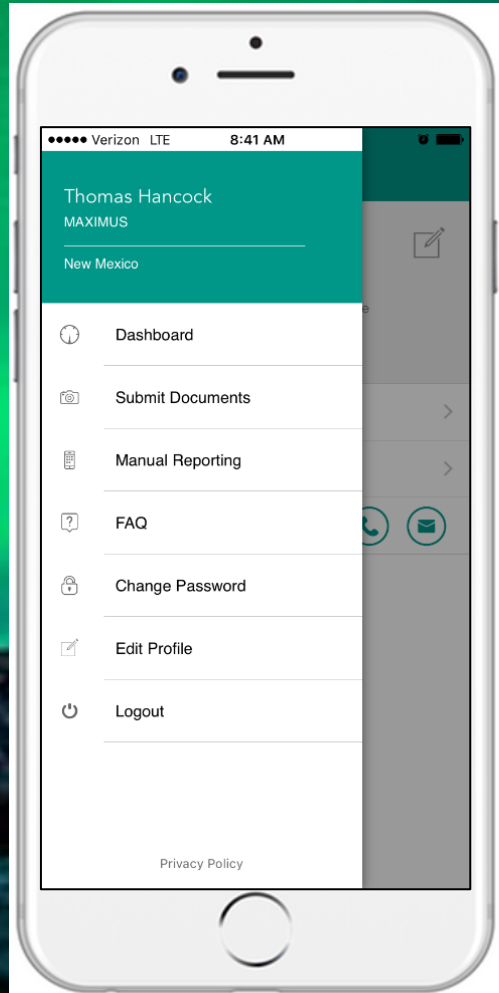
Mobile

Mobile is increasingly the platform of choice for consumers to access government services and content – and in many cases, the only platform citizens have available.

- **71% of our online minutes in the United States are spent on mobile devices** (source: comScore)
- Consumers are spending more and more time interacting with apps – there's an app for everything
- Mobile devices allow citizens to engage with their government **where and how they choose**, just as they do with private sector organizations



New Hire Reporting Mobile App



Email Campaigns

You have 8 seconds to grab a reader's attention

- Easy to read, avoid legalese
- Address recipient by name when possible
- Compelling subject line and preview text
 - Personalization and thank you messages get positive results
 - Do not use “free”, “fast” or “easy” in the subject line as these are often sent to SPAM filters
- Make decisions easy – provide links, checklists, pre-populate as much information as possible.
- Colorful, consistent with other agency communications
- Embed links and buttons to ensure actions are taken
- Track results



Email Campaigns

- New Hire email outreach campaigns result in approximately 5% greater response rate than campaigns sent via mail
- Recently redesigned email campaigns resulted in up to a 338% increase in open rates (initial communication to employers, sender was not known to recipient)
- The average open rate for government sector is 44% versus 37% for all other industries

DETAILS OF EMAIL DESIGN

Employers can click on any logo or web address to be sent to that site. With most phones, clicking the phone number automatically dials our customer service center.

Employers simply click the link to opt-out, provided at top and bottom of email

Engaging messages and images inspire employers to report new hires promptly. This theme plays off the idea that employers are the superheroes of child support enforcement, saving the day for case workers and children alike, by reporting new hires and following other child support reporting protocols.

Call-to-action buttons follow throughout the email body, giving multiple chances to link up with the website to report, or to other useful links, such as the new hire reporting mobile app download.

Even Superheroes need a reminder!

That's why we're letting you know there was just one month in the last six months that we didn't receive new hire reports from you.

If you have more employees to report, let us know - report your new hires today!

By reporting new hires, you help kids get the child support they need, making you a superhero to families across Wyoming.

Thanks for saving the day, one new hire report at a time.

Call-to-action buttons quickly take employers right where they need to be, on the website home page to report new hires or to register to report; on our contact page to inform us of the correct contact person; or on the Frequently Asked Questions section of the website

Reporting your new hires online is fast and simple and will ensure timely receipt of your new hire reports.

REGISTER FOR ONLINE REPORTING

MAXIMUS Snap. Tap. Done.

Snap. Tap. Done.

New Hire Reporting is a snap with our new mobile app. Snap a picture and upload your report with a quick tap.

Visit Google Play or the App Store to download.

What is New Hire Reporting?

New hire reporting is an important step toward enforcing child support orders. State and federal laws require ALL employers report new hires within 20 days of hire.

Required information on all new hire reports:

- Employee's Federal Employer Identification Number (Use the same FEIN you use to report your quarterly reporting new hires)
- Employee's Name
- Employee's Payroll Processing Address
- Employee Name (First, Middle, Last)
- Employee Mailing Address
- Employee Social Security Number
- Employee Date Of Hire
- Date of Hire

Information about new hire reporting requirements are provided on every email, no matter who the target is for the month

Employers may click the email vendor's link to verify authenticity of our email notice.

Employees may also report Income Withholding Orders online. To learn more about all the online reporting services available to employers, visit <http://www.wyo.hhs.gov/programs/cse/employers>

Questions? Contact MAXIMUS New Hire Reporting Center 1891 Metro Center Dr, Reston, VA 20190 Toll-Free: 1.800.428.4687

WYOMING



Other Campaigns

Text

- Users “opt in” to receive texts
- Set reminders to take action (report new hires every 2 weeks)
- Specific task reminders (new NMSN requires a response)
- General information such as holidays and office closures

Social Media

- Facebook
- Twitter
- Linked In
- Ensure communication is approved in advance; put together campaign for the year
- Update frequently
- Turn off comments to ensure private data is not shared



Questions?

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Employer Outreach Partnering to Improve Collections

Carol Thomas

Enforcement Team Lead

State of Minnesota

Child Support Division



COLLECTIONS

Federal Fiscal Year 2016

- \$594.7 Million
- 74% collected by Income Withholding



How do we communicate with Employers?



- Mail
- Email
- DHS Website
- MN Child Support Online (MCSO)
- New Hire Vendor
- OCSE Initiative
- Employer Survey



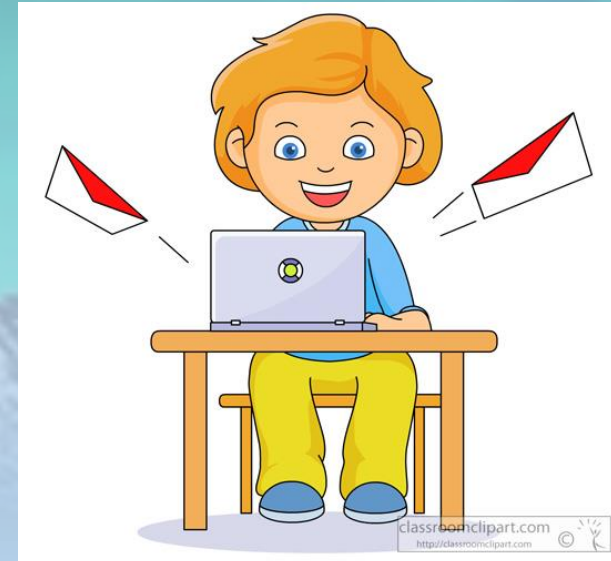
MAIL

- National Medical Support Notice
- IWO
- COLA
- Employer Verification



EMAIL

- Lump Sum
- eTerminations



Browser address bar: <http://www.dhs.state.mn.us/main/idcplg?IdcService=...> Child Support - Employers ...

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m DEPARTMENT OF HUMAN SERVICES

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Adolescent services
Adoption
Child care
Child protection
Child support
Applying for services
Child support services
Closing a case
Community partners
Contacts
Employers
Electronic funds transfer
Income withholding

> Children > Child support > Employers

Child Support – Employers and Payors of Funds

Employers play a pivotal role in Minnesota’s child support efforts and make a valuable contribution to the lives of Minnesota’s children. Through [income withholding](#), employers collect more than 70 percent of all the support disbursed, and through new hire reporting, they help match employees with support obligations. Cooperation between employers and child support agencies encourages parental responsibility, reduces taxpayer costs for public assistance, and helps families provide for their children.

The [Employer’s Guide to Minnesota Child Support Laws \(DHS-3177\) \(PDF\)](#) is a brochure that provides instructions for employers about child support laws in Minnesota.

Related Pages

- Child Support ezDocs
- Child Support Online Calculator
- County child support phone numbers and addresses
- Minnesota Child Support Online

Related Links

- Appendix A - Child Support orders
- Federal Office of Child Support Enforcement (OCSE)
- State Court
- Minnesota Hire Repo Center



What's on the Website anyway?

Minnesota New Hire Reporting Center

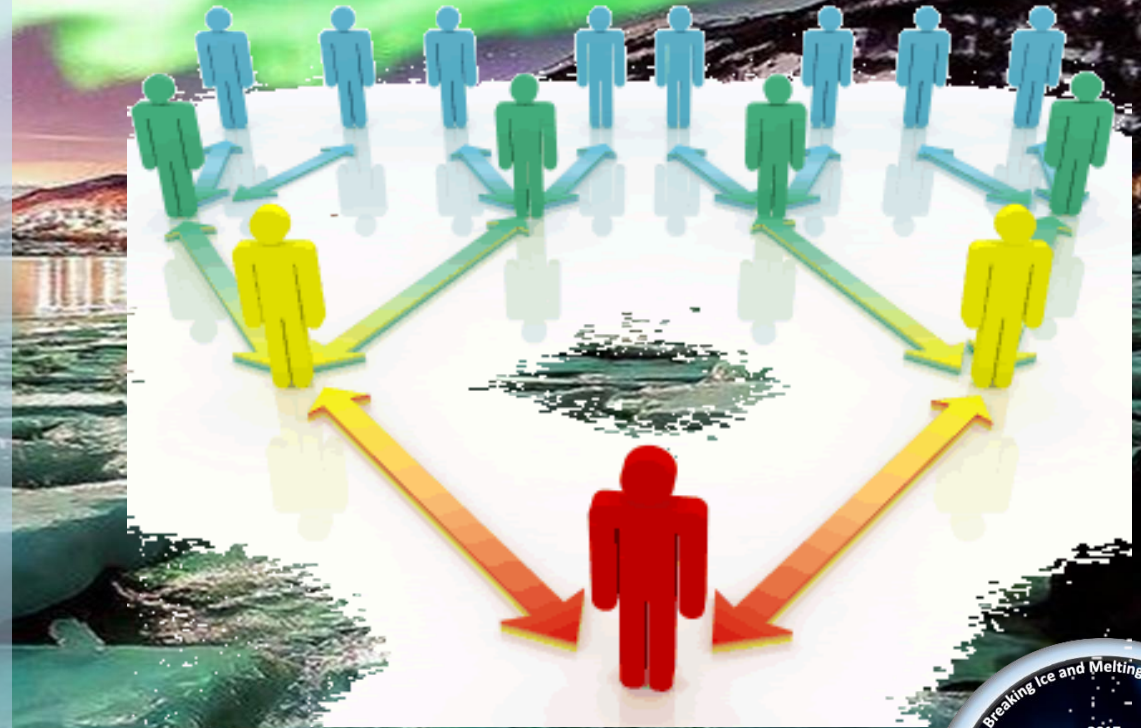
**Employer's Guide to Minnesota
Child Support Laws (PDF)**

**Minnesota
Child
Support
Online**

Electronic Funds Transfer Guide (PDF)

NEW HIRE VENDOR

- 1996
- 96% Response Rate
- EPP Reports to determine non-compliance
- Targeted Outreach Campaign
- Mobile App Coming Soon



OCSE NEW HIRE COMPLIANCE INITIATIVE

- Phase II: July 2016
- Seven States: Georgia, Iowa, Minnesota, Oklahoma, New Jersey, North Carolina and Washington
- 50 Employers
- By mid-Sept 2016 we had 141,000 new hires reported by the employers who received the Non-Compliance letters



What can we do next?

How can we improve?



Questions?

Carol Thomas

Carol.B.Thomas@state.mn.us

651. 431.5850



Employer Outreach-Partnering to Improve Collections

Meredith Carter

Program Manager

Alameda County California
Department of Child Support
Services



Bay Area Region Child Support Collaborative- Employer Workshop

2016 CHILD SUPPORT: MORE MONEY FOR FAMILIES

COLLECTIONS

75% 

of child support is collected
by income withholding from
an employee's paycheck

25% other sources

\$33 Billion 

in child support collected
by state and tribal child support
programs in FY2016

95% 

went to families

5% reimbursed public assistance dollars



Employers

- Income Withholding
- National Medical Support Notices
- Wage & Insurance Verifications



Benefits of Collaboration

- Increased resources
- Shared budgetary impact
- Shared effort
- Increased input resulting in a better product
- Opportunities for reciprocation



Goal

“Employers understand their legal responsibilities surrounding child and medical support and know they play a vital role in improving the lives of children and families. “



Event Statistics

2016

- Invitations sent via mail then email
- Over 300 attendees
- Rhode Island
- Workshop materials were also provided via thumb drive

2017

- Invitations sent via email only
- Over 400 attendees
- Dubai
- Materials provided in hardcopy and softcopy



Communication

- New Hire Reporting
- e-IWO
- e-Term
- Lump Sum IWO Reporting
- Electronic communication
- Local efforts



Next Steps

- ✓ Identify additional areas where we can collaborate with our LCSA partners
- ✓ Additional outreach to our employers



Questions?

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