

Capitalizing on Community Outreach

Building Strong Families Through Innovation



Welcome

- Dieter Jacobs, Child Support Program Administrator, Community Relations, WA State Division of Child Support
- JoAnn Lee, Outreach Coordinator, Child Welfare Research and Training Project, Iowa State University
- Maneesha Gammama-Liyanage, Graduate Research Assistant, Iowa State University

Why Outreach?

- Share information
- Educate partners and customers
- Change perceptions
- Serve specific populations
- Reach new customers
- Improve public relations
- Strengthen relationships with partners
- And more.....



Internal Barriers to Effective Outreach

- Not enough time
- Lack of expertise
- Lack of organizational support
- No opportunities
- Travel
- Etc.



Effective and Efficient Outreach

Effective

- Accurate Information
- Consistent Messaging
- Presented Well

Efficient

- Most impact
- Least investment of resources



Accurate Information

- **Expert**
 - Policy & Procedure
 - Aligned with organization
- **Consistent**
 - Messaging
 - Trust building
- **Relevant**
 - Tailored to the audience
 - Appropriate for the venue



Expert and Consistent

Involve the Experts

- Policy
- Subject Matter Experts [SME]
- Communications



Develop and Maintain Resources

- PowerPoint presentations
- Talking points
- Handouts



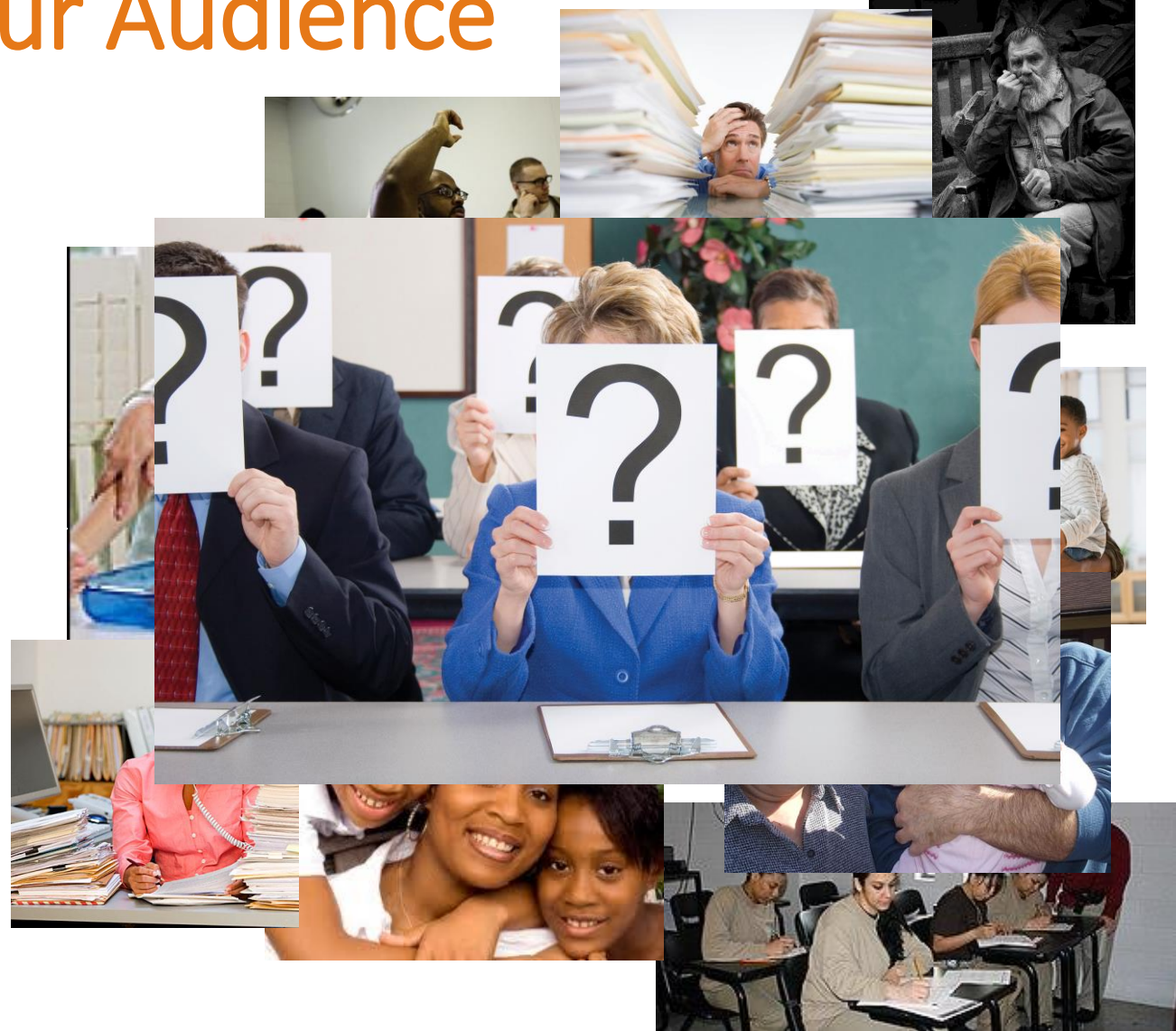
Tailored to Your Audience

Get to know them

- Who
- Concerns
- Challenges

Ask

- Audience
- SME
- Staff
- Service Providers



Venue

Physical Location

- Do they have a computer and screen?
- Do they have a table and chairs?
- Do they have a bathroom?
- Parking costs?

Preparation

- Scout the location
- Have a back up plan



Presented Well

Quality representatives

- They are your agency

Find enthusiastic and talented people:

- Recruit
- Train
- Continuously develop

Enthusiasm is important, but does not equal ability



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Target Audience – Who Are They?

Individuals

- Veterans
- Homeless
- Single moms
- Single dads
- Grandparents
- Employers
- At risk youth
- Tribal members
- Inmates
- Etc.

Service Providers

- Veteran's groups
- Homeless shelters
- YMCA & YWCA
- Salvation Army
- Daycare Centers
- Trade Shows
- Government Agencies
- Tribal Organizations
- Jails and Prisons
- Etc.



Target Audience – Different Impacts

Advantages

Individuals

- Address Specific Child Support Issues
- Improved Individual Relationships

Service Providers

- More People Impacted
- Address a variety of issues
- Improved organizational relationships

Disadvantages

- Fewer People Impacted
- Other Issues Not Resolved

- Only one of many options for providers
- Limited knowledge to address issues

Presenting vs Tabling

Presenting –

- Service Providers or Individuals
- Predetermined Audience
- Limited Time Commitment



Tabling –

- Individuals
- Varied Audience
- Longer Time Commitment



Tabling – Impact Depends on Venue

Targeted Event – Resource Fair

- Motivated individuals
- Fewer participants
- Higher likelihood of interaction



General Admission - County Fair

- Casual observers
- Lots of participants
- Lower likelihood of interaction



Efficiency – Reaching as much of your intended audience as possible

Factors to Consider

- Individuals or Service Providers?
- Presentation or Tabling or Combination?
- Targeted Events or General Admission?

Balance opportunity with efficiency



Determine How Effective and Efficient

Gather Data

- Relevant information
- Easy to collect



Quantitative & Qualitative

- Number of participants
- Amount of paperwork collected

Ask for Feedback

- Post Presentation Evaluations
- Survey Monkey



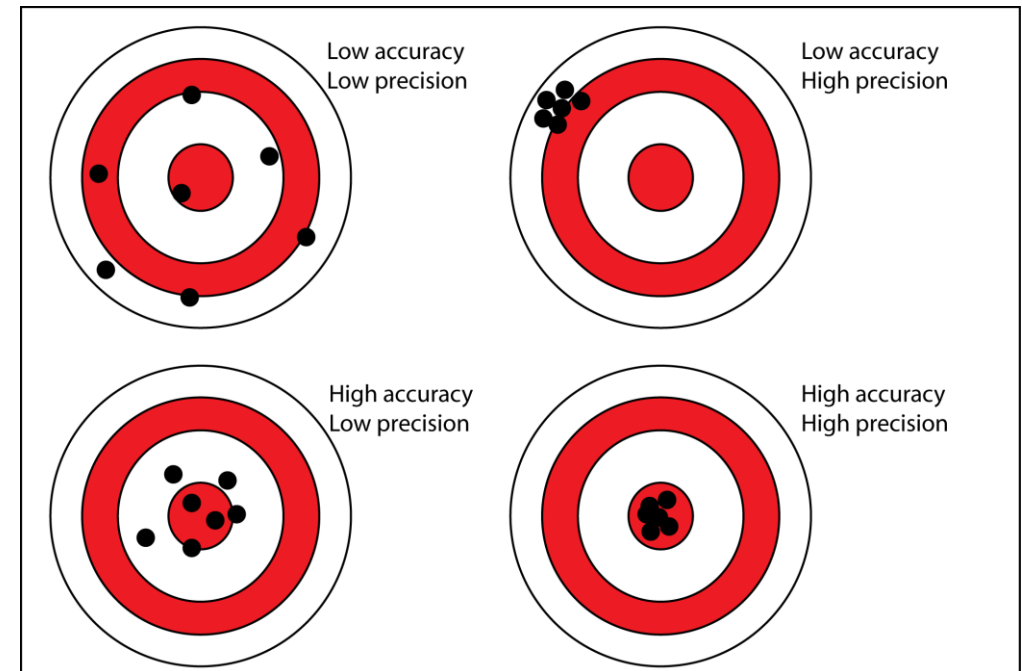
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Create an Outreach Plan

- Determine your Goals
 - Target Audience
 - What issues to address
- Develop your capacity
 - Materials
 - People
- Outreach Opportunities
 - Community Partners
 - Service Providers
 - Ask your staff
- Feedback Loop
 - What data to collect
 - How and who will track it

SET GOALS

- 1.
- 2.
- 3.





Success in Iowa

- JoAnn Lee, Outreach Coordinator, Child Welfare Research and Training Project, Iowa State University
- Maneesha Gammama-Liyanage, Graduate Research Assistant, Iowa State University

Washington State Div. of Child Support

- State Agency
 - 1000+ Employees
 - 9 Field Offices and Headquarters
- Contract with 39 Counties Prosecuting Attorneys
 - Paternity
 - Modification
 - Contempt
- Administrative Based
 - Establishment
 - Enforcement
 - Paternity





Strategic Plan

- We envision a future in which families have the resources they need so children can thrive
- We improve lives by delivering excellent child support services
- Goal – Poverty down by 50% by 2025

Agency Values

- Accountability
- Collaboration
- Customer Service Excellence
- Integrity
- Respect



DCS Strategic Planning

Customer Service Promise

- We provide respect and resources to every person every day

Statewide Outreach Coordination

Communications Operations

- Statewide Outreach Coordinator
 - Field Office Coordinator
 - Quarterly Meetings
- Centralized Outreach Website
 - Photos
 - PowerPoints
 - Calendar
 - After event report
- Training and Mentoring
 - LinkedIn Learning [Lynda.com]
 - PDP – Personal Development Plan





Thank you for participating

Any questions?

- JoAnn Lee, Iowa State University
- Maneesha Gammama-Liyanage, Iowa State University
- Dieter Jacobs, WA State, Division of Child Support