



Developing a Public Agency Marketing Campaign

San Bernardino County, California
Department of Child Support Services



Developing a Public Agency Marketing Campaign

Miguel McQueen – Assistant Director

Jo Cruz – Deputy Director



Child Support Services

November 6 - 10, 2022



Where to Begin

Why?

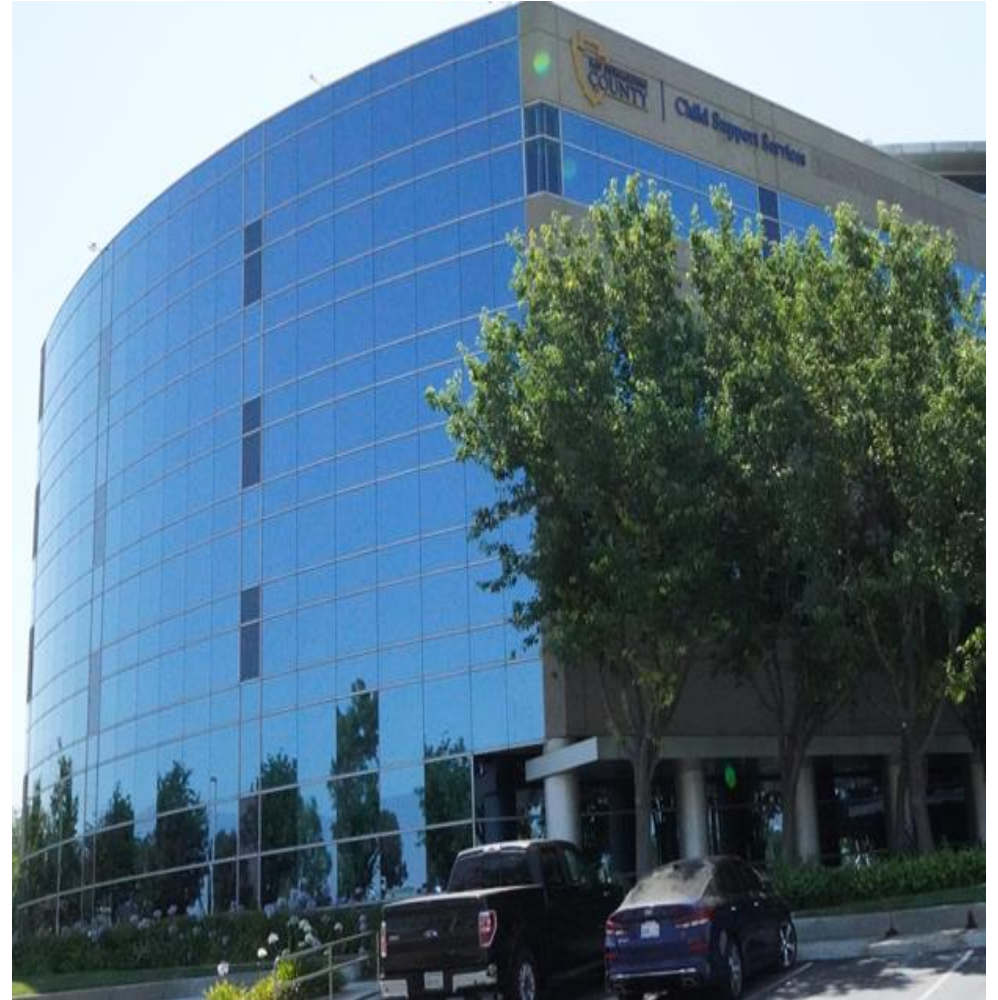
- Fewer new case applications

Who?

- Team members

Develop Strategy

- To reach new customers
- Promote services available



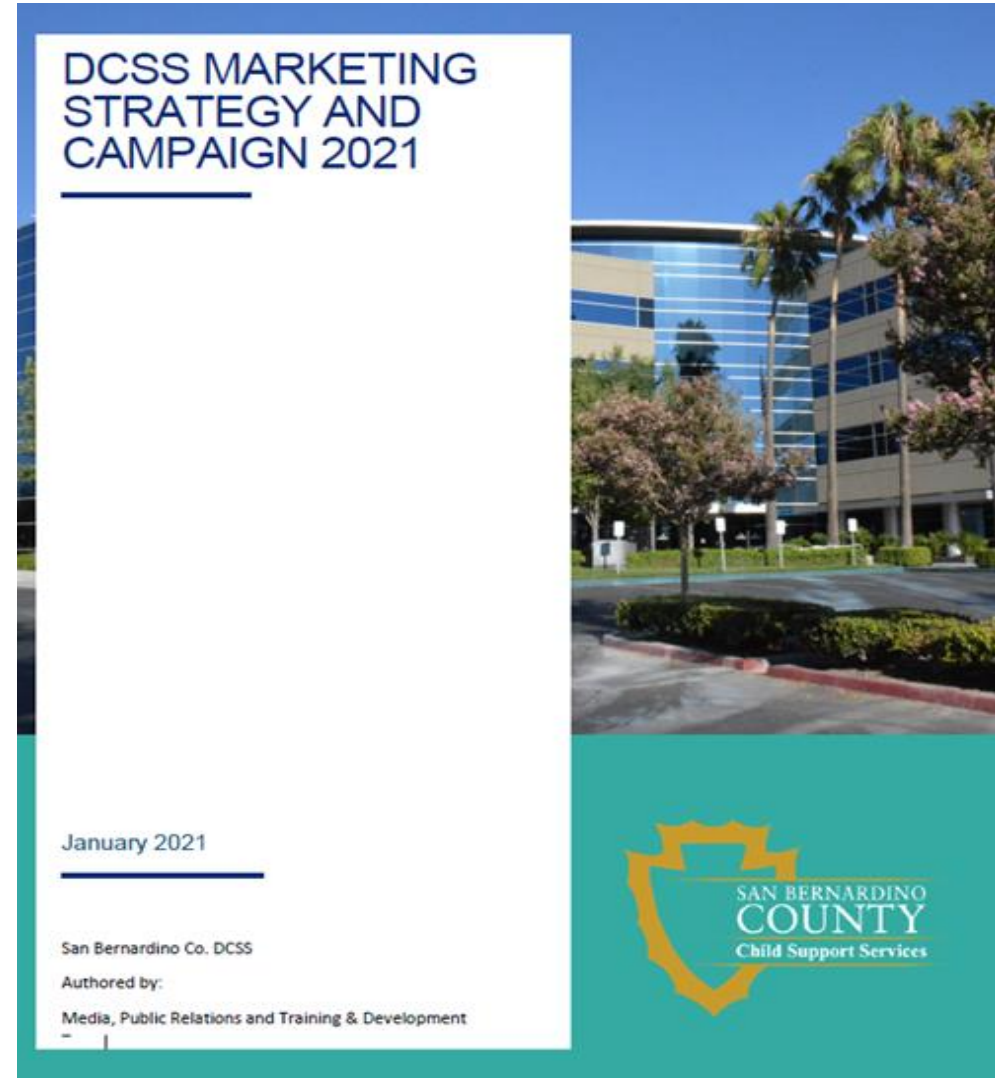
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The Strategy

The Campaign focused on three areas:

- Public Perception
- Education and Awareness
- Outreach





Public Perception

What do our customers think of us?

- New Hire Listening Sessions
- Identified community concerns
 - ✓ Misunderstanding of services provided
 - ✓ Participant status – NCP vs CP
 - ✓ Gender Bias
 - ✓ Collection Agency



November 6 - 10, 2022



Changing the Public Perception

Advertisements and Videos

- Video Testimonials
- Customer Surveys
- Advertising

Child Support Services



“

... in the past Child Support has received a negative image, and I want to show that is not the case in present time.

Shalita Tillman
SBVC CALWorks & Workforce
Development Manager

www.sbcounty.gov/dcss
(866) 901-3212



New Slogan

Align with mission, vision of organization

- What do you stand for?
- What are the goals and objectives?

Short and to the point

- Few but meaningful words
- Create a mental picture of organization

All encompassing

- Able to apply it to all functions of the organization

Ability to use in various ways to deliver the same message.





Testimonials

The Process

- Employee experience
- Customer feedback
- Gather input and data

A testimonial graphic with a purple background. On the left is a photo of Rosie P., a woman with long dark hair wearing a black top. To the right of the photo is a large white quotation mark. Below the quote is a dark purple speech bubble containing the text "... we must strive to give them a healthier lifestyle." At the bottom right, the name "Rosie P." and title "Child Support Parent" are listed, followed by the website "www.sbcounty.gov/dcss" and phone number "(866) 901-3212".

“

... we must strive to give them a healthier lifestyle.

Rosie P.
Child Support Parent

www.sbcounty.gov/dcss
(866) 901-3212



And Many More!

Education & Awareness

- The Community
- Other County Agencies
- Community Partners



County Agencies & Community Partners

- Services provided
- Sharing of resources
- New applicants



“

I would absolutely recommend any of our families to work with Child Support.

Juan Solis
Father Engagement Coordinator
Children's Network

www.sbcounty.gov/dcss
(866) 901-3212



Social Media

Targeted Age Groups

- ✓ FaceBook
- ✓ Instagram
- ✓ Google – My Business Profile
- ✓ TikTok
- ✓ Twitter





Outreach to Potential Customers

School Districts

- Identifying the most need
- Contact and Media Kits
- Presentation and Follow ups

SAN BERNARDINO COUNTY | Child Support Services

**FROM WHERE YOU ARE,
TO WHERE YOU WANT TO BE...
LET US HELP YOU GET THERE**

HOW WE CAN WORK TOGETHER:

- Establish legal parentage
- Establish an order for child and/or medical support
- Keep record of your payments
- Review orders if your income, custody or family size has changed
- Connect you with other community resources

Locations and Office Hours:
Monday - Friday, 8 a.m. - 5 p.m.
Loma Linda - 10417 Mountain View Ave., Loma Linda
Ontario - 191 N. Vineyard Ave., Ontario
Victorville - 15400 Civic Dr., Victorville

SCHEDULE AN APPOINTMENT AT:
www.sbchldsupport.com
(866) 901-3212
Email: csupport-mbx@hss.sbcounty.gov

Apply for services

LIKE.FOLLOW.SHARE.
f @SanBernardinoCountyDCSS y @SBCoDCSS t @SanBernardinoDCSS



Outreach to Potential Customers

Spanish Speaking Communities

- Spanish Landing Page
- Radio Que Buena
- Spanish Workshops

SAN BERNARDINO COUNTY
Child Support Services

NUEVA OPCION PARA SOLICITAR LOS SERVICIOS DEL DEPARTAMENTO DE MANUTENCIÓN DE NIÑOS!

Evita las largas líneas utilizando Qless! Puedes reducir el tiempo de espera y eliminar el manejo a nuestras oficinas. Con QLess tú decides cuándo te contactamos para trabajar juntos.

De donde usted esta, a donde quisiera estar.
Permítanos ayudarle llegar ahí.

sbchildsupport.com (866) 901-3212

ESCANEE AQUI PARA UTILIZAR A QLESS. →





Outreach to Potential Customers

Mail inserts and Postcards

- Creating a meaningful message
- Publication News and Review
- Postcards and E-Blasts

10417 Mountain View Ave., Loma Linda, CA 92354

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Lessons Learned

What is our Budget?

- Approval process

Research

- Time needed
- Setbacks

New expertise





Success is Never Accidental?

- New Skills
- Caseworker Success Stories
- Video Testimonials
- Customer Relations





QUESTIONS





Speaker Contact Information

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<https://www.tiktok.com/@sanbernardinodcss>

<https://www.instagram.com/sanbernardinodcss/>