



Engaging our Customers

Tuesday September 9th, 2025, 1:30pm-3pm

SESSION SPEAKERS



Tanika Nevills
Moderator

Maximus
Program Manager of
Child Support,
Income
Maintenance and
New Hire Employer
Verification



Shannon Longino
DHS-DCSS
Outreach Manager



Kamisha Tucker
Maximus
AFFIRM Operations
Manager



Session Summary

In this session we will focus on how Tennessee and Georgia found ways to better engage their customers. Whether it's boots on the ground, social media, or building partnerships throughout the community to increase your reach, it's necessary in a constant changing climate on ways of engagement.



POLL QUESTION

WHAT METHOD OF ENGAGEMENT IS
YOUR ORGANIZATION CURRENTLY USING
WITH YOUR CUSTOMERS?



Families Matter AFIRM

A Father's Involvement Really Matters

AFIRM IS A PART OF A STUDY FUNDED BY THE TENNESSEE DEPARTMENT OF HUMAN SERVICES WHICH IS BEING CONDUCTED TO DETERMINE HOW THESE PILOT PROGRAMS HELP PEOPLE IMPROVE THEIR ECONOMIC WELL-BEING. DURING THE STUDY, ALL NEW ELIGIBLE APPLICANTS WILL BE RANDOMLY SELECTED INTO ONE OF TWO/THREE GROUPS THAT RECEIVE A DIFFERENT MIX OF PROGRAM SERVICES.

AFIRM Program

(A Father's Involvement Really Matters)

Improve support for low-income dads so they can pay child support consistently



Increase economic mobility of low-income dads so they earn enough to support themselves and their families



Increase capacity for healthy parenting so low-income dads are emotionally connected to their children

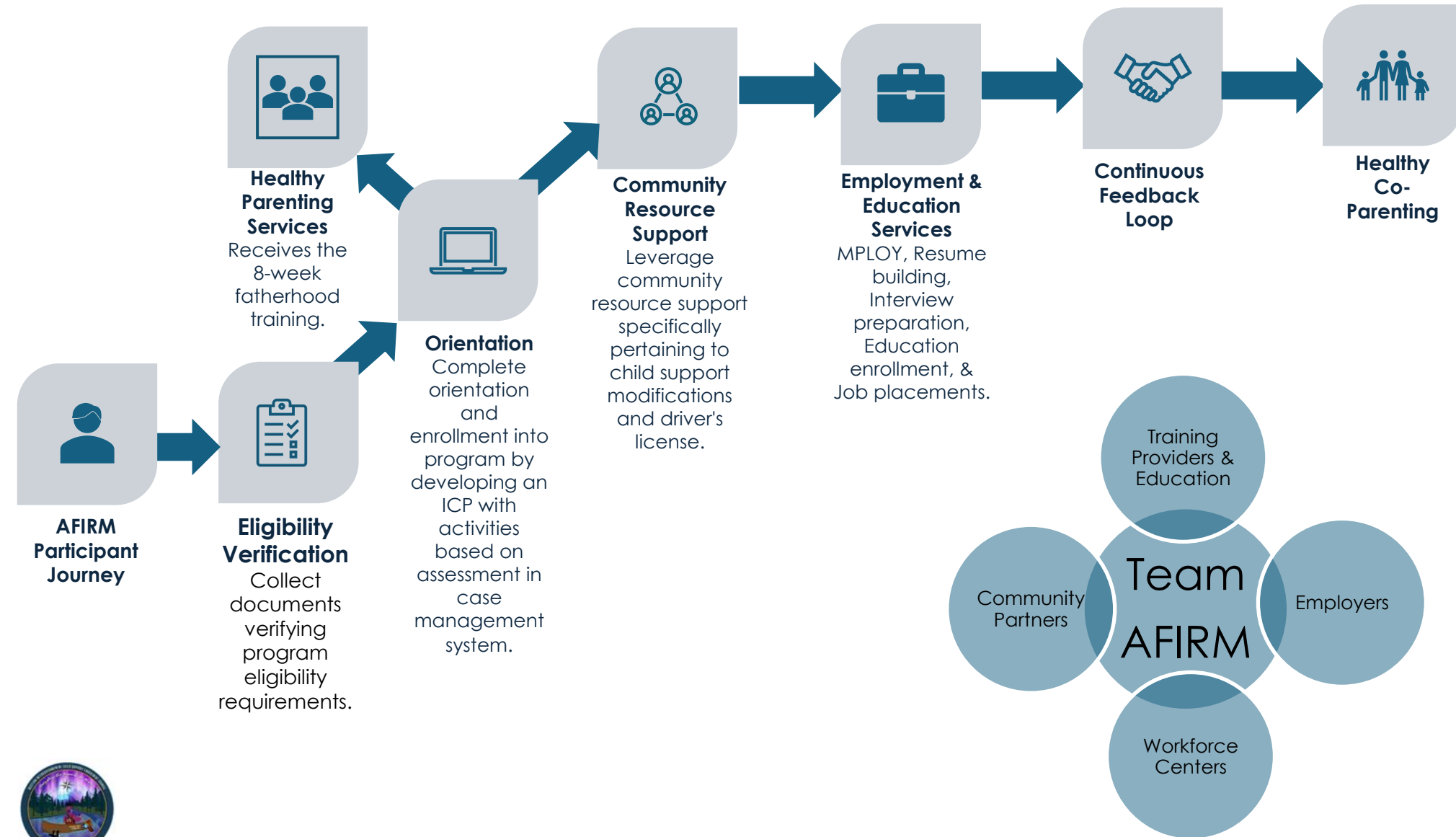


Who's Eligible for Services?

- TN Shelby County Resident
- Ages 18 and up
- At least one child support case in the TN child support system (whether under order or still being established)
- At least 1 of the following:
 - At or below the 185% FPL
 - Receives or eligible for Medicaid (TennCare)
 - Receives or eligible for Families First or SNAP
 - Proof of income, unemployment, or zero income
 - Lives in Section 8 housing or low rent public housing
 - Has a child/children who receives free or reduced lunch under the National School Lunch Program



Service Delivery Model





Team AFIRM



maximus





AFIRM LOCATIONS



FRAYSER LOCATION

Pursuit of God
3759 N. Watkins St.
Memphis, TN 38127

[VISIT US](#)



WHITEHAVEN LOCATION

Southbrook Town Center
1254 E. Shelby Drive
Memphis, TN 38116

[VISIT US](#)



WESTWOOD LOCATION

Mt. Vernon Baptist Church
620 Parkrose Rd.
Memphis, TN 38109

[VISIT US](#)



RALEIGH LOCATION

Jubilee Church of God-Christ
Church
4555 Stage Rd.
Memphis, TN 38128

[VISIT US](#)

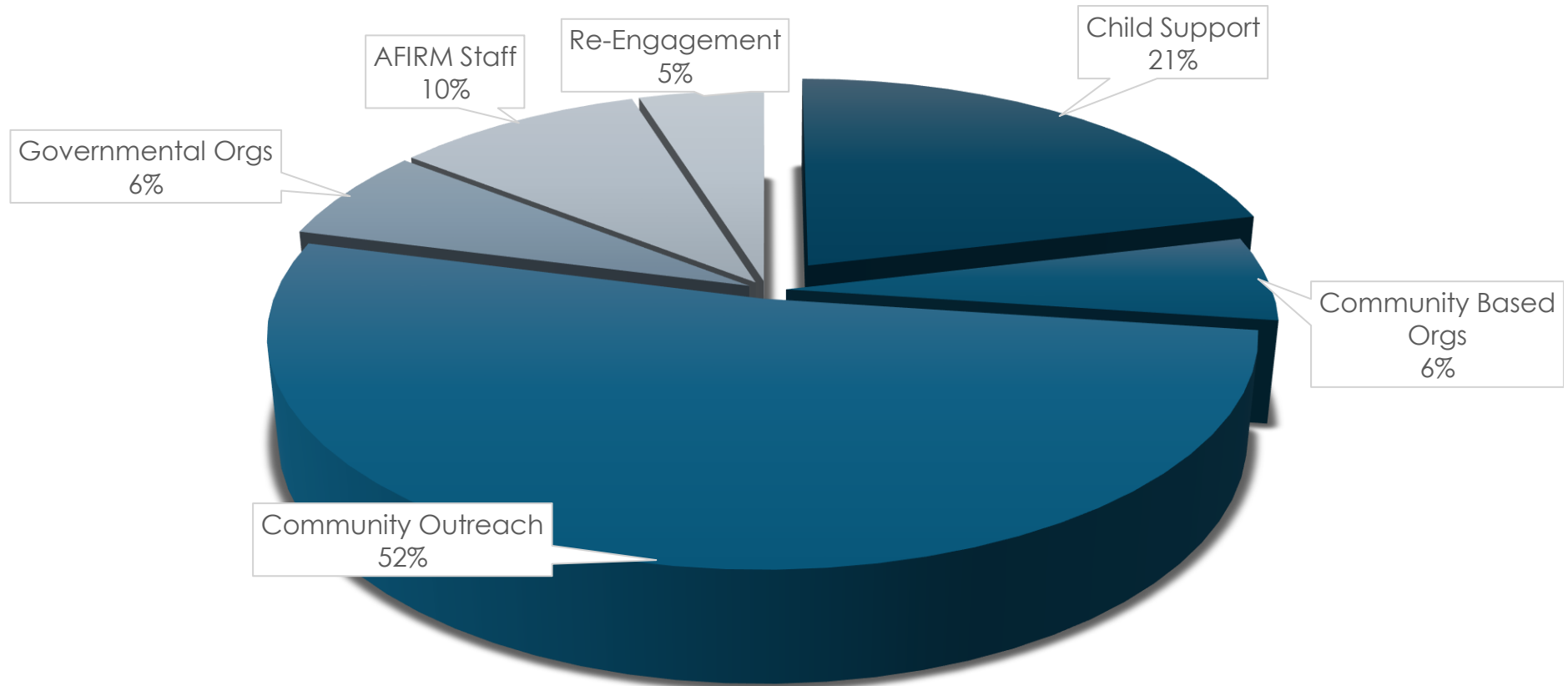


ADMINISTRATIVE LOCATION

Located in:
Higginbotham Insurance Building
2670 Union Ave Extended Suite 607,
Memphis, TN 38112

[VISIT US](#)

Enrolled AFIRM Referral Sources

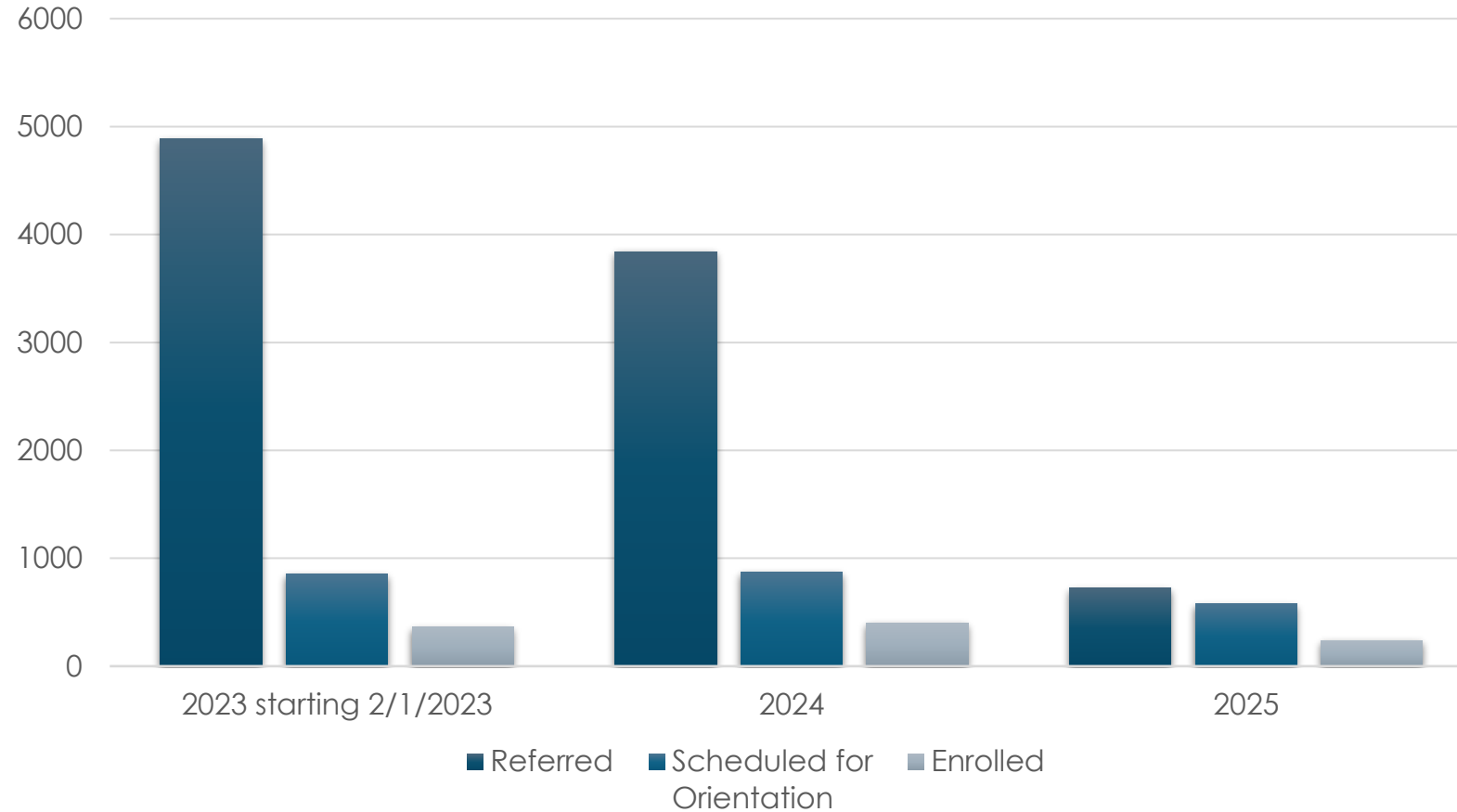


■ Child Support	■ Community Based Orgs	■ Community Outreach
■ Governmental Orgs	■ AFIRM Staff	■ Re-Engagement



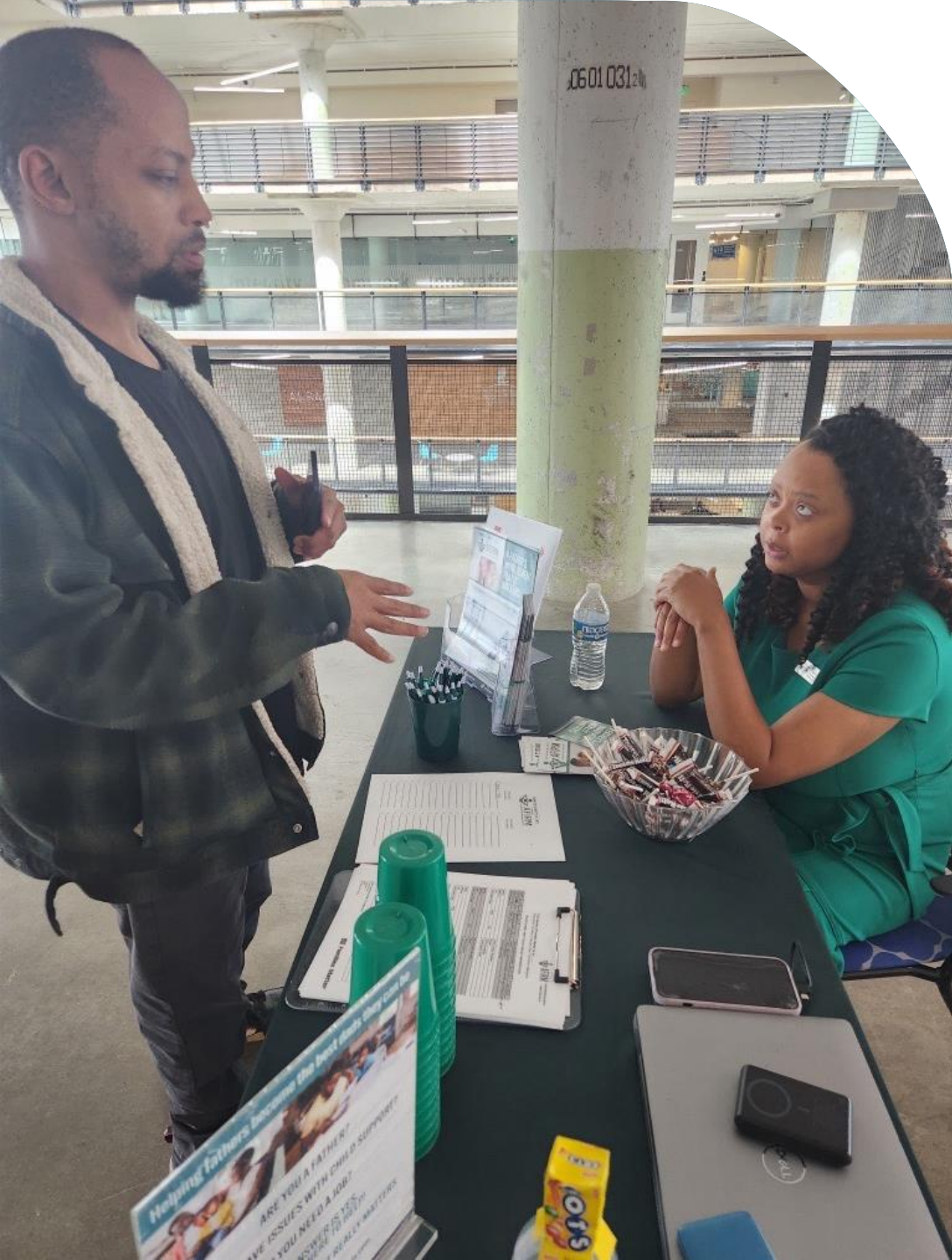


Community Outreach Engagement



Outreach at Jubilee Church of God & Christ





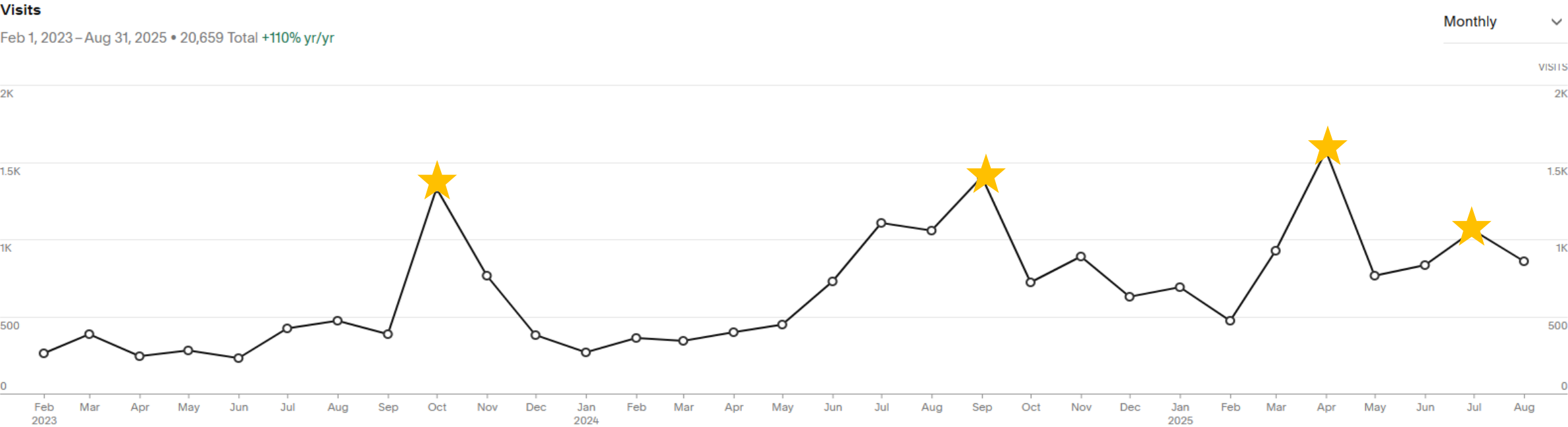
Boots on the Ground

- In August 2023, the Business Services Team initiated the “Boots to the Ground” recruitment strategy focusing on community businesses and organizations such as barber shops, schools, childcare centers, etc. to spread the word and meet potential participants within the community.
- Since the implementation of the “Boots to the Ground” initiative the program has had a 98.7% increase in its enrollments through October 2023.



Website Traffic and Statistics

<u>VISITS</u>	<u>BOUNCE RATE</u>	<u>UNIQUE VISITORS</u>	<u>PAGEVIEWS</u>
21K	83.8%	18K	27K
+110% yr/yr	+17% yr/yr	+139% yr/yr	+62% yr/yr



Jason Parker's October 2023 Facebook Testimony



Jason Parker

2h · 🌐

P.S.A ALL DADS ON [#CHILD](#) SUPPORT THIS IS A PROGRAM I'M IN 2 HRS A WEEK FOR 8 WEEKS THEY PAY \$1,200 JUST FOR BEING THERE [#CASH](#).. THEY HELP YOU GET JOBS & HELP YOU IF YOUR CAR NOT WORKING THEY WILL GET IT FIXED, THEY CALL & CHECKED ON ME THIS WEEK JUST CAUSE! I VOUCH FOR THEM NE... See more

This is your case manager with Families Matter AFIRM (A Fathers Involvement Really Matters)

Awesome will be there

Great see you at 2pm!



Good morning Mr. Parker we are delighted to see you in the father hood class on tonight @6pm and that is located at Mt. Vernon Baptist Church building C at 620 Parkrose

Awesome will be there

10:58 AM • SMS



88

94 comments • 1K shares



Game Day with Dad September 2024



GAME DAY with DAD

SATURDAY, SEPTEMBER 21ST
10 AM - 2 PM
HICKORY HILL COMMUNITY CENTER
3910 RIDGEWAY RD | MEMPHIS, TN 38115

FUN • FOOD • FATHERS & FAMILY • GAMES
RESOURCE VENDORS • GIVEAWAYS • BOUNCERS
FREE HAIR CUTS

MEMPHIS PARKS

FAMILIES MATTER, INC
Presents
AFIRM
A FATHER'S INVOLVEMENT REALLY MATTERS

REGISTER HERE

TN Human Resources

AFIRM is a part of a study funded by the Tennessee Department of Human Services which is being conducted to determine how these pilot programs help people improve their economic well-being. During the study, all new eligible applicants will be randomly selected to receive AFIRM services. THIS PROJECT IS FUNDED UNDER A GRANT CONTRACT WITH THE STATE OF TENNESSEE.



April 2025

In-Person Job & Community Resource Fair





FAMILIES MATTER, INC.
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AFIRM
A FATHER'S INVOLVEMENT REALLY MATTERS

COMMUNITY RESOURCE FAIR

Attention Shelby County Fathers! This community resource fair is your golden ticket to discovering a variety of job opportunities and fantastic community resources, all in one convenient spot. Don't miss out on the fun and the chance to connect with incredible opportunities!

Are you 18 or older, have a TN Child Support order, and looking for a job? The AFIRM Program is here to help you take the next step towards a brighter future!

Enroll Today! Here's what you need:

- TN Driver's License or ID
- TN Child Support Case Number
- Current Paystub (if employed)
- Unemployment Documentation (if unemployed)

Don't miss out on this fantastic opportunity to secure your future and support your family. Join AFIRM now and start your journey to prosperity!

Available Resources:

- Employment Opportunities
- Expungement Clinic
- Child Support Representation
- Financial Resources





REGISTER AT THE QR CODE

Tuesday
April 8, 2025

Time
10:00 AM - 2:00 PM

Jubilee Church of God
4555 Stage Rd.,
Memphis, TN 38128

901-445-0115

afirmmemphis.com

AFIRM is a part of a study funded by the Tennessee Department of Human Services which is being conducted to determine how these pilot programs help people improve their economic well-being. During the study, all new eligible applicants will be randomly selected into one of two groups that receive a different set of services and support.



Montreal McFerrin July 2025 Facebook Testimony

 Montreal McFerrin
2h · 🌐

If you a father and you on child support or need any type of assistant go to AFIRM Memphis they will pay you to come to class 400 a week!! And they will pay for any trade school you want to go too and help you find a job!! 901-445-0115 send this to yall baby Daddy!!

  15

 7  62

 Like  Comment

Most relevant ▼

 Montreal McFerrin
Go get that money

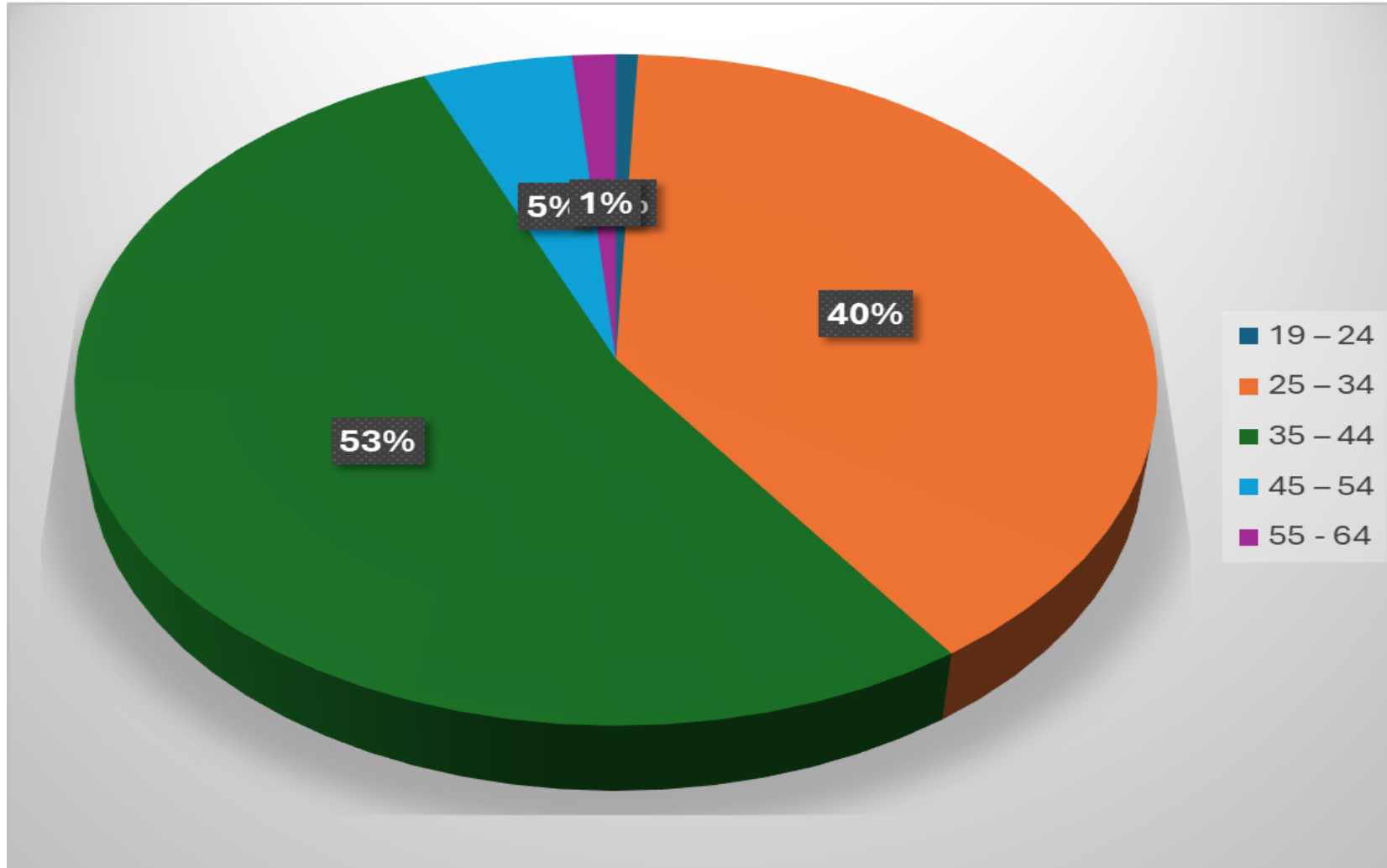


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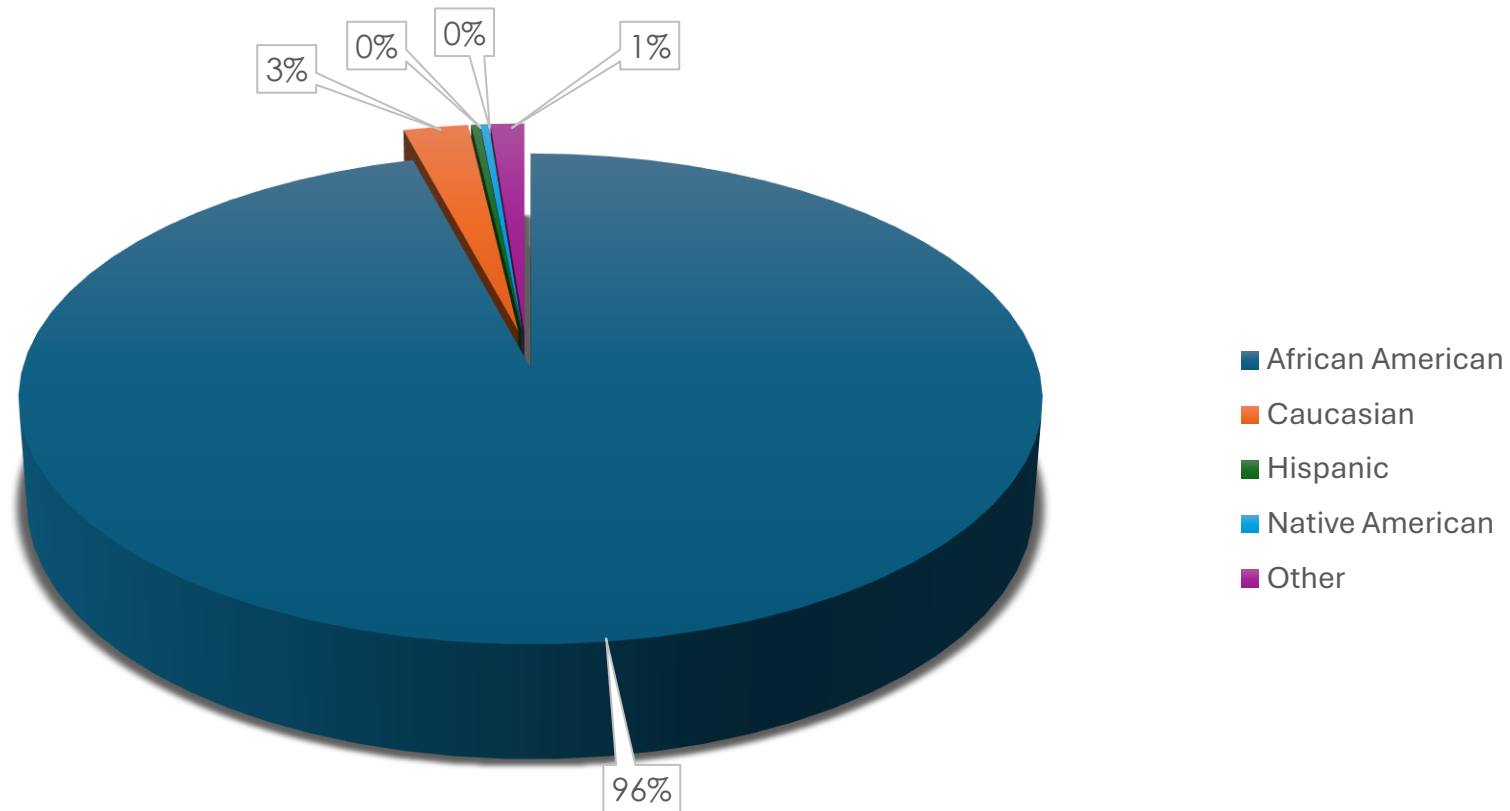
Age Range

The average age is 36 years old



Race

96% of the caseload is African American







AFIRM Performance

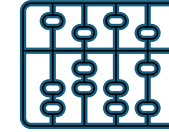
February 1, 2023 – August 31, 2025



1,239 Orientations Completed



360 Fathers Completed
Fatherhood Training



167 Fathers Completed
Training & Education



994 Fathers Enrolled



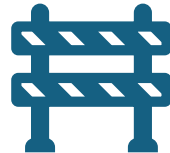
114 Fathers signed a
Co-parenting Agreement



220 Child Support
Modification Review



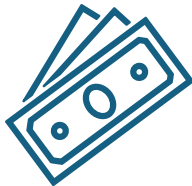
553 Fathers Employed



3,675 Barriers Resolved



33 Fathers Completed
Financial Literacy



2,330 Milestones &
Supportive Services issued.
Totaling to \$1,680,111.53



14 Fatherhood Crusaders
Graduated



Malachi Jaja Success Story



A vertical photograph capturing a serene sunset scene. The sky is a deep, vibrant blue, filled with soft, wispy white clouds. The sun is a bright, glowing orb positioned just above the horizon, casting a brilliant orange and yellow light across the sky and reflecting it on the calm water below. The water is a deep blue, with gentle ripples and a few small ice floes visible in the foreground. In the background, a range of dark, silhouetted mountains stretches across the horizon. On the left side, a small, dark, rocky island or peninsula juts out into the water. The overall mood is peaceful and majestic.



FAMILIES MATTER, INC.



Presents

AFIRM

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maximus

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POLL QUESTION

WHAT HURDLES ARE YOU EXPERIENCING WHILE MAKING
EFFORTS TO CONNECT WITH YOUR CUSTOMERS?



Fatherhood Program

Georgia





Program Overview

- Employment-based program
- Statewide program offered to both men and women
- Connects participants with resources leading to career employment
- Assists parents court-ordered to pay child support prior to contempt
- Increases self-sufficiency, financial, emotional, and parental involvement



Program Eligibility

- Active IV-D case
- Paternity is established
- Non-custodial parent (NCP) resides within 50 miles of a Fatherhood service area
- NCP is unemployed or underemployed
- NCP is receiving public benefits
- NCP is experiencing homelessness



Benefits of Fatherhood Program



Job search
and
career fairs



Education
and/or trade
certificates



Review for
Modification
and
state debt
reduction



Access,
visitation,
and
legitimization
resources



Drivers
license
assistance



Continuous
coaching
and
mentoring



Fatherhood
program
aftercare
support



Partnerships

Contractual Partners

Technical College System of GA

- 22 technical colleges statewide

Omega Psi Phi Fraternity, Inc.

- Host six informational seminars yearly to educate the community about the Fatherhood program

Father's Inc.

- Emotional wellness training for FH program participants and cultural sensitivity training for FH staff

GA Department of Corrections

- Prison Paternity

Additional Partners

WorkSource GA

- Job search
- Soft skills training workshops

GA Department of Labor

- Federal bonding

Goodwill

- Job search
- Soft skills
- Short-term training

DHS Access and Visitation

- Internal partner



Fatherhood Conversations





2024/2025 Stats

10.15.2024

- Floyd/Bartow Counties
- Zoom: 83
- Facebook: 6

11.12.2024

- Dougherty County
- Zoom: 85
- Facebook: 4

1.14.2025

- Richmond County
- Zoom: 59
- Facebook: 18

2.11.2025

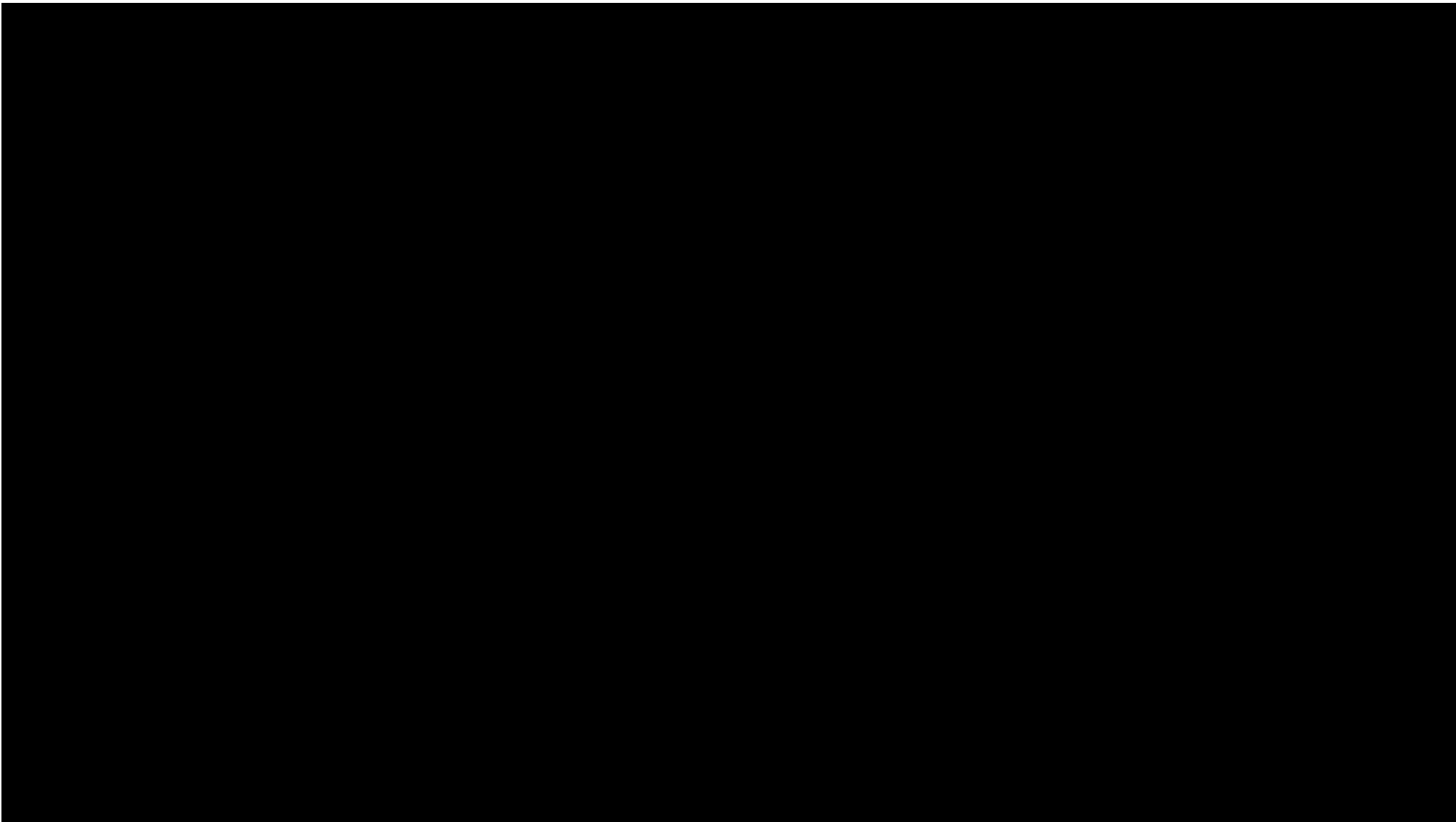
- Bibb County
- Zoom: 76
- Facebook: 9

3.11.2025

- Ware County
- Zoom: 83
- Facebook: 10

4.19.2025

- Cobb County
- Zoom: 92
- Facebook: 10





In Federal Fiscal Year 2024

92%

of non-custodial parents owing child support in Georgia were fathers



39

Fatherhood Outreach Specialists administered the program across Georgia



5,485

parents were enrolled in the Fatherhood Program



68,338

cases are potentially eligible for an outreach program



11,036

children were served



1,924

Parents successfully completed the program



1,524

Participants were offered or referred to GED/short-term training resources



Parental Accountability Court Program

Georgia





Program Overview

Collaboration between Georgia DHS and Council of Superior Court Judges

Alternative to incarceration

Each program is tailored to the needs of the local community by partnering with government, non-profits, private, and community-based agencies to provide services to participants

Judicial oversight to address barriers

Increase parental accountability, self-sufficiency, and child support collections



Program Eligibility

Eligibility



Contempt has been filed or case qualifies for Consent Contempt

Consent Contempt – Pre-Contempt Checklist has been completed, and the case is eligible for contempt actions. Customer has provided voluntary consent to participate

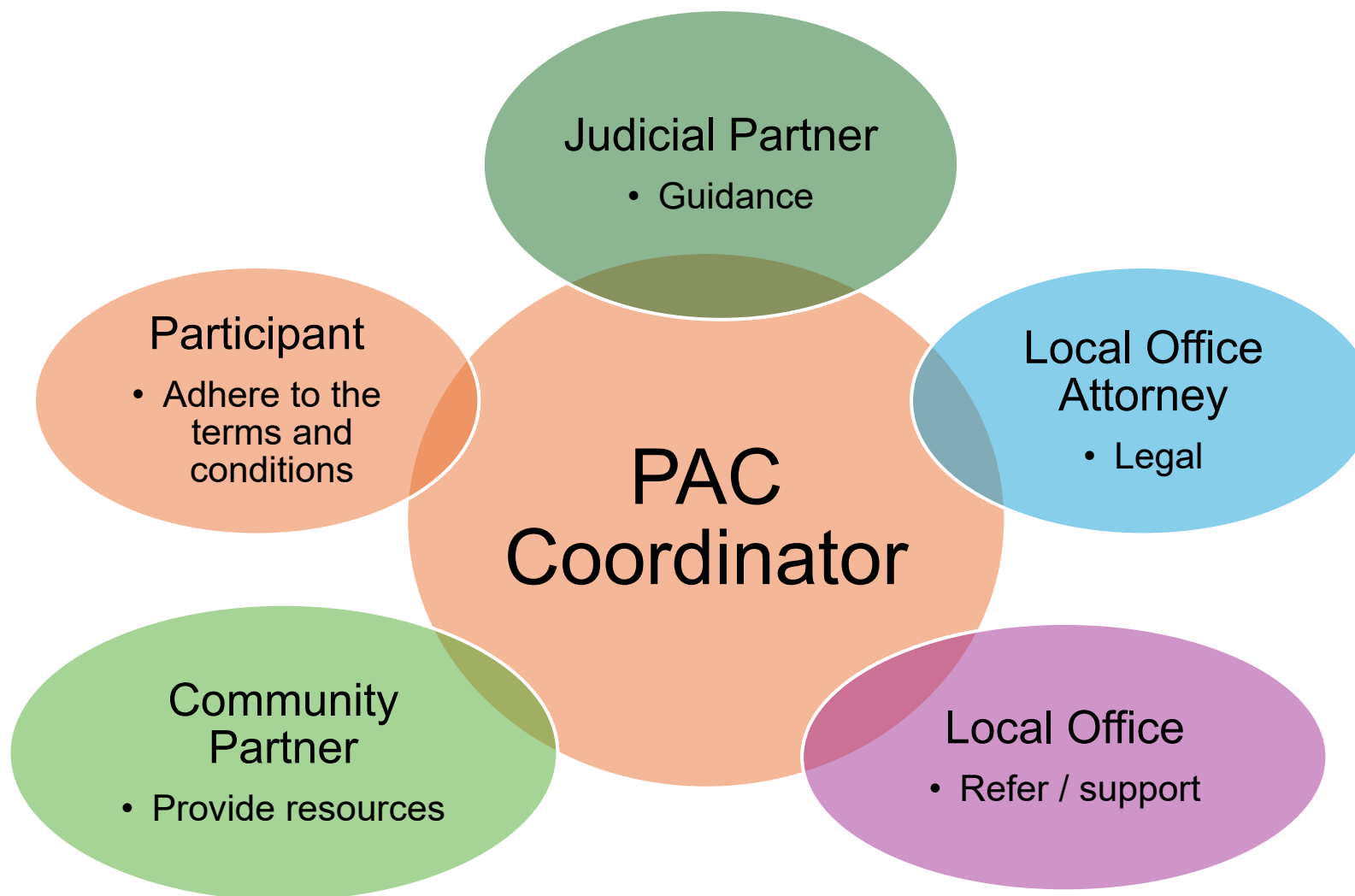
Customer is currently incarcerated for failure to pay child support or a pending arrest order is in place



Note: It is important that the case has been screened by a PAC coordinator and barriers have been identified.



PAC Team Members





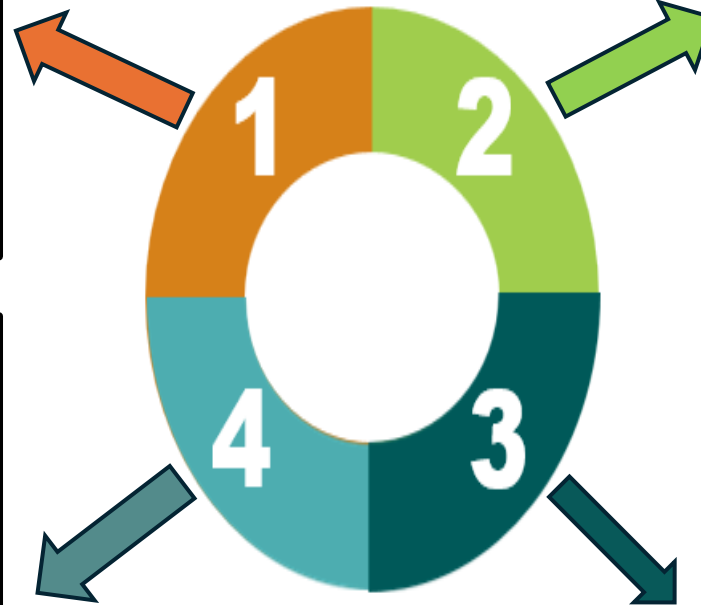
PAC Program Phases

Intake

- Complete forms, interviews, and assessments (includes GCIC)
- Sign terms and conditions
- Referrals to service providers
- Driver's license reinstatement review

Graduation

- Obtained gainful employment or secured an appropriate alternative for income
- Completed their case plan as required by the judge
- Paid as ordered for six consecutive months



Phase I

- Complete job searches or attend approved training courses
- Comply with any treatment services or community outreach resources
- Provide updates to the PAC coordinator at the determined frequency
- Attend PAC court hearings

Phase II

- Comply with any prescribed treatment plans
- Provide updates to the PAC coordinator at the determined frequency
- Maintain employment
- Attend PAC court hearings, when applicable



Virtual Connections

Microsoft
Teams

Microsoft
Forms

Google
Meets

Social
Media

Zoom

WebEx



Virtual Partnerships

Staffing agencies

Career training centers

Faith-based organizations

Health clinics

Counseling services

Local community organizations



PAC Success



FOR MORE INFORMATION, EMAIL: PAC.DCSS@DHS.GA.GOV



By the Numbers as of Federal Fiscal Year 2024

Since Fiscal Year 2009, the PAC program has helped:



7,878

noncustodial parents who were at risk of incarceration avoid jail time and provide much needed support to



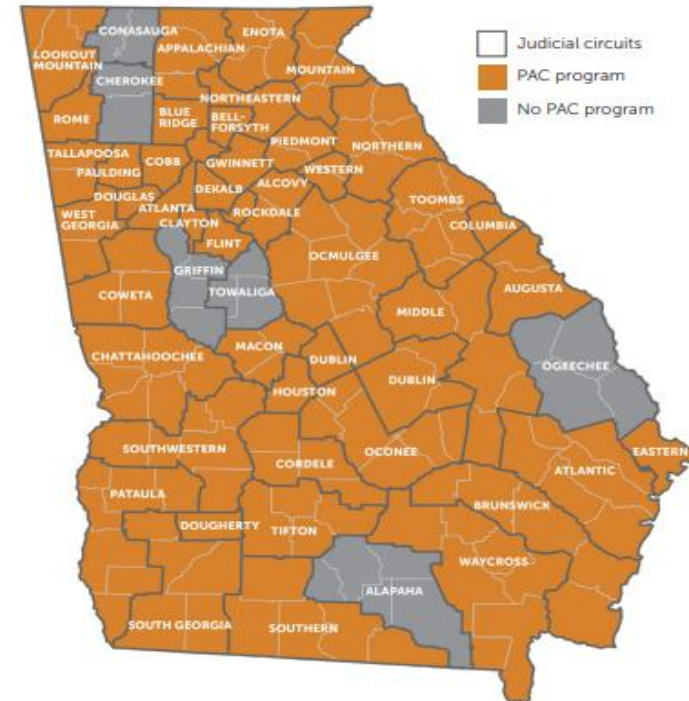
18,544

of Georgia's children. Program participants paid an estimated



\$34.6M

in support which, in return, has saved the state millions in incarceration costs.



Questions

DCSS Website: childsupport.georgia.gov
Contact Center: [1-877-423-4746](tel:1-877-423-4746)

Fatherhood:
fatherhoodinquiry@dhs.ga.gov

PAC and Prison Reentry:
pac.dcss@dhs.ga.gov

Shannon Longino
Outreach Manager
Georgia Department of Human Services
Division of Child Support Services
Email: Shannon.Longino@dhs.ga.gov

*thank
you*







THANK YOU

