



Colusa, Sutter and Yolo Regional Child Support Agency Leadership Advisory Committee

To: RCSA Leadership Advisory Committee
From: Natalie Dillon, Regional Director
Subject: Outreach and Training (Agenda Item #7)
Date: April 19, 2023

Outreach

The RCSA has continued its efforts to build partnerships and elevate our outreach with the goal of educating our communities on the value and services provided by the Child Support Program. We recognize the program has a public perception issue and are working to improve understanding.

New Case Increase/Social Media effectiveness

During the last LAC meeting, we provided you with an update on various outreach efforts, including our work with Grays Peak Technologies and Univision. We were pleased with the quality work and general engagement with our content. We are excited to share that not only have we been able to successfully brand our regional agency, collaborate with local partners promoting important local events, but we have also had a 7.5% increase in new never assisted cases, analyzing 12 months of data starting one month following the commencement of Grays Peak social media work! Whereas the prior year (FFY2020 compared to FFY2021) we had a 13.7% decrease – this is a huge improvement for the Regional Agency and our communities!

We will also be working with Grays Peak to refresh the Regional Agency website, adding more child support program related content.

Sutter HHS Training/Presentations

On March 2, 2023, RCSA staff provided a training to Sutter Health and Human Services staff. Specifically, CalWORKs, CalFresh, MediCal eligibility and Welfare to Work staff attending the presentation. The team received positive feedback and will work to schedule similar trainings for Colusa and Yolo HHS staff.

Workforce Collaborations

We have refreshed our collaboration with the One Stop Career Centers in all three counties, developing a uniform referral form that our staff can use to refer customers for employment, education and other provided services. Ensuring that Child Support customers have access to job training as good jobs is directly linked to their ability to financially support their children.



Colusa, Sutter and Yolo Regional Child Support Agency Leadership Advisory Committee

Colusa and Sutter Court Outreach

Through partnership with the Colusa and Sutter Superior Court Family Law Facilitators, we have started court outreach at both courthouses. This is an opportunity for RCSA staff to be present during the Family Law calendar to be available to parents who are going through a marriage dissolution or custody matter to ask our staff questions about child support. This is a great service made available to the community even for those parents who haven't opened a child support case.

Child Support Video Production Project

The RCSA is collaborating with the California Department of Child Support Services Communications Team to develop a Child Support video for English speaking customers. Our previous collaboration with Univision produced two excellent Spanish video's which have started using as YouTube advertisements. Video production occurred at the Woodland office on March 14th. Staff volunteered to act as customers or as Child Support Professionals in the video. The final video should be available shortly, and will also be used on social media, Google, and YouTube advertising.

Bus Advertising

The RCSA entered a one-year contract with Lamar Transit Advertising for advertisements on the Yuba Sutter Transit busses, which started mid-March.





Colusa, Sutter and Yolo Regional Child Support Agency Leadership Advisory Committee

Training

Supervisor Leadership Development

Building and growing the talent inside the RCSA is an important tenant for the Agency. Yolo County Human Resources developed a 12-month Supervisor & Manager Training Institute, which started in January 2023. The RCSA was able to get slots for two of our supervisors to participate. Content is based in Strengths Based Leadership and includes information on coaching and goal setting, Diversity Equity and Inclusion, building effective teams, leaves management, progressive discipline and much more. The participating Child Support Supervisors are enjoying and benefiting from the experience.

The RCSA has also collaborated with other nearby Child Support Departments to create Child Support specific leadership development program. We intend to send two different leaders to this 12-session program which will commence later this fiscal year. Content for this series will focus on leading people: understanding self and others, leading with emotional intelligence, leading change, leader as coach, leading through conflict, leading for performance and much more!

The RCSA has contracted with Franklin Covey for their Speed of Trust – Four Essential Roles training. The training focuses on Inspiring Trust, Creating Vision, Executing Strategy and Coaching Potential.

Through a collaboration with the Stanislaus County HR Director, we are excited to bring a two-day Crucial Conversations – Mastering Dialogue course to the RCSA Leadership Team. This class is scheduled for next month. We are exploring having one of our Staff Development team becoming certified in this curriculum so we can continue to train and build skills in this area. This training will also include our Senior Child Support Specialists.