



## Application for Intensive Technical Assistance: Enhancing Consumer Education Websites

The State Capacity Building Center (SCBC) is pleased to provide states and territories with an opportunity to apply for intensive technical assistance that will support them in making enhancements to their child care consumer education websites. This technical assistance will be focused on helping states meet the Child Care and Development Fund (CCDF) requirements.

Each participating state or territory will receive intensive onsite and remote consultation and technical assistance from the SCBC consumer education technical assistance team, which will include consultants with expertise in website content development, website design, project management, and information technology (IT) systems. The team will provide intensive technical assistance based on the specific needs of each participating state and territory.

Please review the information below. If your state or territory is interested, please complete the online application questionnaire at <https://www.surveymonkey.com/r/consumeredTA> no later than **August 1, 2018**.

### Target Outcomes

This intensive technical assistance opportunity will give each participating state and territory the chance to receive individualized technical assistance on a variety of topics, which may include website content development, website design, compliance with CCDF requirements, and information technology data systems integration.

As a result of this opportunity, and with the support of the consumer education technical assistance team, each participating state and territory team will do the following:

- ◆ Develop and articulate a digital strategy vision for the enhancement of their state or territory's child care consumer education website that meets CCDF requirements and is guided by recommended best practices for website content, family engagement, website design, and information technology systems integration
- ◆ Develop a consumer education digital strategy plan that prioritizes key project activities and identifies the technical assistance guidance and supports required to successfully implement the vision for the website
- ◆ Implement their consumer education digital strategy plan, using the technical assistance and recommended best practice guidance received through this project

### Overview of Technical Assistance Available to Participants

The consumer education technical assistance team will engage each participant in a facilitated visioning and planning process that will lead to the development of a consumer education digital strategy plan. This plan will articulate the priority activities needed to enhance the state's consumer education website to comply with CCDF requirements and implement best practices for website improvements. This plan will include the technical assistance and supports the consumer education technical assistance team will provide to the participant to support that work.

Table 1 presents a menu of possible options for technical assistance that may be provided to participants during this project. Each state’s technical assistance plan will be tailored to fit the needs of individual participants.

**Table 1. Overview of Guidance and Supports Available to State and Territory Participants**

Activity	Participation	Guidance and Supports Available to Participants
<b>Vision and plan development and implementation</b>	Provided to all participants	<ul style="list-style-type: none"> <li>◆ Support states and territories in completing the consumer education self-assessment</li> <li>◆ Facilitate a kick-off meeting that includes consumer education digital strategy visioning and planning process</li> <li>◆ Prepare consumer education digital strategy plan and recommendations</li> <li>◆ Host and facilitate periodic touchpoint calls to coordinate project activities</li> </ul>
<b>Tailored technical assistance on website content*</b>	Provided based on state or territory needs	<ul style="list-style-type: none"> <li>◆ Review consumer education website and recommend content enhancements</li> <li>◆ Review child care monitoring and inspection reports and recommend enhancements</li> <li>◆ Review child care search tool(s) and recommend enhancements</li> <li>◆ Provide sample templates for consumer education materials</li> <li>◆ Provide ChildCare.gov source code</li> </ul>
<b>Technical assistance on website design*</b>	Provided based on state or territory needs	<ul style="list-style-type: none"> <li>◆ Conduct heuristic analysis of website (presentation, navigation, and search)</li> <li>◆ Conduct branding analysis and provide recommendations for enhancements</li> <li>◆ Conduct social media and engagement analysis and recommend enhancements</li> <li>◆ Conduct website optimization analysis and recommend enhancements</li> </ul>
<b>Technical assistance on IT systems*</b>	Provided based on state or territory needs	<ul style="list-style-type: none"> <li>◆ Prepare consumer education data inventory and gap analysis</li> <li>◆ Prepare consumer education data mapping analysis</li> <li>◆ Provide guidance and support on strategies for automating data sharing</li> <li>◆ Provide guidance and support on data governance structures and policies</li> <li>◆ Provide guidance and support for using ChildCare.gov web templates</li> <li>◆ Provide guidance and support for enhancing web analytics capacity</li> </ul>

\* Guidance and supports provided based on the needs articulated in the consumer education digital strategy plan.

## Who Should Participate

This intensive technical assistance opportunity is open to up to five states and territories that have identified unmet CCDF consumer education website requirements. Participants should have an interest in implementing recommended best practices for creating and maintaining user-friendly and accessible consumer education websites. Participants must also demonstrate that they have the capacity to devote the time and resources required to complete the work, including the following tasks:



- ◆ Create a team that includes the staff required to complete the work, including program and policy staff, business analysts, and information technology analysts who support or are responsible for website content, website maintenance and quality assurance, and relevant data systems
- ◆ Participate in periodic touchpoint calls with the consumer education technical assistance team
- ◆ Secure access to resources and staff at the information technology agency that is responsible for supporting enhancements to the website and relevant data systems

## How to Apply

To apply for this opportunity to receive intensive consumer education website technical assistance, please complete the online application questionnaire at <https://www.surveymonkey.com/r/consumeredTA> no later than **August 1, 2018**. To complete the questionnaire, you will need to do the following:

- ◆ Briefly describe your state or territory's recent efforts to establish and implement a vision for a child care consumer education website that will meet CCDF requirements.
- ◆ Assess your state or territory's progress in developing the following CCDF-required components of the website, identify any relevant challenges in developing these components, and describe what types of guidance and support could help with developing and implementing solutions to those challenges.
  - **Required state-level consumer information:** Child care resource and referral, monitoring processes, Lead Agency contact information, and aggregated data on deaths, injuries, and substantiated cases of child abuse in child care settings
  - **Required provider-level information:** Zip code-based child care search, monitoring reports, quality ratings, 3 years of inspection data, date of last inspection, posting of violations that resulted in death or serious injury, and corrective actions
  - **Required design features:** Website text is written in plain language, available in multiple languages, and accessible in multiple formats to support individuals with disabilities
- ◆ Identify your state or territory's top priorities for the consumer education website for the next 6 months, and describe how you would leverage this technical assistance opportunity to achieve these priorities.
- ◆ Identify and briefly describe other enhancements or best practices that you would like to implement for your consumer education website (for example, linking all consumer education to a single website, improving website content, improving website presentation, improving website navigation).
- ◆ If you believe that your state or territory would benefit from the guidance and support the team can provide for IT systems, as shown in table 1, briefly identify the data systems that your state or territory currently uses to manage relevant consumer education data and the challenges those systems may pose to implementing your consumer education vision.
- ◆ Identify the team members that your state or territory will assign to this project and who will be held accountable for completion of the related work. Examples include the CCDF grantee Lead Agency or designee; consumer education lead; business analysts and IT analysts responsible for enhancements to the consumer education website or related IT systems; data management lead; representatives from other organizations that house consumer education data, such as child care resource and referral or a similar agency; and other required staff.



Please identify a team lead. For each team member, provide title, organization represented, and contact information.

- ◆ Assess your agency's ability to secure resources and staff from the IT agency that is responsible for supporting enhancements to the website and relevant data systems.

If your state or territory does not apply, or applies but is not chosen to participate in this opportunity, your SCBC State Systems Specialist and technical assistance providers from other centers in the Early Childhood Training and Technical Assistance System will still be available to support your work on consumer education websites through universal and targeted technical assistance opportunities. These may include national webinars, peer-to-peer learning sessions, and resource sharing.

## For More Information

If you have questions, please contact Kenley Bransome at [kenley.bransome@icf.com](mailto:kenley.bransome@icf.com).

*The State Capacity Building Center (SCBC) works with state and territory leaders and their partners to create innovative early childhood systems and programs that improve results for children and families. The SCBC is funded by the U.S. Department of Health and Human Services, Administration for Children and Families, Office of Child Care.*

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