



CHILD CARE

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State Capacity Building Center

# Consumer Education Websites

Intensive Consultation and Technical  
Assistance Opportunity for States,  
Commonwealths, and Territories

# Presenters

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- ◆ Melanie Brizzi, State Capacity Building Center
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# Purpose of the Consumer Education Technical Assistance (TA) Project

The purpose of this project is to assist states as they develop effective, family-friendly websites that meet Child Care and Development Fund (CCDF) requirements and incorporate best practices for website design and data integration.

# Who Is Eligible to Participate?



- ◆ States
- ◆ Commonwealths
- ◆ Territories
- ◆ Up to 4 states will be selected to participate

# Consumer Education Website TA Team



- ◆ State Capacity Building Center
  - Intensive TA specialist
  - Information technology (IT) systems specialists
  - Website design specialists
- ◆ National Center on Early Childhood Quality Assurance
  - Website content specialists

# What Types of TA Will Be Available through This Project?

- ◆ Vision and plan development
- ◆ Tailored TA on website content
- ◆ Tailored TA on website design
- ◆ Tailored TA on IT systems

# Types of TA Available: Vision and Plan

- ◆ Vision and plan development and implementation
  - Consumer education website self-assessment
  - Consumer education digital strategy plan and recommendations
  - Frequent touchpoint calls to coordinate TA activities

# Types of TA Available: Website Content

- ◆ Tailored TA on website content
  - Website content review and recommendations
  - Review of monitoring and inspection reports; recommendations and support for enhancements
  - Review of child care search tool; recommendations and support for enhancements
  - Templates and source code for ChildCare.gov

# Types of TA Available: Website Design

- ◆ TA on website design best practice
  - Heuristic analysis of website, including presentation, navigation, and search features
  - Website optimization analysis and recommendations for enhancements
  - Social media and engagement analysis and recommendations for enhancements
  - Branding analysis and recommendations for enhancements

# Types of TA Available: IT Systems

- ◆ TA on IT systems best practices
  - Consumer education data inventory and gap analysis
  - Consumer education data mapping analysis
  - Guidance and support for automating data sharing
  - Guidance and support for data governance
  - Guidance and support for enhancing web analytics capacity

# Timeline

Tuesday, July 3

Information—including a link to the application questionnaire—is available to interested states, commonwealths, and territories.

<https://childcareta.acf.hhs.gov/ConsumerEdTA>

Wednesday, August 1

Applications are due by 8:00 p.m. ET.

August 1–August 15

Applications are reviewed and interviews are held with applicants, as necessary.

Mid-August

Participants are selected.

Mid-August–  
September

Individualized TA is delivered.

FFY 2019

Consultation and TA may continue depending on individual participant needs and available funding.

# Application Questionnaire

Complete the electronic application questionnaire by August 1.



This questionnaire can be found here:

<https://www.surveymonkey.com/r/consumeredTA>.

# Application Questionnaire (continued)

- ◆ Describe your recent efforts and long-term vision.
- ◆ Identify your state's progress on meeting CCDF requirements.
- ◆ Identify your current website priorities, current challenges, and any areas where TA on IT systems would be helpful.
- ◆ Identify your state's team lead and other team members.
- ◆ If IT systems support is needed, identify current data systems and any challenges those systems pose to implementation.
- ◆ Assess your state's ability to secure the necessary resources to complete the work.

# Participation Selection Criteria

- ◆ Unmet needs related to CCDF requirements
- ◆ Interest in implementing recommended best practices
- ◆ Demonstrated capacity to complete the work, including the following:
  - Identification of a team
  - Commitment to participate in meetings (weekly)
  - Access to necessary resources, including your state's IT team and web developers
- ◆ Note: Follow-up phone interviews may be scheduled the first week of August, as necessary

# Two Unique Intensive TA Opportunities



- ◆ Impact Project (round two)
- ◆ Similarities and differences between the two projects
- ◆ Advantages of intensive TA

# Questions and Answers



# How likely is your state to apply to participate in this intensive TA opportunity?

- ◆ We will be applying.
- ◆ We are somewhat likely to apply.
- ◆ We will not be applying.

# For Additional Information

On the Child Care Training and Technical Assistance website:

<https://childcareta.acf.hhs.gov/ConsumerEdTA>

Questions:

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