

Grantee agency: Wyoming Department of Family Services

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Title of project: Changing the Way Child Support is Viewed in Wyoming

Title of Intervention I: Website Redesign and Search Engine Optimization (SEO)

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Background

Grant Purpose

The Digital Marketing grant program, sponsored by the federal Office of Child Support Enforcement (OCSE) within the U.S. Department of Health and Human Services' Administration for Children and Families, is a 24-month demonstration project with the goal of researching how digital marketing may help child support programs more effectively reach and serve families. In September 2018, the Wyoming Department of Family Services (WY DFS) Child Support Program (CSP) was one of 14 child support agencies to receive funds through the OCSE to test digital marketing approaches and partnerships to reach parents/guardians that could benefit from child support services and create or improve two-way digital communication and engagement with parents/guardians.

CSP proposed using the grant funds to address three (3) challenges related to reaching and enrolling Wyoming families in child support services: (1) CSP's outdated website, (2) lack of outreach to Wyoming attorneys (especially family law attorneys) who are well-placed to educate eligible clients about CSP and refer them to CSP, and (3) lack of outreach to potential, eligible CSP clients via popular media outlets such as YouTube, Google, Facebook, Hulu, and Sling TV. CSP addresses these challenges in three tiered and research-supported interventions.

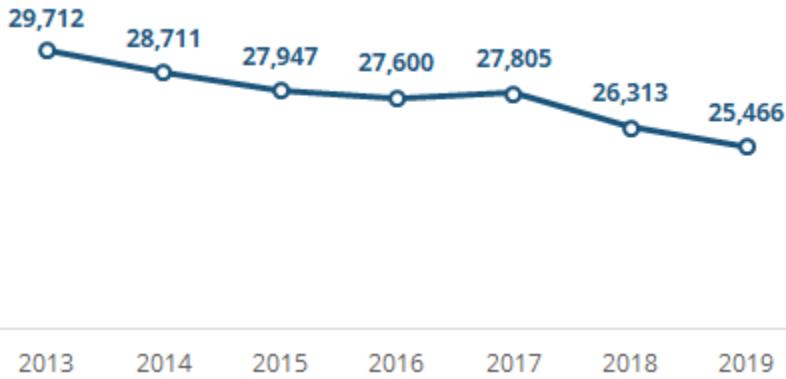
Taken together, the interventions are intended to better reach the target population (eligible clients of CSP services) and better promote CSP services than CSP has been. The goals of the project are to increase awareness of, positive attitude toward, and enrollment in CSP.

Problem

The CSP has had a declining caseload as well as declining enrollment in recent years (see Figure 1 and Figure 2, respectively). The digital marketing grant project team (hereafter, the project team), comprised of CSP personnel; the outreach team; and the marketing team) hypothesized lack of outreach efforts, such as promoting CSP services, to be one of the reasons for the declining child support caseload. Additionally, the project team hypothesized that awareness and positive impressions of the program were low, in part because of CSP's outdated website. Intervention I is designed to address the challenge of the outdated website by launching a new, redesigned, user-friendly site with search engine optimization (SEO) principles.

Figure 1: Wyoming Child Support Caseload Has Declined in Recent Years

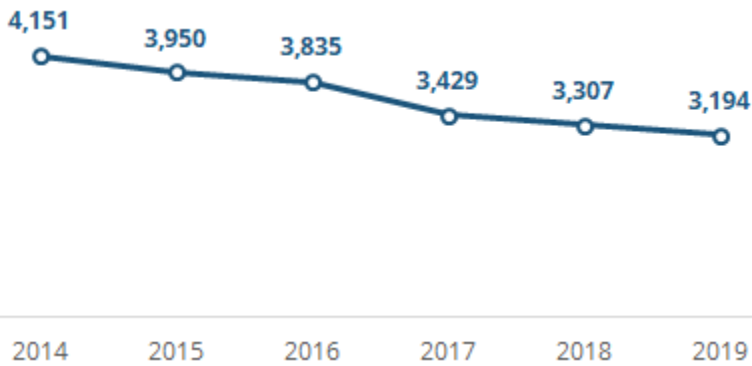
The number of open child support cases, by Federal Fiscal Year



Source: Wyoming Child Support Program.

Figure 2: Wyoming CSP Enrollment Has Also Declined in Recent Years

The total number of new cases, by Federal Fiscal Year



Note: This figure includes all new cases enrolled in each year.

Source: Wyoming Child Support Program.

Intervention I

Goals

The three primary goals of the Digital Marketing grant project are to increase eligible clients' (1) awareness and knowledge of CSP services, (2) positive attitude toward CSP, and (3) enrollment in CSP. In Intervention I, CSP, a program in the Wyoming Department of Family Services, deployed a new, redesigned user-friendly website with SEO. The intention of the intervention was to increase the visibility of the new website in organic search results (i.e., search engine's list of web pages that match the search terms based on relevance). Deployment of the new website replaced the old, outdated one; its presence continued throughout the project and will continue beyond the project.

Development

The project manager (PM) of the digital marketing project is Kristie Arneson (IV-D Director); she spearheads CSP's digital marketing campaign. She developed Intervention I with several partners: the Wyoming Child Support Program Manager (Denise Dunn), the marketing team (Jackson Productions, LLC, and Volney Ventures, LLC) and the CSP outreach team (Jill Kiester, Janelle Burgener, Tracy Haley, and Ellen Rutledge). These partners developed Intervention I collaboratively and ensured that the new website was enhanced with the following six (6) SEO features:

1. Strategic placement of child support relevant keyword (as well as page specific keywords) throughout the website,
2. A user-friendly and easy-to-navigate design,
3. Clear links to CSP's online application,
4. The capacity for mobile devices to navigate the new website,
5. Secure sockets layer (SSL) security features to establish a secure connection between the website and website visitors, and
6. Google Analytics implemented to the entire website for traffic and activity analysis.

The PM and the CSP outreach team supervised the development of the new CSP website. Jackson Productions designed, developed, and launched the new website, and Volney Ventures deployed digital marketing strategies to promote it. Table 1 details the activities and identifies the parties responsible.

Table 1: Intervention I Development Activities

Activity	Description	Responsible Party
Design website	User-friendly and easy to navigate design including mobile adaptability	Jackson Productions Outreach Team
Identify website platform and hosting services		Jackson Productions Project Manager
Secure domain name and web hosting		Jackson Productions Project Manager
Set up website and add content		Jackson Productions
Initial review of website		Outreach Team
Edits to website, based on review		Jackson Productions
Final review, edit, and approval		Outreach Team
Develop website and roll-out plan	Plan for advertising the new website launch Develop promotional materials	Marketing Team Outreach Team
Implement website and roll out plan	Launch advertising on new child support website, provide details on what it will offer and when the site will launch	Volney Ventures Outreach Team
Launch intervention	Launch new website Current outreach efforts point to new website	Marketing Team Project Manager

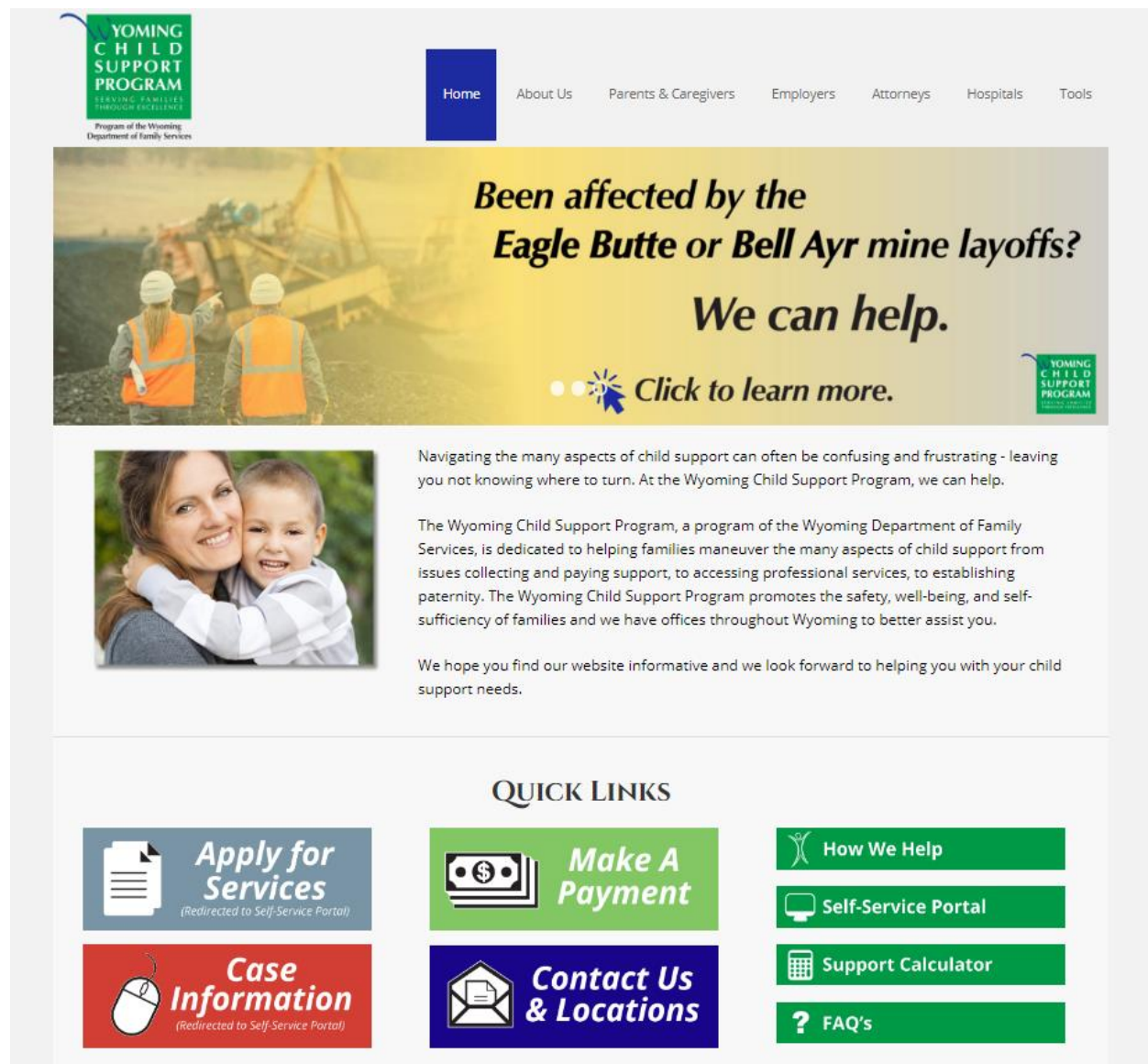
Description, Target Population, and Timeline

Intervention I comprised the first 90 days of deployment of the new, improved Wyoming CSP website enhanced with SEO. The homepage for the website is <https://childsupport.wyo.gov/>. Enhancing the new website with SEO means the website appears higher in the list of organic search results. Internet users are more likely to visit websites ranked higher in their organic search results. Search engines use algorithms to scan and identify websites most relevant to the terms searched and rank them higher in the search results. SEO principles help design a website that search engine algorithms recognize as trustworthy and relevant to the search terms.

SEO in Intervention I sought to increase the new website’s online visibility to Internet users who searched relevant child support-related keywords (e.g., “Wyoming child support”) on search engines such as Google. The user-friendly design makes the new website easy to navigate and to locate information. For example, as seen in Figure 3, the homepage includes large links that are designed to be difficult to miss (buttons under Quick Links) and relate to the

reasons both potential and current CSP clients would visit the site (e.g., to apply for services, to make a child support payment). CSP also wants more eligible clients to apply online instead of using a paper application, and the large “Apply for Services” button helps them find the application link easily. Mobile adaptability optimizes the organization of the website elements for navigating through the new website on smaller screens. The implementation of SSL features also establishes a secure connection between the new website and eligible clients who visit the website.

Figure 3: New Wyoming CSP Website with User-Friendly Design



Source: Wyoming Child Support Program website.

The new website replaces the old, outdated one. Intervention I went into effect on March 21, 2019. It lasted for 90 days, or until June 18, 2019. Promotion of the new website was intended to

reach eligible clients for CSP services in Wyoming. Eligible clients include any parent or legal caretaker of minor children who can benefit from child support services; the primary target was 20- to 40-year-olds who were pregnant or the parent/guardian of a minor child or children.

Evaluation

The evaluation of Intervention I was intended to determine if more people visited the new website than the old, whether the people who visited the site were in the targeted audience for the site (e.g., any parent or legal caretaker of minor children who could benefit from child support services, but primarily 20- to 40-year-olds who were pregnant or the parent/guardian of a minor child), and whether people enrolled in services.

Limitations

Unfortunately, several limitations with the usability or comparability of the data curtailed the intended evaluation. Primary among these limitations was the realization that CSP's old website did not track its traffic and activities. Without this tracking, there was no data to use on which to compare the old and new websites.

Our evaluators at the Wyoming Analysis & Survey Center (WYSAC) explored the possibility of measuring increases in CSP enrollment using March 2017 through July 2019 Wyoming non-TANF IV-D child support case records using child support case records with adult (age 18+ at the time of application) custodial and non-custodial parents/guardians. These records fall into two (2) types of child support cases: voluntary and mandated. Voluntary cases are those in which an individual voluntarily applies for services. Mandated cases are opened by clients receiving benefits from public assistance programs (e.g., TANF, Medicaid, and foster care maintenance) that mandate eligible clients apply for child support services or require them to cooperate with CSP under the Uniform Interstate Family Support Act (UIFSA). Digital marketing efforts were intended to affect clients who could apply voluntarily, but not those who were mandated to apply for services. Although the child support case records WYSAC explored are designated as non-TANF IV-D child support cases, the field, "How did you hear about us?" indicates, inconsistently, that many of these cases were required by public assistance programs (e.g., TANF, Medicaid, foster care) or by the UIFSA. In addition, in recent years, CSP changed the categories in the field, "How did you hear about us?" which influenced the usability of the data. If the data could have been used, the project would have been able to evaluate the relationship between digital marketing efforts and child support cases for clients who voluntarily applied for services. Although WYSAC deemed the child support case records

unfit for the evaluation of Intervention I, CSP also provided a log of their online application system which launched in July 2018. Unfortunately, it too did not distinguish between voluntary and mandated applications.¹

A click on “Apply for Services” directs visitors to the Self Service Portal site (<https://childsupport.wyoming.gov/apply/start.php>) where they can initiate the application process online. Clicking on “Apply for Services” is not the only way to reach the Self Service Portal site. Applicants can also reach the Self Service Portal site via organic search results of child support-related keywords or by directly typing its URL. Unfortunately, the online (E-543) application system log does not report how applicants reached the Self Service Portal site to apply for services, and WYSAC could not distinguish which applications originated from the “Apply for Services” link.

Additionally, an online survey of website visitors originally planned for administration during Intervention I was not conducted. If it had been, the online survey would have assessed awareness and knowledge of CSP services in Wyoming and perceptions of the new website. Because the survey was not conducted, the evaluation of Intervention I does not have data to access clients’ knowledge of and positive attitude towards the CSP and its new website increased.

Two other challenges likely impacted the evaluation. First, the evaluation firm contract was not executed until after Intervention I was completed. Second, non-project ads that ran during the intervention period likely influenced the achievement of outputs and outcomes.

CSP was unable to finalize a contract with the evaluation firm, the Wyoming Survey & Analysis Center (WYSAC) at the University of Wyoming until after the completion of Intervention I. Hence, CSP implemented Intervention I and collected evaluation data without WYSAC’s input. That is, WYSAC was not formally able to design an evaluation on Intervention I because their contract was not executed until July 30, 2019--about a month after Intervention I ended. Once WYSAC’s contract was executed and WYSAC learned more about the project’s outcome measures and the available data sources, the evaluators realized that many of the data sources could not provide data to assess the outputs and outcomes identified in the logic model.

Finally, during Intervention I, CSP used non-project funds to purchase two Facebook ads that directed people to the new website and allowed for the continuation of already established outreach marketing efforts (e.g., age-targeted Facebook ads, rack cards, event sponsorships, and cinema ads). The first Facebook ad campaign ran between March 11, 2019 and March 25, 2019,

¹ WYSAC was able to use data from the online application log to track and describe the usage of the online application system.

during beta testing of the new website. The second Facebook ad campaign ran between May 13, 2019 and May 27, 2019, during Intervention I. These Facebook ads fell outside of the scope of the Digital Marketing grant project; nonetheless, their effect likely interacted with the effect of Intervention I.

Questions and Measures

WYSAC could not answer any outcome-related questions that sought to compare the baseline and intervention periods. Consequently, the revised evaluation consisted of questions that could be answered with process data and descriptive statistics.

VISITS TO NEW WEBSITE

The intention of Intervention I (March 21, 2019 through June 18, 2019) was to unveil a new website that search engine algorithms would rank high in organic search results. CSP hypothesized that being more visible in organic search results would bring more visitors interested in child support services to the website.

Questions

Do organic searches of terms related to child support services precede visits to the new website? How do new visitors arrive on the website? Do new visitors represent the targeted population?

Measures

Google Analytics is a web analytics tool that tracks website traffic. Using Google Analytics, WYSAC extracted and examined the number of new visitors (i.e., first-time visitors) to the new website, their traffic sources, their landing pages, and their characteristics.²

APPLY FOR SERVICES

A click on “Apply for Services” directs visitors to the Self-Service Portal site (<https://childsupport.wyoming.gov/apply/start.php>) where they can initiate the application process online.

Questions

Do visitors to the website click on the link, “Apply for Services”? Do those who click on this link represent the targeted population?

² New visitors to the new website might have visited the old website previously.

Measures

Using Google Analytics, during Intervention I (March 21 and June 18, 2019), WYSAC tracked the number of visitors who clicked on the link, “Apply for Services.”

ONLINE APPLICATIONS SUBMITTED

The long-term outcome of the project is to increase the number of online applications submitted for child support services. CSP finds online application more efficient than the paper application: the online application is available 24/7 whereas eligible clients must submit paper applications physically--either by mail or by visiting a CSP office. The online application also automates some case data entry while the entire paper application requires manual data entry.

Question

Do people complete online applications?

Measures

The online (E-543) application system launched in July 2018 on the old website. WYSAC used the E-543 log to track the number of new (i.e., first-time) applicants for child support services between July 2018 and June 2019, the month Intervention I ended. Because WYSAC wanted to count only the number of individuals who applied for services, WYSAC counted only one application per applicant: if applicants had multiple applications and/or multiple child support cases registered, WYSAC only counted their first application. The online (E-543) application log does not provide demographic information of applicants.

PROJECT IMPROVEMENT

As part of the evaluation, WYSAC conducted interviews with members of the project team on the process of implementing Intervention I and the challenges and opportunities encountered. The evaluators presented this process data, along with quantitative data from administrative and Google Analytics data to the project team in a Learn Innovate Improve (LII) quality improvement session conducted following the completion of Intervention I. During this session, the project team and the evaluators identified lessons learned and next steps.

Question

How can the effectiveness and efficiency of implementation of the digital marketing project be improved?

Outcome Measures

WYSAC conducted interviews with the project team members (CSP staff, the marketing team, and the outreach team) to evaluate the success of the processes to develop and implement Intervention I. The interviews provided open-ended responses and insights into what worked well, what could be improved, and what the project team would change going forward. WYSAC conducted six (6) 30- to 45-minute interviews and used constant comparative analysis to identify and summarize predominant response themes.

Evaluation Results

Visits to New Website

During the 90-day evaluation period for Intervention I (March 21, 2019 through June 18, 2019), the website had 1,319 new visitors³ (i.e., first-time visitors). Of these new visitors, 1,207 (92%) landed on the homepage (<https://childsupport.wyo.gov/>). The remaining new visitors (8%) landed on other pages (e.g., Make A Payment, Contact Us, etc.).

DO ORGANIC SEARCHES OF TERMS RELATED TO CHILD SUPPORT SERVICES PRECEDE VISITS TO THE NEW WEBSITE?

Google Analytics reported 646 (49%) of 1,319 new visitors came to the website through organic search results on Google, Bing, Yahoo, and DuckDuckGo. Another 404 (31%) came from referrals from other sites, and the remaining 269 new visitors (20%) came to the site by typing its web addresses directly into a browser. Most (87%) of these direct visitors landed on the homepage of the new website.

Of the 646 new visitors from organic search results⁴, most (72%) came from Google, 21% came from Bing, and the remaining 7% came from Yahoo and DuckDuckGo.

³ New visitors could likely be overreported (Alhlou et. al., 2016). They could be over-reported, compared to actual site traffic (1) when the same person uses different devices to access the same website, or (2) when the person who previously visited the site could appear as a new visitor because of cookie deletion.

⁴ The number of new visitors could likely also be under-reported because the Self Service Portal site shows up as a unique website in the organic search results (<https://childsupport.wyoming.gov/>), and it too is often listed near the top of organic search results based on child support-related keywords such as "Wyoming child support." Internet users looking for the CSP website could easily click on the Self-Service Portal site, thinking it was the CSP website. Upon realizing they are not on the CSP website, but on the portal, they could then click on a link to the new CSP website. Their arrival on the CSP website would be reported in Google Analytics as the result of a referral rather than as the result of an organic search.

Of 404 new visitors from referrals sources, 279 (69%) came from the WCSP's Self-Service Portal site (<https://childsupport.wyoming.gov/>), 85 (21%) came from Facebook, and the remaining 40 (10%) came from other sites. Note: Referrals from the Self-Service Portal site might have included new visitors from organic search results who meant to the new website because the Self-Service Portal site is also ranked high in organic search results.

Analysis

About half of new visitors came to the new website via organic search results. Many were referred from other sites, but most referrals came from the CSP's Self-Service Portal site (see footnote 5).

HOW DO NEW VISITORS ARRIVE ON THE WEBSITE?

In terms of access, of 1,319 new visitors, 54% came to the site on a mobile device. Another 42% came to the site using their desktop. The remaining 3% came from their tablets. (Note: These percentages do not add up to 100% because of rounding.)

Analysis

One of the features of the new website was to make the site accessible to those using mobile devices. As about half of new visitors used a mobile device to reach the new website, mobile adaptability was a useful feature to implement on the new website.

DO NEW VISITORS REPRESENT THE TARGETED POPULATION?

Wyoming parents or legal caretakers of minor children who could benefit from child support services are the targeted audience for the site, with a primary focus on 20- to 40-year-olds who are pregnant or the parent/guardian of a minor child or children.

Geography

New visitors came predominantly from the United States (1,299) although 20 came from other countries. Because Google Analytics uses visitor's IP address to determine geographic location, visitors' physical locations are approximate.⁵ Of the 1,299 U.S. visitors, 682 (53%) came from Wyoming. Other states with high numbers of new visitors were Colorado with 181 (14% of new visitors from the United States), Texas with 64 (5%), and Utah with 62 (5%).

⁵ "Location information is not recorded directly but is instead derived from user IP address. Because a user's IP address depends on the Internet service provider (ISP) and sometimes indicates a location that differs significantly from the user's physical location, it's advisable to consider the more granular geographical data in GA [Google Analytics]--especially city--as more directional than completely literal" (Alhlou et. al., 2016, p. 18).

Of the 682 Wyomingites who visited the website, three (3) cities had more than 100 new visitors each: Rock Springs (with 119 new visitors, 17% of all new visitors from Wyoming), Casper (111 new visitors, 16%), and Cheyenne (105 new visitors, 15%).

Demographics: Age (five groups) and gender

Google Analytics estimated the age group and gender of new visitors. Of the 1,319 new visitors, Google Analytics could estimate the age for 538 (41%) visitors for the following age group breakdown: 18-24, 25-34, 35-44, 45-54, 55-64, and 65+ (Note: This age group breakdown does not align exactly with the targeted age group of Intervention I). The percentages are roughly equal among the three age groups of 25-34, 35-44, and 45-54 at 29%, 30%, and 23%, respectively. Another 9% were in the 55-64 age group; 7% were in the 18- to 25-year-old age group, with 3% in the 65+ group. (Note: The percentages do not add up to 100% due to rounding.)

Of the 1,319 new users, Google Analytics estimated the gender for 552 (42%) visitors, and of this group, 62% were female and 38% were male.

Other demographic groups of interest

Google Analytics could not identify pregnant women or parents/guardians of minor children. Consequently, WYSAC could not assess the reach of the new website to these targeted groups.

Analysis

The intention of Intervention I was to target Wyoming adults between 20 and 40, which the data suggests it did, as the majority of new visitors (58%) were in the 25-44 age group. This interpretation assumes, of course, that the 25- to 44-year-olds who visited the website, do so because they were influenced by Intervention I. Applying similar assumptions, the data also suggests the Intervention reached people across Wyoming, with 53% of new U.S. visitors to the new website coming from Wyoming. The plurality of this group (49%) came from Wyoming's large population centers (Casper, Cheyenne, and Rock Springs). Please note: although 58% of new visitors were in the 25-44 age group and 53% of new visitors came from Wyoming, this does not necessarily indicate the intervention reached this age group and the state.

Apply for Services

DO VISITORS CLICK ON THE LINK FOR “APPLY FOR SERVICES”?

CSP would like eligible clients to apply for child support services online. The homepage of the new website has the large “Apply for Services” button and Google Analytics tracked clicks on

the link. Of 1,319 new visitors (i.e., first-time visitors), 115 (9%) clicked the “Apply for Services” link during their sessions.

DO THOSE WHO CLICK ON THIS LINK REPRESENT THE TARGETED POPULATION?

Of the 115 visitors who clicked on “Apply for Services,” 114 came from the United States and one (1) came from Australia. Of the 114 U.S. users who clicked on “Apply for Services,” 56% came from Wyoming, 18% from Colorado, and 6% from Texas. For every other state, fewer than 10 visitors hit the “Apply for Services” link. For those accessing the site from Wyoming, 33% of new visitors came from Rock Springs, 16% came from Casper, 13% from Gillette, and 11% came from Cheyenne. The remaining 28% came from other cities in Wyoming. (Note: The percentages do not add up to 100% due to rounding.)

Of the 115 new visitors who clicked on “Apply for Services,” Google could estimate the age and gender for 44 (30%) of them. For age, most people who clicked on the “Apply for Services” link were in the 25-44 age group (64%), and 20% came from the 45-54 age group. The rest of the age groups (18-24 and 55+) filled in the difference (16%). Three quarters (75%) of those who clicked “Apply for Services” were female, with men filling in the difference (25%).

Analysis

While only 9% of new visitors (115) clicked on “Apply for Services,” 56% of all U.S. users (114) who clicked on “Apply to Services” came from Wyoming. Please note: People visit the website for other reasons besides applying for services; for instance, they look for general information and the “Contact Us” link. The targeted age group, those 20-40 (the closest match to this age group, on Google Analytic, was visitors 25-44) clicked on “Apply for Services” more than any other age group (at 64%). Although the data is limited, the results are in the expected direction.

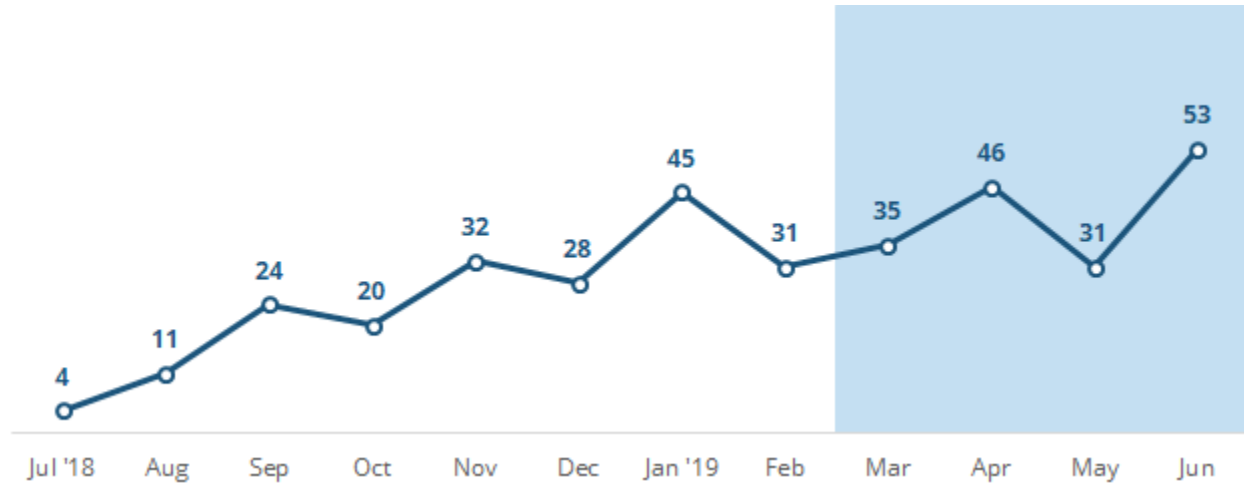
Online Applications Submitted

DO PEOPLE COMPLETE ONLINE APPLICATIONS?

WYSAC counted the number of new (i.e., first-time) applicants in the online (E-543) application log between the launch of the online application system in July 2018 and June 2019, the month Intervention I ended. Figure 4 shows the number of first-time applicants received by the Wyoming CSP via online (E-543) application between July 2018 and June 2019. The earliest application in the log was dated July 24, 2018. The CSP received 129 applications via online application between March 21 and June 18, 2019.

Figure 4: New Online (E-543) Applications Gradually Rose between July 2018 and June 2019

Total number of online applications by month, July 2018 - June 2019



Source: Wyoming Child Support Program online (E-543) application log.

Analysis

The data show the number of first-time online applicants rose from July 2018 through June 2019, when Intervention I ended. Applications in March 2019 through June 2019 continued the upward trend. Introduction of the new website in March 2019 did not greatly increase the number of first-time applicants nor did it break the upward trend. Hence, switching from the old website to the new website did not *seem* to disrupt eligible clients' use of the online application.

Project Improvement

HOW CAN THE EFFECTIVENESS AND EFFICIENCY OF IMPLEMENTATION OF THE DIGITAL MARKETING PROJECT BE IMPROVED?

Data from the six interviews of project team members yielded the following key findings, all from the perspective of the project team:

- The new CSP website is much easier for them to navigate than the old website; contains the necessary content; and is effective in linking visitors to other services, including "Contact Us" and "Apply for Services."
- The success of the implementation was facilitated by holding regularly scheduled meetings and communicating frequently, an effective and cohesive team made up of

people with diverse strengths, Volney Ventures' and Jackson Productions' expertise, and the team's prior experience working well together. The 90-day roll-out was the right amount of time, and nearly everyone said they would not change the process if they were to do it again.

- Delays in meeting timeline goals, a lack of understanding of the overall work plan, lack of understanding of individual responsibilities, too much time allotted for people to respond to requests for help, delays in contracting with WYSAC, and connectivity issues with a local broadband provider hindered implementation of Intervention I or left room for improvement.

Analysis

Overall, the interview data reflected team members who were pleased with the efficiency with which Intervention I was implemented. A few members suggested ways that the implementation processes could have been improved. Their suggestions are included in the Next Steps section.

Lessons Learned and Next Steps

Lessons Learned

Positive team processes lead to effective implementation of Intervention I.

The processes the project team used during the planning and implementation of Intervention I were effective in planning, promoting communication, and directing marketing efforts. These processes included frequent scheduled meetings; clearly defined work assignments; and effective communication using phone calls, texting, and emails. Therefore, the project team plans to continue with many of the same practices during the planning and implementation of Interventions II and III.

The lack of comparison data meant the project team could not assess differences in first-time visits between the old and new websites.

Without comparison data, the team could not evaluate the initial outcomes of Intervention I (increased visits to the website, increased applications).

Contract delays resulted in the evaluator having limited influence on the evaluation of Intervention I.

An online survey of eligible clients to assess increased knowledge and perceptions of CSP was not implemented because the evaluator joined the project after Intervention I was completed.

Next Steps

Clarify the data to be collected to inform program improvement, document the achievement of project outcomes, and support sustainability.

The data currently available does not allow for the rigorous assessment of Intervention I goals. The data could not show whether the new website is more successful than the old website in bringing new visitors to the site and engaging eligible clients to apply for services. Moving forward, finding alternative ways to collect comparative data, and comparing Intervention I with Intervention II or III, could provide the project team with data to inform program improvement and sustainability.

Maintain successful team processes and include WYSAC in project team meetings.

Because the project team is satisfied with the processes they developed for implementing Intervention I, they plan to maintain these practices, with only minor changes, for Interventions II and III. These minor changes include (1) presenting a more comprehensive overview to team members of everyone's responsibilities and (2) providing timelines and due dates for responding to requests from other team members. Further, including the evaluator in meetings will further enhance project coordination and communication.

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