



NC DEPARTMENT OF
**HEALTH AND
HUMAN SERVICES**

ROY COOPER • Governor

KODY H. KINSLEY • Secretary

SUSAN G. OSBORNE • Deputy Secretary for Opportunity and Well-Being

February 13, 2024

DEAR COUNTY DIRECTORS OF SOCIAL SERVICES

**ATTENTION: DIRECTORS, CHILD WELFARE PROGRAM ADMINISTRATORS,
MANAGERS, SUPERVISORS and SOCIAL WORKERS**

SUBJECT: CWIS Branding Initiative and Engagement

REQUIRED ACTION: Information Only Time Sensitive Immediate

We greatly appreciate the ongoing engagement and collaboration efforts of the Child Welfare System Governance Committee (CWSGC), the Director's Association, the Unified Leadership Team (ULT), and the other groups assisting with the work on our statewide Child Welfare Information System.

As we move forward together, we would like to invite you and your teams to join us in a collaborative effort to make North Carolina's CWIS successful. By working together, we will create a system that not only meets the current needs of our Child Welfare program but also paves the way for future innovations. With your input, this initiative will bring about transformative benefits for our Child Welfare staff, equipping them with the tools needed to better serve our children and families. The lived experiences and perspectives that your teams bring are invaluable to us as we seek to enhance our support mechanisms for children and families across the state.

We are eager to maximize engagement and participation throughout this transformative work in several ways:

1. **System Naming/Branding Initiative:** We need your assistance to shape the identity of our new CWIS by collaborating with the Child Welfare Services Team in our branding efforts. We are engaging with state and county stakeholders to **create a new name and brand** that represents a system that is user-friendly, consistent with North Carolina's unified model of practice, and supports informed decision-making. As we move away from the NC FAST Cúram technology, this branding initiative becomes all the more timely. We are asking for your help in identifying potential names for the new system. We will take those ideas and narrow them down with the support of our County Directors. After that, we will send a follow-up survey to finalize the new name.
 - o Please go to this link to participate in the preliminary survey:
<https://deloitteurvey.deloitte.com/Community/se/3FC11B2643ACBE52>

NC DEPARTMENT OF HEALTH AND HUMAN SERVICES • DIVISION OF SOCIAL SERVICES

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AN EQUAL OPPORTUNITY / AFFIRMATIVE ACTION EMPLOYER

2. **Discovery Sessions:** Lend your voice and experience through active participation in Discovery Session Workshops. We began in November, conducting a series of workshops to review and discuss the current-state system functionality, workflows, integration points, and business scenarios. We appreciate your support as we have two representatives from each region participating in these discovery session workshops. (6 Modules, 6-12 hours per module). We will be adding discovery sessions specific to I&A that will likely begin in March 2024.
3. **Human Centered Design (HCD) Research:** Play a direct role in ensuring our system is effective and user-friendly by informing the principles used in development. A small research team will be conducting virtual or site visits, technology observations, and interviews with some state and county stakeholders. This HCD research informs the overall design of the new CWIS and our change management/training approach.

Be on the lookout for future communication and invitations regarding engagement opportunities including but not limited to those mentioned above. Your commitment to this joint endeavor is a testament to the shared vision we hold for the welfare of our children and families.

Thank you for your ongoing partnership.

Sincerely,

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Susan G. Osborne,
Deputy Secretary for Opportunity and Well-Being

cc: Michael Leighs, Chief of Staff, Opportunity and Well-Being
Lisa Tucker Cauley, Senior Director of Human Services
Adrian Daye, Deputy Director for Child Welfare Practice, DSS, Child Welfare
Katie Swanson, Deputy Director of County Operations, DSS, Child Welfare
Vijay Ramanujam, Deputy Chief Information Officer, Information Technology Division (ITD)
David Schatten, Director, IT Implementation & Operations, Information Technology Division (ITD)
Rob Morrell, Director of Human Services Business Information & Analytics (HSBIA)

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