



NC DEPARTMENT OF  
**HEALTH AND  
HUMAN SERVICES**

ROY COOPER • Governor

KODY H. KINSLEY • Secretary

LISA TUCKER CAULEY • Division Director, Human Services

May 16, 2024

**DEAR COUNTY DIRECTOR OF SOCIAL SERVICES**

**ATTENTION: CHILD WELFARE PROGRAM ADMINISTRATORS, MANAGERS,  
SUPERVISORS, AND CHILD WELFARE STAFF**

**SUBJECT: NC CWIS FINAL BRANDING SELECTION**

**REQUIRED ACTION:**  Time Sensitive, by June 6, 2024

Dear County Directors,

We greatly appreciate the feedback received in the preliminary branding survey for the North Carolina Child Welfare Information System (NC CWIS). More than 240 of you participated in the survey and suggested 130+ system names. A final list of names has been chosen based on your feedback.

We are engaging, again, with state and county stakeholders, to select a new name and brand that represents a system that is user-friendly and supports informed decision-making within North Carolina's unified model of practice. This branding initiative becomes all the more timely as we move away from the NC FAST Cúram technology.

Your feedback is instrumental in ensuring that our system resonates with all stakeholders.

The final list of system names and value statements is found in the survey link that follows. Click on this link and make your selection by **June 6, 2024**.

**NC CWIS Branding Survey:** <https://forms.office.com/g/cuGCczk2U>

Thank you in advance for your support.

Sincerely,

Rob Morrell  
Director  
Human Services Business  
Information & Analytics

Lisa Tucker Cauley  
Division Director, Human Services  
Child, Family, and Adult, Regional Support  
NC Department of Health and Human Services

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

LOCATION: 820 S. Boylan Avenue, McBryde Building, Raleigh, NC 27603

MAILING ADDRESS: 2401 Mail Service Center, Raleigh, NC 27699-2401

www.ncdhhs.gov • TEL: 919-527-6335 • FAX: 919-334-1018

AN EQUAL OPPORTUNITY / AFFIRMATIVE ACTION EMPLOYER

Cc: Susan G. Osborne, Assistant Secretary for County Operations  
Adrian Daye, Deputy Director for Child Welfare Policy and Practice  
Kimaree Sanders, Section Chief for Licensing and Regulatory  
Kathy Stone, Section Chief for Child Protective Services and Prevention  
Peter West, Section Chief for County Operations  
Jennifer Oshnock, Child Welfare Business Manager

CWS-38-24