

05.20.26 Switchboard Roundtable Slide Deck, Best Practices for Using Media in Service Delivery

20 - 26 May 2026

Poll results

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- Think about the processes you explain to your clients over and over again. Name one process you wish you could stop having to re-explain.
- What type of media should Maria and her team create?
- Based on this scenario, rate Maria's team's capacity for media making.

Think about the processes you explain to your clients over and over again. Name one process you wish you could stop having to re-explain.

(1/3)

0 2 9

- Accessing their email
- Registering for trainings
- Teaching them to access a virtual appointment.
- Continuing complying with proof to get to an answer
- Email/online portals and credentials.
- How benefits change once clients start working.
- How to use the school parent communication system
- Logging into Gmail
- Setting up profiles
- How to complete their AR-11
- How to schedule transportation
- It's not working?
- Renewing food stamps
- Booking transportation to attend medical appointments through their insurance coverage
- How to make appointment for Medicaid transportation
- Public transportation
- Use of online job search tools.
- How to use health insurance
- Using the post office

Think about the processes you explain to your clients over and over again. Name one process you wish you could stop having to re-explain.

(2/3)

0 2 9

- How to use a one time passcode application process
- Renewing Medicaid (although unfortunately it is being paused now)
- Informed consent
- Program outline (how long it is, names, purpose, etc)
- Leaving a voicemail
- Adding money to a bus pass
- Explanation on how to recover the password
- Asking for relevant contact info during calls from referral partners
- Emergency assistance
- Bus travel confusion
- setting up a gmail
- Clients think that all the government benefits are for all life long
- Benefits
- How to check for emails from school
- What services we provide
- The explanation on How to recover a password
- ID appointments
- How to get services

Think about the processes you explain to your clients over and over again. Name one process you wish you could stop having to re-explain.

(3/3)

0 2 9

- | | |
|--|---------------------------------|
| from where I work | just temporally |
| • How create and managing USCIS account | • Bus training! |
| • Consent for use of a technology | • Recording passwords |
| • How to pay travel loans | • SSI application and follow-up |
| • How to access certain applications | |
| • Client agreement/contract rules | |
| • First-day orientation info for ESL classes | |
| • Benefits enrollment | |
| • Getting an interpreter on the phone | |
| • Government help is | |

What type of media should Maria and her team create?

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Due to the team's low capacity, stick with a written guide with bus route maps and photos



Simple mobile video filmed with smartphone (2-3 minutes showing bus process)



360° video of actual bus ride (requires renting 360° camera)



AI-generated animated explainer with avatars



Based on this scenario, rate Maria's team's capacity for media making.

0 2 2

