Using Consumer Satisfaction Information for Planning, Part 1: Gathering Information

Presented by Ann McDaniel and Tonya Fambro on September 9, 2013

>> TIM FUCHS: Good afternoon. I'm Tim Fuchs
with the National Council on Independent Living
here in Washington D.C. I want to welcome you all
to IL NET's newest webinar series, using consumer
satisfaction information for planning. Today's
series is presented by the.
>> EUFPLT: L net for centers and SILCs and the
IL NET is operated through a partnership among
ILRU, NCIL and APRIL with support provided by RSA
at the Department of Education. We are recording
today's call so we can archive it on ILRU's web
site and we will be breaking several times during
the presentation to answer your questions. For
those of you on the webinar you can ask questions
in the public chat under the list of participants.
If you're calling in today, you can press star
pound to indicate you have a question and that
will put you in the queue and we'll take the
questions in the order they are received. We'll
remind you of those instructions each time we take
a question break. The materials for today's call,
our PowerPoint presentation, was sent to you in
the confirmation e-mail. That e-mail included the
PowerPoint for today and part 2 on Thursday. If
you don't have the PowerPoint for part 1 open now
you will want to do that. If you're on the
webinar it's going to display automatically. For
those of you on the phone if you don't have the
PowerPoint handy on your computer or printed out
you will want to get that now. If you don't have
the PowerPoint or didn't see it in the
confirmation e-mail, feel free to e-mail me, R.
It's tim at NCIL.org. Also at the end of the
PowerPoint and at the end of the call today we'll
go to a slide that has our evaluation form on it.
Please do fill that out. We worked hard to make
that very brief and easy to complete but it's
really important to us and we take them very
seriously as we're always looking to improve our
programs. If you are participating in a group
today, that's fantastic, we encourage it, but
please fill out the evaluation on your own. We
want to know what each of you thinks of the
presentation. So again we'll show you that link
and remind you of that at the end of the call.
That's the end of my intro deck shun. I want to
introduce our presenters today. We have Chris
Camene, Tonya Fambro, Ann McDaniel and Anne Weeks
on the line. Km Chris Camene is chief program
officer at Paraquad, a Center for Independent
Living in St. Louis, Missouri. And Chris has
responsibility for the consumer satisfaction
information at both the state and the center
level. Tonya Fambro is Director of Independent
Living for the Missouri office of Adult Learning
and Rehabilitation Services at Missouri VR. And
Ann McDaniel is Executive Director of the West
Virginia SILC. And Anne Weeks is also on the
line. Anne will be presenting in more detail on
Thursday but she is here just in case she can
contribute to any of our Q&A sessions. Anne is
Executive Director of the Mountain State centers
forces independent living. With that I'll turn it
over to Tonya.
>> TONYA FAMBRO: Good afternoon. I want to
start off with going to slide 4 because basically
what I'm going to do is talk a little bit about
the history of the Missouri independent living
outcome survey, and once I do talk about the
history a little bit, then I'm going to turn it
over to Chris who is going to talk a little bit
more about the tool itself.
So with that I'm going to start with slide 4.
There are 22 centers across the state of Missouri
in which there's about 114 counties, as well as
independent City of St. Louis, which are all
covered and able to receive independent living
services in the state of Missouri. We're very
fortunate in the state of Missouri in that the
state Independent Living Council as well as the
designated state unit and the centers all work
very well together, and because of the
collaborative efforts that we've been able to
achieve in the state of Missouri, we were able to
develop a survey tool. Prior to the 2004, the
survey cards were used where we sent out -- sent
them out with paid postage and had very small
sample of cards returned, very limited
information, and the three entities decided that
we really weren't getting enough information and
could use a lot more information in order to
improve services in the State of Missouri. So
with that we decided to survey all 22 centers and
give them some sample questions and then after we
got some of -- all that information back, then we
developed a team utilizing, again, folks from the
SILC as well as the D some of the and the
centers -- DSU and the centers to come up with
some consumer satisfaction questions as well as a
process for gathering information that would be a
little bit more thorough than what we were
currently doing.
So after we did this, we also agreed to keep
those -- that information the same for about five
years to make sure that we could appropriately
track the results and we could see trends and, of
course, that would increase the reliability and
validity of the report.
So after we did this, during that second year, we
added some consumer satisfaction comment sections
to the survey to follow up on some of those
questions and to better track some of the positive
or negative information that we could receive from
our consumers around the state. Again, the
earlier years we used the calling of the consumer
by telephone, and we also used an Excel
spreadsheet to tabulate and put the information
together. This took a lot of time and you also
had very limited results when you did it this way.
So in 2009 we began to use the Survey Monkey which
is an electronic survey online. Results became
easier to track and faster and you could tabulate
a lot more information doing it this way. You
could get more specific numbers, you could get
specific information on various programs that were
available, and you could actually develop some
charts and graphs to be able to utilize and show
the individuals at a real quick glance. So we
were able to compile this information for the
whole state as well as individual centers. You
could also look at the information as far as rural
if you wanted to compare rural areas or urban
areas or even particular programs. Whatever it
was that you wanted to tabulate and look at you
could do this by using that Survey Monkey.
Again, we decided to keep the survey the same for
the five years, even though we did tweak some of
the questions, and later on we decided to start
trying to better track State Plan for Independent
Living goals as well as objectives. So we used
the tool to develop that information and be able
to look at different programs and monitor progress
using the information that was provided there.
State Independent Living Council used the program
for the survey to be able to look at improvements
for programs and even came up with some training
that may be needed around the state or in
different pockets of the state depending upon what
kind of information was developed and gathered.
Centers for Independent Living were able to use
the information to evaluate and develop more
programs when needed, and, again, they could use
the information to come up with graphs and
different information to educate different
legislators on the work that's been accomplished
over the years, as well as compare different years
to each other.
So -- we also decided to add a needs survey to the
IL outcomes survey and the needs survey, again,
could give you information on statewide as well as
specific catchment areas and this will be
elaborated a little bit more on Thursday by Chris.
It's now been about seven, eight years since we
have been using this tool, and with that I'm going
to go ahead and turn it over to Chris.
>> CHRIS CAMENE: Thanks, Tonya. The development
of the tool was actually a collaborative effort.
We can go to slide 5 now. As Tonya said. We
actually went out to the CILs and to the DSU and
asked for areas that they felt we wanted to look
at through this, areas where we wanted to track
the satisfaction and the outcomes for the
individuals that we're serving.
So in addition to our four core services we also
looked at benefits advisement, employment
advisement, home modifications, housing referral
or assistance, personal assistance services,
technical or adaptive equipment, youth services,
which included transition from school to work and
emergency assistance services. They looked at
institutional diversion or nursing home
transition, transportation, training or referral.
We looked at these areas and this list has stayed
pretty consistent over the course of the seven
years we've used the tool. We've added or maybe
modified some of the wording but we've kind of
stayed within these categories.
Next slide, please.
In addition to the categories we're looking at, we
also added additional questions which tied to our
SPIL. It was very important that we had those
SPIL objectives, they were something we wanted to
use this tool for and that's really why it was
developed. So we wanted to track things such as
voting habits and veteran status, Medicaid
eligibility and their level of emergency
preparedness, because these were areas on our
current SPIL that we were needing to get
information about and be able to report back at
the end of the year on. So we decided to use this
tool to help do that and we will continue to do
that going forward with our current SPIL. What we
will do is the SPIL compliance committee of the
SILC will meet probably once we have our approved
SPIL and take a look at the IL outcomes survey
that we currently have and see what we need to do
to modify that next year so that the centers are
tracking the information that we need in order to
show our progress towards our SPIL goals.
Next slide, please.
So the requirements for the IL outcomes survey,
the CILs all are required to contact consumers by
phone or in person. They have to contact 20% of
their active IL case load that are receiving
services in their current federal fiscal year and
they have to have that done by November 15th of
year so we can have the results in by the next
legislative session. That November 15th date,
that's our cut-off for our state funded centers to
get their information so that the SILC and the DSU
can write the 704 for the state, and a lot of this
information is used to try to carry over for that
report as well.
Next slide, please.
So this is kind of a sample of what the questions
look like. They're very simple questions, and a
lot of it is yes/no and then we're able to take
that information and compile that based on the
answers that we get. So we asked, like I said,
these just basic informational questions, which
were things that we're looking at on our SPIL
related to veteran status, do they have Medicaid
and what is their voter status.
Next slide, please.
Then we asked specific questions related to those
program areas that I discussed. So we have four
questions that we asked for each of those areas.
The first one, we're going -- you'll see we
decided to pull up advocacy so we're looking at
the same questions going through this whole two
days of training and not showing a lot of
different information. We'll give you a link
later on where you can actually go and view our
tool. But advocacy is what we're going to look
at. We asked did they receive this service. The
great thing about Survey Monkey is if they say no,
it skips and goes to the next service area. The
only time they are asked a follow-up question is
if they say yes to one of the main service areas.
So we also give kind of a -- an explanation for
the people asking the questions of what this would
be. We do that because some of the centers may
not have their own staff conducting these. There
are some centers that actually hire interns to do
it or they may hire an external entity to conduct
the survey. So we want to make sure they
understand when we say advocacy or when we say
peer support that they understand -- they're
explaining to the individual what that is so that
we're getting a clear picture whether or not they
did receive that service.
Next slide, please.
So then we asked them what was their experience
with the advocacy services, and we give this as a
satisfaction question where we ask were they
satisfied, somewhat satisfied or dissatisfied.
Originally we just asked those questions and then
moved on and then a couple years ago we actually
added in some follow-up questions for the centers
so that if people did not answer that they were
satisfied we asked them for a follow-up of, well,
why weren't you satisfied? How could we have done
something better to improve that? So the centers
can use that for their own program improvement.
Next slide, please.
Then we asked questions about did you gain
knowledge, skill or independence from the service?
And did the service make a positive change in your
life? And if they answer yes, we ask what was the
change the service provided. This information we
really do use quite a bit, especially when we're
talking to legislators or when we're marketing our
programs out to the community. What are the
changes? Kind of those testimonials. What were
some of those positive changes that were made
because of receiving that service from the center.
Next slide, please.
Tonya, are you doing this one?
>> TONYA FAMBRO: Yes, I am. Thank you, Chris.
Once the independent living survey is completed,
it's posted online in a PDF format and it's
available, as Chris said, on the SILC web site and
at the end of presentation there's also a direct
link that you can directly onto that IL survey if
you'd like to. Again, we would encourage you to
do so because there's really some neat information
that you can get and see how well the graphs and
the different information is tabulated that you're
not going to be able to get just by listening to
us and looking at the slides today. So if you get
a chance we encourage you to look at that.
Given this report, the CILs can again review the
statistics and the information specific to their
particular catchment area, the different counties
they serve, and they can compare the information
from previous years as well as the information is
compared to other centers. They can compare it to
statewide. They can compare it as far as urban
and rural areas. They can again look at the
improvements that they want to work on or what
weaknesses they want to work on and determine what
are the services in their catchment areas and
statewide that may be needed that aren't currently
being utilized or provided.
Again, we're going to talk in a little more detail
about the needs assessment survey on part 2
Thursday that we've added on there to be able to
have not only consumers give you information but
also different organizations and individuals
within the various catchment areas, they can give
you information on what kind of needs they see as
may not be provided through the Centers for
Independent Living.
Go to slide 13.
We are also able to include in our report for
informational purposes 704 report demographics
here. So this is what this slide is talking about
here. Again, this information is gathered for all
22 centers. The independent living outcomes
report with graphs can be seen for the fiscal year
'12 if you go to the direct link. The graphs can
be used to show quick pictures to various
individuals such as legislators or whomever you're
talking to, funders, whoever it is that's
interested in looking at the information to show
total numbers of consumers that are receiving
services.
For example, the age of the consumer served, at
this point in time we worked with 30,837 consumers
over fiscal '12 and when talking about age range,
you can to specific age or range. For 15 to 29 it
was 16,579 individuals. When you want to talk
about gender of individuals served, out of those
folks served, 19,382 were female. You can look at
the race and ethnicity of individuals. For
instance, there were 24,141 Caucasians that we
served over this last fiscal year. We also
noticed that, again, we're kind of low in the air
offhispanics, so we wanted to increase the area of
Hispanics, the number of Hispanics we currently
with over the state if possible. You can look at
the disability, different types of disabilities.
For instance, we serve 14,100 individuals that
have physical disabilities and over 9,000 that had
multiple disabilities. You can show what kind of
services were requested, how many of those
services that were actually requested were
received, as well as how many are still in
progress. So it's just a really nice way of being
able to look at the information and show it to
individuals to take a quick glance at what's going
on in the state of Missouri.
The graphs also show how many individuals and how
many goals were set that were in the significant
life areas as well as if you were talking about
how to improve access to transportation,
healthcare and assistive technology. We had over
7,000 individuals that were able to have improved
access to healthcare services in the fiscal year
'12. Again, these are statistics that can be
easily and readily available that you can show by
using that Survey Monkey. It's a neat tool.
Can we go to slide 14. At this point in time I
guess we can ask if there's any questions for the
state of Missouri.
>> TIM FUCHS: Yes, that's right. If you have
any questions and you're on the phone, you can
press star pound to indicate you have a question.
We'll take them in the order they were received.
While we're waiting for you all to do that I'm
going to take a couple questions from the webinar
and then we'll come back and do a few questions
from the phone. We'll switch back and forth like
that until we've answered everything.
The first question comes in from Darius and Darius
asks: When calls are made to the consumers, how
does the CIL divide the calls so the staff person
who serves the consumer does not ask the consumer
opinions of the staff? Chris, maybe you want to
respond to that.
>> CHRIS CAMENE: I think we're going -- we'll
talk about this a little bit more on Thursday, but
I know from our center, because we're a very large
center, we serve about 4,000 people a year, and so
our number -- our 20% is usually pretty high.
What I do is it's divided out based on the number
of staff that work under a specific program area,
and then the directors are responsible, then, for
sending that -- kind of dividing that out among
their staff. The staff are instructed if they get
the name of someone they're working with they're
not to conduct that survey. We have never had
problems with that and we get a fairly high
response rate, and if they do get someone, they
either give that back to their director or they go
and kind of switch with somebody else. I know
some of the other centers, like I said, they may
have someone who is a volunteer conduct those
surveys. A couple of the centers actually hire in
or send it out to an external consultant that does
that for them. Everybody kind of does it the way
that works for their center.
>> TIM FUCHS: Okay, good. Thank you, Chris.
I'm going to take one more question from the web
and then we'll go to the phone for a moment.
Lillian asks if you all in Missouri are combining
704 data with the survey data?
>> TONYA FAMBRO: I can answer that question,
yes. We are. We are taking the information from
the 704 and actually putting that data into the
survey so that we can again utilize that
information to -- at a quick glance to be able to
show individuals how we are definitely responding
to the State Plan for Independent Living and what
areas we are improving in and we -- where we have
weaknesses and that type thing.
>> TIM FUCHS: Okay. Good. Thanks.
>> CHRIS CAMENE: Can I put a follow-up with that
question. So we don't collect any demographic
information on the individual callers. The
demographic information of 704 is kind of what we
collect on everybody that we're serving through
the course of the year to so what we're serving
throughout the state. The callers basically we
ask those questions to those callers.
>> TIM FUCHS: That's helpful. Thank you.
Let me check in with Patricia our operator and see
if anybody is in the question cue on the
telephone.
>> OPERATOR: Thank you, Tim. We do actually
have a couple questions on the phone lines. One
moment, please.
>> CALLER: Hello?
>> TIM FUCHS: You're live. Go ahead with your
question.
>> CALLER: Yes, I have a question. My name is
tbran Todd and I am in Savannah, Georgia, and I
had a question about you said you used Survey
Monkey, that you seem to have a lot more results
that from as opposed to other ways that you've
used in the past. My question is, what about the
folks that are in the rural areas that don't have
access to computers or just some of our other
folks that just don't have access to computers?
What is your suggestion for surveying them?
Because we're not getting too much response
from -- even when we send out surveys via
self-addressed envelopes.
>> TONYA FAMBRO: I can start off with that and
Chris can add to that. This is Tonya.
What happens is there is someone from the center,
either someone that they've -- they're paying as
an intern to make phone calls to those particular
individuals and ask those questions and they are
the ones that are inputting the information into
the computer. So the consumer does not have to
have access to a computer in order to answer the
questions for the survey.
>> CALLER: You're doing it both ways. Okay.
>> CHRIS CAMENE: We don't send out the link to
consumers to answer the question. The center is
responsible for making sure they get their 20% of
the calls -- of the surveys. So the centers,
however they want to do that, they need to either
make calls -- but most centers don't mail that
out. They either do them over the phone. Some of
the centers actually elect to do that face to
face. I know we have the situation where some of
my staff will actually call and make those calls
and some will take it out when they do monthly or
quarterly visits and sit down with the person and
go through it with them face to face to get those
done. But the centers are responsible, then, for
taking that survey information if they do it face
to face and entering it into the Survey Monkey
tool.
>> CALLER: Thank you. We've had a lot better
response on telephone. But you did answer my
question. Thanks so much.
>> CHRIS CAMENE: No problem.
>> TIM FUCHS: Great. Let's take another
question from the phone and then we'll go back to
the web.
>> CALLER: Hello that?
>> TIM FUCHS: Your line is open. Go ahead.
>> This is Lorna Richey from Rhode Island and my
question is, how exactly do you advertise? You're
talking about trying to get the word out to
perhaps people that aren't familiar with services.
What is the best way you found to get the word
out? Are you using media of some kind? We've
tried different things, very limited, and had fair
results but I would love to hear what you've done
and what's been successful. Thank you.
>> TONYA FAMBRO: I can start it. If you have
something to add, that would be great.
Basically what the centers are doing is they're
either -- they do use news -- the newsletter they
send out quarterly or monthly depending on the
particular center and how they choose to do that.
They use the news and the media. They also send
out needs assessments to various organizations and
businesses so that they can gather information
from those individuals finding out what they do
indeed know about the center, what kiengdz of
needs -- what kinds of needs do they see are not
being met and gathering that information. So they
do it a variety of different ways.
>> CHRIS CAMENE: And the SILC doesn't do a lot
of advertising. We don't have -- we -- we just
recently got our 501(C)(3) status. We can't use
any of our federal money to do that. But we do
have an outreach committee that kind of looks at
that in conjunction with the SPIL. This tool in
particular we don't really use for advertising.
We get the results and the individual centers may
use that on their own to reach out to legislators
or to reach out to funders based on what's the
position in the state and what's their own
position because we can't take this data and not
just only look at it statewide but we can sort it
down to the center level so they can use that on
an individual basis as well. And the CILs then
do -- we post the final report up on our web site,
on the SILC web site, so people do have access to
that statewide information and we can direct
people to that or we can pull that down at any
time and share that. Did that answer your
question?
>> TIM FUCHS: I think she might be off line.
That's good.
>> CALLER: Thank you. Yes, you do.
>> TIM FUCHS: I'm going to go back to the web.
Jason is asking, on slide 7 it says that 20% of
active CSRs are surveyed, and he's wondering if
those folks are surveyed again when their CSR is
closed and if so does that create duplicate data?
>> CHRIS CAMENE: They're not surveyed the same
question. They could be surveyed -- the center
has to do a survey when they close somebody out,
but this is something separate. This is
something -- and they may not be selected for this
since it's supposed to be a sample. So they may
or may not be surveyed again. But, yes, they
could be questioned again, but it's not going to
be the same questions. Typically the centers are
creating their own survey that they send out at
the end of services that then goes out to the
consumers when they close out.
>> TONYA FAMBRO: And to follow up on that, the
data that's provided with this IL survey is the
only information that's used. We don't use the
information from the surveys that might have been
done when the case service record was closed.
>> CHRIS CAMENE: Right.
>> TIM FUCHS: Okay. Very good. Thank you.
That's it for the web questions. Let's go back to
the phone.
>> OPERATOR: I'm showing no further questions on
the phone lines.
>> TIM FUCHS: Okay. Just in the nick of time,
Shelly from Oregon asking: Are there any
guidelines for centers about how to select the
consumers for the survey? Otherwise, could there
be an opportunity for individual CILs to skew data
through how they select their consumers to be
surveyed?
>> CHRIS CAMENE: Well, the instructions that are
given to the centers is they're supposed to do a
random sample. I can tell you as the person that
kind of leads that process here, you run into the
problem sometimes you can do a random sample but
the sample you pull you may not get your 20%
because of those people you call them and their
phone number as changed or they've moved and then
you're right back to calling again. What I choose
to do, we just pretty much take our entire
population and we will put them in and we'll call,
and we usually come a lot closer to getting a 20%
response rate on that. Every center is a little
different on how they do that, but they are
instructed to do a 20% random selection on that.
>> TONYA FAMBRO: Then you also have to keep in
mind that they're not calling their own consumers.
So you really aren't -- it is random in that you
don't know who you are calling. You don't have
any particular personal relationship with the
people you're calling necessarily.
>> TIM FUCHS: Okay. Thanks. And a follow-up
question for you, Chris, lety is wondering if he
should take what you just shared about the
different survey at the closure of a CSR as a
recommendation. Do you think that it's good for
CILs to have two different surveys, one genuine
and one to use at the end of services?
>> CHRIS CAMENE: Well, our IL outcomes survey is
more for the SILC in looking at what -- we use
that to show our progress towards our goals on the
SPIL. That's basically how we look at tracking
those goals and objectives on the SPIL. We've
been doing this outcomes survey before RSA
actually started requiring the outcome focused
SPIL, and it's been very successful for us when
we're reporting at the end of the year. The
requirement of having a survey at the end of
closure of services, I believe, is an RSA
requirement. I'm going to let Tonya respond. So
you have to do that just as an RSA requirement
when you close someone out. You have to give them
the opportunity to give you that feedback.
They're two totally separate surveys. So you have
to do the one when people close out services and
then we require the IL outcomes survey of centers
through the course of the year.
>> TIM FUCHS: Great. Thank you. A couple more
questions have rolled in on the web. LETTY wants
to know if there are sample surveys somewhere, and
I believe that the link that we included for you
all includes links to those surveys, is that
right, or is it just the final report?
>> TONYA FAMBRO: It's on the next slide, slide
15. Yes, it is a direct link as well as --
>> TIM FUCHS: Perfect. Perfect. Another
question from Vicki: Do you all conduct these
surveys year-round or do you do them during a
certain time of year?
>> CHRIS CAMENE: We usually open up the link for
the centers to start doing those surveys usually
sometime in March or April. So they have about
six months to get those completed. Wee ideally
like to open them up year-round but we want to
make sure we have all the data completed from the
previous year before we open up the new link.
Most of the centers, even though we do open that
up and send it out early, I can tell you most of
them don't really start doing their surveys until
usually between July and August and September.
Sometimes a couple weeks before the end of
November when it's due, too.
>> TIM FUCHS: Okay. Thanks. And one more
question from the web. Shelly asks, she said she
just clicked on the link and looked at the report.
She sees a response average of 4.25%. She's
wondering is that 4.25% of the total CIL
population or just of the 20% that you all reached
out to?
>> CHRIS CAMENE: Not having that report sitting
right in front of me, I can't necessarily speak to
what the 4.25% is. It could -- I can't speak to
what that would be. It could be the total CIL
population because if you look at the total number
of responses we had on that report, we had over
4,000 responses last year on the various questions
on that report. Some were higher responses than
others. It really kind of depends on the number
of people that answer the question.
>> TIM FUCHS: Thanks. Well, thanks to you all,
Chris and tone yeah. I know we went a little over
on the Q&A session. Before we switch gears to
West Virginia, I'll just ask one more time,
Patricia, if anybody is in the phone queue.
>> OPERATOR: There are currently no questions.
>> TIM FUCHS: Okay. All right. Chris and
Tonya, thank you so much. Of course, everyone,
they'll remain on the line for our final Q&A if
you think of any other questions for them. I am
going to click ahead to the contact information
they've been generous enough to share for
Missouri. Tammy wasn't one of our presenters
today but she has been involved certainly in this
whole process and our planning as well, and so you
see Tammy's contact information here along with a
link to the Missouri SILC web page as well and
most importantly is the link to the final IL
outcomes report for the state of Missouri. I'll
remind you this at the end of the call as well,
but feel free to contact me as well with any
follow-up questions. My e-mail is easy, it's just
Tim@NCIL.org, and you're welcome to contact me
about any questions you have. I'll pass them
along to the presenters if I can't answer them and
this is Tammy's e-mail, too.
Okay. With that, I want to thank you all for the
first piece of this and we're going to switch now
and I'm going to turn the call over to Ann
McDaniel and go to slide 17. AnAnn?
>> ANN McDANIEL: Thank you, Tim. Just to give
you kind of an overview of what we're talking
about in West Virginia, I'm going to tell you
about the experience we have had measuring
satisfaction of the IL consumers, the evolution of
the process we have used over time, how the data
is gathered and analyzed, and how the data is used
by the SILC. Then when we have part 2 on
Thursday, Anne Weeks will tell you more about how
the data is used by the Centers for Independent
Living.
Next slide.
Years ago our DSU, the centers and the SILC all
measured consumer satisfaction separately and in
different ways. It came to somebody, I don't know
who, don't remember, that it might be a good idea
to pool our resources and do a combined effort.
That first combined effort that we did actually
included the SRC and the survey was sent to VR
clients as well as to independent living clients.
After doing that for a few years and starting to
really become a bit frustrated with trying to have
a survey that was meeting everybody's needs, the
decision was to split apart again the SRC and the
DSUs still do a joint effort regarding VR clients,
but the SILC and the CILs and the DSU now do an
effort specifically targeting consumers of
independent living services. And the surveys go
out to all of the independent living consumers in
the state. The surveys are sent directly from the
SILC, so there is no concern about somebody
recognizing my survey and retaliating if I said
something I didn't like they were doing. So it
comes out from the SILC and is returned to the
SILC and it's explained on the survey what the
deal is, why we're doing this, why it's coming
through the SILC.
Once we get returned surveys, the data is imield
and analyzed by an outside consultant and
statewide report is generated and shared with all
the partners, and the individual centers actually
also receive the raw data from their consumers in
addition to the statewide report.
Next slide, Tim.
So in an effort to ea almost Nate that
duplication -- eliminate that duplication of
effort, the D some of the, the centers and
representatives from the SILC met and developed
the tool together and reached agreement on what
data we needed to gather and what questions we
should ask in order to get that data. Then the
tool was refined by our outside consultant to make
it more readable to consumers and to make it a bit
more concise. And we use that for more than three
years without any revisions at all to gather some
valid data over time. And then we sat down with
the outside consultant again and further refined
that tool based on the kinds of responses we were
getting and on the data that the SILC was looking
for that we weren't getting from the current tool
we were using. Then we've continued since that
time to revise the process to make sure it's
accomplishing what we're trying to accomplish.
Next slide.
the thing I haven't mentioned, and I can't recall
if it's coming up or not, so I'm going to say it
now, in addition to the hard copy, written survey
form, which I'm going to talk about in a second,
our consultant also does a random sampling of
telephone surveys to 50 consumers that are evenly
distributed amongst the centers and the service
areas of the centers. So we have those 50
telephone responses that she records the
responses, and then those individuals are removed
from our full sample, our full mailing, and the
mailing goes out to the remainder of the
consumers.
The survey form is a single sheet of paper, 8 1/2
by 14, double sided, and the front really explains
who the survey is coming from, why this individual
is receiving the survey. It has a section that
requests demographics information on the
individual that's tagged as being optional. They
don't have to complete it if they don't want to.
And it also includes coding, and the coding
indicates to us which center the individual was
served by, which county the individual lives in,
and which specific program, if there is a specific
program for that individual, that they received
services under at that center.
Next slide.
Then when you turn it over, the first big section
of it is a Likert scale of 13 items of satisfaction and people are able to rank very
satisfied, somewhat satisfied, that whole kind of
range. I 30's six or seven different options of
what they can choose in terms of level of
satisfaction. Then there's a checklist of rights
information. One of the things we found early on
in the surveying was that people either were not
receiving information about their rights or
weren't remembering that they received information
about their rights. So we have a whole section of
all the kinds of rights information they should be
receiving, which includes things like the client
assistance program, how do they appeal any
decisions that were made about them, about their
services, and that kind of thing. Then there's a
checklist of services that were received by the
individual so we can see exactly what services
we're talking about when we're talking about
whether they're satisfied or not. What was it
that you did receive?
Then there are open-ended questions that give
people the opportunity to give us feedback in
their own words. One is: Did the CIL's services
help to make your life different? Yes, no, I
don't know. If the services made a difference,
please tell us how. What other services would you
like the CIL to offer? And what could we do
better? Just a general whatever else you want to
tell us question about how we could improve
things.
Next slide.
So as I said, we have continued to refine our
survey tool to include data requested by the SILC,
which is specifically to help us in looking at the
implementation of the state plan and how
successful that has been. The consultant conducting the telephone survey. The mail survey
is sent to the remainder of the IL consumers. And
remember I said it goes out to every IL consumers
in the state. Then there's a follow-up survey
sent to the individuals who haven't responded yet
after two weeks. So once the surveys go out we
give people two weeks to respond. If we haven't
gotten a response, you get the survey sent to you
again, and that's part of the coding that I
mentioned earlier that's on the outside of the
survey, and the only one who knows the coding and
which consumer is which is the internal staff
person at the SILC who is responsible for mailing.
So she knows who else to send it out to again.
Next slide. There we go. It also includes their
status, whether they're CSR is opened or closed,
which center, which program, which county, and
then the tracking number for the follow-up
surveys.
Next slide.
Incentives to respond. One of the questions was
how do you get people to respond. We've tried a
lot of different things. The first incentive we
provided was a little calendar card for the year.
Believe it or not that did increase our response
rate. The next year we did a ruler and said
something about measuring your satisfaction with
services. Then we -- we currently include a tea
bag with a sticky label on the outside of the
package indicating that it's coming from us and
the suggestion is that you sit down and have a cup
of tea while you complete this survey. Then over
the last couple of years we had had donated an
iPod Shuffle and a different brand of MP3 player.
So for the past two years people had an
opportunity to win one of those. So if they sent
their survey back, they all went into a pot. The
outside consultant drew one, let Kathy know, my
staff, what the code number was on the survey so
we knew who the individual was so that we could
send that to them.
Currently this year we're continuing to include
the tea bags and there's going to be a drawing for
a gift card. And incentives do indeed increase
your response rate and get people's attention,
partly because they feel like if you have given
them something, even if it's a little calendar or
tea bag, they feel more obligated to respond.
Next slide.
Once we get those surveys, as they come in, we get
enough to fill an envelope, they are mailed out to
the outside consultant. We don't open any of them
to see the responses on the inside. The
consultant then compiles all of those responses.
She sorts the data by center. And the raw data is
shared with the appropriate center. The data for
the state is then analyzed and a statewide report
is prepared and she actually brings that report to
the winter board meeting of the SILC and presents
it and gives her analysis and answers questions.
Next slide.
So just to give you an idea of the kinds of things
we found out on our last statewide survey, we had
consumers from 38 of the 55 counties in West
Virginia, and that's significant because not all
55 counties are even served by a center in West
Virginia. Then there was a table that talked
about how many were received from each county. We
also had data on the number and percentage of
responses that we received from each of the six
districts of our DSU, our VR agency, has the state
divided into districts, there are six. That way
we could see how the responses fell by district.
Next slide.
Then we also found out about the kinds of programs
people received services through and participated
in. 91 people were in the community living
services program. That program is primarily
making home modifications, buying equipment for
people, other things that are going to help people
be able to stay in their own home and be able to
participate in their communities.
29 people were in the Title VII Part C program.
That means just the basic program and they weren't
served by anything else.
Six people were recipients of services through a
family support project.
Five were in employment services.
Three were in Title VII Part B, and that means
they were specifically served with a program that
gets their funding from our part B dollars. And
two received services through HUD, through a HUD
program that one of our centers operates.
Next slide.
You can see our numbers are much smaller than
Missouri's. Our state is much smaller. We have
only four centers who don't serve the entire
state. But this slide gives you an indication of
the different disability types and the number of
people in the different categories of disability
of 117 responses you can see 45% were people with
motor disabilities, 22% were other or various, 11%
were cardiac or respiratory disabilities. 10%
were cognitive. 8% sensory. 4% mental hehealth..
Next slide.
Current format was developed in 2003 and 2004.
Therefore, the data that we're collecting now has
been collected for several program years. Our
response rate this past year was 38%. That
includes the 50 telephone surveys. And surveys
are provide to do all CIL consumers annually.
The good thing about collecting the same kind of
data over such a long period of time is we're
getting really valid data and we also have the
ability to compare data from year to year, which
we have found to be very helpful.
Next slide.
Things that are considered variables include open
cases versus closed cases, and report will show
the differences in data for those two groups of
people. Consumers from different centers. The
specific services that were received. And the
impact of the services that were received are all
part of our report.
Next slide.
We've got all this data. We have a report. What
do we do with it? Well, everybody gets it, first
of all. The DSU, their senior management, all of
the centers and the SILC. The centers use the
data to improve services and they also use it in
the development of their work plans. The SILC and
the DSU use the data in the development of the
State Plan for Independent Living. It helps us to
identify unmet needs. When we have people saying,
what else we could do better, what did they not
get that they needed. And we also use it to
identify trends. It helps us as we're looking at
how effective the state plan was over a period of
three years, if we have data every year, that
helps us in our monitoring and evaluating of the
plans.
Next slide.
So where do we go from here? Well, we want to
continue to improve our response rate and we'll
continue to look at how to do that, although 38%
is a pretty good response rate. We also want to
continue to improve the validity of the data and
the greater response rate you get the more valid
your data tends to be. We want to provide an
analysis of the data to each center that will be
useful to them. And then to increase the
usefulness of the data in the development of the
state plan, in identifying the need for new
Centers for Independent Living and for CILs to
improve their services and address unmet needs.
Next slide.
There you go, Tim.
>> TIM FUCHS: Okay. Thanks so much, Ann.
Obviously we're on slide 33 and we're going to
open it up for questions and answers. Again if
you're on the telephone and have a question you
can press star pound. To get in the queue. And
we have a couple questions pending in the -- on
the webinar. I'll start with those. Lillian asks
how many surveys you all had to send out to get
the 117 responses?
>> ANN McDANIEL: You would ask me that. Well,
we got a 38% response rate. So it was in between
350, 400 surveys.
>> TIM FUCHS: Okay. Thanks.
>> ANN McDANIEL: I don't have the report in
front of me. I'm sorry. I would point out,
though, that on slide 34 there's a link that takes
you to do SILC web page and the report from last
year is right on that front page and it's a hot
link. If you click it, it will take you straight
to the report.
>> TIM FUCHS: Thanks, Ann. Lillian asked me if
we'll get a copy of the actual survey. We weren't
able to upload a copy of the survey online, and,
Ann, I don't remember, I know that you had
included some of those, but there were problems
making those scanned images accessible. I don't
believe you have a plain text version of the
survey, is that right?
>> ANN McDANIEL: I probably do. If anyone who
would like to receive an actual copy of the
survey, if you want to send me an e-mail, I would
that he a to send it to you.
>> TIM FUCHS: Wonderful, Ann. We'll go to Ann's
contact information in a moment. Let's check in
on the phone and see if we have anyone waiting in
the queue.
>> OPERATOR: I'm showing no questions in the
queue at this time. Just as a reminder, ladies
and gentlemen, to ask a question on the phone
line, it is star pound.
>> TIM FUCHS: We'll give folks a few more
minutes to think of questions. We have 30 minutes
left for Q&A time. So, please, if you're thinking
about expanding your process and you have
questions, please don't be shy. We've got plenty
of time to work with you all.
Okay. Shelly from Oregon asks: Ann, if you think
the incentives or the follow-up calls were more
effective in increasing your response rate?
>> ANN McDANIEL: The incentives did give us an
increase over time, but I think the phone calls,
doing a specific number of telephone surveys
before we even mailed the hard copies out,
probably gave us an each bigger increase.
>> TIM FUCHS: Okay. Thanks.
>> OPERATOR: Tim, we do have a couple questions
on the phone lines. Would you like to take that
at this time?
>> TIM FUCHS: Perfect. Thank you. Yes.
>> OPERATOR: Great. One moment, please, for our
next question.
>> TIM FUCHS: Go ahead, caller.
>> CALLER: I was just curious if Ann had any
data on the the other survey that is done by
centers like Missouri talked about having the
statewide survey and then the consumer
satisfaction survey based on services delivered.
Sorry, I don't have the exact words.
>> ANN McDANIEL: That's okay. We're dealing
primarily with the statewide survey, and we get
the names and addresses of the people to send them
to from the centers. The centers then all have
some additional things that they're doing to
gather data, and I think Anne Weeks is going to
tell you more about that in Part 2 o
on Thursday.
>> OPERATOR: Thank you. We do have another
question on the phone. One moment, please.
>> CALLER: My name is onako from Chicago. I
have a question. Actually two questions. My
first question is with regard to the open-ended
question, how does that -- how do you control that
with the coding and the screening? And the second
question I had is when you set up the list of
questions, do you try to fit that with your
organizational success goals and then the state
levels -- I'm sorry. Let me reword that. This is
the interpreter for Monako. We're going to repeat
the second question. When you develop the list of
questions, do you try to line up your educational
goals with the state level goal?
>> ANN McDANIEL: Well, we try to look at
questions that will help us to see whether the
goals that we have in our State Plan for
Independent Living are being met, whether the
services that people are receiving under that
state plan are making a difference in their lives.
We also look at questions that just kind of give
you a general picture of how people feel about the
services they got from the center in general. So
there are questions structured to help us see what
they felt about the advocacy services they
received, the skills training services they
received, peer support services, et cetera, and
thers in have all helped to structure the
questions so that we're getting a pretty good
snapshot overview of the things people receive
from our centers.
Does that answer your question?
>> CALLER: Yes, it does. Then I do have one
additional question. Have you heard about model
called -- survey mauled called Logic? It's a
program being developed.
>> ANN McDANIEL: The Logic model?
>> CALLER: Yes.
>> ANN McDANIEL: Yes, and that's really a
planning model for how to -- how a center should
operate, how a SILC should operate, how do you
structure your plan so that you have something
that's measurable so you really can look at
outcomes and have a clear -- have clear data that
really tells you something, and we've been working
on using that for our state planning for process,
and that's also undoubtedly going to have an
impact on our surveying process as well but hasn't
yet because we're really just now doing that with
our state plan. I'm not sure what level the
centers are at in using Logic model for their
planning, but that's something that maybe Anne can
address or we can address on Thursday, but, yes,
I'm really familiar with the Logic model. I think
it makes a lot of sense. I think we have to
rethink how we are doing things to see how it
really fits with what we do. I think some of the
centers and SILCs have struggled with that, that
it's difficult to figure out how to structure your
plan using the Logic model and how to make your
goals and objectives really outcome based so that
you know what you're going to measure to know how successful you were. But I think it's a really
good direction for us to go in, and we're trying
to do that here.
>> CALLER: Okay. Thank you so much.
>> TIM FUCHS: Since we have plenty of time, too,
I'll just mention we have done a tremendous amount
of training, technical assistance, on the Logic
models and outcomes. So if any of you are are
interested in exploring that as it relates to
this, you can access those on the.
>> EUFPLT: L net training page on ILRU net.org.
Patricia, anybody else waiting in the question
queue?
>> OPERATOR: There are currently no additional
questions.
>> TIM FUCHS: I want to give it a few more
seconds to make sure we have answered everything.
In the meantime I'm going to go ahead to Ann's
contact information. As Ann told me the other
day, this link to the West Virginia SILC web page,
the survey report is right on the homepage. So
you see Ann's e-mail, phone number and a link to
the homepage, and that will take you to the survey
report, which is right on the homepage. Again, if
you all have any questions, don't be shy. We'll
make sure we check in before we close the call.
Just to remind you all, too, if you have any
questions, whether they come up in the next few
minutes or in the next few months, you can always
contact me. I am at Tim@NCIL.org. If it's
program related, I can get back to you. If it's
specific to the content, I'll pass it along to the
right presenter.
let me just check in once more, final call for
questions. Patricia?
>> CALLER: And know questions at the moment.
>> TIM FUCHS: And none on the web either. You
all gained a few extra minutes to wrap up what you
were doing this afternoon before you headed home.
At least on the East Coast it's almost the end of
the day.
I'm on slide 35, our wrap-up and evaluation. If
you're on the webinar that's a live link and it
will take you to the evaluation form. If you're
looking at a printed copy or on the telephone
today, you can access a live link to the
evaluation form in the confirmation e-mail that
was sent to you. I know a lot of you participate
in these calls, so a lot of you know I am telling
the truth, this is a brief form, it's very easy to
complete. We really do want to know what you
think of today's presentation.
The contact information -- excuse me -- connection
instructions, I should say for Thursday's call
will remain the same. Of course, that's this
Thursday, September 12th at the same time, 3:00
eastern. We'll focus onette center process in
that call. -- on the center process in that call.
I want to thank you all of you for king here
today. I want to thank our presenters, Tonya,
Chris and Ann for an excellent job laying out the
statewide process and how you all gather this
information, and I look forward to hearing more
from you on Thursday, and I look forward to being
with all of you, our audience on Thursday as well.
Thanks so much. Let us know if you have any
follow-up questions. Otherwise, we'll talk to you
in a few days. Bye-bye.