

# IL-NET

CIL-NET · SILC-NET

## Quality Beyond Compliance: Taking Charge of Your CL's True Potential

### Framework—Why actions around quality?

March 18, 2014

10:00 a.m. – 12:00 p.m.

*Presenter:*

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# Why focus on quality?

- Others may be monitoring, reviewing and evaluating the center periodically.
- Those external requirements must be met, but they do not define us.
- Our mission and dreams for our center – and our community – can lead us into exciting and sometimes unexpected places.

# A word about “mission drift” ...

When considering moving into the arena of earned income, one of the first questions a center for independent living will probably ask itself is, “Will accepting this money support or derail our mission?” – Darrell Lynn Jones, CIL Funding and Development Blog

This same question – will this support or derail our mission – is fundamental to each choice for quality outcomes and measures.

# What is our purpose for looking at quality? Are we....

- Doing the work of the center well?
- Doing the work of the center efficiently—using resources well?
- Doing the right things?—“There is nothing so useless as doing efficiently that which should not be done at all.”
- Doing what’s important to constituents?
- Doing what is truly transformational?

# What is the difference between quality and compliance?

## Common Meanings of Quality

### 1- Quality is fitness for use:

- Quality means the product or service does what it is intended to do.
- Poor quality of a product or service costs users if it doesn't do what it is supposed to do.

<http://www.bexcellence.org/What-Is-Quality.html>

# What is quality?, cont'd.

## 2 - Quality is meeting customer expectations:

- Quality is satisfying the customer.
- The customer defines quality.
- The customer perceives the quality of a product or service.

# What is quality?, cont'd. 2

## 3- Quality is exceeding the customer expectations.

- Quality is the extent to which the customers or users believe the product or service surpasses their needs and expectations.
- Quality is delighting the customer.

This is much bigger than meeting a set of compliance indicators.

# What is quality?, cont'd. 3

## 4- Quality is superiority to competitors:

Quality is how a company's products and services compare to those of competitors or how they compare to those offered by the company in the past.

# What is compliance?

From [whatis.com](http://whatis.com)

Compliance is either a state of being in accordance with established guidelines, specifications, or legislation, or the process of becoming so.

# What about outcomes? Are they the same thing as quality?

Definition of outcomes:

- something that follows as a result or consequence (m-w.com)

We measure outcomes so that we can measure the results (something that follows) as a result or consequence of the services we provide.

# Excerpt from “Outcome Measures for CILs”

- Bob Michaels

<http://ilru.mediasite.com/mediasite/Play/49b2132b638b48c08bf693b5d81fa0971d>

# Desired Outcomes

- Can outcomes measure quality? Absolutely, once we define quality for our centers.

# We can be intentional about quality

Quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction and skillful execution; it represents the wise choice of many alternatives.

-- WILLIAM A. FOSTER,

quoted in *Igniting the Spirit at Work: Daily Reflections*

# We must be intentional about quality

- Think about it. We are a *movement*. A movement seeks to change the world.
- Weak, ineffectual or dishonest centers contribute to society's negative perceptions about people with disabilities.
- Mediocre centers will not facilitate change in their community.
- We must define and demonstrate quality to change our world.

# Does your CIL have the tools you need?

- We will be looking at some of the tools you already have and how they can help you set and measure quality indicators.
- We will show you how other centers are approaching their quality outcomes.
- We will discuss the shift to more outcomes-based measures rather than demographic measures as we assess quality.

# You can set the standard...

For your community, your state, your region –

“Be a yardstick of quality. Some people aren’t used to an environment where excellence is expected.” ~ Steve Jobs

# Group discussions

Each table has one of the definitions of quality on your table, along with paper for you to write your thoughts. Answer these three questions about the definition:

- Do you agree with this definition?
- How can CILs demonstrate this kind of quality?
- What is a way to measure whether your center meets quality in this way?

Choose someone to read the definition and how CILs can demonstrate quality.

# Large Group Discussion and Wrap-Up

We must do this ourselves. This is internal, not external. It only works if the organization is driven by its desire to achieve quality.

Collect sheets from tables and combine into summary.

# For more information

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To subscribe to the CIL Funding and Development blog by Darrell Lynn Jones go to <http://cilfunding.org/wordpress1/>

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