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.