

# **IL-NET**

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## **Practical Measures: Telling Your Story through Outcome Measures**

**November 12, 2014**

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# Objectives

Upon completion of this webinar, participants will have knowledge and resources which will enable them to—

- Describe the Outcome Measures Task Force tool that can be used by Centers to measure and understand outcome findings
- Describe reporting and marketing opportunities that come from outcomes measurement
- List examples that illustrate the value of outcome measures beyond Federal and/or funder requirements

# Why Might Your CIL be Interested in Outcome Measures?

- Your findings will help you share your success story with your constituents, your community, funders and others
- Outcome measures are a tool that can help you improve your own effectiveness
  - Help you know if you're really helping
  - Help you focus on what's important
  - Help you know if your advocacy is effective

# Why Centers Began to Work on Outcomes

- Centers were calling for a better way to capture their accomplishments—to tell our own story—in a consistent manner.
- The Rehabilitation Services Administration had begun an increased focus on outcomes.
- 2003—PART concluded “Results Not Demonstrated.”
- Funders increased emphasis on outcomes and accountability.

# Background—NCIL Task Force on Outcome Measures

- Extensive work between 2006 and 2011
- Bob Michaels Chaired the Task Force
- Joint project of NCIL, ILRU, Univ. Kansas
- Involved over 40 Centers
- Final Report –  
[http://www.ilru.org/sites/default/files/resources/outcome\\_measures/Focusing\\_on\\_Outcomes\\_in\\_the\\_CIL\\_Program.pdf](http://www.ilru.org/sites/default/files/resources/outcome_measures/Focusing_on_Outcomes_in_the_CIL_Program.pdf)

## What Centers Learned

- First, and very importantly, **it is possible to measure the outcomes of Center programs**, and the benefits are worth the effort.
- The Centers' second message, however, was that **focusing on Center outcomes is not simple**. Not all Centers were ready.

## What Centers Learned, cont'd. 2

- Seventy-eight percent (78%) of CILs needed **10 or fewer hours** to gather information about their own CIL's outcomes
- 93% needed **10 or fewer hours** to enter all the outcome information into Survey Monkey.
- Sixty-seven percent (67%) of CILs thought it was easy or **very easy to ask questions of consumers.**
- 70% thought it was easy or **very easy to ask questions of I&R callers.**

# Indicators Define What We Mean by Outcomes

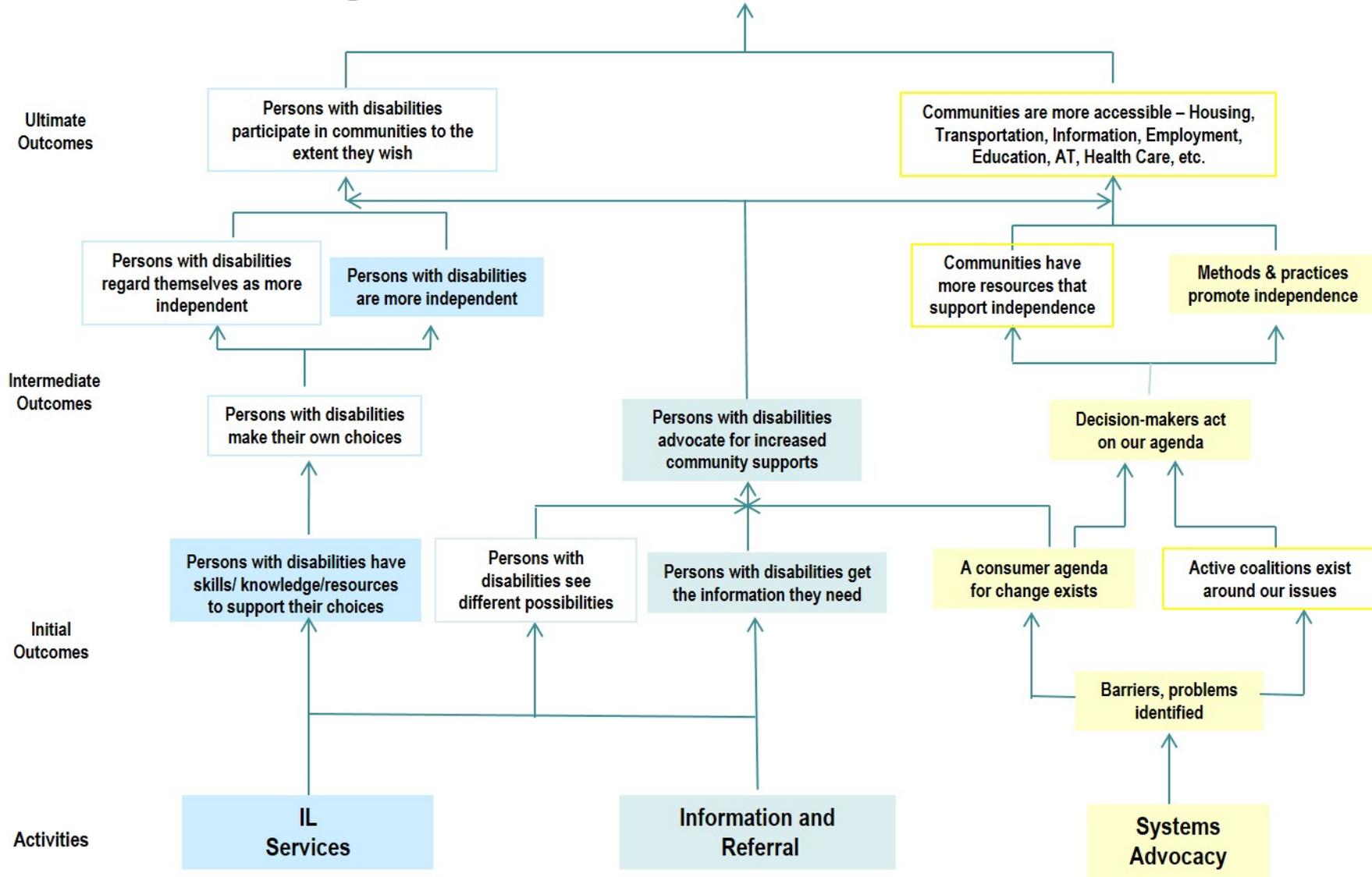
- An indicator is a specific item of information that **defines** what we mean by the outcome
- Sometimes we want to achieve things
- Sometimes we want to prevent things

# Questions & Answers

# Logic Model for the CIL Program



Persons with disabilities are integrated into American Society



# Desired Outcomes

1. PWD have skills/knowledge/resources to support their choices.
2. PWD are more independent.
3. PWD get the information they need.
4. PWD advocate for increased community supports.
5. Barriers and problems are identified.
6. A consumer agenda for change exists.
7. Decision Makers act on our agenda.
8. Methods and practices promote independence.

## Information and Referral Stream

Outcome: Persons with disabilities get the information they need

- Indicator: “Persons contacting the CIL report they **have the information they requested.**”
- Indicator: “Persons contacting the CIL report they **used a new resource** they learned about from the CIL.”

## IL Services Stream

Outcome: Persons with disabilities have skills/knowledge/resources to support their choices

- Indicator: "People served by the CIL can list at least one (1) specific skill, type of knowledge, or resource they have now that they didn't have before approaching the CIL."

# Systems Advocacy Stream

## Outcome: Barriers, problems identified

- Indicator: “Activities, such as surveys, public meetings, focus groups, polls, are conducted to identify or confirm the primary barriers/problems in the community that prevent persons with disabilities from leading more independent lives.”

## Systems Advocacy Stream, cont'd.

### **Outcome: A consumer agenda for change exists**

- Indicator: "Presence within the CIL's annual plan of a separate section containing an explicit systems advocacy work plan."

## Systems Advocacy Stream, cont'd. 2

### **Outcome: Decision-makers act on our agenda**

- Indicator: "The number of positive changes achieved or negative changes prevented in legislation, policies, practices, or services at the local, state, or federal level that address the barriers/problems identified by the center's consumers."

## Systems Advocacy Stream, cont'd. 3

### Outcome: Methods and practices promote independence

- Indicator: “# and % of consumers served by the CIL within the past calendar year who moved out of an institution and into a self-directed, community-based setting.”
- Indicator: “# and % of consumers served by the CIL within the past calendar year who remained in a self-directed, community-based setting on December 31 despite having been at risk of moving into an institution.”

# Resources

<http://www.ilru.org/resources-outcome-measures>

Interview Guides (Consumers, I&R)

Outcomes Management Worksheet

<http://www.ilru.org/training/outcome-measures-for-centers-for-independent-living>

2 ½ day training with Power Point, on-demand videos, handouts.

# Questions & Answers

# The Process

CILs that beta tested the process, did so using three questionnaires.

1. I & R callers were told “our CIL wants to make sure that people are getting the information they need. May we call you back in a couple of weeks to check?”
2. CIL consumers were randomly selected until a statistically significant number of consumers were identified.
3. Overall CIL questionnaire.

# I & R Questionnaire

WHEN YOU HAVE THE I&R CALLER ON THE PHONE, READ:

“Hi, my name is \_\_\_\_\_ (your name) \_\_\_\_\_ with \_\_\_\_\_ (name of your CIL) \_\_\_\_\_. On \_\_\_\_\_ (date of the initial I&R call) \_\_\_\_\_, you called our agency for information and referral assistance. In order to improve our services, we are calling back to some people like you who contacted us during this past year. I’d like to ask you two short questions about the service you got from our Center when you contacted us. All answers will be kept confidential. Do you have a moment to answer two short questions?”

IF ANSWER IS NO, TRY TO RE-SCHEDULE FOR ANOTHER TIME.

IF ANSWER IS STILL NO, DOCUMENT YOUR ATTEMPT AND THANK THE CONSUMER FOR HER/HIS TIME.

## I&R Questionnaire, cont'd.

IF ANSWER IS YES, CONTINUE:

“Thank you. For each question, please be as honest as possible. There are no right or wrong answers, just whatever you feel is true. We want to know how you feel, so we can do the best possible job. Let’s begin:

“Sometimes we’re able to help people **get the information they need** from us, and sometimes we’re not. For you personally, did you receive the information you needed from us?”

I Don’t Remember \_\_\_\_\_

No \_\_\_\_\_

Yes \_\_\_\_\_

## I & R Questionnaire, cont'd. 2

“Sometimes people **use a new resource they learned about from us**, and sometimes they don't. By the word “resource,” I mean someplace you can call or visit to get more help or more information. For you personally, did you use a new resource you learned about from us?”

I Don't Remember \_\_\_\_\_

No \_\_\_\_\_

Yes \_\_\_\_\_

THANK YOU SCRIPT: “Those are my two questions. Thank you for your help. Your input will be useful to us and other Centers like us as we improve services for persons who contact us. And as I mentioned before, your answers will be kept completely confidential within our Center.”

# Examples from Report from the Outcomes Task Force

Desired Outcome: PWD get the information they need

- 72% of I&R callers received the information they needed; 15% did not and 13% could not remember.
- 52% used the information they got, 32 % did not and 17% could not remember.

Desired Outcome: PWD have skills/knowledge/resources to support their choices.

- 70 % of CIL consumers reported that they learned new skills/knowledge or resources and were able to list one or more examples.

# Two Ways to Use Outcome Information

1. Outside our CIL – for PR value
  - Easily understood by many different audiences
  - A tool to enhance the fund-raising capacity of the CIL
  - Recruit talented staff and volunteers
  - Promote our CIL to potential clients and referral sources
  - Encourage other agencies to collaborate

# Two Ways to Use Outcome Information, cont'd.

2. Inside our CIL – for program improvement
  - Know how effective we're being
  - Find ways to be even more effective
  - Help staff to focus on what's important
  - Identify training needs
  - Support both short- and long-range planning

## Possible Next Steps

- Review the training materials on ILRU website
- Put “outcomes” on the agenda for the next staff and/or board meeting
- Include a section on outcomes in your next annual report or on your website
- Review your satisfaction survey, including whether it captures outcomes
- Select several indicators to measure

# Questions & Answers

# Contact Information

- Dan Kessler - [dan.kessler@drradvocates.org](mailto:dan.kessler@drradvocates.org)
- Patricia Puckett - [PPuckett@silcga.org](mailto:PPuckett@silcga.org)
- Paul Spooner – [pspooner@mwcil.org](mailto:pspooner@mwcil.org)

## Wrap Up and Evaluation

Please *click the link below* to complete your evaluation of this program:

<https://vovici.com/wsb.dll/s/12291g5712f>

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