



NYSILC 2013 SPIL Evaluation Report

Consultant's Report on the Third Year of the Project to Assist
NYSILC in

Developing an Outcome-Based Evaluation System for the
State Plan for Independent Living (SPIL)

Submitted by Alan Krieger

Krieger Solutions, LLC

April 21, 2014

Table of Contents

<i>Background</i>	3
<i>Summative Analysis</i>	4
<i>Additional Observations</i>	12
<i>Formative Analysis</i>	12
<i>Recommendations</i>	13
ATTACHMENT 1: SPIL COMMITTEE REPORT	16
2013 SPIL Evaluation Summary: Objective # 1 - Support the basic operation of NYSILC	16
2013 SPIL Evaluation Summary: Objective # 2 – CB IL FFS	18
2013 SPIL Evaluation Summary: Objective # 3 – SSAN	21
2013 SPIL Evaluation Summary: Objective # 4 – CIL Coaching	27
2013 SPIL Evaluation Summary: Objective # 5 – Young adult sponsorships ____	29
2013 SPIL Evaluation Summary: Objective # 7 – DVRN Network	31
2013 SPIL Evaluation Summary: Objective # 8 – Media Initiative.....	33
2012 SPIL Evaluation Summary: Objective # 10 – SPIL Evaluation	37
2013 SPIL Evaluation Summary: Objective # 11 - CBILCO	41
2013 SPIL Evaluation Summary: Objective # 12 – Database.....	45
2013 SPIL Evaluation Summary: Objective # 13 – Statewide IL Conference ____	47
2013 SPIL Evaluation Summary: Objective # 14 – Statewide Youth Conference	49
ATTACHMENT 2: NYS CB (formerly CBVH) Report.....	52
ATTACHMENT 3: Media Survey Report.....	68



Background

This is the third year of the evaluation project. This year's activities (2012-2013) included working with the committees responsible for each SPIL objective to look at "value added" components for each objective. The beginning of the year was taken up with finalizing the new SPIL (2014-2016) so there were fewer calls with committees. The evaluation consultant also helped with prioritizing objectives for the new SPIL and conducted the evaluation process for the prior year's activities. The "value added" discussions were designed to explore ways to refine and/or expand the objectives, to focus more on bottom-line outcomes or impacts as well as on the measurable activities specified in the original plan. The SPIL Committee continued the process designed the prior year to review the performance data collected on each SPIL objective, and make final recommendations for each objective in preparation for the next SPIL.

No additional training was provided for Council members on the evaluation process, but as new individuals continue to be appointed to NYSILC, this may be something to consider in the future. New members were provided a link to the webinar recorded in year two. The outcome evaluation training materials developed and presented in year one were also included in the new member orientation manual.

Some of the objectives that had been delayed due to a slow RFP or contracting process were pushed back, and extended into the next SPIL with the use of unspent Part B funds. "Value added" changes made in year two were carried over to the year three evaluation as well.

Most of the objectives in the SPIL are fairly straight forward to evaluate. They are written in measurable and specific terms and generally relate to whether or not certain activities took place, how many people participated in the activity, and/or how often or to what degree the activity was accomplished. Similar to the two prior years, each committee developed an evaluation process that generally relied on the NYSILC staff gathering the relevant data from records for projects being conducted by NYSILC, or from the DSU for projects that were handled through RFP's. Some additional work was done to evaluate some of the "value added" components.

Each of the committees conducted their evaluation between November 2013 and early January 2014. The SPIL committee completed their review and comments in mid-January 2014. Summaries were then transmitted to the SPIL evaluator who based this final report on the SPIL committee's work.

2013 SPIL Evaluation Summary

Summative Analysis

Overall

There were thirteen objectives in the amended 2011-2013 SPIL (Objective 6 - training to promote the implementation of the Nursing Facility Transition and Diversion waiver – was removed from the plan). One of the thirteen objectives was not intended to have any work done this year (Objective 9 – consumer satisfaction). The twelve remaining objectives had specific measurable performance targets set for this year.

Overall, the council fully met four of the twelve active objectives (objectives 1, 3, 5 and 8) and partially met six objectives (2, 7, 10, 11, 13 and 14). No progress was made on objectives 4 and 12. The fully completed rate of 33% is less than last year (50%) and slightly higher than year one (27%). Three of the four objectives that were met were under the direct control of the SILC. The other objectives were run by contracts through ACCES-VR and NYSCB. Some were delayed due to administrative processes, and others didn't fully meet the targets set despite progress made by the contractors. Objective 12 was delayed due to the large amount of work required up front by a work group to recommend requirements for the database RFP.

For the twelve active objectives, there was a total of 42 performance targets. Twenty-three were successfully completed, resulting in a rate of 55%. This is a decrease from last year's 73%, but last year's numbers were skewed as a number of targets were reduced to zero and then considered to be met, realigning objectives with their new updated start dates. This year's numbers are probably a more accurate level of achievement. It is an increase from year one's result of 44% which was lower due to RFP delays.

As noted in the discussion which follows for each objective, the accomplishments of the SPIL are much greater than might be reflected by the above numbers. Many of the targets that were "not met" in the above scoring had significant progress made and many services delivered. One performance target met 92% of its goal. This is not reflected in the "yes" "no" process the Council has undertaken. Some of the discussion which follows highlights these "partial" successes for which the Council should take more credit. These partial successes have provided great services to many people and are much more than zero.

Therefore, 33% of the objectives were met or exceeded, 50% progress was made/partially met, and 17% not met/no progress.

Summary of the evaluation of each of the objectives and consultant observations.

(For more detail see the SPIL committee's full report, Attachment 1):

- **Objective 1: Support the basic operation of the council.** This was completely met with all three targets fully met. This objective measures three of the core administrative responsibilities of the Council: holding four meetings, submitting the 704 Report on time, and achieving an "unqualified" financial audit. The "value added" discussion noted that the Council achieved a number of other outcomes during the year, furthering its mission. There were also "value added" elements to further qualify the basic targets. Some of these were incorporated in the SPIL amendment and in the new SPIL. For example, one target was that the Council meet four times. A value added change was that each meeting should have a quorum. Some of the other value added impacts go beyond the Council meeting its basic administrative responsibilities and have been incorporated into the new SPIL.

While much of the Council's impact is measured in the objectives that follow, there are other impacts worth noting as well. The SPIL Committee correctly included these in their evaluation: maximizing cooperative working relationships; developing, distributing and posting quarterly newsletters and an Annual Report; maintaining a website with timely information; developing mechanisms to solicit and recruit new council members; and conducting a statewide needs assessment.

- **Objective 2: NYS CB (formerly CBVH) will provide IL services on a fee-for-service basis to eligible individuals who are legally blind.** One of the three targets was fully met and two were partially met. The total number to be served was 350 and the actual number was 263 (75%). There was a change in the way data was captured, and the committee felt this may have impacted on how well the target was met. The committee generated additional questions to try to clarify this such as:
 - Were more funds spent on fewer people to achieve higher impacts, or did fewer people come through the system?
 - Were any individuals turned away or put on waiting lists due to lower capacity?
 - Was it just a normal year to year fluctuation?

These are the kinds of questions a good evaluation system should raise and the SPIL committee should be commended for exploring this in more detail. Simple achievement of numbers served do not tell the full story. Much more important is the quality of services provided and how well they met the existing need. NYSCB will follow up with answers to the questions.

Another target looked at the impact of the services. The goal was that 180 of the consumers served (51%) would meet their independent living (IL)

goals. This target also was not met in terms of raw numbers. This would have been very difficult to accomplish, since the total number served was significantly below the targeted goal. However, of the 263 people served, 139 met their IL goals, which is a ratio of 53%, exceeding the percent target. This is an increase from previous years where the success rate was closer to 41%. It is possible that fewer numbers served may have resulted in improved outcomes. This is something the committee also flagged for further review and consideration. They noted that perhaps 350 is an unreasonable number to serve in one year. They may also want to consider changing the second target from a raw number to a percent of those who were served (quality impact).

The third target related to securing 3 additional CILs to provide CBVH IL Fee for Services. This was met in terms of the desired number of additional CILs. Another additional impact the Council may wish to track in the future, is the impact of these CILs coming on board as service providers – how many services do they provide to how many consumers? This might help achieve the target of serving 350 consumers in one year.

There was one value added component related to consumer satisfaction (target: 80%) and the survey returned a rate of 79% satisfied, with another 18% “somewhat satisfied”. In essence this meets the standard. This outcome was carried over from the second year evaluation. The survey and report took longer to facilitate.

Overall, the objective achieved partial progress at 34% by the raw numbers, or 84% of the targets (100% of the 3 CILs, 75% of the overall number served and 77% of those achieving their goals, averaging out at 84%). This does not include the value added targets. For more information see Attachment 2, a report from NYS CB.

- **Objective 3 - Support a Statewide Systems Advocacy Network (SSAN).** This objective had six performance targets including: developing local partnerships and coalitions, facilitating community education about issues impacting people with disabilities, engaging in local grassroots organizing activities, providing public testimony, promoting local public education activities, and working collectively toward at least one significant statewide system change. All six targets were exceeded, most results were more than double the target. Attachment 1 details each of these achievements. The SSAN network seems to be operating very effectively in terms of meeting the performance outcomes. The committee noted that they worked on a mix of short term and long term issues, and have developed strength in responding to testimony.

Some areas for future refinement that were discussed included further defining what constitutes a “systems change” (one of the performance targets) and perhaps trying to measure the impact of public education efforts on both the media and public who attended these events. In 2014, the stakeholders involved with the SSAN have been charged with developing in 2014 a definition of what constitutes a “system change”. This would be something the NYSILC committee responsible for evaluating this objective may want to be engaged in.

A value added target was included to increase communication through social media. Training was provided to SSAN centers, and they reported that they’ve increased Facebook and Twitter activity. Tracking the amount of this social media activity might be of interest. Measuring the impact of this would be difficult, but something the committee may want to explore with the network going forward, anecdotally if not statistically.

This objective was met 100% (closer to 200%). In the next SPIL the system change outcome has been increased, doubling from one to two system change impacts. As the network grows and strengthens other targets may merit being increased as well.

- **Objective 4 - Support direct consulting services and coaching for the statewide network of centers.** This project continued to be delayed. A vendor was awarded the project at the very end of the fiscal year, so no progress was made in this year.
- **Objective 5 - Support youth leadership by providing sponsorships for young adults with disabilities to attend and participate in IL conferences, and national disability and youth leadership trainings.** All three performance targets for this objective were fully met or exceeded: the number of youth applying for sponsorships, the number who participated, and the number being appointed to the Council.

Based on the evaluation discussion last year, the committee identified some strategies to further improve the program. These included adding a link to the website and some examples of potential conferences youth could attend to increase interest, and expanding the outreach effort to additional groups like SUNY and CUNY. These strategies have been implemented and appear to be successful as the number of applicants nearly doubled from the prior year (19 compared to 11).

There was a value added target for this objective as well, to promote more connection with the youth who participate and gain more feedback from them about their experience. This would help evaluate the longer term impact of this program – how engaged did the youth become in their community or the statewide disability community following their sponsored experience?

Strategies to address this included creating a youth leadership webpage to post photographs, reports and/or blogs the youth submit about their experiences. The goal is to develop a narrative about the opportunity, including links to the application form, descriptions of opportunities that individuals have participated in in the past (including direct links to these opportunities for the future), and having comments from past participants to encourage others to apply. NYSILC has been asking participants for letters, blogs and short summaries along with photos or video clips. So far, they have received mostly photos.

NYSILC has also enhanced the application form, and now notes up front that successful applicants will be asked for follow up information by replying to a questionnaire about their experience. Participants are also being encouraged to post videos on YouTube, submit information for newsletters and blogs and otherwise disseminate information about their experience and this opportunity. They need to submit a form and the completed questionnaire at the end of the project to get reimbursed for approved expenses.

Past participants have expressed interest in building additional leadership skills and expanding their involvement, which shows a deeper impact of the project. Being able to quantify this in the future through follow up reports will enable the Council to measure more of the impact of this project.

An additional activity of the Youth Leadership Subcommittee was to develop and disseminate a young adult survey and report at the end of 2012. It was disseminated to the Governor, every legislator, and the NYSILC distribution lists in 2013. A media release was developed and sent to outlets. All materials were posted on the NYSILC website connected to social networks.

The youth leadership objective was very well met!

- Objective 7¹ - **Support a statewide consumer-controlled, non-partisan Disability Voting Rights Network (DVRN) for voters with disabilities to promote voter registration, voter education and use of the new accessible voting systems.** This objective had 3 performance targets: developing relationships with fifteen network partners, registering 2,000 people with disabilities, and conducting six voter education efforts. The network did develop 15 partnerships and conducted 23 voter education efforts via communications sent out by Twitter, Facebook and email. One question for the committee to consider is what constitutes a meaningful “voter education effort”? A single Tweet does not seem to meet that definition, although a series of Twitter comments might well do so if it were sufficiently developed. This is something the committee may wish to review with the vendor for the future. The evaluation consultant did not

¹ Objective 6 was discontinued in the amended SPIL

have access to the actual communications, and without a clear definition of what constitutes a voter education effort, cannot comment on whether these communications met the performance target. Registering voters was not met due to a delay in the system development, and it is hoped to be met next year. Only ten voters were registered.

The objective was met 67% according to the committee's analysis. The two targets that were met (network partners and communication/education) are essential to building the network and supporting the voter registration effort. This third target (number of people registered) is ultimately the most important one and this should develop, given the effort to create an interactive web-based site for the DVRN to conduct outreach and voter registration.

- **Objective 8 - Support statewide strategic media services and promote public awareness about IL in statewide media markets.** This objective had three performance targets and all were exceeded. A value added component was included last year to help measure impact of the media services and satisfaction of the centers who received strategic media support. A survey had been sent out in 2012, but the resulting data did not clearly identify impacts of the program. The survey was revised this year and did produce much more useful data (See attachment 3). The SPIL committee suggested further exploring how much the activities supported under the SPIL leveraged additional media exposure. While this is a good suggestion, the media consultant did not have any suggestions for ways to do this, and it is beyond the scope of the Council's resources to complete. Anecdotal reports indicate that the local media efforts in particular produced specific responses. For example one local media campaign did result in new consumers coming in for services. Another campaign helped to promote a major fund raising event for a center. They experienced their best year for the event to date. (See additional comments on the attached survey summary - attachment 3).
- **Objective 10² - Support a consultant to establish an outcome-based evaluation SPIL plan that the council can implement and operationalize, including its use and development towards the next SPIL.** This objective was amended to reflect the true intent of the consultant's work, which was to help the Council strengthen its evaluation capability. The original targets of having the Council meet 100% of its objectives and performance targets were left in the plan, although this outcome is not a result of the consultant's work. These targets fit more appropriately in objective 1 which looks at the Council's overall operation, and have been folded into that objective in the next SPIL.

² Objective 9 was only active in the first year of the SPIL

Four of the twelve active objectives were completely met, resulting in a completion rate of 33% (compared to 50% the prior year and 27% from the first year). Six objectives demonstrated partial progress (much of it very substantial) while two had no activity.

Regarding the performance targets - 23 out of 42 targets were successfully completed resulting in a rate of 55%. This is compared to a rate of 73% last year, and 44% the first year.

As noted in the past, 100% is not a realistic target for accomplishing the objectives or the performance targets, given the nature of this system. Many of the objectives and targets are outside the Council's control. A more useful measure could be that "the Council meets all of the objectives it directly controls, and fully monitors and evaluates all other objectives, and takes actions where performance falls short." These actions could include, revising the objectives, exploring with the vendors what they can do to better meet the objectives, and/or changing vendors. Another way to set this could be that the Council fully meets 50% of the objectives, and makes significant progress on all others. With these adjustments, the Council would have been closer to the proposed target (3 out of 4 objectives – 75%). For the other objectives, only 1 out of 8 objectives (12.5%), was met. However, 62.5% (5 out of 8) made progress. Only two objectives made no progress.

Three additional outcomes for this objective (#10) were added in to the SPIL amendment to reflect the consultant's work with the Council on evaluation development. All three were met:

- Assist NYSILC to develop and document an evaluation system and process that engages committees and council members in an annual SPIL evaluation (see each of the three annual reports and the full three year report for documentation).
- SPIL evaluator develops materials to train current and future NYSILC members on outcome based evaluation (see materials in the new member orientation packet; training delivered directly in years one and two).
- SPIL evaluator advises NYSILC on related items requiring expertise: needs assessment, consumer satisfaction survey, and ranking of SPIL priorities. (SPIL evaluator engaged in conference calls with the relevant committees as requested and consulted directly with NYSILC staff as well,)

Overall partial progress was achieved at 60%.

- **Objective 11 - Provide four \$30,000 capacity building grant opportunities for three years in a competitive RFP to Centers for Independent Living (CILs) and Service Centers for Independent Living (SCILs).** This objective had two targets – number of people served and programs becoming self-sustaining. All four projects are operational and overall met the target for the number of people served. (See Attachment 1

for highlights from some of the programs.) One program met the criteria to be self-sustaining so that target was met 50%. Some value added work was accomplished last year, and the rest is scheduled for next year. The objective was met 50% if one looks at the number of performance targets that were fully met. Another way to assess this is to say one target was exceeded and the other was met 50%, so overall the objective was 75% accomplished. There are plans to conduct a best practices webinar in September 2014 to document and disseminate some of the successful strategies developed to reach these underserved populations.

- **Objective 12 - Developing technical specifications for, and establishing, a database to compile, analyze, and interpret data from the statewide network.** Due to the advanced work necessary by a committee to make recommendations for the database RFP, the Council did not have the resources or time available during a State Plan formulation year. No work was done on this objective in year three. It will be carried over to the new SPIL.
- **Objective 13 - Supporting the NYAIL conference.** The conference registration was 8% below the targeted amount so that target was not met. The conference had many benefits and successes which were not captured by the initial performance targets. These targets have been revised in the next SPIL to better capture some of these impacts. The second target, related to overall satisfaction with the conference, was exceeded (95% said good or excellent). In addition, other satisfaction measures (for workshops, networking and keynotes) were also very high. Overall the objective was technically met 50%. Another way to view this is that the conference achieved its objective of providing a great service to 92.4% of its targeted 250 participants. The fact that it fell slightly below that number does not diminish the fact that 95% of the 231 who participated found it very valuable (the target here was 90%). One could consider the objective as a whole and say that it was met in spirit, since one target was exceeded and the other was nearly met; or say it was met 92%, or 96% (the average of the two targets), not 50%.
- **Objective 14 - Provide support to a youth-led organization for an annual cross-disability statewide conference for young adults with disabilities to expand conference attendance, increase connection with members to the statewide CIL network, and increase cross-disability and cultural membership.** There were five outcomes for this objective. The three that related to overall attendance, connection to CILs, and overall satisfaction were all exceeded. The two relating to diversity of attendees were not fully met. These targets included very specific numbers for each disability and ethnic category. While some specific sub-targets were not met, others were exceeded and the overall intent of a diversity of attendees was achieved. For example, the goal for non-white youth was 13

or 43% of the overall attendance goal. The actual outcome was 17 or 46% of the actual number of youth attending. For disabilities, the goal was 32 youth with disabilities, even though the overall target was only 30. The result was 33 youth with disabilities, exceeding the goal, but not aligning exactly with all the sub categories (e.g. number with hearing, vision, mental/emotional, etc.) It is unrealistic to be able to specify in such detail the breakdown of a random group of participants. A more useful goal would be overall diversity, with notes as to which sub groups are in need of additional targeted recruitment the next year. Another target could be that there are at least 2 participants with each of the targeted disabilities, but specifying more than that isn't realistic. (There were two categories that had no representation this year.) The committee could consider this objective to have been fully or mostly met in the spirit of the objective, if not in the technical detail.

Additional Observations

Five of the six objectives that were partially met achieved 50% or more of the performance targets, and most of the outcomes that missed the targets were fairly close to meeting them, so overall it was a very strong showing. In addition, many of the performance targets that were met far exceeded the targeted level. Once again, through no fault of the Council, one objective was delayed due to the contracting process. One other objective was delayed due to limited time of the Council during the SPIL formulation year. Another way to summarize the overall outcome is to say that 4 objectives were fully met, 5 were substantially met, one was partially met and two were not met at all. This could be considered a success rate of 75% if the definition of success were "objectives fully or substantially met", with some criteria for what constitutes "substantially" met. This is a better way for the council to evaluate their objectives going forward.

The twelve objectives that were active in year three had a total of 42 performance targets. Of these, 23 were successfully completed resulting in a rate of 55%. While that is less than the number last year (73%) it is still an improvement over the first year when only 44% of all performance targets were met. Last year's numbers were slightly skewed when a number of objectives were adjusted to zero to realign them with updated RFP start dates. Again, if the number of targets that were "substantially met" are added in, the success rate would increase.

Formative Analysis

The above analysis of the results of each objective focuses on "summative" evaluation, or evaluation strictly of numerical results. Formative evaluation looks at using the data to inform and improve the operation of the projects.

Some learnings from this process are that:

- Highly detailed performance targets miss the intent of the objective, and lead to a target that is nearly impossible to achieve and not very meaningful.
- As was noted in past years, objectives that are outside the Council's direct control, especially those which require a complex contracting process, will take a long time to get up and running. The one year delay that was built into the new SPIL may not be enough for some of the projects.
- The purpose of an evaluation process is to measure results, *and* to improve overall performance. Not fully meeting a target doesn't mean that there was zero result. The scoring system the Council uses to evaluate its plan is overly rigid, and does not reflect the significant progress that is often made when performance targets are not fully met. The evaluation system suggested above, showing progress on each objective, is perhaps a more useful and informative approach.
- The Council's evaluation process focuses more on assessing "yes" or "no", was the objective met or not. It could be more helpful to look at "why" an objective was met, exceeded or fell short. Was it due to poor planning, poor implementation, or unexpected factors, or those outside the control of those running that program? Whatever the reason, what can be done in the following year to address these issues (including possibly revising unrealistic targets or objectives)?

Some of the objectives far exceeded their targets. For these, the questions need to be asked as to whether the targets were too low, were the providers exceptionally effective, or were additional resources made available? As these questions are answered, successes can be capitalized upon and future plans can have more accurate targets. The Consumer Satisfaction Survey Subcommittee made these kind of inquiries during their evaluation of the NYSCB IL Fee for Services objective.

- Value added: a number of objectives had "value added" components. In some cases these components measured additional outcome results, and in some cases they dug deeper to measure a more true impact outcome. As the third year was completed, this "value added" data began to shed more light on the true impact of the programs and initiatives. This is the primary area for continued growth for the Council in terms of evaluation: how to evaluate whether the programs and initiatives they support are making a difference in furtherance of the mission.

Recommendations

As the NYSILC committees continue to analyze each of the objectives, as noted above, they may want to assess whether the targets are properly set, resources appropriately allocated, and systems effectively in place to ensure the best use of funds and the greatest impact on plan goals. Continuing to work to increase targets that focus on the impact of these objectives will help with this process, as will conducting conversations and/or surveys with providers and consumers to gather more detailed data in areas where performance fell short.

In some cases, clarifying language or more completely defining terms may be helpful to improving or documenting performance. In particular, the Council may want to explore the concept of an objective or target being “substantially met” and developing some criteria for that.

There has been great progress in terms of measurable results and in terms of building more of an outcome orientation. Some of the value added additions focus on true outcome or impact measures. Many of the targets still focus primarily on measuring activity outcomes (numbers served, numbers of events) not impact outcomes (how the situation was overall improved). More work with each of the committees can help continue to build a stronger impact orientation to the objectives and the evaluation overall using the “value added” process.

It may be useful, now that the third year is complete, to conduct a focus group with committee chairs or other key members to reflect on the evaluation process, the training and coaching to date and what additional support may be needed to further strengthen the evaluation process.

ATTACHMENTS

- 1: SPIL Committee report: detailed evaluations of each objective
- 2: NYS CB (formerly CBVH) report
- 3: Media survey report

ATTACHMENT 1: SPIL COMMITTEE REPORT

NYSILC 2013 SPIL Objectives/Evaluation Summaries

2013 SPIL Evaluation Summary: Objective # 1 - Support the basic operation of NYSILC

- Executive Committee
 - 2013 Performance Targets:
 - 4 council meetings.
 - 100% of the time NYSILC will complete its annual financial audit and file its 990.
 - 100% of the time NYSILC will submit its 704 report with the DSU to RSA.
-

I. (4) full council meetings with quorum.

- Information/data:

This was accomplished with quorums at the November 9, 2012, March 15, 2013, May 31, 2013 and September 17, 2013 meetings. FCM minutes document that a quorum was present for all of these meetings.

- Consideration:
- Committee Comments: (**Met**/Exceeded/Not Met):
- Any Recommendations for Next Year: Agreed.

II. 100% complete annual financial audit and file 990.

- Information/data:

This was accomplished as documented by Finance Committee minutes of February 1, 2013 reviewing the audit and 990 form with the CPAs and accepting them. It was reported out at the March 15th council meeting. An electronic copy was sent out to council members and a copy of the 990 form was posted on the NYSILC website, http://www.nysilc.org/primary_source/2011-990-filing.pdf.

- Consideration:
- Committee Comments: (**Met**/Exceeded/Not Met):
- Any Recommendations for Next Year: Agreed.

III. 100% submit 704 report with DSU to RSA.

- Information/data:

NYSILC SPIL Evaluation Report, FY 2012-2013

NYSILC completed its portion of the annual 704 report by November 2012. The DSU then worked on its portion of the report and submitted it to RSA by the deadline. The final version of the 2012 NY 704 report was posted on the NYSILC website, http://www.nysilc.org/archives/2012NYS_704Report-final.doc.

- Consideration:
- Committee Comments: (**Met**/Exceeded/Not Met):
- Any Recommendations for Next Year: Agreed.
- Value-Added Impact (s):
 - In addition, NYSILC also met other deliverables associated with its annual contract with ACCES VR. They include: maximizing cooperative, working relationships, holding four full council meetings during the year to conduct business, complying with fiscal and annual reporting requirements, developing, distributing and posting a quarterly newsletter (<http://www.nysilc.org/newsletters/archives.htm>), and Annual Report (<http://www.nysilc.org/archives/2012AnnualReport.doc>), maintaining a website with timely information, (www.nysilc.org), developing mechanisms to solicit and recruit new council members, work with a consultant to conduct an outcome-based SPIL evaluation, look into the feasibility of a statewide needs assessment, strategic media, and young adult sponsorships.

Overall: Objective met 100%.

Verify:

- Objective # 1 (NYSILC operations) 100% completed, 3 of 3 outcomes completed (100%).

2013 SPIL Evaluation Summary: Objective # 2 - CB IL FFS

- Consumer Satisfaction Survey Subcommittee
 - 2013 Performance Targets:
 - 350 legally blind consumers receiving CBVH Independent Living Fee For Services.
 - 180 legally blind consumers receiving CBVH Independent Living Fee For Services will meet their independent living goals.
 - 3 additional CILs will be providing CBVH Independent Living Fee For Services.
-

I. 350 legally blind consumers receiving CBVH Independent Living Fee For Services.

- Information/data:

Based on information received from CBVH and their central database, 263 individuals received CBVH IL FFS during the past year. The outcome was not met. After being successfully addressed the previous two years, this outcome was not met due to the data being captured differently during the year, which impacted the level of service activity.

- Consideration:
- Committee Comments: (Met/Exceeded/**Not Met**):
- Any Recommendations for Next Year:

The group wasn't quite sure how the data being captured differently impacted the level of service activity. Perhaps more funds were spent on less people, which would be fine. Or maybe fewer people came through the system. Were any individuals turned away or put on waiting lists. No. It could be due to year-to-year service demand fluctuations. Was any funding left over? Highly unlikely. Julie will look into these items and report back to the committee.

II. 180 legally blind consumers receiving CBVH Independent Living Fee For Services will meet their independent living goals.

- Information/data:

Based on information received from CBVH and their central database, out of the individuals who received CBVH IL FFS during the past year, 139 legally blind consumers met their Independent Living (IL) goals. The outcome was 41 below the goal and not met. This number dropped by twenty from last year. Since this is the third year in a row that that the goal wasn't reached and the number trended lower, it is felt that the goal was just set too high. A goal of 150 is probably more realistic.

- Consideration:
- Committee Comments: (Met/Exceeded/**Not Met**):

- Any Recommendations for Next Year:

The observation was made that despite the fact that fewer individuals were served with the funding during the past year, a greater percentage of individuals actually achieved their IL goals. 263 individuals achieved 139 IL goals for a 53% achievement rate. This was up from about a 41% rate during the past two years. While the committee is waiting for more information, it is likely that the fewer individuals receiving services benefitted from additional resources and led to an improved IL goal achievement rate.

III. 3 additional CILs will be providing CBVH Independent Living Fee For Services.

- Information/data:

Based on information received from CBVH and their central and regional databases, CBVH initiated work with the Brooklyn Center for Independence of the Disabled (BCID), Bronx Independent Living Services (BILS), and the Capital District Center for Independence (CDCI) were all approved to be Commission for the Blind vendors to provide benefits advisement.

- Consideration:
- Committee Comments: (**Met**/Exceeded/Not Met):
- Any Recommendations for Next Year:

While these CILs were improved for the initial service of benefits advisements, it is with the intent to expand the scope of available services. Bob noted that both CDCI and BILS had limited numbers of hours to date for their FFS contracts. It is the nature of such agreements. It is early (not quite the first year) and requires constant work and development to encourage referrals through the district offices.

- Value-Added Impact (s):
 - Input was provided related to the consumer satisfaction survey (80% percent of satisfied consumers as surveyed in year 2). Final results are provided below for evaluation. The report is attached as well. It will be reported out at March 2014 NYSILC full council meeting.

Year 2 Target: 80% of satisfied customers as surveyed in year 2.

- Information/data:

The Center for Essential Management Services conducted the survey for the NYS CB. See the following link for a PDF copy:

<http://visionloss.ny.gov/main/cbvh/defaultDetails.asp?ID=600>. Question # 5 from the survey asks, "Again, thinking about all of the services you received, were you satisfied with the services?" Yes (22) 79%, Somewhat (5) 18%, No (1) 4%.

Text from the Conclusion summarizes, “Almost 80% are satisfied with their involvement with CBVH with another 18% somewhat satisfied. It would appear that the Independent Living Services program of CBVH is functioning at a relatively high level but that program improvements, particularly in planning and goal setting, would result in even better levels of performance and outcomes.”

- Consideration:
- Committee Comments: (Met/Exceeded/Not Met): N/A
- Any Recommendations for Next Year:

The group was impressed with the report. The committee had input on the questions and felt that some addressed impact. On service related questions it was noted that improvement could be made on goal setting and communication with counselors. Last, it was decided that at this time the committee was not able to evaluate the outcome because the value was a score and the survey was based on a frequency of response. Otherwise, it appeared that the overall survey response was very close to the target.

Overall: Objective met 34%.

Verify:

- Objective # 2 (CBVH IL FFS) 34% completed, 1 of 3 outcomes completed (34%).
 - **The status of the fourth outcome is N/A.**

2013 SPIL Evaluation Summary: Objective # 3 - SSAN

- Public Policy Committee
 - 2013 Performance Targets:
 - 1 SSAN significant statewide system change.
 - 75 local partnerships and coalitions established by the SSAN network.
 - 660 educational alerts disseminated to local volunteers by the SSAN network.
 - 300 local public education activities engaged in by the SSAN network.
 - 90 local grassroots organizing activities engaged in by the SSAN network.
 - 75 oral or written public testimonies statements or letters provided, in response to a documented request, by the SSAN network.
-

I. 1 SSAN significant statewide system change.

- Information/data:

One (1) significant statewide system change was exceeded when progress was realized with achievements made on the following issues included or relevant to the 2013 Disability Priority Agenda:

- Olmstead Implementation: On November 30, 2012, Governor Cuomo signed Executive Order 84 to establish the Olmstead Plan Development and Implementation Council, related to development and implementation of the New York State Olmstead Plan. As part of this process, the Most Integrated Setting Coordinating Council (MISCC) held Olmstead hearings in the fall, which NYAIL encouraged SSAN staff to organize the network for and attend. NYAIL shared draft comments that the SSAN could use if preparing to testify. The result of the hearings and testimony, the Executive Order, and initial plan (which was submitted five months late in October 2013) was indications of effort and progress on this issue.
- Several New York State Budget issues were impacted:
 - The Governor's proposal to eliminate spousal and parental refusal under Medicaid was rejected.
 - "Optional" Medicaid services, such as prescription drugs, dental care, transportation and personal care were not cut.
 - \$86 million was approved for the Supportive Housing Development Program in fiscal year 2013-2014, which includes a \$2.5 million allocation for the Nursing Home Transition and Division Waiver state-funded housing subsidy program to support those currently using the subsidy and to allow for new enrollees.
 - A Managed Long Term Care Ombudsman Program was established to provide individual and systemic advocacy assistance for seniors and people with disabilities in managed care.
 - Prompt pay protections under New York State insurance law were extended to include fiscal intermediaries to ensure that health insurance plans pay claims within a prescribed period of time. This issue was particularly important to ILCs because many serve as a fiscal intermediary for the Consumer Directed Personal Assistance Program.

- As part of a larger disability community effort, the Legislature passed legislation (A6692/S4777), which Governor Cuomo signed, that will eliminate the \$90 million cut to OPWDD services that was included in this year's budget.
- The SSAN (among other stakeholders) circulated a sign-on letter regarding the State's designation of the Protection and Advocacy (P&A) system, urging an independent, disability-led, aggressive and comprehensive Protection and Advocacy system in New York State which led to Disability Advocates Inc. being selected to serve in this capacity.
- Fully Integrated Duals Advantage (FIDA): Throughout the contract year NYAIL shared information about the Fully Integrated Dual Advantage (FIDA) demonstration program to coordinate care for dual eligibles (people who receive both Medicare and Medicaid) with the goal of reducing costs. NYAIL serves on the steering committee of the Coalition to Protect the Rights of New York's Dually Eligible (CPRNYDE), led by Medicare Rights to engage stakeholders in monitoring and commenting on the implementation of the FIDA demo. Several SSAN centers joined the coalition and participated on monthly coalition calls to receive updates and information, often signing on to or submitting individual comments to the State when requested. On August 26th the Centers for Medicare & Medicaid Services (CMS) released its Memorandum of Understanding (MOU) with the New York State Department of Health (NYSDOH) for the FIDA demo. Many of the consumer protections suggested by CPRNYDE were included in the final MOU, including: an integrated appeals process, the establishment of a new FIDA Ombudsman program, and the requirement for continuous quality improvement with the meaningful input and assistance from stakeholders and members.
- OPWDD recently announced a number of planned institutional closures, in accordance with its Transformation Agreement with CMS, which SSAN advocates have long advocated for. OPWDD held a hearing on September 13th in Broome County regarding the closures. OPWDD, acknowledging the organizing power of NYAIL and the SSAN, specifically requested NYAIL's assistance in supporting the closures via testimony and other efforts. NYAIL was able to get one SSAN center - the Southern Tier Independence Center in Broome County, on the list to testify. They shared their testimony with the network to use as a model for written comments. In addition, STIC also held a press conference the morning of the hearing in support of the closures, which got significant press coverage.
 - Consideration:
 - Committee Comments: (Met/Exceeded/Not Met):
 - Any Recommendations for Next Year:

Agreed. Pleased with impact. Questions raised about new SPIL. Outcome increased to 2 next plan. Measurement of what constitutes a systems change to be determined and worked out/expanded.

II. 75 local partnerships and coalitions established by the SSAN network.

- Information/data:

The SSAN centers established 153 new partnerships and coalitions, exceeding the goal by 78. Some examples of the types of partnerships and coalitions developed included, but were not limited to:

- The Center for Disability Rights SSAN staff facilitated the joining of Family Advocates United into the Candidate Forum on Disability Issues Coalition.
- Westchester Independent Living Center staff formed a partnership with Family Services of Westchester to collaborate on addressing mental health service gaps for the Latino population.
- SSAN staff at the Independent Living of Center of the Hudson Valley became a member of the newly formed U.S. Access Board Rail Vehicles Access Advisory Committee. The Board organized this committee in May to assist the Board in reviewing and updating its Americans with Disabilities Act (ADA) Accessibility Guidelines for Transportation Vehicles.
- A local Paralysis Support Group was newly established by the Resource Center for Accessible Living's SSAN advocate in Kingston.
 - Consideration:
 - Committee Comments: (Met/Exceeded/Not Met):
 - Any Recommendations for Next Year: Agreed.

III. 660 educational alerts disseminated to local volunteers by the SSAN network.

- Information/data:

The network responded collectively to 1,062 educational alerts during the year distributed to local volunteers, exceeding the goal by 446. Some examples of the types of educational alerts disseminated included, but were not limited to:

- Support Fair Housing for People with Disabilities.
- Stop efforts to de-fund ACA programs essential to people with disabilities and to support our community in our efforts to end the institutional bias of Medicaid.
- Tell Your Senator to Reauthorize the Rehabilitation Act Now.
- Opposition to Freelancers exempt insurance.
- Oppose the proposed Transportation, Housing and Urban Development, and Related Agencies (THUD) appropriations bill which would make deep funding cuts to many HUD programs.
- Support Tom Perez's nomination as Secretary of Labor.
- Take action to stop changes to the companionship exemption which could result in increased institutionalization for people with disabilities.
- Organize support for the visitability bill to move it through the legislative committee process.
- Contact Federal representatives regarding competitive bidding for durable medical equipment.
- Urge NYS Assembly to protect New Yorkers from source of income discrimination.

NYSILC SPIL Evaluation Report, FY 2012-2013

- Educate legislators and the public as to why lever machines should no longer be permitted in New York.
 - Stop surprise out-of-network medical billing.
 - Include the history of people with disabilities as required curriculum in all elementary and secondary schools.
 - Help protect Supplemental Nutrition Assistance Program (SNAP) benefits.
 - Tell Congress to stop exploiting workers with disabilities via subminimum wage (Section 14c of the Fair Labor Standards Act).
 - Urge consumer membership on the federal Commission on Long Term Care Services and Supports.
 - Fully fund New York's Supportive Housing Development Program created by the Medicaid Redesign Team to increase housing for people with disabilities.
 - Save out-of-network coverage for people who purchase their own health insurance. These alerts were in response to New York's implementation of the federal Affordable Care Act.
 - Include prompt pay protections for fiscal intermediaries in the NYS budget.
 - Support due process protections for consumers in the Medicaid Managed Long Term Care Program.
 - Urge the President and Congress to protect funding for Medicare, Medicaid, Social Security and Independent Living Centers.
- Consideration:
 - Committee Comments: (Met/Exceeded/Not Met):
 - Any Recommendations for Next Year: Agreed. It was noted that there is a mix of long term and short term issues.

IV. 300 local public education activities engaged in by the SSAN network.

- Information/data:

The SSAN sites engaged in 554 collective public education activities in the past year, exceeding the goal by 254. Some examples of the types of public education activities at the local level included, but were not limited to:

- The Center for Disability Rights SSAN staff participated in and recruited advocates for AARP's Caregiver Town Hall meeting.
- CIDNY received press regarding the accessibility issues with poll sites and lever machines in New York World and in the UN Press regarding emergency preparedness for people with disabilities.
- The Westchester Independent Living Center (WILC) facilitated a proclamation event with Mayor Thomas Roach, White Plains mayor, to raise awareness for WILC as community partner and commemorate the 23rd anniversary of the ADA. As part of the process the SSAN staff generated press releases and write-up for White Plain's City Hall in-house materials.

- SSAN staff at the Catskill Center for Independence presented to the Leading Edge Program, where 15 participants learned of the SSAN, our priority agenda and how they can join in systems advocacy efforts.
- The North Country Center for Independence is working in conjunction with a local disability community activist on a local veteran's issue that they've come to identify as a state and nationwide issue. NCCI's local Free rides for Veterans program, which transports vets to out of area VA medical facilities, are all inaccessible to wheelchair users. They've started a national petition and have collected around 300 signatures in less than a week.
 - Consideration:
 - Committee Comments: (Met/Exceeded/Not Met):
 - Any Recommendations for Next Year: Agreed.

V. 90 local grassroots organizing activities engaged in by the SSAN network.

- Information/data:

The SSAN sites facilitated 182 different local grassroots community organizing activities in the past year, exceeding the goal by 92. Some examples of the types of community organizing activities included, but were not limited to:

- Western New York Independent Living staff held three ADA celebrations in each of the center's locations (Buffalo, Niagara Falls, and Batavia). At each, consumers were encouraged to contact the Governor in support of current SSAN Initiatives. Over 300 people attended.
- The SSAN advocate in Binghamton organized the local ADAPT chapter and consumers to attend a press conference and public hearing on the closure of Broome Developmental Center and Greater Binghamton Health Center, assisted people with preparation of comments for press conference before the hearing, and distributed fliers on community integration to people coming to the hearing.
- Access to Independence of Cortland County facilitated an advocate training in preparation for the National Council on Independent Living's rally and Congressional leader meetings on July 18th and participated in the event with the center's advocates on July 25th.
 - Consideration:
 - Committee Comments: (Met/Exceeded/Not Met):
 - Any Recommendations for Next Year: Agreed.

VI. 75 oral or written public testimonies statements or letters provided, in response to a documented request, by the SSAN network.

- Information/data:

NYSILC SPIL Evaluation Report, FY 2012-2013

The SSAN sites provided 162 testimonies in the past year, exceeding the goal by 87. Some examples of the types of testimony provided on particular issues include, but were not limited to:

- Westchester Independent Living Center staff provided written testimony on the OASAS Statewide Comprehensive Plan 2013-2017 and the OMH Statewide Comprehensive Plan 2013-2017.
- The Southern Tier Independence Center submitted comments to NYS Homes and Community Renewal on their annual action plan, emphasizing the need for affordable and accessible housing, need for more dollars for Access to Home, and the need for housing development in areas where transportation is available.
- On September 20th the SSAN staff at Brooklyn Center for Independence of the Disabled participated on a panel to discuss the UN Convention for people with disabilities.
- Several SSAN Advocates sent written comments to the Assembly's mental health committee in support of closure of Broome County developmental Center and Greater Binghamton Health Center.
 - Consideration:
 - Committee Comments: (Met/**Exceeded**/Not Met):
 - Any Recommendations for Next Year: Agreed. It was noted that the network has developed strength in responding to testimony.
- Value-Added Impact (s):
 - Addressed in 2012.

Overall: Objective met 100%.

Verify:

- Objective # 3 (SSAN) 100% completed, 6 of 6 outcomes completed (100%).

2013 SPIL Evaluation Summary: Objective # 4 - CIL Coaching

- **SPIL Committee**
 - **2013 Performance Targets:**
 - 5 CILs using coaching/consulting service.
 - 85% CILs with unqualified financial audits.
 - 65% CILs with boards engaged in developing or monitoring strategic plans.
 - 35% CILs with at least 50% non-IL funding.
-

I. 5 CILs using coaching/consulting service.

- Information/data:

Last year (2012) the outcomes were amended to zeroes to provide time to develop the RFP and reissue it. A vendor was awarded the grant by the start of the second quarter of 2013, but difficulties arose during the process to finalize the contract. It took six months to iron out the issues. The vendor, Krieger Solutions, has commenced the process starting in the new contract year (announcing role and award and sending out a CIL needs survey).

As a result, there is no progress to report on any of the outcomes in FY 2013. The vendor will survey needs and identify priority CILs seeking services through the remaining months of year one of the contract year and look to generate meaningful results in the next two years, which will be reflected in the new SPIL. This objective was not completed and will be carried over into the new SPIL and remain ongoing for two years.

- Consideration:
- Committee Comments: (Met/Exceeded/**Not Met**):
- Any Recommendations for Next Year: Agreed. Contract is active starting early in new contract year. CIL needs survey being implemented. Depending on responses, they may or may not align with the outcomes of this objective.

II. 85% CILs with unqualified financial audits.

- Information/data:
- Consideration:
- Committee Comments: (Met/Exceeded/**Not Met**):
- Any Recommendations for Next Year: Agreed. Contract is active starting early in new contract year.

III. 65% CILs with boards engaged in developing or monitoring strategic plans.

- Information/data:

NYSILC SPIL Evaluation Report, FY 2012-2013

- Consideration:
- Committee Comments: (Met/Exceeded/**Not Met**):
- Any Recommendations for Next Year: Agreed. Contract is active starting early in new contract year.

IV. 35% CILs with at least 50% non-IL funding.

- Information/data:
- Consideration:
- Committee Comments: (Met/Exceeded/**Not Met**):
- Any Recommendations for Next Year: Agreed. Contract is active starting early in new contract year.

- Value-Added Impact (s):
 - None.

Overall: Objective met 0%.

Verify:

- Objective # 4 (CIL coaching) 0% completed, 0 of 4 outcomes completed (0%).

2013 SPIL Evaluation Summary: Objective # 5 - Young adult sponsorships

- Outreach Subcommittee
 - 2013 Performance Targets:
 - 10 youth will apply for youth sponsorships.
 - 4 youth will attend and participate in IL conferences or national youth disability trainings.
 - 1 youth will be appointed to NYSILC.
-

I. 10 youth will apply for youth sponsorships.

- Information/data:

Based on a summary of the information collected by the NYSILC office for the Outreach Subcommittee, (19) young adults applied for sponsorships from across the state. Geographic distribution included: Binghamton (1), Brooklyn (1), Cortland (14), and Rochester (3). This number surpassed the goal by nine (9). The outcome was exceeded.

- Consideration:
- Committee Comments: (Met/**Exceeded**/Not Met):
- Any Recommendations for Next Year: Agreed.

II. 4 youth will attend and participate in IL conferences or national youth disability trainings.

- Information/data:

All nineteen who applied were approved, but eighteen (18) ended up taking advantage of the opportunity of sponsorships up to \$250. These eighteen young adults participated in the following events:

- NYAIL Legislative Day in Albany, NY (5).
- NYS Legislative Disability Awareness Day in Albany, NY (2).
- NCIL Annual Conference in Washington, DC one day march, rally, and hill visits (7).
- ADAPT Youth Summit in Chicago, IL (3).
- NYAIL Statewide IL Conference in Troy, NY (1).
- The goal was surpassed by fourteen (14).

The outcome was exceeded.

- Consideration:
- Committee Comments: (Met/**Exceeded**/Not Met):
- Any Recommendations for Next Year: Agreed.

III. 1 youth will be appointed to NYSILC.

- Information/data:

On the applications, two indicated interest in the NYSILC Youth Subcommittee and future appointment to NYSILC. During the process to fill three council vacancies this year, the NYSILC Recruitment Committee received the name of Zach Garafalo of YouthPower! He went through the screening, telephone interview and approval process and will be appointed by the NYS Regents starting January 2014. Therefore, the outcome of (1) was met.

- Consideration:
- Committee Comments: (**Met**/Exceeded/Not Met):
- Any Recommendations for Next Year: Agreed.

- Value-Added Impact (s):
 - Addressed in 2012.

Overall: Objective met 100%.

Verify:

- Objective # 5 (Young Adult Sponsorships) 100% completed, 3 of 3 outcomes completed (100%).

2013 SPIL Evaluation Summary: Objective # 7 - DVRN Network

- Public Policy Committee
 - 2013 Performance Targets:
 - 15 relationships established with network partners.
 - 2,000 people with disabilities registered into in DVRN database.
 - 6 voter education issues addressed through network.
-

I. 15 relationships established with network partners.

- Information/data:

Based on the quarterly report information sent to NYSILC by ACCES VR which is reviewed by the Outreach Subcommittee, fifteen (15) partners relationships were developed with:

- New York Association of Psychiatric Rehabilitation Services (NYAPRS).
- New York State Disabilities Advocacy Association and Network (NYS DAAN).
- Hispanic Coalition of New York.
- Nonprofit VOTE.
- Consumer Directed Choices, Inc.
- National Association of the Deaf.
- National Multiple Sclerosis Society - Upstate New York Chapter.
- NYSARC, Inc.
- New York Association on Independent Living (NYAIL).
- Association of Late-Deafened Adults (ALDA).
- Helping Hands for the Disabled of NYC.
- Catskill Center for Independence.
- Mental Health Association.
- Regional Center for Independent Living (RCIL).
- All About You (AAY).

The outcome was met.

- Consideration:
- Committee Comments: (**Met**/Exceeded/Not Met):
- Any Recommendations for Next Year: Agreed.

II. 2,000 people with disabilities registered into in DVRN database.

- Information/data:

Progress is still being made on the development of the database. Between August and September 2013, the DVRN worked with Phelco to create a mark-up of the sitemap and front page design, and then transition to a .PSD file the front page design. Work continued to all other pages (about, join, contact). Even though the database is

still in development and has not been launched, ten paper applications to join the DVRN network have been received to date. The outcome was not met.

- Consideration:
- Committee Comments: (Met/Exceeded/**Not Met**):
- Any Recommendations for Next Year: Agreed.

III. 6 voter education issues addressed through network.

- Information/data:

A general education email was sent out by email to numerous networks (stakeholders - over 50) that helped in the recruitment of partners. It also attracted the ten paper voter network applications. In August 2013, a Twitter feed was launched (<http://www.twitter.com/nydvn>). By the end of the contract year, (14) tweets have been sent out and “nydvn” has 21 followers. Also, a Facebook page was launched (<http://www.facebook.com/nydisabilityvote>). By the end of the contract year, (8) posts were published and (57) “likes” have been registered. Collectively, the one email, (14) tweets and (8) posts equal (23) communicates sent out to the DVRN. The outcome was exceeded.

- Consideration:
- Committee Comments: (Met/**Exceeded**/Not Met):
- Any Recommendations for Next Year: Agreed.

- Value-Added Impact (s):
 - None.

Overall: Objective met 67%.

Verify:

- Objective # 7 (DVRN Network) 67% completed, 2 of 3 outcomes completed (67%).

2013 SPIL Evaluation Summary: Objective # 8 - Media Initiative

- SPIL Committee
 - 2013 Performance Targets:
 - 18 media hits that appear in statewide media markets.
 - 120 media hits that appear in statewide media markets, either purchased or PSA, as part of a statewide campaign to promote Independent Living.
 - 24 media hits that appear in local media markets by providing support to CILs.
-

I. 18 media hits that appear in statewide media markets.

- Information/data:

Based on data collected by the NYSILC office, the following twenty-two (22) state and national articles were distributed:

- Watertown SPIL hearing (three hits/links).
- Ted Galusha/Adirondack trails story (five hits/links).
- IL news clips (two for Rockland and one for Troy).
- "I Am Adam Lanza's Mother," The Huffington Post.
- Not much progress in last couple decades getting more people with disabilities into workforce," The Washington Post - Politics, By Associated Press.
- Obama's Medicaid budget spares program deep cuts, By Ricardo Alonso-Zaldivar Associated Press, The Spokesman-Review Mobile.
- Medicaid Expansion by the Numbers, By Christine Vestal, Staff Writer, Stateline: The Daily News Service of The Pew Charitable Trusts.
- Southern Tier Independence Center marks three decades of service with carnival, Gannett.
- New wheelchair-accessible taxis now in Capital Region, WNYT.COM, By: John McLoughlin.
- Mental-health agencies eye new gun law, Press-Republican, By Felicia Krieg PLATTSBURGH.
- Organization Awarded \$2.9M for Sandy Recovery, Crain's New York, July 2, 2013, The New York Disaster Interfaith Services will use the cash to provide disaster recovery help in New York City.
<http://www.crainsnewyork.com/article/20130702/NEWS/130709974>.
- Disabled man files lawsuit against National Air and Space Museum, The Washington Post, By Lonnae O'Neal Parker.
http://www.washingtonpost.com/entertainment/museums/disabled-man-files-lawsuit-against-national-air-and-space-museum/2013/08/15/43e0aefe-05ad-11e3-9259-e2aafe5a5f84_story.html.
- Subject: Lawsuit: Smithsonian's Air and Space Museum Refused to Let Man in Wheelchair on Its Flight Simulator, Washington City Paper, Posted by Perry Stein. Note: legal complaint provided at bottom on article.
<http://www.washingtoncitypaper.com/blogs/citydesk/2013/08/15/lawsuit-smithsonians-air-and-space-museum-refused-to-let-man-in-wheelchair-on-its-flight-simulator/>.

- Wheelchair-Bound Visitor Slaps Smithsonian Museum With Discrimination Lawsuit, Huffington Post. http://www.huffingtonpost.com/artinfo/wheelchairbound-visitor-s_b_3780987.html.

These articles can be referenced on the NYSILC website, under Archived News Clips, 2013 FFY News Clips, www.nysilc.org/media-backup/2013_FFY_NewsClips.doc. The goal was surpassed by (4).

The outcome was exceeded.

- Consideration:
 - Committee Comments: (Met/**Exceeded**/Not Met):
 - Any Recommendations for Next Year: Agreed.
- II. 120 media hits that appear in statewide media markets, either purchased or PSA, as part of a statewide campaign to promote Independent Living.
- Information/data:

For the next two outcomes, it should be explained that when centers were involved, a solicitation was put out to the network that inquired about their interest to participate in this media initiative, requesting that they reply to an initial background questionnaire. With this information, Tim Cronin of Communication Concepts made contact and worked with the center to develop a basic media plan. Each center identified its priorities and what it ultimately wanted to market: programs and services, events and activities, fund raising, issues, branding of the center, etc. Once this was identified, the most effective type(s) of media for their area to achieve their goal(s) to reach their audience(s) was identified.

Based on this process, the following activity was approved and recorded (documentation acquired by the center and forwarded by the media consultant to the NYSILC office):

- AIM in Corning reinitiated a series of radio PSAs to promote the center, its programs and services, on WENI-FM and WCLI-AM. In November and December 2012 two rounds of (55) thirty-second spots were aired for a total of (110) ads. During the months of June, July and September 2013, three rounds of (54) thirty-second spots were aired. It resulted in total of (162) ads. Combined, it resulted in total of (272) ads.
- ATI of Cortland County developed a series of radio PSA's based on the tag line "We are people with disabilities and we are the faces of independence." Each ad showcases an individual story or particular focus. (14) preliminary ads ran in June. Eighty-four 45 second ads ran in July, August and September for a total of (252) radio spots. They were leveraged in July with (21) additional ads and (1) live radio broadcast for their American Disability Act celebration event. These ads were aired on WXHC FM. It resulted in total of (288) ads.

Total: 560 media hits statewide/leveraged radio ads. The goal was surpassed by 440. The outcome was exceeded.

- Consideration:
- Committee Comments: (Met/Exceeded/Not Met):
- Any Recommendations for Next Year: Agreed. Would be good to know of the campaign ads purchased, how many were leveraged. Dollar for dollar. If X number of advertising dollars were spent, this much was leveraged. Maybe report in Annual Report and evaluation.

III. 24 media hits that appear in local media markets by providing support to CILs.
Information/data:

Based on the process described above, the following activity was approved and recorded (documentation acquired by the center and forwarded by the media consultant to the NYSILC office):

- CDCI created a newspaper insert that provided background about the center and its program and services for an upcoming open house. The insert was very much like an informational newsletter format. It was an insert in the Albany Times Union for Wednesday, November 28, 2012. The daily distribution of the paper is 125,000, so the insert was distributed widely, but the outcome will be counted as (1) for documentation purposes.
- WNYIL in Buffalo hosted the Points of View disability issues panel discussion for distribution on cable access television. They held a taping session on August 9th 2013 in Buffalo. They taped three (3) programs which focused on, perceptions about people with disabilities by law enforcement and what can be done about it, general education about Independent Living centers and services, and services for youth with disabilities. The WNYIL distributes each show to their Time Warner affiliate for random airtime over an eight-week period.
- STIC in Binghamton developed advertising for its fall fundraiser, Haunted Halls of Horror (<http://www.hhh-stic.com/>) on local transit buses. This includes exterior and interior banners to help promote the event. They transform a section of their building into an accessible haunted house. Five buses have two ads each for total of (10) ads. These buses run six days a week on different routes throughout the community for a period of eight weeks. This results in total of (480) potential daily exposures to the ads.
- BILS in the Bronx created a video to promote its 30th anniversary, which it launched at an event at the Yankee Stadium. BILS posted the video on a YouTube channel: <http://www.youtube.com/watch?v=PMUSpeZINo>. By the end of the contract year, it has (125) views.
- WNYIL developed an accessible community event (Bass Fishing Derby and barbecue) to raise awareness and funds on a regional basis for its family of programs (and multiple sites). In total, (134) 60 second radio spots aired on WLVL FM between July and August.

NYSILC SPIL Evaluation Report, FY 2012-2013

- ILCHV in Troy developed a full-page ad that will appear (3) times in the Albany Times Union to promote the center, a ribbon cutting open house for their new elevator, and promotion of Pat's Place.
- BCID in Brooklyn placed (5) selective ads during the past year, mostly to promote the center, its programs and services. Three ads were in "The Brooklyn Paper" (one in October and two in February) and ABLE News (one in March and in August, as well as online).

Total: 751 local media hits supporting CILs. The goal was surpassed by 727. The outcome was exceeded.

- Consideration:
- Committee Comments: (Met/**Exceeded**/Not Met):
- Any Recommendations for Next Year: Agreed. The committee wanted to know more about the impacts. Take survey monkey survey and make it basic to what the purpose was, was it of value, and report any impacts. Brad will report the results for the evaluation and Annual Report.
 - See attached survey report.
- Value-Added Impact (s):
 - Addressed in 2012.

Overall: Objective met 100%.

Verify:

- Objective # 8 (Media initiative) 100% completed, 3 of 3 outcomes completed (100%).

2012 SPIL Evaluation Summary: Objective # 10 - SPIL Evaluation

- **Executive Committee**
 - **2012 Performance Targets:**
 - 100% SPIL objectives that are successfully completed on an annual basis.
 - 100% SPIL objectives that meet performance targets.
 - 100% SPIL evaluator assists NYSILC to develop and document an evaluation system and process that engages committees and council in an annual SPIL evaluation.
 - 100% SPIL evaluator develops materials to train current and future NYSILC members on outcome based evaluation.
 - 100% SPIL evaluator advises NYSILC on related items requiring expertise: needs assessment, consumer satisfaction survey, and ranking of SPIL priorities.
-

I. 100% SPIL objectives that are successfully completed on an annual basis.

- Information/data:

Out of the (14) SPIL objectives, two were not active in 2013 (# 9 consumer satisfaction survey and # 6 Nursing Facility Transition and Diversion Waiver training - discontinued). Of the (12) objectives that were active in 2013, (4) were successfully completed, which is a 33% completion rate. While this did not achieve the identified goal, our SPIL evaluator pointed out that perhaps the target of 100% is too rigid. Documented progress toward implementation and meaningful impact are just as important. When six additional objectives achieving solid results are added to the four completed objectives, it reflects progress at an 83% rate. It leaves only two objectives that made no progress during the year as they waited to start up and transition to the new SPIL. The SPIL evaluator recommends that it could be a matter learning how to set better outcome measures, targets and percentages. The following objectives were completed:

- Objective # 1 (NYSILC operations) 100% completed, 3 of 3 outcomes completed (100%).
- Objective # 3 (SSAN) 100% completed, 6 of 6 outcomes completed (100%).
- Objective # 5 (Young Adult Sponsorships) 100% completed, 3 of 3 outcomes completed (100%).
- Objective # 8 (Media initiative) 100% completed, 3 of 3 outcomes completed (100%).

For the other (6) objectives, the following results should be noted:

- Objective # 2 (CBVH IL FFS) 34% completed, 1 of 3 outcomes completed (34%).
- Objective # 7 (DVRN) 67% completed, 2 of 3 outcomes completed (67%).
- Objective # 10 (SPIL Evaluation) 60% completed, 3 of 5 outcomes completed (60%).
- Objective # 11 (CBILCO) 50% completed, 1 of 2 outcomes completed (50%).
- Objective # 13 (IL Conference) 50% completed, 1 of 2 outcomes completed (100%).
- Objective # 14 (Statewide Youth Conference) 60% completed, 3 of 5 outcomes completed.

The remaining (2) objectives that demonstrated no progress:

- Objective # 4 (CIL Coaching) no progress, 0 of 4 outcomes, (0%). Contract awarded to Krieger Solutions. Objective carried over to new SPIL (years 1 and 2)
- Objective # 12 (Database) 0% completed, 0 of 1 outcomes completed (0%). No progress was made on this objective. Objective carried over to new SPIL (years 1, 2 and 3).

Progress was achieved on the outcome.

- Consideration:
- Committee Comments: (Met/Exceeded/**Not Met**):
- Any Recommendations for Next Year:

Group felt that it was clear that the items that were not achieved were out of the SILCs control. It is a learning process in defining objectives, setting goals, objectives, and measurable outcomes. It is also realizing that we cannot achieve 100% of all outcomes and all objectives 100% of the time is not realistic. Meaningful progress toward the achievement of these objectives and outcomes with impact is what we should focus on.

II. 100% SPIL objectives that meet performance targets.

- Information/data:

For the (12) active objective in 2013, there was a total of (42) outcomes. For the information presented above, (23) of the outcomes were successfully completed, resulting in a rate of 55%. While this represents a decrease from last year (73%), it was probably skewed from some of the objectives that were adjusted to zero. The (55%) is probably a more accurate level of achievement. This is compared to the (44%) rate attained in year one which was mired by the RFP delays. Appropriate progress was made on the outcome.

- Consideration:
- Committee Comments: (Met/Exceeded/**Not Met**):
- Any Recommendations for Next Year:

Same as in previous section. It was emphasized that it continues to be a learning process.

III. 100% SPIL evaluator assists NYSILC to develop and document an evaluation system and process that engages committees and council in an annual SPIL evaluation.

- Information/data:

NYSILC SPIL Evaluation Report, FY 2012-2013

The SPIL evaluator has successfully assisted NYSILC to develop and document an evaluation system and process that engages committees and council in an annual SPIL evaluation. The council has conducted the process for two years (2011 and 2012) and has posted the results (final SPIL evaluation reports) in the SPIL section of the NYSILC home page. Evaluation forms are created for each objective, contact is made with the chairs of the relevant committees to perform SPIL evaluations for assigned objectives, evaluations are conducted on the objectives during the final quarter of the calendar year, and the results are sent to the SPIL evaluator and to the SPIL Committee for an overall review. The final recommendations of the SPIL Committee are sent to the consultant who compiles all the information into a draft report, which is then reviewed by the SPIL Committee and then presented to the full council. The outcome was met.

- Consideration:
- Committee Comments: (**Met**/Exceeded/Not Met):
- Any Recommendations for Next Year: Agreed.

IV. 100% SPIL evaluator develops materials to train current and future NYSILC members on outcome based evaluation.

- Information/data:

The SPIL evaluator successfully developed materials to train current and future NYSILC members on outcome based evaluation. The initially training was offered at back-to-back council meetings in September and November 2011. The SPIL evaluator conducted a follow up training on evaluation to full council members during a webinar to the new council members in June 2012 and has since posted that session on the NYSILC website. Materials have been added to the NYSILC orientation manual. The outcome was met.

- Consideration:
- Committee Comments: (**Met**/Exceeded/Not Met):
- Any Recommendations for Next Year: Agreed.

V. 100% SPIL evaluator advises NYSILC on related items requiring expertise: needs assessment, consumer satisfaction survey, and ranking of SPIL priorities.

- Information/data:

The SPIL evaluator advises NYSILC on items requiring expertise, especially related to the SPIL. It was important to find a way to incorporate the preliminary findings of the needs assessment into the SPIL outreach materials. In addition, the SPIL evaluator assisted in helping to not just “rank SPIL priorities,” but come up with a process or matrix the needs assessment with public hearing priorities and then use the information to develop the basis of the draft SPIL. This outcome was met.

NYSILC SPIL Evaluation Report, FY 2012-2013

- Consideration:
- Committee Comments: (**Met**/Exceeded/Not Met):
- Any Recommendations for Next Year: Agreed.
- Value-Added Impact (s):
 - Addressed in 2012.

Overall: Objective met 60%.

Verify:

- Objective # 10 (SPIL Evaluation) 60% completed, 3 of 5 outcomes completed (60%).

2013 SPIL Evaluation Summary: Objective # 11 - CBILCO

- Outreach Subcommittee
 - 2013 Performance Targets:
 - 480 (120 each site) people served by identified target unserved/ underserved population.
 - 2 self-sustaining programs.
-

- I. 480 people served by identified target unserved/ underserved population.
- Information/data:

For the outcome to serve a total 480 people from the identified target populations from the collective grants, CIDNY served 334 students with disabilities (which included the involvement of 262 parents), CDCI served 88 individuals through their healthy lifestyles programs (individuals enrolled who then participate in numerous activities based on interest), ARISE served 33 veterans with disabilities, and NCCI served 70 veterans with disabilities. The total number of target population served by the grants was 525.

The outcome was exceeded.

In terms of some of the program highlights, for CIDNY's program to outreach to young adults with disabilities, ten schools took advantage of their youth programs. This included 334 students enrolled in youth programs. 329 of these students became new CIDNY consumers. 279 of these students enrolled in Strides program. 123 students completed the Strides curriculum. 115 of these students moved up into the Step Up program. 262 parents participated in the Step Up workshop/services. In collaboration with the CIDNY Director of Advocacy, the Youth Programs Coordinator is currently working individually with 3 parents on their child's educational advocacy cases.

The Strides Job Club curriculum is designed not only to provide job readiness and communication skills, but also to increase self confidence, advocacy, and leadership skills. Responses from students include:

- "I learned to speak up for myself."
- "To dress appropriately for a job interview."
- "I learned about choosing a career, the good things about having a job, and how to do a resume and how to look for a job, and to overcome barriers."

One particular Strides success story to note:

- An 18-year-old African American male participant with learning disabilities presented as shy, and introverted. He frequently did not participate in class. However, by the end of Strides. He proudly reported that he got the job because he used strategies that he learned during Strides.

The Step Up program is designed to help students with transition to adult life, and introduce students to their rights during their IEP and transition planning, and to self-advocacy skills.

One particular Step Up success story to note:

- A grandmother, the legal guardian of a 20-year-old African American male with Cerebral Palsy reached out to CIDNY for assistance in obtaining related services. He is currently homeschooled and his Individualized Education Plan (IEP) states that he is to receive speech and occupational therapy; however, the student is not currently receiving it. The Youth Program Coordinator and the Director of Advocacy are currently advocating on behalf of this consumer to obtain the needed services through the grandson's school district.

For CDCI's healthy lifestyles program that served 88 peers enrolled in numerous activities based on interest, some of their primary programs include: T'ai-Chi classes, Wii Have-Fun Be Fit program, and Cornell Cooperative Extension's "Heart Smarts" program. In addition, the Healthy Living Program Coordinator pursued the goal of whole food nutrition and immediately obtained donations of organic seeds, organic soil, recycled planting containers and heat lamps. Volunteers planted vegetable seeds for an indoor seedling garden. This was developed into a full urban organic gardening program by the end of the year with an anonymous donation. The Healthy Living Program Coordinator also conducted outreach to New York State Department of Environmental Conservation staff which resulted in the development of a relationship that led to CDCI HLP-guided outdoor recreation and physical fitness opportunities in the NYS Adirondack Park and local areas.

For ARISE's program to outreach to veterans with disabilities, they provided direct services 33 individuals. The program also successfully connected with community veterans groups and local community organizations, and run a local focus group every other month.

Service success stories include:

- A veteran who was evicted from his girlfriend's apartment asked for help with finding housing. He had no place to go and was once again homeless, not being able to afford the cost of an apartment on his VA pension. They contacted the VA homeless 24 hour hotline and did the intake for the veteran over the phone. While waiting for a return phone call, arrangements were made for a temporary stay at the Oxford Inn in Syracuse, a shelter for homeless men run by Catholic Charities. Contact was eventually made to meet with the Program Coordinator for Syracuse VA housing homeless veterans. The program coordinator provided transportation to the intake appointment and assisted in securing and moving the veteran in a Section 8 assisted apartment which he can afford with his income.
- Severe PTSD forced a veteran to give up his on-the-road job as a tractor trailer driver. Assistance was provided to obtain disability benefits through the state of Pennsylvania since this is where his company was located. A referral to the veteran's liaison at the local One Stop allowing him to consider new career opportunities through the program for older

vets between the ages of 35-60. Contact was also made with a Department of Veterans Affairs counselor, filing for an increase in his disability payments for which he was eligible but received reduced benefits because he had been working.

For NCCI's program to outreach to veterans with disabilities, they provided direct services 70 individuals. They produce a weekly email bulletin on veterans with disabilities, which is sent to over 700 local individual and organizational email addresses. Each email will contain 2-3 brief items of interest to veterans with disabilities. NCCI continues to make connections with veterans groups. They have been exploring the VA's "Aides and Attendant's" program for providing a version of Consumer Directed Personal Assistance services to veterans with disabilities. Last, NCCI is in the process of developing an online staff resource to provide services to veterans with disabilities which should be completed in 2014.

Service success stories include:

- Connection made with a female disabled veteran who was virtually trapped in her home because the elevator in her building was out of order and the building owners couldn't afford to repair it. Assisted veteran to fill out paper work for public housing and move her to the top of the list. She had a new accessible apartment within weeks, including assistance with the move.
- A veteran in a nursing home was having serious difficulties because he was very large and his bed was too small. Our Ombudsman Coordinator worked tirelessly to force the VA to purchase and deliver an appropriate bed for this veteran.
- The VA clinic in Albany referred a blind veteran to the program and he was successfully connected to the Radio Reading Service.
- We were connected to a veteran who became a volunteer at the Center. He provides rides to consumers that we refer to him and he has helped us move DAV equipment to Consumers.
 - Consideration:
 - Committee Comments: (Met/Exceeded/Not Met):
 - Any Recommendations for Next Year:

It was noted that we really have to make sure that the best practice event successful to capture the results of these programs and to promote replication.

II. 2 self-sustaining programs.

- Information/data:

For the outcome to achieve two self-sustaining programs, one of the four capacity building projects has demonstrated self-sustaining progress during the past year. CDCI's healthy lifestyle program achieved the following progress. In June 2013, the program developed an accessible community garden and hydroponic vegetable demonstration during an event titled *Accessible Organic Urban Container Gardening*. Over 200 office-grown

vegetable plants were given away to attendees. After the event, CDCI received \$5,000 from an anonymous donor for the purchase of accessible garden equipment for the garden located at Capital District Community Gardens' Garland Street site in south Albany. CDCI is excited about the opportunity to bring accessibility to Capital District Community Gardens, who has generously donated a multi-plot lot to the CDCI Healthy Living Program. The goal of this project is to provide people with mobility impairment the opportunities to take an active role in the community. As a result, 1 program contributed toward the outcome target of 2. Progress was made, but the outcome was not met. It will remain ongoing.

- Consideration:
- Committee Comments: (Met/Exceeded/**Not Met**):
- Any Recommendations for Next Year:

While one program was successful, the other programs will have to increase their self-sustaining efforts in the final year to make an impact in this area.

- Value-Added Impact (s):
 - Website effectively addressed in 2012. Best practice event planned for 2014.

Overall: Objective met 50%.

Verify:

- Objective # 11 (CBILCO) 50% completed, 1 of 2 outcomes completed (50%).

2013 SPIL Evaluation Summary: Objective # 12 - Database

- SPIL Committee
 - 2013 Performance Targets:
 - 100% completion of database design and framework.
 - 90% CILs will have an opportunity to contribute to multi-purpose, interface database design.
 - 100% 21st Century Database and Collection Model Workgroup CILs will engage in designing and testing the new database design and framework.
-

I. 100% completion of database design and framework.

- Information/data:

The other SPIL objectives that required the development of RFPs needed to be addressed first because they were set to be released to the field for competition. This objective necessitated the creation of a committee to perform preliminary work on what would be included in the RFP. Given competing priorities, after evaluation, the SPIL committee recommended that this objective was important enough to be carried over for the full three-years into the new SPIL. Subsequently, NYSILC included it in the 2014-2016 SPIL with unspent Part B funds. The plan is to create a committee at the November 2013 NYSILC full council meeting and expand its membership going forward into 2014. No progress was made on this objective during the year. None of the three of outcomes were met. It will be carried over into the new SPIL and remain ongoing for three years.

- Consideration:
- Committee Comments: (Met/Exceeded/**Not Met**):
- Any Recommendations for Next Year: Agreed. SILC will take co-responsibility in 2014.

II. 90% CILs will have an opportunity to contribute to multi-purpose, interface database design.

- Information/data:
- Consideration:
- Committee Comments: (Met/Exceeded/**Not Met**):
- Any Recommendations for Next Year: Agreed. SILC will take co-responsibility in 2014.

III. 100% 21st Century Database and Collection Model Workgroup CILs will engage in designing and testing the new database design and framework.

- Information/data:

NYSILC SPIL Evaluation Report, FY 2012-2013

- Consideration:
 - Committee Comments: (Met/Exceeded/**Not Met**):
 - Any Recommendations for Next Year: Agreed. SILC will take co-responsibility in 2014.
- Value-Added Impact (s):
 - None.

Overall: Objective met 0%.

Verify:

- Objective # 12 (Database) 0% completed, 0 of 3 outcomes completed (0%).

2013 SPIL Evaluation Summary: Objective # 13 - Statewide IL Conference

- SPIL Committee
 - 2013 Performance Targets:
 - 250 statewide IL conference attendees realizing a SPIL subsidized rate.
 - 90% attendees satisfied with overall experience at statewide IL conference.
-

I. 250 statewide IL conference attendees realizing a SPIL subsidized rate.

- Information/data:

The NYAIL statewide IL conference took place on September 10-11, 2013 at the Troy Hilton Garden Inn. Reported registration for the conference was 231. The outcome was close, but was not met.

The conference's opening keynote speaker, Sharon Lewis, Acting Principal Deputy Administrator of the Administration for Community Living and Commission of the Administration on Intellectual and Developmental Disabilities, focused on the wide range of federal efforts to improve outcomes for people with disabilities. On day two of the conference, keynote speaker James Weisman, Esq., Senior Vice President and General Counselor of the United Spinal Association, provided vivid descriptions of case law, both past and present, involving the civil rights of people with disabilities and emphasized the systems advocacy work that still needs to be done. There were multiple workshops relevant to the Disability Priority Agenda, including an update on long term care initiatives within the NYS Department of Health, an overview of key OPWDD initiatives and objectives, Medicaid mandatory managed long term care (observations from the consumer viewpoint), MRT Affordable Housing initiative, Housing Advocacy & Services (creating Order out of Chaos) and Community First Choice Implementation Update.

- Consideration:
- Committee Comments: (Met/Exceeded/**Not Met**):
- Any Recommendations for Next Year:

Agreed, but this sparked a discussion by the committee about the meaningfulness of the outcomes. Are they relevant? In terms of the IL conference, is it important to the network? How about the quality of the activities or workshops? How do we measure it? It was agreed that we need to have better measures than just the number of people attending. Post-evaluation, Brad confirmed that the SPIL Committee did in fact improve upon the outcomes for the IL conference in the new SPIL. He emailed the new targets to the group.

II. 90% attendees satisfied with overall experience at statewide IL conference.

- Information/data:

NYSILC SPIL Evaluation Report, FY 2012-2013

Overall, the conference evaluations were extremely positive -- 95% of the conference evaluation respondents rated their overall conference experience as "good" or "excellent." Therefore, the outcome was exceeded.

In addition to this one overall rating, most of the other measures were also quite high (i.e., "good" or "excellent") for the 29 workshops (88% of the 381 workshop ratings), the networking opportunities (94%), and the general sessions/keynotes (89% for Day 1 and 94% for Day 2).

- Consideration:
- Committee Comments: (Met/Exceeded/Not Met):
- Any Recommendations for Next Year:

It was felt that NYSILC should find a way to have input on the conference evaluation form going forward. It is slated for year 2.

- Value-Added Impact (s):
 - None.

Overall: Objective met 50%.

Verify:

- Objective # 13 (Statewide IL Conference) 50% completed, 1 of 2 outcomes completed (50%).

2013 SPIL Evaluation Summary: Objective # 14 - Statewide Youth Conference

- Outreach Subcommittee
 - 2013 Performance Targets:
 - Increase in the number young adults with disabilities attending statewide conference due to SPIL subsidized participation: 30.
 - Number of young adults with disabilities attending the conference connected to a statewide CIL: 15.
 - Number of cross-disability young adults with disabilities attending the conference: Physical (2.5), Hearing (2.5), Vision (2.5), Cognitive (5), Mental/Emotional (7.5), Multiple Disabilities (5), and Other (5).
 - Number of cross-cultural young adults with disabilities attending the conference: White (17.5), Hispanic (5.5), Black/African American (3), Native American (.5), Asian (1.5), Pacific Islander (.5), and Multi-Cultural (Two or more) (1.5).
 - Percentage of attendees satisfied with their overall experience at the conference: 90%.
-

I. Increase in the number young adults with disabilities attending statewide conference due to SPIL subsidized participation: 30.

- Information/data:

The 6th Annual Statewide Youth Leadership Forum (YLF) was held in August 2013 in Albany, NY. The theme was “Hope, Justice, and Pride.” The purpose of the YLF is to connect with young leaders from across the estate to build skills and competencies related to leadership and systems advocacy, give input to state policy makers, as well as inspire long-term engagement within communities and the independent living network. There were 41 attendees at the conference with 37 being youth or young adults. The outcome was exceeded. It was assessed by conference registration forms.

- Consideration:
- Committee Comments: (Met/Exceeded/Not Met):
- Any Recommendations for Next Year: Agreed.

II. Number of young adults with disabilities attending the conference connected to a statewide CIL: 15.

- Information/data:

For the outcome to have (15) conferences connect to a statewide CIL, they provided a session to inform the group about the Independent Living network. When asked the question on the follow up survey (32) individuals responded. A combination

of (16) were very likely and (2) likely to connect with their local CIL for a total of (18). The outcome was exceeded.

- Consideration:
- Committee Comments: (Met/**Exceeded**/Not Met):
- Any Recommendations for Next Year: Agreed.

III. Number of cross-disability young adults with disabilities attending the conference: Physical (2.5), Hearing (2.5), Vision (2.5), Cognitive (5), Mental/Emotional (7.5), Multiple Disabilities (5), and Other (5).

- Information/data:

For the outcome to achieve cross-disability participation among attendees, the following targets were established: Physical (2.5), Hearing (2.5), Vision (5), Cognitive (5), Mental/Emotional (7.5), Multiple Disabilities (5), and Other (5). Cross disability was improved among attendees: Physical (2), Hearing (0), Vision (2), Cognitive (5), Mental/Emotional (23), Multiple Disabilities (0), and Other (1). Progress was made on participation from peers with physical and vision disabilities. The cognitive target was met, while mental/emotional was exceeded. Progress was made on the outcome, but it was not met.

- Consideration:
- Committee Comments: (Met/Exceeded/**Not Met**):
- Any Recommendations for Next Year:

Even though target not met, cross disability progress was made, especially since Youth Power is primarily connected to the mental health network.

IV. Number of cross-cultural young adults with disabilities attending the conference: White (17.5), Hispanic (5.5), Black/African American (3), Native American (.5), Asian (1.5), Pacific Islander (.5), and Multi-Cultural (Two or more) (1.5).

- Information/data:

For the outcome to achieve cross-cultural participation among attendees, the following targets were established: White (17.5), Hispanic (5.5), Black/African American (3), Native American (.5), Asian (1.5), Pacific Islander (.5), and Multi-Cultural (Two or more) (1.5). Cross cultural participation was improved among attendees: White (15), Hispanic (6), Black/African American (10), Native American (0), Asian (0), Pacific Islander (0), and Multi-Cultural (Two or more) (1). White, Native American, Pacific Islander, and Multi-Cultural were close to their targets. Hispanic and African American participation exceeded their targets. Progress was made on the outcome, but it was not met.

NYSILC SPIL Evaluation Report, FY 2012-2013

- Consideration:
- Committee Comments: (Met/Exceeded/**Not Met**):
- Any Recommendations for Next Year:

Again, while target was not met, cultural diversity was increased.

V. Percentage of attendees satisfied with their overall experience at the conference: 90%.

- Information/data:

For the outcome related to the percentage of attendees satisfied with their overall experience at the conference, the outcome is (85%). When asked the question on the follow up survey (32) individuals responded. Overall, attendees rated the forum as follows: 87% excellent and 12.5% good.

The outcome was exceeded.

As a follow up, they were encouraged to associate and circle as many descriptions that apply about the event. The highest rated responses included: Inspired (81.25%), Educated (81.25%), Having Fun (78.12%) and Empowered (71.87%).

Comments included:

- “I’d like to work with the Justice Center on education/abuse prevention.”
- I would like to learn more about...mentoring...networking...systems advocacy.
- Next year I would like the forum to have...more workshops...more professional speakers...more time for open discussion.

- Consideration:
- Committee Comments: (Met/**Exceeded**/Not Met):
- Any Recommendations for Next Year: Agreed.

- Value-Added Impact (s):
 - None.

Overall: Objective met 60%.

Verify:

- Objective # 14 (Statewide Youth Conference) 60% completed, 3 of 5 outcomes completed.

ATTACHMENT 2: NYS CB (formerly CBVH) Report

**Independent Living
Services Consumer
Satisfaction Survey**

**Follow Up Survey of Independent Living
Consumers of the Commission for the Blind
and Visually Handicapped**

Submitted to

The Commission for the Blind and Visually Handicapped

By

The Center for Essential Management Services

3 Claralon Court

Greenlawn, NY 11740

August 2013



Follow Up Survey of Independent Living Consumers of the Commission for the Blind and Visually Handicapped

Purpose of the Project - The New York Commission for the Blind and Visually Handicapped (CBVH) contracted with the Center for Essential Management Services (CEMS) to conduct a statewide follow up survey of individuals with disabilities who had received independent living services from CBVH. The purpose of the survey was to gain feedback from experienced consumers who had completed the course of services.

Introduction - In 2009 CEMS conducted a survey of similar individuals and, where possible, the results of the current survey will be compared to the results of the earlier study. This report focuses on the independent living services component of services provided by CBVH. The project sought to gain from consumers their perceptions of the services they received, what outcomes they achieved, and how satisfied they were with them. It was expected that insight would be gained regarding how services relate to outcomes based on consumers' feedback about their experiences, as well as the extent of their satisfaction with their services from CBVH. This feedback is useful for considering how to change service delivery approaches and policies. This study builds on the foundation that CBVH had begun in 2009 to implement a more systematic and ongoing effort to identify the independent living needs of people with disabilities who are blind and who have vision impairments throughout the state.

Methodology: Consumer Follow Up Survey

Sample: The study sample was drawn from the consumers who completed their independent living services program with CBVH during the year prior to the survey, which was completed during the first quarter of 2013. Sixty-eight persons were included in the original sample. These persons were sent an alert letter prior to the staff of CEMS contacting them by telephone. Response rates based on this original sample were as follows:

Response Rate	2009	2013
Initial Sample	37	68
Completed Interview	16 (43%)	28 (41%)
Wrong/Disconnected Number	7 (19%)	14 (21%)
Not Available After Five Contacts*	7 (19%)	8 (12%)
Refused to Participate	6 (13%)	9 (13%)
Deceased	1 (3%)	0
Moved	0	3 (4%)
Unable to Participate	0	6 (9%)
Total	37 (100%)	68 (100%)
Number of Persons Actually Contacted	22 (59%)	37 (54%)

Response Rate for those Contacted	73%	76%
--	-----	-----

* In 2009 this was set at three contacts

The experience of the current survey, in reaching out to consumers, is quite similar to the previous survey. In the 2013 survey we were able to ascertain reasons behind unwillingness to participate in the interview and one of these is the inability to do so, primarily due to functional limitations, such as an inability to communicate, or limited cognitive ability. These reasons were offered primarily by family members or caregivers.

The Survey Interview (Appendix 1): CBVH developed the initial set of interview questions based on the previous study and input from the NYSILC Consumer Satisfaction Committee. CEMS staff reviewed these and offered suggestions for minor changes. The interview included a total of fifteen items. Ten items were focused on the experiences of the respondents during their service delivery programs. A major difference in the 2013 survey was that these questions were repeated for up to three vendor agencies which had actually delivered services to consumers. In the 2009 survey, participants were asked to respond in general, over all service providers, and not to their experience with specific service providers. There were four questions related to outcomes achieved due to services received and the last six focused on the delivery of services, or impressions about the case management process experienced by respondents as they received services. Five additional items asked respondents to reflect on their experiences with CBVH. Items consisted of ratings and frequently offered the option to explain in open-ended fashion the meaning behind the ratings. All the items were programmed into a Computer Assisted Telephone Interview platform which presented the items in sequence and permitted immediate data entry as the interview proceeded.

Results Related to Outcomes Achieved and Services Received from Providers

This section presents the results by question. The data are aggregated across all providers and, thus, the number of responses exceeds the number of respondents since many had more than one service provider. For each item that called for open ended responses, selected verbatim or paraphrased responses are provided to indicate a context for understanding the meaning of the items

Outcomes from Services

Question #1: Did the services you received give you more confidence?¹

Response	Frequency	Percent
Yes	4	76
Somewhat	7	12
No	7	12
Not Applicable	0	0%

Clearly, this outcome was achieved by a strong majority of consumers.

¹ The percentages within the tables may not add up to 100% due to rounding.

Question #2: Did the services you received lead to you being more independent?

Response	Frequency	Percent
Yes	4	74
Somewhat	1	19
No	4	7%
Not Applicable	0	0%

A strong majority of respondents reported they were more independent as a result of services.

Question #3: This question had five sub-items. Each will be reported separately.

Item#1 : Did the services received help you take care of your daily living needs?

Response	Frequency	Percent
Yes	3	71
Somewhat	1	21
No	4	8%
Not Applicable	1	-

A strong majority of respondents felt they were helped in taking care of their daily living needs.

Item#2: Did the services received help you manage your home more independently?

Response	Frequency	Percent
Yes	3	67
Somewhat	1	25
No	4	8%
Not Applicable	1	-

Although this outcome was noted as achieved somewhat less than the previous ones, still a strong majority indicated improvement in managing their homes independently.

Item #3: Did the services received help you manage your finances more independently?

Response	Frequency	Percent
Yes	1	54
Somewhat	6	21
No	7	25
Not Applicable	3	-

This outcome was not seen as applicable to the respondents as the others. Although a majority of those who did think it was applicable believed the outcome was positive, a rather high percentage felt they did not achieve it.

Item #4: Did the services received help you care for your family?

Response	Frequency	Percent
Yes	1	59
Somewhat	5	16
No	8	25
Not Applicable	2	-

Although many respondents also felt this outcome was not applicable to the services they received from certain providers, many who did felt this outcome was achieved.

Item #5: Did the services received help you travel more independently in your community?

Response	Frequency	Percent
Yes	3	67
Somewhat	8	17
No	7	15
Not Applicable	1	-

This outcome was applicable to more respondents and a strong majority felt they had accomplished this outcome, in part or completely.

Comments Offered Regarding Outcomes

For the most part, comments indicated the services and outcomes received were viewed positively by respondents. Selected comments which illustrate the range of feedback are:

1. Prescription for new glasses helped facilitate mobility, comfort;
2. Confidence to go in new directions, without help;
3. 3-4 products like talking thermostat which saved money on oil bill! Best product!
4. Very helpful in mobility training, shown how to take trains;
5. Met my needs at a particular time and there were a variety of needs;
6. Only used once, didn't understand it, sent it back; and,
7. Did not help in way he wanted.

Summary: The average percent of respondents indicating they obtained these outcomes was 67%. On average, another 19% indicated that they achieved the outcomes somewhat. Thus, a total of 86% of respondents, on average, believed they achieved the desired outcomes, at least to some extent.

Case Management Impressions

Question # 1: Did staff treat you respectfully?

Response	Frequency	Percent
Yes	5	97
Somewhat	2	3%
No	0	0%

An overwhelming majority believed they were treated respectfully by vendor staff. Selected comments include:

1. Very professional and kind;
2. Went out of way to give me everything at one time. I needed glasses, TV glasses, reading glasses and magnifiers;
3. Courteous, talked as though we knew each other, didn't talk down or as though just a patient;
4. The few moments spent with me didn't help, wasn't long enough; tapes continued to be sent, mailed back, complicated; and,
5. Didn't receive what he wanted, disappointed.

Question #2: Were you and the staff able to communicate clearly?

Response	Frequency	Percent
Yes	5	97%
Somewhat	1	2%
No	1	2%

Respondents also strongly believed their communications with vendor staff were clear. Selected comments include:

1. Very nice to me and appreciated what they did;
2. So great, nice, so patient, learned so much and will learn more and go out into the world for a job;
3. Very respectful and polite; and,
4. When called got quick responses.

Question #3: Did staff have a positive attitude while working with you?

Response	Frequency	Percent
Yes	5	98%
Somewhat	1	2%
No	0	0%

Almost all respondents felt that vendor staff had a positive attitude while working with them. Selected comments included:

1. She is an amazing teacher, very patient;
2. Encouraged you to do new things;
3. So supportive when I did the right thing, really gave confidence, very patient when I made mistakes; and,
4. Gracious, but not time to teach, in a rush, came late.

Question #4: Did you have opportunity to ask questions while planning for and receiving services?

Response	Frequency	Percent
Yes	5	93%
Somewhat	1	2%
No	3	5%

Only slightly fewer respondents indicated that they did not have an opportunity to ask questions of vendor staff. Still, a very large percentage felt that they did. Selected comments include:

1. They were great and listened to whatever I had to say;
2. Very helpful, friendly, made me feel comfortable because I was scared, not knowing of program;
3. Asked continually, and still do by email;
4. Less than one day in office was not time enough for questions; and,
5. Language barrier, got what was needed.

Question #5: Did you have an opportunity to set goals?

Response	Frequency	Percent
Yes	3	53
Somewhat	1	22
No	1	24

Regarding opportunity to set goals, only a slight majority felt they accomplished this while almost a quarter of them felt they had no opportunity to set goals with vendor staff. Selected comments include:

1. Didn't really ask me about goals;
2. Most goals already achieved;
3. No time;
4. Asked for help so I could do things by myself, but weren't able to teach me on computer, I don't know why; and,
5. Set them and met them.

Question #6: Did staff respond back to you in a timely manner?

Response	Frequency	Percent
Yes	5	91
Somewhat	3	5%
No	2	3%

Here again, respondents believed they received timely responses from vendor staff. Selected comments include:

1. Once approved, they called me for appointment;
2. Went out of way; volunteer 2x picked me up/drove me home; my magnifier is like heaven, like gold to me;
3. Very responsive and still are;
4. Never really called back, facilitator would set up; and,
5. Too busy with other customers.

Summary: On average across all case management categories, over 88% of respondents indicated that they received their case management service in the desired way and an additional 6% indicated they received it to some extent. The category of setting goals was an outlier and if it is excluded from the averages, the percentages would be 95% and 3%.

Results Related to Services Received from CBVH and Outcomes Achieved

These questions concern how well respondents perceived the case management actions they received from CBVH and the general outcomes that resulted.

Questions #1: Did your CBVH counselor work collaboratively with you on the service plan that was put in place for you?

Response	Frequency	Percent
Yes	16	57%
Somewhat	8	29%
No	4	14%

Fifty-seven percent of respondents agreed with this statement and another 29% agreed somewhat. Selected comments include:

1. In certain way during visit, telephone calls;
2. The counselor was great!
3. Very good and patient;
4. Don't know who; and,
5. Yes, but first counselor not helpful, seemed disinterested in her work with me; second one extremely helpful, much more responsive to needs.

Question #2: Did your CBVH counselor inform you accurately about what to expect from the service providers they referred you to?

Response	Frequency	Percent
Yes	5	54%
Somewhat	5	18%
No	8	29%

Respondents were less inclined to think their counselor informed them accurately with 54% agreeing and only 18% agreeing somewhat. Selected comments include:

1. Couldn't always understand his explanations;
2. Everything chosen swiftly and I'm almost to the goal, hopefully;
3. Did not have counselor or advocate, except for phone survey;
4. Gave him as much information as they knew of;
5. Very professional in all his work; and
6. They just set up appointments but didn't really explain the services.

Question #3: Did the services help you to improve your ability to become more involved in your community?

Response	Frequency	Percent
Yes	1	54
Somewhat	5	18
No	8	29

To this outcome question, 54% of respondents agreed that they were more able to be involved in their community and another 18% felt they were somewhat more able. Selected comments include:

1. Volunteer in church, receptionist, hope I'll be offered a job there, if not other things in the mix I'll be doing;
2. I don't want to get involved! I have enough to do around here!
3. As soon as I'm brave enough! I have the opportunity and training!
4. Not involved outside of home; and,
5. Helped very much.

Question #4: Thinking about the services you received, did they help you to improve your quality of life overall?

Response	Frequency	Percent
Yes	2	71
Somewhat	4	14
No	4	14

Seventy-one percent agreed that this important outcome was achieved and another 14% felt it was achieved somewhat. Selected comments include:

1. Taught so much which helps give me independence, self-esteem-all to use when in world;
2. Wanted service like magnifiers; when received them, learned about other programs;
3. Services made me happy;
4. Being a blind home owner has greatly increased quality of life, especially with young daughter; shown I could live alone, tenfold! I know of other homeowners who live with families and get help, but I love living on my own! and,
5. Gave me more freedom, confidence to try new things.

Question #5: Again, thinking about all the services you received, were you satisfied with these services?

Response	Frequency	Percent
Yes	2	79%
Somewhat	5	18%
No	1	4%

In terms of overall satisfaction with the services received, 79% were satisfied and 18% were somewhat satisfied. In 2009, 69% were satisfied with their services with 44% agreeing strongly. Thirty-one percent had some level of dissatisfaction with services, with 19% disagreeing strongly that they were satisfied.

Selected comments include:

1. I loved them all!
2. Helped me as much as could, not expecting miracles, got what was needed;
3. Very satisfied;
4. I really needed a lot more help than I received; and,
5. Pretty much satisfied.

Summary: In terms of overall agreement regarding outcomes and services received directly from CBVH, 63% of respondents agreed that outcomes and services met expectations. Another 19% felt that expectations were met somewhat, while 18% did not feel their expectations were met.

Conclusions

It appears that the strategy to separate out the respondents' impressions regarding their relationship with CBVH from their relationship with vendors providing services was a good one, as it provides a clearer picture of where fine tuning can be implemented. Overall, it does appear that the vendors CBVH works with are meeting the needs of CBVH consumers, particularly in terms of how case management is provided. In terms of helping consumers achieve desired outcomes, the performance of vendors is quite good but improvement is certainly possible. A majority of consumers report achieving outcomes and still more feel that some progress was made in achieving outcomes. Getting this total percentage over 90% would be a significant achievement. This is not far off as the percentage now stands at 86%. The only clue from the case management data is the outlier result regarding the relatively low percentage of respondents who felt that they had the opportunity to set goals with vendor staff. Perhaps more joint meetings or discussion concerning goals and outcomes that were expected through vendor services would help to improve this performance target. Otherwise, it would seem that vendors, in general, are providing a high level of services to CBVH consumers.

Regarding CBVH, the feedback suggests that improvements can be made that correlate with the findings reported regarding vendors. Consumers would like to have a greater degree of

collaboration in developing plans for their service programs and to have clearer expectations of what vendors are to provide them with. This certainly corresponds with the desire of consumers to be more involved in goal setting with service vendors. A considerable majority (85%) of consumers recognize CBVH for helping them improve the overall quality of their lives. Almost 80% are satisfied with their involvement with CBVH with another 18% somewhat satisfied. It would appear that the Independent Living Services program of CBVH is functioning at a relatively high level but that program improvements, particularly in planning and goal setting, would result in even better levels of performance and outcomes.

Recommendations for improving the evaluation process include the following:

1. Rather than waiting for closure to occur before initiating the evaluation, surveys regarding the satisfaction of consumers with the service delivery process and their interactions with their counselors would likely yield better information if a sample of consumers with open cases would be surveyed every three months. They need not be the same individuals each time and a random sampling of current cases would be sufficient. The measurement of satisfaction with outcomes would continue to occur only after closure. This would eliminate two possible problems when surveys are completed only with closed consumers:
 - a. As time passes from the point when service planning occurred to the time of closure the memory of consumers is not as accurate as at a time shortly after participating in this process; and,
 - b. Perceptions of an earlier time are likely to be colored by events that have intervened when measured after closure. An unsuccessful closure may influence consumers to view their experiences during service delivery more negatively than they really were. A successful closure may result in more positive impressions than would have occurred if measured shortly after these experiences. In either case, actions taken as a result of responses would be misguided.
2. Survey items should be expanded to include examples of what the questions are actually attempting to measure. The current language may reflect professional jargon and not really be understood well by consumers.
3. When a household or family member indicates a consumer is unable to participate in the interview due to a limitation, consideration should be given as to whether it would be useful to ask this person to respond to the questions on behalf of the consumer. If this is attempted, the responses should not be aggregated and analyzed with those of consumers and only used for program change purposes if responses are similar to those of consumers.

Appendix 1: Interview Protocol

CBVH
Independent Living Survey Questionnaire
(10-26-2012)

Name of respondent: _____ Control number: _____

I am _____ from the Center for Essential Management Services. You recently received a letter from the Commission for the Blind and Visually Handicapped that someone would be contacting you to participate in a survey about the services you received from them.

Our records indicate that you recently received independent living services which were provided by _____.

Please tell us which organizations provided services to you in the last x years. Focus on just two with whom you spent the most time. We will discuss these providers in more detail in just a moment.

In order to ensure the continuous improvement of these services, we ask that you please take a few minutes to answer some questions regarding your experiences. Your answers will be kept confidential. Once we have completed all the surveys, we will analyze responses and prepare a report for CBVH. Is it ok for me to conduct the interview with you now or do you prefer to reschedule for a more convenient time?

conduct interview now

reschedule

Time and Date: _____

refuses to interview

cannot reach after 5 tries

disconnected or phone number not working

person no longer available at this number

person moved, deceased, etc.

Think about _____ (provider #1).

1. Did the services you received give you more confidence?

Yes No Somewhat

2. Did the services you received lead to you being more independent?

Yes No Somewhat

3. Did the services received help you:
- a. Take care of your daily living needs?
Yes No Somewhat
 - b. Manage your home more independently?
Yes No Somewhat
 - c. Manage your finances more independently?
Yes No Somewhat
 - d. Care for your family?
Yes No Somewhat Not Applicable
 - e. Travel more independently in your community?
Yes No Somewhat

4. How else did these services help you?

5. Did staff treat you respectfully?
Yes No Somewhat

Please describe

6. Were you and the staff able to communicate clearly?
Yes No Somewhat

Please describe

7. Did staff have a positive attitude while working with you?
Yes No Somewhat

Please describe

8. Did you have opportunity to ask questions while planning for and receiving services?
Yes No Somewhat

Please describe

9. Did you have an opportunity to set goals?
Yes No Somewhat

Please describe

10. Did staff respond back to you in a timely manner?
Yes No Somewhat

Please describe

This set of questions will be repeated for the remaining provider(s) and CBVH (if CBVH staff were the direct service providers. The follow questions apply only to experience with CBVH.

11. Did you CBVH counselor work collaboratively with you on the service plan that was put in place for you?

Yes No Somewhat

Please describe

12. Did your CBVH counselor inform you accurately about what to expect from the service providers they referred you to?

Yes No Somewhat

Please describe

13. Did the services help you to improve your ability to become more involved in your community?

Yes No Somewhat

Please describe

14. Thinking about the services you received, did they help you to improve your quality of life overall?

Yes No Somewhat

Please describe

15. Again, thinking about all the services you received, were you satisfied with these services?

Yes No Somewhat

Please describe

ATTACHMENT 3: Media Survey Report

NYSILC SPIL Media Objective # 8 Survey Responses 1/15/14 (14 total respondents identified)

Q # 1: What was the primary purpose of the media project that your center pursued through this objective? (Each item expressed as a percentage of the base)

Choices	Responses	Percent
Branding	4	57%
Promote programs and services	4	57%
Promote an event	3	43%
Promote fundraising	1	14%
Promote an issue	0	0%
Other – explain below	0	0%
Total Respondents Q1	7	

Comments:

- 1) Telling the Community What WNYIL Is and Explaining IL Philosophy.
- 2) Haunted Halls of Horror Halloween fundraiser.

Q # 2: Did the advertising help you to achieve your intended purpose?

Choices	Responses	Percent
Yes	7	100%
No	0	0%
Not sure	0	0%
Other – explain below	0	0%
Total Respondents Q2	7	

Q # 3: As a result of media exposure center received, did you recognize any noticeable impact related to increases to consumers served, participation in various programs, attendance at local activities or events, increase to donations or awareness of the center and its services?

Choices	Responses	Percent
No	0	0%
Not sure	4	29%
Yes – If so, briefly explain below the impact below – how much (#/\$/% increases)	10	71%
Total Respondents Q3	14	

NYSILC SPIL Evaluation Report, FY 2012-2013

Comments:

- 1) We heard from listeners that they heard our radio ad. We did receive informational contact. Radio is expensive to purchase as are newspaper ads in the major news arena, here. So, we were limited on the "reach" and redundancy. I would love to work with NYSILC on providing guidance on a unified marketing plan with a specific IL message, so when IL Centers use the money, it is creating a unified IL message, potentially. I would assume every IL Center used it for different reasons.
- 2) Increased community awareness of our event and increased attendance at our fundraiser. Additional inducement for sponsor advertising translating into increased dollars in sponsorship. Grant used for bus/billboard promotion. 5 Broome Co. transit buses ran for two months with our event promoted on the outside and inside of the bus. \$10,000 increase to fundraising effort. Excellent exposure.
- 3) While difficult to precisely measure impact, ATI did secure a record amount of donations from a record number of donors in 2013. Anecdotally, ATI received numerous comments throughout the year from people that heard the radio spots. The feedback was positive.
- 4) More consumers sought services in the program that we advertised.
- 5) We had a very large turnout for the ribbon cutting ceremony. Some people came because of the advertising.
- 6) We advertised our annual open house/meet and greet the candidate's night. We saw a substantial rise in politicians wanting to attend. It did not increase the amount of attendees/community members or consumers. I felt our objectives were met.
- 7) Phone calls especially for special education advocacy.
- 8) There was increased awareness of events publicized. A small increase in attendance as well. We have received dozens of comments from people in the community about our radio and print advertisements. We feel there has been a substantive increase in community awareness of the agency's efforts. We hope to continue our awareness efforts consistent with the best practices we identified and implemented.
- 9) We "not-yet" consumers mention they heard our radio ads. It also increased exposure for events.
- 10) Because of our enhanced media efforts we had one of our news stories picked up a local TV station. We also saw more consumers come as a result of one of the ads we placed.

Q # 4: Do you believe that this SPIL objective was valuable to centers and something that should be considered again in the future?

Choices	Responses	Percent
Yes	8	61%
No	1	8%
Not sure	4	31%
Total Respondents Q4	13	

Comments:

NYSILC SPIL Evaluation Report, FY 2012-2013

- 1) This was EXTREMELY Important. We do not have ANY funding for a marketing plan. All funds received assist with programs and services, so we are limited on using FREE marketing and media partnerships which provide extremely limited.
- 2) Absolutely!
- 3) It is always difficult to budget monies to fund public relations efforts, especially given the fact that IL funding has not increased in several SPIL cycles.
- 4) More money is always helpful!
- 5) Maybe updates on upcoming media trends.

Q # 5: Please provide any additional comments that haven't been addressed in the other questions.

Comments:

- 1) I would love to help and or assist NYSILC in the future if there is a need. Katie Trombley (716) 8360822 ext 166 ktrombley@wnyil.org.
- 2) Let's do it again. We're working on 2014's event.
- 3) Thanks you for the opportunity!
- 4) I think it is difficult to quantify the effects of media/branding.
- 5) The media consultant is ok, but did not seem to have any new or creative ideas. Not sure if someone else would be more effective.
- 6) I would provide Centers PR assistance in the next SPIL plan.