



NYSILC 2012 SPIL Evaluation Report

Consultant's Report on Second Year of Project to Assist NYSILC  
in Developing an Outcome-Based Evaluation System  
for the State Plan for Independent Living (SPIL)

Background

NYSILC engaged in its first outcome based SPIL for the years 2011-2013. Given the limited instruction and technical assistance provided to state councils, NYSILC put forward a very good first attempt at constructing an outcome based SPIL. In doing so, the council needed to establish a new evaluation process that involved the members and committees responsible, supported by staff when necessary. A protocol and forms were developed and shared back with the committee's responsible for each objective. The SPIL Committee then reviewed the collective information and made final recommendations for each objective for a complete evaluation conducted for the year.

The first year's activities (2011-2012) included identifying the committees that matched up with specific SPIL objectives, developing SPIL responsibility summaries for each objective that the committee could use to evaluate its performance after contract yearend, and discussions on each committee's normal conference calls to learn about evaluation responsibilities. Ultimately, these activities allowed us to work with the chairs of each committee and their committees to develop the methodology they'd need to assess the objectives assigned to their groups in the first year of the plan. In addition, discussions were facilitated to explore ways to refine and/or expand the objectives to focus more on bottom line outcomes or impacts as well as on measurable activities. The SPIL Committee then worked out the initial process to review the collective information, making final recommendations for each objective for a complete evaluation. This included identifying what objectives would be appropriate to potentially include in the next SPIL based on progress.

Training was provided for Council members at two Council meetings in year one of the project. In year two, this was done as a webinar for new members and it was recorded to serve as a resource for future years. A link to the webinar and reference to SPIL evaluation materials was included in the new member orientation manual.

The SPIL was amended in year two and the language for Objective 10 was changed and the dates of some objectives that had been delayed were pushed back and extended over into the next SPIL with the use of unspent Part B funds.

In addition, other revisions were viewed as “value added” changes that could be made to the existing objectives, not replace them. These were incorporated into the year two evaluation process. It is hoped that through this process, NYSILC will learn more about the outcome process to develop better targets and measures in the next three year plan.

As written in the plan, most of the objectives 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 and how many people participated in the activity and/or how often or to what degree the activity was accomplished. Similar to year one, 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. This process was continued in year two with some additional work done to evaluate some of the “value added” components.

The evaluation activity in year two was delayed slightly due to the work done on the new three year plan. Committees met in the last quarter of 2012 to evaluate the objectives assigned to them. When each committee completed its work, the results were sent to the NYSILC office and then forwarded on to the SPIL committee for a final review. The SPIL Committee and staff were able to address the final evaluation after the new State Plan had been reviewed and approved at the mid-March full council meeting. All of the summaries were then transmitted to the SPIL evaluator who based this final report on each committee's work.

Due to this being a transition year for the Council, with the primary focus being on the facilitation of a statewide needs assessment in conjunction with the formulation and development of the next State Plan, the evaluation consultant did not work with the committees and the council as much on the evaluation process. He instead worked more closely with the SPIL committee to help them refine the objectives and the evaluation process for the new SPIL and also provided technical support for designing and conducting the needs assessment and the new draft of the SPIL.

## 2012 SPIL Evaluation Summary

### Summative Analysis

#### Overall

There were fourteen objectives in the amended 2011-2013 SPIL. Two were not intended to have any work done on them this year (Objective 9 – year one only and Objective 13 – year three only). Nine objectives had specific measurable performance targets set for this year. In addition, there were three

objectives which were not actively worked on this year in terms of their content or activity (Objectives 4, 6 and 7). In the SPIL amendment, these three objectives had their intended targets adjusted to zero for this year in anticipation of administrative work by the DSU to ensure the effective issuance of RFP's for the opportunities so they could be sent out to the field for competition. This would be followed by the announcement of award recipients and the execution of contracts to make the objectives operational in the next year. Based on the lack of progress in the previous year, this step was seen as crucial to effectively initiate the objectives. This is meaningful work toward eventual outcomes that logistically has to be planned during SPIL cycles and the council needs to monitor the progress and evaluate the effectiveness of this process.

Overall, the council fully met four of the nine active objectives (objectives 1, 3, 8 and 11) and two of the three objectives with zero as their performance targets, (objective # 7 DVRN and # 4 CIL coaching) because their RFP's were developed and issued successfully (September 2012 and December 2012). This makes six fully completed objectives in total. In addition, four objectives were partially met. No progress was made on one of the active objectives plus one "zero performance target" objective # 6 (NHTD waiver) because even though the RFP was eventually developed and issued in December of 2012, nobody responded to the competition. This makes two objectives where no progress occurred. The fully completed rate of 50% is almost double the rate from last year of 27%, which is a great improvement.

Here's a brief summary of the eleven objectives and their status at the end of year two:

- Objective 1: Support the Basic Operation of the Council. Completely met; three of the three targets were fully met. This objective measures some of the core responsibilities of the Council such as holding meetings with a quorum, submitting the 704 Report on time and achieving an "unqualified" financial audit.
- Objective 2: CBVH will provide services on a fee-for-service basis to eligible individuals who are legally blind. One of the four targets was exceeded; one was fully met; one was met 88%; and the 4<sup>th</sup> target is still being measured. There was one value added component that was part of the 4<sup>th</sup> target and it will be reported on when the data is fully analyzed related to improved outcome measures. Overall, the objective achieved partial progress at 67% (to date).
- Objective 3 - Support a Statewide Systems Advocacy Network (SSAN) by 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. This objective had six different performance targets and all six were exceeded. In addition, this objective had one value added target that was also met related to training materials.

Some areas for future refinement that were discussed included further defining what constituted a systems change and perhaps trying to measure the impact of public education efforts on both the media and public who attended these events. Action was taken on defining a systems change and in increasing the outcome in the next SPIL. A value added component for social media was identified and will be addressed in year three.

- Objective 4 - Support direct consulting services and coaching for the statewide network of centers. During the SPIL amendment, the performance outcomes were all adjusted to zero for this year in anticipation of the effort required to develop and issue the RFP for the opportunity to the field. Even though it took until December 2012 to send out RFP, the point of adjusting the targets to zero was to give enough time to roll out the proposals in succession. This was successfully accomplished and an award is imminent, so we consider this objective to have been met.
- Objective 5 - Support youth leadership by providing sponsorships for young adults with disabilities to attend and participate in IL conference, national disability and youth leadership trainings. There were three performance targets for this objective and two were fully met and exceeded. The third one related to having one of these youth appointed to the Council. Two youth were identified for future appointments when an appropriate opening is available. So while this outcome was not met, there was good progress toward it. The objective achieved partial progress at 67%.

Based on the evaluation discussion, the committee also identified some additional strategies to use in the future. These included adding to the informational packets examples of potential conferences youth could attend in 2013 to increase interest. This has already been posted on NYSILC home page. The committee also recommended expanding the outreach effort to additional groups like SUNY and CUNY.

There was a value added target for this objective as well, to promote more connection with youth and more feedback from the youth about their experience. This included updating the NYSILC website/youth leadership webpage (under construction), developing a narrative about the opportunity, including links to the application form, describing opportunities that individuals have participated in in the past (provide

direct links to these opportunities), and have some direct comments from past participants to encourage others.

It should also be noted that a young adult survey was introduced at the end of 2012. The results will be tabulated and a report will be disseminated in 2013. A contact from the Burton Blatt Institute was also interested in the data set.

- Objective 6 - Support an annual training opportunity to promote the implementation of the Nursing Facility Transition and Diversion waiver in a manner consistent with the Independent Living philosophy, including best practices and technical assistance. The RFP for this objective was issued and nobody responded. During the SPIL amendment, the outcomes were all adjusted to zero in anticipation of the effort required to develop and issue the RFP for the opportunity to the field. The active goal for this year was to develop an RFP that would lead to an active contract. The RFP was developed and eventually issued in December 2012. However, no one responded to it. Unfortunately, it seems very unlikely with just one year left to implement the objective in 2013-2014 that there is time to successfully re-compete, award and complete it as written. Therefore we consider this objective to have not been met.
- Objective 7 - 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. The RFP for this was re-issued in September of 2012. Eventually, the Center for Disability Rights (CDR) in Rochester was selected and a contract was issued in 2013. During the SPIL amendment, the outcomes were all adjusted to zero in anticipation of the effort required to develop and issue the RFP for the opportunity to the field. Since the RFP was issued and led to an award and contract, we consider this objective to have been met. The objective will be evaluated in 2013 and 2014 against active performance targets.
- 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. There are several new projects that will be started in the next year as a result of these efforts. The objective was completely met. In addition a value added component was included to improve upon the measurement of impact and satisfaction of the centers who received strategic media support services. See Attachment 3 for the results.
- Objective 10 - 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 90% of its objectives were left in the plan, although this outcome is not a result of the consultant's work. Six of the twelve active objectives were completely met, resulting in a completion rate of 50% (compared to 27% from the previous year). Four objectives demonstrated partial progress while only two had no activity. The Council did not meet the 90% threshold for outcomes that were accomplished or for performance targets that were met, but there was solid improvement over last year's results. For the nine active objectives and the three in development during the year, 30 targets were successfully completed out of a possible 41 resulting in a rate of 73%. This is compared to a rate of 44% last year.

The three additional outcomes for this objective (#10) that were added in to reflect the consultant's work with the Council on evaluation development were all met, so 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). All four projects are operational and contributed data to exceed the first target. The second target related to self-sustaining projects was set at zero and attainable for all. One project demonstrated some activity. Some value added work was initiated to request that the IL conference have a best practices track. The objective was completely met.
- Objective 12 - Developing technical specifications for, and establishing, a database to compile, analyze, and interpret data from the statewide network. No work was done on this objective in year two. This was the one of two objectives that reflected no activity or progress.
- 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. Two were fully met and two others were based on a higher anticipated attendance. NYSILC has converted these targets to a ratio based the number of attendees for both improved cross-disability and race/ethnic diversity. These ratio based numbers will guide the group in better recruiting participants for next year's conference. However, since the SPIL was not amended, the performance targets remain as stated in the SPIL. The fifth outcome had a flawed measurement tool, so it was difficult to assess the full impact. This will be worked on for year three. The objective achieved

partial progress at 40%.

#### Additional Observations

- Of the four objectives that were partially met, three achieved 60% or more of the performance targets and most of the outcomes were close to meeting the performance targets, so overall it was a very strong showing. In addition, many of the performance targets that were met far exceeded the targeted level.

#### Ability of SPIL Objectives to Meet Performance Targets

The twelve objectives that were active in year two had a total of 41 performance targets. Of these, 30, or 73%, were successfully completed, nearly meeting the SPIL objective of 90%. This is a very strong improvement over the first year when only 44% of all performance targets were met.

#### 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.

The improvement from year one to year two was a result of two primary factors:

- Most projects were able to put in a full year of work enabling a stronger outcome.
- As a result of the first year’s evaluation process, some objectives were amended to more accurately reflect the work being done or the timing of the work, including the need to build in a year for development and issuance of an RFP for those that would not be run directly by the council. This was a significant development in the council’s SPIL process and was incorporated into the planning for the new SPIL which was underway during this year. The purpose of an evaluation process is to measure results, *and* to improve overall performance. This administrative adjustment will help the council improve its performance with the next SPIL.

Some of the objectives far exceeded their targets. For these, the questions need to be asked as to whether the targets 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 possibly have more accurate targets.

Value added: a number of objectives had “value added” components. In

some cases these measured additional outcome results and in some cases they dug deeper to measure a more true impact outcome. Most of these were not fully measured in year two and the data will be more complete in year three.

#### Recommendations

NYSILC committees need to continue to analyze each of the outcomes in year two as noted above to see 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 the outcome orientation of some of these objectives will help with this process, as will conducting conversations 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.

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. However, others continue to focus on measuring activity outcomes not impact outcomes. More work with each of the committees can help continue to build a stronger outcome orientation to the objectives and the evaluation process.

#### Major SPIL Committee Recommendations

The SPIL Committee only evaluated the objectives that NYSILC committees performed evaluations on. This was eleven of the twelve objectives targeted for work for the year. It did not include the database objective (Objective 12) because no activity occurred and a couple of months earlier during SPIL development, the SPIL Committee decided to extend the database objective into the next SPIL. In essence, it discussed the fate of the objective and could have discontinued it, but decided to carry it over into the next State Plan. Objective 12 received a separate evaluation during the SPIL process.

As a result, the SPIL Committee's final evaluation of the objectives clearly identified four objectives under the "successful completion" category supporting its continuation and acknowledging its need to being re-evaluated in 2013 to determine its final progress: objective # 1 (NYSILC), objective # 3 (SSAN), objective # 8 (media initiative), and objective # 11 (capacity building).

Three objectives were identified under a combination of "partial progress" and some "successful completion" categories, mostly acknowledging support for continuation based on the partial progress. There is a need to increase progress in the upcoming year as it is re-evaluated. This was for objective # 2 (CBVH IL FFS), objective # 5 (young adult sponsorships), and objective # 10 (SPIL evaluation).

The remaining four objectives had different variations. Objective # 14 (youth conference) received mostly “partial progress” but one “discontinue” due to the difficulties they had with their outcomes. By majority, it mostly acknowledges support for continuation based on the partial progress. There is a need to increase progress in the upcoming year as it is re-evaluated. However, the one “discontinue” recommendation indicates that support is needed to assist the group to improve their performance.

Objective # 7 (NVRN) received all “incomplete” ratings. Therefore, it was recommended that since the information was incomplete for the objective, support was for continuation since the RFP was just issued and award provided (recently implemented) and its performance can be evaluated at the end of next year.

Objective #4 (CIL coaching) received mostly “incomplete” ratings and one “discontinue.” Thus, by majority, it was recommended that since the information was incomplete for the objective, support was for continuation since the RFP was just issued and an award is pending. Its performance can be evaluated at the end of next year. The one “discontinue” rating could question successful implementation of the objective.

Last, objective # 6 (NFTD waiver) received mostly “discontinue” ratings and one “incomplete”. By majority, it is recommended that due to a variety of factors (lack of information, objective not implemented, objective no longer relevant), the objective should be discontinued. As it turned out, the full council agreed and eliminated objective # 6 in the new SPIL on March 15<sup>th</sup>.

For more details about the evaluation of each objective, see Attachment 1. For the SPIL Committee’s recommendations about each objective based on the evaluation results, see Attachment 2.

ATTACHMENT 1:

COMMITTEE REPORTS:  
DETAILED EVALUATIONS OF EACH OBJECTIVE

2012 SPIL Evaluation Summary: Objective # 1 - Support the basic operation of NYSILC  
Report from the Executive Committee

2012 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 at the November 18, 2011, March 16, 2012, June 1, 2012 and September 7, 2012 meetings. FCM minutes document that a quorum was present for all of these meetings.

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

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

- Information/data:

This was accomplished as documented by Finance Committee minutes of February 8, 2012 reviewing the audit and 990 form with the CPAs and accepting them. It was reported out at the March 16<sup>th</sup> 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](http://www.nysilc.org/primary_source/2011-990-filing.pdf).

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

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

- Information/data:

NYSILC completed its portion of the annual 704 report by early December 2012. The DSU then worked on its portion of the report and submitted it to RSA by the deadline. The final version of the 2011 NY 704 report was posted on the NYSILC website, [http://www.nysilc.org/archives/2012NYS\\_704Report-final.doc](http://www.nysilc.org/archives/2012NYS_704Report-final.doc).

- Consideration:
- Committee Comments: (Met/Exceeded/Not Met): **Met.**
- Any Recommendations for Next Year:
- Value-Added Impact (s):  
None for this objective.
- Overall: Objective met 100%.
- Verify: Objective # 1 (NYSILC operations) 100% completed, 3 of 3 outcomes completed (100%).

2012 SPIL Evaluation Summary: Objective # 2 – CBVH IL FFS  
Report from the Consumer Satisfaction Survey Subcommittee

2012 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.
- 80% percent of satisfied consumers as surveyed in year 2.
- 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, 461 individuals received CBVH IL FFS during the past year. The outcome was exceeded.

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

Any Recommendations for Next Year: One person felt that the base number of 350 should be increased to 400. Another felt that 350 would still be reasonable next cycle.

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 461 individuals who received CBVH IL FFS during the past year, 159 met their IL goals. The outcome was 21 below the goal and not met. Since this is the second year in a row that the goal wasn't reach and the number trended up, it could be that the goal was just set too high. A goal of 150 is probably more realistic.

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

Any Recommendations for Next Year: Since this is the second year in a row this outcome has attained a number around 150 – thus it is trending more to this number. It would be better set at 150 next cycle. Question was raised about just what this outcome actually measured. Perhaps it could be replaced with a different objective measuring increased mobility, greater access home/community, and or more integrated setting.

III. 80% percent of satisfied consumers as surveyed in year 2.

- Information/data:

The Center for Essential Management Services will be conducting the survey for CBVH. They have had numerous meetings with them to finalize the survey instrument and the data they need to conduct the survey. The survey is close to being started. It should occur over the next several weeks. After processing, results should be available during the first quarter of 2013.

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

IV. 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 Rockland ILC and Westchester Disabled on the Move during the past year as new centers providing CBVH IL FFS. In addition, the Brooklyn Center for Independent Living was approved by CBVH to provide benefits advisement as an initial step. As a result, three new vendor relationships were established with CILs so the goal was met. At this point, the goal is to have relationships with six new centers. There are four new centers to date (SILC, RILC, WDOM and BCID). Going into the last year, it would be beneficial to make a listing of the centers with new and previous CBVH vendor relationships.

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

Value-Added Impact (s):

For objective # 2 (CBVH IL FFS), input was recommended to the satisfaction survey to assess impact related to additional aspects of greater independence, mobility, community integration, and transition to less restrictive settings. CBVH will report back results with full complete findings.

- Completed.
- Overall: Objective met 67%.
- Verify: Objective # 2 (CBVH IL FFS) 67% completed, 2 of 3 outcomes completed (67%). With a 4<sup>th</sup> outcome (consumer satisfaction survey) TBD.

2012 SPIL Evaluation Summary: Objective # 3 – SSAN  
Report from the Public Policy Committee

2012 Performance Targets:

- 1 SSAN significant statewide system change.
- 70 (75) local partnerships and coalitions established by the SSAN network.
- 616 (660) educational alerts disseminated to local volunteers by the SSAN network.
- 280 (300) local public education activities engaged in by the SSAN network.
- 84 (90) local grassroots organizing activities engaged in by the SSAN network.
- 70 (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 2012 Disability Priority Agenda:

The Governor's proposal to eliminate spousal refusal was rejected. The state budget provided for the expansion of facilitated enrollment (FE) services for people with disabilities and seniors (previously not provided).

Consistent with the recommendations of the MRT Affordable Housing workgroup, the state budget established and funded a new Supportive Housing Development Program that will provide service funding, rent subsidies and capital dollars to increase housing opportunities in the community for people with disabilities (\$75 million a year over the next three years). It also authorizes the State to redirect savings achieved by closing nursing facility and hospital beds to this program.

DOH will be required to report on quality issues related to implementation of mandatory managed long term care.

The SafeRx/pharmacy language access was included, ensuring pharmacies provide translation or other language services to individuals with limited English proficiency.

Access to enteral formula was expanded beyond people living with HIV/AIDS to cover "additional conditions," which is expected to include all people with disabilities.

Consumer Directed Personal Assistance was affirmed as a mandatory service under both Medicaid Managed Care and Managed Long Term Care.

Other additional impacts were realized as noted in the SSAN annual report.

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

Any Recommendations for Next Year: In the next SPIL, define what a systems change is. Look into increasing the target for significant system change from 1 to 2. Be sure to share the full report for the SSAN at the next full council meeting, possibly come up with a one-page report of accomplishments (as opposed to the long list).

II. 70 (75) local partnerships and coalitions established by the SSAN network.  
Information/data:

The SSAN centers established 145 new partnerships and coalitions, exceeding the goal by 70. Some examples of the types of partnerships and coalitions developed included, but were not limited to:

The Center for Disability Rights in Rochester was a co-sponsor of Human Rights Day. The SSAN staff attended monthly meetings to plan the 2011 Human Rights Day activities.

The Brooklyn Center for Independence of the Disabled joined and worked with the Office of the Borough President to include the Borough President's subcommittee on access issues in the BCID Barrier Busters Committee. The Barrier Busters committee was formed by BCID to address accessibility issues throughout the Borough of Brooklyn. The Barrier Busters committee visits local businesses to address accessibility concerns raised by consumers, volunteers and others. The committee asks the proprietor of the business to discuss how to make the business accessible and the benefits of having a fully accessible business.

SSAN staff at Directions in Independent Living is a member of the Allegany County Livability by Design Committee which is dedicated to the design and modification of homes to provide accessibility and prevent falls, allowing individuals the option of remaining in the home and avoiding institutionalization.

The Resource Center for Independent Living staff is involved in the Hamilton College-Levitt Center collaboration for student community service and research projects in disability, aging, youth and healthcare issues.

SSAN staff at STIC in Binghamton joined a statewide Committee on Aging Concerns which is responsible for overseeing a project which trains visitors who assist people who are elderly and/or disabled.

Westchester Independent Living Center SSAN staff joined the Homes for Westchester coalition and participated in its conference in March to provide comments regarding increasing accessible housing options for people with disabilities in Westchester County.

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

III. 616 (660) educational alerts disseminated to local volunteers by the SSAN network.

Information/data:

The network responded collectively to 1,069 educational alerts during the year distributed to local volunteers, exceeding the goal by 453. Some examples of the types of educational alerts disseminated included, but were not limited to: Data from "Capwiz", an automated alert system operated by the Center for Disability Rights, shows the national impact of New York's organized Statewide Systems Advocacy Network when it comes to action alerts. Recent examples of how important the SSAN network is in its ability to generate alert responses

include:

About one-third of all the responders to an alert to Washington State Governor Gregoire about potential appeal of *Olmstead* litigation to the Supreme Court came from New York.

More than one-third of the people who sent emails to the American Hotel and Lodging Association regarding implementation of the Americans with Disabilities Act were New Yorkers in this network.

Over 40% of the responders urging the delegates at the National Forum on Disability Issues to talk about *Olmstead* and Medicaid were from New York.

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

IV. 280 (300) local public education activities engaged in by the SSAN network. Information/data:

The SSAN sites engaged in 504 collective public education activities in the past year, exceeding the goal by 204. Some examples of the types of public education activities at the local level included, but were not limited to:

Western New York Independent Living regularly participates in the “Points of View” Public Affairs Television Program (Public Access Cable) to discuss issues related to the independent living philosophy and relevant to the Disability Priority Agenda, such as the vocational rehabilitation/client assistance program, Kendra’s Law, emergency preparedness and the Money Follows the Person program.

Westchester Disabled on the Move SSAN staff facilitated a training for center staff and volunteers on Medicaid redesign in October.

SSAN staff from the Resource Center for Accessible Living had a Letter to the Editor published in the Daily Freeman and Ulster Press media outlet entitled “Preserving Healthcare for New Yorkers” as part of Medicaid Matters week.

Independent Living Inc.’s SSAN staff presents regularly at The Friendship Club, a psycho-social club run by the New York State Office of Mental Health with a rotating attendance of 175 consumers. SSAN staff provides general information about the independent living philosophy, services available through independent living centers, and current policy issues being discussed at the State level that could impact the participants directly.

SSAN staff from the Center for Independence of the Disabled, New York, presented a series of workshops in August on civil rights of people with disabilities, including in housing, employment, education, health care, etc.

Independent Living Center of the Hudson Valley’s SSAN staff taught two sessions at the local college in January on the disability movement, independent living philosophy and civil rights.

SSAN centers collectively achieved dozens of media hits highlighting the work of Independent Living Centers and issues relevant to the Disability Priority Agenda.

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

Any Recommendations for Next Year: Question was asked about benefit of capturing impact of both these items (media and training). Perhaps media impact on audience or area, training impact on audience. It was felt that at this point, we should go with the standard outcome.

V. 84 (90) local grassroots organizing activities engaged in by the SSAN network.

Information/data:

The SSAN sites facilitated 200 different local grassroots community organizing activities in the past year, exceeding the goal by 110. Some examples of the types of community organizing activities included, but were not limited to:

Several SSAN centers organized volunteers to attend a rally on May 31<sup>st</sup> in Albany, organized by NYAIL, to support implementation of the Community First Choice option and an *Olmstead* plan in New York.

On November 3<sup>rd</sup> several volunteer systems advocates in Brooklyn attended a roll-in protest at a presentation/demonstration of the new inaccessible NYC taxis.

Olean SSAN staff organized a group of volunteers to attend the accessible voting conference, "Waking the Sleeping Giant," hosted by the Catskill Center for Independence in Syracuse on September 12<sup>th</sup>.

The Southern Tier Independence Center's SSAN staff arranged a discussion with the Office for People with Developmental Disabilities' (OPWDD) Commissioner Courtney Burke and Broome DDSO staff for OPWDD consumers, Medicaid Service Coordinators, advocates and ILC staff in order to give the Commissioner first hand stories from the community regarding de-institutionalization and local independent living challenges. In preparation for the meeting SSAN staff helped some people with their comment preparations.

SSAN staff collectively recruited several dozen new systems advocate volunteers.

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

VI. 70 (75) oral or written public testimonies statements or letters provided, in

response to a documented request, by the SSAN network.  
Information/data:

The SSAN sites provided 134 different types of testimony in the past year, exceeding the goal by 59. Some examples of the types of testimony provided on particular issues include, but were not limited to:

New York's Section 1115 Partnership Medicaid Waiver Amendment Plan  
New York State *Olmstead* Plan  
NYS Homes and Community Renewal 2013 proposed annual Action Plan  
ACCES-VR's 2013 State Plan  
CMS' definition of home and community based setting  
The future of the Commission on Quality Care's Protection and Advocacy and Consumer Assistance Program programs  
The Office for People with Developmental Disabilities statewide comprehensive plan  
Medicaid Redesign Team's Affordable Housing workgroup recommendations  
NYSILC public policy committee's request for feedback on draft 2012 policy agenda.

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

NYSILC will work with the SSAN coordinator (NYAIL) in 2012 to identify the capacity of the SSAN network to be able to have Facebook and Twitter sites and connections to be able to meet target in 2013.

NYAIL identified that data has been obtained related to this and other items and will be shared for 2012.

Note: In 2013, Associated Development Group (MWBE provider for NYAIL) will provide technical support and training to SSAN on topic. Materials will be sent to NYSILC. Target to have each SSAN site develop at least 30 Facebook and Twitter followers and send at least two new postings a month per site.

- Completed – as noted and more information to follow.
- Overall: Objective met 100%.
- Verify: Objective # 3 (SSAN) 100% completed, 6 of 6 outcomes completed (100%).

2012 SPIL Evaluation Summary: Objective # 4: - Support direct consulting services and coaching to the statewide network of centers.

No activity occurred on the content of this objective. However, progress was made toward the development and issuance of the RFP to the field for the opportunity. Eventually, the DSU will announce an award and execute a contract. This is seen as important and meaningful work necessary to initiate and implement the objective. 4 of 4 targets met. Objective 100% complete.

2012 SPIL Evaluation Summary: Objective # 5 – Young adult sponsorships  
Report from the Outreach Subcommittee

2012 Performance Targets:

- 8 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. 8 youth will apply for youth sponsorships.  
Information/data:

Based on a summary of the information collected by the NYSILC office for the Outreach Subcommittee, (11) young adults applied for sponsorships from across the state. Geographic distribution included: Albany (1), Cortland (7), and Rochester (3). This number surpassed the goal by three. The outcome was exceeded.

- Consideration:
- Committee Comments: (Met/Exceeded/Not Met): **Exceeded.**
- Any Recommendations for Next Year: Provide youth with examples of potential conferences to attend in 2013. See link already posted on NYSILC home page for 2013 Potential Conference & Training Opportunities for Young Adults:  
[http://www.nysilc.org/primary\\_source/2013%20Young%20Adult%20Training%20Opportunities.doc](http://www.nysilc.org/primary_source/2013%20Young%20Adult%20Training%20Opportunities.doc).

II. 4 youth will attend and participate in IL conferences or national youth disability trainings.  
Information/data:

All (11) youth were approved for sponsorships up to \$250. All but \$250 was expended. These eleven young adults participated in the following events:  
National conference of law students with disabilities in Washington, DC (1).  
NCIL annual conference in Washington, DC full conference (2).  
NCIL annual conference in Washington, DC one day march, rally, and hill visits (7).

National Spinal Cord Injury Association Roll on Capitol Hill in Washington, DC (1).

The goal was surpassed by three. The outcome was exceeded.

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

Any Recommendations for Next Year: Look to expand outreach to additional groups like SUNY and CUNY (although effort was made last year). One member recognized the council for exceptional children in New York City conference. The link was found and contact was made: <http://www.schoolleadership20.com/events/2012-nys-council-for-exceptional-children-student-leadership>.

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. However, the council will follow through with these individuals and cannot necessarily appoint them in any given year. There has to be an appropriate vacancy or one individual is from a center that already has representation on the council along with the fact that NYSILC has to be careful about its state and center employee ratios. While no young adults were actually appointed this year, interested individuals were identified who could be appointed in the future. The outcome of (1) was not met.

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

For objective # 5 (young adult sponsorships), make updates to the NYSILC website/youth leadership webpage (under construction), develop a narrative about the opportunity, house the opportunity with links to form, list opportunities that individuals have participated in (provide direct links to these opportunities), also have some direct comments from past participants to encourage others.

To be worked on in early 2013 (after draft SPIL is completed). It should also be noted that a young adult survey was introduced at the end of 2012. The results will be tabulated and a report will be disseminated. A contact from the Burton Blatt Institute was also interested in the data set.

- Overall: Objective met 67%.
- Verify: Objective # 5 (Young Adult Sponsorships) 67% completed, 2 of 3 outcomes completed (67%).

2012 SPIL Evaluation Summary: Objective 6 - Support an annual training opportunity to promote the implementation of the Nursing Facility Transition and Diversion waiver in a manner consistent with the Independent Living philosophy, including best practices and technical assistance

No activity occurred on the content of this objective. However, progress was made toward the development and issuance of the RFP to the field for the opportunity. Eventually, the DSU will announce an award and execute a contract. This is seen as important and meaningful work necessary to initiate and implement the objective. 3 of 3 targets met. Objective 100% complete.

2012 SPIL Evaluation Summary: Objective 7 - 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.

No activity occurred on the content of this objective. However, progress was made toward the development and issuance of the RFP to the field for the opportunity. Eventually, the DSU will announce an award and execute a contract. This is seen as important and meaningful work necessary to initiate and implement the objective. 3 of 3 targets met. Objective 100% complete.

2012 SPIL Evaluation Summary: Objective # 8 – Media Initiative  
Report from the Executive Committee (For SPIL Committee)

2012 Performance Targets:

- 12 media hits that appear in statewide media markets.
- 80 media hits that appear in statewide media markets, either purchased or PSA, as part of a statewide campaign to promote Independent Living.
- 18 media hits that appear in local media markets by providing support to CILs.

I. 12 media hits that appear in statewide media markets.

- Information/data:

Based on data collected by the NYSILC office, the following 27 state and national articles were distributed:

Governor Cuomo announces taxi bill deal (NY Post) 12/21/11.

With veto deadline approaching, Cuomo hosts taxi day at the Capitol (Capital New York) 12/15/11.

Saving for people with disabilities may soon be tax-free (Disability Scoop) 11/15/11.  
Voter accessibility remains an issue (Auburn Citizen) 11/15/11.  
In State care, 1,200 Deaths and Few Answers (NY Times) 11/5/11.  
Settlement prompts fear about cuts to Medicaid (NY Times) 11/4/11.  
Roll-in protest against taxi of tomorrow (DNA info.com) 11/3/11.  
The disabled deserve taxis too, Voice for the People for November 1, 2011 (NY Daily News) 10/20/11.  
Bloomberg says suit to add handicapped-accessible cabs unfair to average riders, wastes gas, money (NY Daily News) 10/20/11.  
State suspends 120 on charges of abuse (Buffalo News) 10/19/11.  
Starting again after a brain injury (NY Times) 10/8/11.  
80% of wounded veterans cite mental health woes (Navy Times) 3/24/12.  
Women, Culture, Disability (Daily Kos) 1/31/12.  
Rockland Independent Living Center Breaking Down Barriers (New York Nonprofit Press) 1/25/12.  
Oregonians With Disabilities File Class Action Suit Against The Governor, State Officials (The Oregonian) 1/25/12.  
Panel Upsets Order Forcing State to Find Homes for Mentally Ill (NY Law Journal/4/10/12).  
Disability Activists Storm US Supreme Court Demanding Support for the Affordable Care Act (ADAPT Release/4/25/12).  
A Risky Recipe for New Yorkers with High Health Needs (Public News Service/4/25/12).  
Insurers Alter Cost Formula and Patients Pay More (NY Times/4/23/12).  
HHS Announces New Affordable Care Act Options for Community-Based Care (NYAPRS Enews/4/27/12).  
Scholarship Program Honors Pat Figueroa (Times Union/4/25/12).  
Governor Cuomo Announces First in the Nation Reforms to Protect People with Special Needs and Disabilities (News Release/5/8/12).  
White House Sends UN Disability Treaty to the Senate for Ratification (NCIL/5/18/12).  
ADAPT Activists Sentenced for Protesting Medicaid Cuts in the Ryan Budget (ADAPT Release/5/23/12).  
California Secretary of State Launches Survey to Assess Needs of Voters with Disabilities (News Release/5/16/12).  
Suicides Among US Troops Including Those Serving in Afghanistan – Have Increased by 18 Percent in the Last Year (Associated Press/6/11/12).  
Over 50 organizations unite for historic presidential forum on disability issues (DC) 8/14/12.

These articles can be referenced on the NYSILC website, under Archived News Clips, 2012 FFY News Clips, [http://www.nysilc.org/media-backup/2012\\_FFY\\_NewsClips1.doc](http://www.nysilc.org/media-backup/2012_FFY_NewsClips1.doc). The goal was surpassed by 15. The outcome was exceeded.

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

II. 80 media hits that appear in statewide media markets, either purchased or PSA, as part of a statewide campaign to promote Independent Living.

- Information/data:

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 makes contact and works with the center to develop a basic media plan. Each center identifies its priorities and what it ultimately wants to market: programs and services, events and activities, fund raising, issues, connect to branding of the center, etc. Once this is identified, the most effective type(s) of media for their area to achieve their goals to reach their audience(s) is 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):

CDCl engaged in a leveraged PSA that helped to promote the center, branding, and the healthy lifestyles capacity building grant they just obtained. During the month of October 2011:

(218) 30 second radio spots aired on a variety of Clear Channel stations (WGY, WHRL, WKKF, WOFX, WPYX, WRVE, and WTRY). Also during the month of October 2011.

NCCI did a series of leveraged PSAs to promote their center, services, and their upcoming open house to recognize a move to a new location. A combined (118) 60 second radio ads aired as followed:

(28) on North Country Public Radio, (30) on (WIRY), (30) on (WKOL), and (30) on (WOKO).

Cortland ATI focused on a radio ad campaign: (210) ads aired on FM 101.5 and WXHC.com between May 2012 (105) and June (105). The ads were created to market services, the centers, and a specific program.

Westchester (WILC) documented their radio campaign from the fall to promote the center and its programs and services: (24) ads on FM 103.9 WFAS between 11/12/11 to 11/30/11.

Corning AIM initiated a radio ad campaign: (30) ads on WENY-AM and (25) ads on WENI-FM between 9/3/12 through 9/14/12. AIM was looking to expand its program and services in its community – in particular its TBI, transition services, and programs for youth.

**Total: 625 media hits statewide/leveraged radio ads.** The goal was

surpassed by 545. The outcome was exceeded.

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

III. 18 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):

ILCHV in Troy had a banner campaign designed to promote their center and fund development related to a matching grant opportunity connected to their capital campaign.

(1) Front page banner was in the Troy Record (10/5/11), (1) Latham Life (Week of 10/3/11), and (1) Greenbush Life (Week of 10/3/11). The banner was also at the top of the Troy Record website for the first (15) days of the month.

The Bronx center also developed a plan to develop ads with the Bronx Times related to consumer banking and credit. It resulted in (1) News 12 story (1-2 minutes) on the Bronx center.

The Bronx center had (2) newspaper based ads in the Bronx Times and Able News. Bronx center completed their ad campaign with (2) ads in the Bronx Times and ABLE News.

The Brooklyn Center pursued a campaign to promote the center, its services, and promotion of its ADA event by obtaining (4) ads in total (2 in a Brooklyn paper, 1 in the Canarsie Courier, and 1 in ABLE News).

The Kingston center successfully contracted to host a monthly radio talk show "Ask the Expert" on WKNY1490 AM talk radio, resulting in (8) media hits. It focuses on disability issues. It ran on the second Friday of every month from 10:00-10:30 am from April through November. For this fiscal year, there were six shows on the following topics: April - RCIL basics (Suzanne & Warren Lawrence), May - home and community based services (Suzanne & Warren Lawrence), June - Olmstead, nursing home abuse and reform (Suzanne, Sue & Warren Lawrence), July - Gilles Architectural Barrier Consultants (Suzanne, Sue & Warren Lawrence), August - Affordable Health care Act (Sue & Keith), September - Benefits & Work (Anthony & Keith). The October show was on special education advocacy with Dorothy Richards and the November show is TBD.

**Total: 35 local media hits supporting CILs.** The goal was surpassed by 17. The outcome was exceeded.

In addition, two additional proposals achieved progress but measureable impact will

not occur until next year. The Rockland center put in a unique proposal, leveraged by a grant received by SAMHSA, to receive a video camera to help tape clips to support the filming of a documentary and center events and activities. The short documentary they want to immediately focus on will utilize the talents of HBO personnel and radio voice Ted Williams.

Rochester (CDR), Troy (ILCHV), and CIDNY (Queens) centers agreed to participate in the WNYIL's Points of View disability issue discussion show. Taping of two shows occurred on September 21, 2012. The two shows were focused on "managed care" and the "ADA 22 Years Later." Final copies of the shows and distribution will be documented to the expended media markets.

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

# 8 (media initiative), add a question to the follow up survey on survey monkey with centers using the opportunity to assess impact (currently just assesses satisfaction). As a result of media exposure center received, did they 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? If so, how much (#/% increase).

This updated survey was sent out to the centers that participated in the initiative recently. The results will be available by mid December 2012.

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

2012 SPIL Evaluation Summary: Objective # 9 - Support a statewide consumer satisfaction survey for the CIL network.

There was no work planned for this objective in year 2.

2012 SPIL Evaluation Summary: Objective # 10 – SPIL Evaluation Report from the Executive Committee (For SPIL Committee)

2012 Performance Targets:

- 90% SPIL objectives that are successfully completed on an annual basis.

- 90% SPIL objectives that meet performance targets.
- 75% SPIL evaluator assists NYSILC to develop and document an evaluation system and process that engages committees and council in an annual SPIL evaluation.
- 75% SPIL evaluator develops materials to train current and future NYSILC members on outcome based evaluation.
- 50% SPIL evaluator advises NYSILC on related items requiring expertise: needs assessment, consumer satisfaction survey, and ranking of SPIL priorities.

I. 90% SPIL objectives that are successfully completed on an annual basis.

- Information/data:
- For the percentage of SPIL objectives that are successfully completed on an annual basis (90%), out of the (14) SPIL objectives, two were not active in 2012 (# 9 consumer satisfaction survey and # 12 IL statewide conference). Of the (12) objectives that were active in 2012, (6) were successfully completely 100%, which is a 50% completion rate. While this did not achieve the outcome of 90%, it was an improvement compared to 2011 (27%). This improvement was a combination of direct achievement and adjustments made during the SPIL amendment. The following objectives were completed as noted:
  - Objective # 1 (NYSILC operations) 100% completed, 3 of 3 outcomes completed (100%).
  - Objective # 3 (SSAN) 100% completed, 6 of 6 outcomes completed (100%).
  - Objective # 4 (CIL Coaching) 100 completed, 4 of 4 outcomes completed (100%). Adjusted to zeros as a result of the SPIL amendment. RFP was successfully issued.
  - Objective # 7 (DVRN) 100% completed, 3 of 3 outcomes completed (100%). Adjusted to zeros as a result of the SPIL amendment. RFP issued at end of contract year.
  - Objective # 8 (Media initiative) 100% completed, 3 of 3 outcomes completed (100%).
  - Objective # 11 (CBILCO) 100% completed, 2 of 2 outcomes completed (100%).
- For the other (6) objectives, the following results should be noted:
  - Objective # 2 (CBVH IL FFS) 67% completed, 2 of 3 outcomes completed (67%). It should be noted that a fourth outcome is TBD.
  - Objective # 5 (Young Adult Sponsorships) 67% completed, 2 of 3 outcomes completed (67%).
  - Objective # 6 (NFTD) 100% completed, 0 of 3 outcomes completed

(0%). Adjusted to zeros as a result of the SPIL amendment. Even though all the outcomes were “met” and the RFP was eventually issued, nobody applied and the objective was discontinued.

- Objective # 10 (SPIL Evaluation) 60% completed, 3 of 5 outcomes completed (60%).
- Objective # 12 (Database) 0% completed, 0 of 1 outcomes completed (0%). No progress was made on this objective. The RFP needs to be sent out and the work group needs to meet. It will hopefully be extended until completion.
- Objective # 14 (Statewide Youth Conference) 40% completed, 2 of 5 outcomes completed.
- Consideration:
- Committee Comments: (Met/Exceeded/Not Met): **Not met.**
- Any Recommendations for Next Year: While the outcome was not met for the objective, progress was definitely made on this outcome compared to the previous year.

II. 90% SPIL objectives that meet performance targets.

- Information/data:

For the percentage of SPIL objectives that meet performance targets (90%), for the (12) active objective in 2012, there was a total of (41) outcomes. For the information presented above, (33) of the outcomes were successfully completed, resulting in a rate of 80%. This meant that (8) outcomes were not completed, or a rate of 20%. The 80% completion rate was close to attaining the target set for the outcome and demonstrated increased progress from last year when (16) of (36) outcomes were completed, or 44% was attained. Progress was definitely made on this outcome.

- Consideration:
- Committee Comments: (Met/Exceeded/Not Met): **Not met.**
- Any Recommendations for Next Year: It should be noted that one outcome is TBD for objective # 2 CBVH for the consumer satisfaction survey (85%). Results will be adjusted accordingly for I and II if needed.

III. 75% 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:

For percentage SPIL evaluator assists NYSILC to develop and document an

evaluation system and process that engages committees and council in an annual SPIL evaluation (75%), the 2011 evaluation report that was completed, along with the evaluation forms for each objective, and the process created to have the relevant committees perform the SPIL evaluations and then send them in to the SPIL Committee for an overall review, forwarding the final information to the consultant who compiles the information into a draft report, which is then reviewed by the SPIL Committee and then presented to the full council easily meets the 75% outcome. The process for SPIL evaluation has successfully been established. This outcome was completed.

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

IV. 75% SPIL evaluator develops materials to train current and future NYSILC members on outcome based evaluation.

- Information/data:

For the percentage SPIL evaluator develops materials to train current and future NYSILC members on outcome based evaluation (75%), it has been noted that in November 2011, the SPIL evaluator conducted a follow up training on evaluation to full council members, conducted a webinar to the new council members in June 2012 and has since posted that session on the NYSILC website, and worked with NYSILC committees during the summer on “value added” items for their 2012 SPIL evaluations. As a result, he has exceeded the 75% outcome measure. The only item that remains for 2013 is to take his materials and incorporate them into the orientation manual. This outcome was completed.

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

V. 50% SPIL evaluator advises NYSILC on related items requiring expertise: needs assessment, consumer satisfaction survey, and ranking of SPIL priorities.

- Information/data:

For the percentage SPIL evaluator advises NYSILC on related items requiring expertise: needs assessment, consumer satisfaction survey, and ranking of SPIL priorities: (50%), the SPIL evaluator successfully guided the SILC through the needs assessment process and helped to deliver a report and documented by link (as noted earlier in this report). He has provided input on the consumer

satisfaction survey, but spent most of his time dovetailing the needs assessment preliminary results with the facilitation outline so that public input would consider what we found and build upon that knowledge. He has also helped us through committee participation to suggest ways of structuring our process to better work through our information to identify priorities and consider aspects of resource allocation. As a result, he has exceeded the 50% outcome measure. This outcome was completed.

- Consideration:
- Committee Comments: (Met/Exceeded/Not Met): **Met.**
- Any Recommendations for Next Year:
- Value-Added Impact (s): For objective # 10 (SPIL evaluation), seek feedback through a follow up survey of council members after 2012 Evaluation is conducted. Inquire of council members on evaluation committees (indicate if trained @ initial FCM trainings or via webinar) and ask questions to see if they report an increased ability to evaluate SPIL objectives (75% target).
- Use initial training material to create a new section on evaluation in the NYSILC Orientation Manual. Reference webinar link.
- SPIL evaluator will work with executive director in early 2013 when SPIL evaluation is complete.
- Overall: Objective met 60%.
- Verify: Objective # 10 (SPIL Evaluation) 60% completed, 3 of 5 outcomes completed (60%).

2012 SPIL Evaluation Summary: Objective # 11 - CBILCO  
Report from the Outreach Subcommittee

2012 Performance Targets:

- 240 people served by identified target unserved/ underserved population.
- 0 self-sustaining programs.

I. 240 people served by identified target unserved/ underserved population.

- Information/data:

For the outcome to serve people from the identified target populations of each grant, the outcome was exceeded by achieving a collective preliminary number of 317 to date. Two more year end reports still need to be accounted for.

ARISE served (40) veterans with disabilities directly and (4) more through focus group participation. CDCI served (86) individuals through various health and wellness programs for people with disabilities. CIDNY served (120) young adults (students) with disabilities, while NCCI provided services to (67) veterans with disabilities.

In terms of some of the program highlights, ARISE hired a program coordinator who is a veteran with a disability. They run focus groups and conduct aggressive outreach within their community and meet with various veterans and community groups important to the target population. A shortened list includes:

North Medical Center, Liverpool  
American Cancer Society, East Syracuse  
Andrews Methodist Church, North Syracuse  
Silver Fox Senior Center, Baldwinsville  
Rescue Mission, Syracuse  
Department of Aging and Youth, Onondaga County  
Health and Recreational Fair, Lemoyne College, Syracuse  
Meals On Wheels  
Syracuse University  
VA Hospital, Syracuse,  
Syracuse VA Behavioral Health (Branch of VA Hospital's Outpatient Mental Health Services) Syracuse  
Veterans Vocational Center, Syracuse  
The Altamont Program (Partner of VA to meet needs of returning vets throughout NYS)  
Disabled Veterans Association (DVA), Syracuse  
Disabled Veterans Transportation , Syracuse  
Disabled Veterans Volunteers, Syracuse  
NAMI Family to Family, Syracuse  
Senator Gillibrand's Office  
Onondaga Community College Veteran Coordinator  
Veterans Administration Behavioral Health  
Senator Buerkle's Office  
JJ Johnson Project Warriors Army VA Hospital  
Veteran's Affairs  
Warrior Wonders

CDCI hired a coordinator. The Healthy Living Advocate developed outreach and promotional material for distribution via email, snail mail website and through social media. It was sent out to over 400 agencies and individuals. They have set up and held successful seminars on various topics:

On October 27, 2011, the Center hosted a Flu Shot Clinic. 29 people received their flu shot.

On November 29, 2011, the Center hosted a CDSMP (Chronic Disease and Self Management Program).

On November 30, 2011, the Center hosted a Healthy Spaces Registration

event.

On May 3, 2012, the Center hosted its second installment of the “Ketchup is not a Vegetable” workshop. This interactive workshop assisted participants in setting individual goals and strategies to improve their health and energy level. 15 people were in attendance.

On May 10, 2012, the Center hosted a workshop on Health Reform: What is it and what does it mean for New York. 10 people were in attendance.

The Center continues to facilitate its Guys Gaming Group, which meets every other Friday. 4 men routinely attend this group.

The Chronic Disease and Self Management Programs were conducted to help people gain self-confidence in their ability to control their symptoms and learn how their health problems affect their lives. This course was conducted once a week, for six weeks, at Sacred Heart in Castleton. 14 people attended this program series.

14 new consumers through the “Have Fun Be Fit” program.

CIDNY hired a full time bilingual coordinator that is adept at language and accessible print and social media outreach. 120 students enrolled in the youth program. 113 completed the Strides curriculum. 4 of these students moved into the Step Up program. 6 of their parents participated in the Step Up workshops. CIDNY established youth programs in seven high schools, including Long Island City, Frank Sinatra, Flushing, Beach Channel, and Queens High School for Teaching, Metropolitan, and Queens Vocational. These schools have student populations that include youth who have intellectual and learning disabilities and who come from low-income, primarily Spanish-speaking families. The Youth Programs staff continues to have regular contact with Transition Coordinators at these schools.

The Strides Job Club curriculum was completed by students in two schools, Frank Sinatra and Long Island City. All these students completed a CIDNY Individual Living Plan (ILP) and became consumers with goals of completing the Strides program, reviewing resume writing skills, and discussing their own employment goals or interests. CIDNY staff members from our Client Assistance Program (CAP), Consumer Action Network (CAN) advocacy program, and PAVA Voting Rights Project came to speak to the students. The students were able to identify that the Strides program assisted them in:

“how to make a resume”

“if I have to go to a job interview, I should always make sure that I’m clean and presentable”

“I learned about presentation and eye contact”

“how to dress properly, how to write a resume, and how to talk around an interview”

NCCI spent time reorganizing their approach to provide outreach to veterans with disabilities. They connected with the following agencies:

Clinton County Veterans Service Agency

Disabled American Veterans, Post 179  
Veterans Administration Clinic, Plattsburgh  
Timothy Pierce, Veterans Counselor, Essex County  
North Country Veterans' Organization  
Commander, American Legion Post 29, Plattsburgh  
Commander, American Legion Post 1620, Ausable Forks  
President, Women's Auxiliary American Legion Post 20, Plattsburgh  
Gold Star Mothers Organization

NCCI set up a steering committee comprised of NCCI staff and veterans with disabilities to provide guidance, feedback, and direction as the project progresses. A needs assessment was conducted to identify unmet needs of veterans with disabilities, as well as systems advocacy issues in the service area. As part of the new strategy, NCCI is going to have the grant focus on the following:

Create a staff manual on veteran's services in the community and best practices for serving veterans with disabilities.

Produce a weekly email bulletin on veterans with disabilities, sent to our email contact list of over 700 local individual and organizational email addresses. Each email will contain 2-3 brief items of interest to veterans with disabilities, news stories, website links, or event announcements.

Make connections with veterans groups. Exchange information about each others' work, routines, membership, philosophy, etc. so that we can contact them for help and they can contact us for help, when needed.

Build strong partnerships with local veterans with disabilities groups. Develop mutual referral routines, share and cross promote events, and cooperate on advocacy issues as appropriate circumstances arise.

Attend veterans-related events held in the community in order to connect with more veterans with disabilities, and further draw the connection for the rest of the community between IL services and philosophy and veterans with disabilities.

Under the mentoring guidance of our AmerCorps member focused on veterans with disabilities, our staff has served and made contact with 67 veterans with disabilities.

- Consideration:
- Committee Comments: (Met/Exceeded/Not Met): **Exceeded.**
- Any Recommendations for Next Year: It was noted how hard it was to navigate the veterans system. As a result, veterans could benefit from being connected to legal representation. The NY City Bar Association has a guide to help them understand what benefits they are entitled to. Also, go to bar association for legal service.

II. 0 self-sustaining programs.  
Information/data:

Related to the second outcome, no examples or progress towards self-sustaining programs were necessary in 2012. However, CDCI sent in a letter of inquiry to Hannaford in support of the healthy living program and is awaiting a response.

- Consideration:
- Committee Comments: (Met/Exceeded/Not Met): **Met.**
- Any Recommendations for Next Year:
- Value-Added Impact (s): For objective # 11 (capacity building), in 2013, hold discussions to support a best practices forum to capture the information, material and information learned from the projects. Maybe include the same from the media initiative. Start with a track at the IL conference. Load information on the outreach webpage on the NYSILC website.

Executive director expressed desire of council to NYAIL to support a best practice track to the IL conference. Waiting for details of conference to confirm.

- Overall: Objective met 100%.
- Verify: Objective # 11 (CBILCO) 100% completed, 2 of 2 outcomes completed (100%).

2012 SPIL Evaluation Summary: Objective 12 - developing technical specifications for, and establishing, a database to compile, analyze, and interpret data from the statewide network.

No work was done on this objective in year two. 0 of 1 target (0%). Objective not met and no activity during year.

2012 SPIL Evaluation Summary: Objective # 14 – Statewide Youth Conference  
Report from the Outreach Subcommittee

2012 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 (5), Hearing (5), Vision (5), Cognitive (10), Mental/Emotional (15), Multiple Disabilities (10), and Other (10).

- Number of cross-cultural young adults with disabilities attending the conference: White (35), Hispanic (11), Black/African American (6), Native American (1), Asian (3), Pacific Islander (1), and Multi-Cultural (Two or more) (3).
- Percentage of attendees satisfied with their overall experience at the conference: 85%.

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

- Information/data:

The Youth Power Statewide Annual Conference took place in Albany, NY at the Holiday Inn Express on Broadway August 7-9, 2012. Thirty-two participants attended the conference, exceeding the first “participation” outcome by 2. It was assessed by conference registration forms.

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

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

- Information/data:

The second outcome of (15) participants connected to a CIL, the conference questionnaire identified that (10) would definitely connect with their local center, (8) may connect with their local center, while (4) stated they will not connect with their local center. The combination of the first two responses indicates an initial interest to connect with local CILs. The outcome was exceeded. However, next year the questionnaire should ask the question more direct in terms of how many participants have made contact with their local center.

- Consideration:
- Committee Comments: (Met/Exceeded/Not Met): **Not met.**
- Any Recommendations for Next Year: Clearly state the survey question to match the outcome target. Don't split questions with choices that are not a selection. Work with group in advance next year.

III. Number of cross-disability young adults with disabilities attending the conference: Physical (5), Hearing (5), Vision (5), Cognitive (10),

Mental/Emotional (15), Multiple Disabilities (10), and Other (10).

- Information/data:

The third outcome was assessed by asking for the demographic information on the conference registration forms. It should be noted that not every participant was willing to disclose either their disability. Therefore, while most people did respond, the numbers do not exact match because some chose not to. Youth Power knew that they were very much composed of members with mental health/emotional disabilities. This objective was to encourage them to increase their cross-disability participation. As a result, the following individuals self-identified out of the number of (32) participants: (20) mental health/emotional, (3) cognitive (mostly learning disabilities), (2) visual, (2) other, (1) mobility, and (0) hearing. Four people didn't self-identify. When compared to the outcomes, the only category that was met by number was mental health/emotional. However, the total participant base is off. If you add up the outcome numbers, they equal (60). While Youth Power wanted to reach a goal of (60) participants, they met the minimum goal of (30) with (32) participants. So, the outcome numbers should really be adjusted to the participant base of (32). In essence, they should be halved. The adjusted outcomes should be: Physical (2.5), Hearing (2.5), Vision (2.5), Cognitive (5), Mental/Emotional (7.5), Multiple Disabilities (5), and Other (5). Now, we can appreciate that while Youth Power still did not achieve this outcome, they did make progress on cross-disability participation. (8) of their participants, or 25%, have other types of disabilities. This is a very good start. Youth Power should work on this base and expand their efforts in the upcoming year.

- Consideration:
- Committee Comments: (Met/Exceeded/Not Met): **Not met.**
- Any Recommendations for Next Year: Use the baseline from this year to improve outreach and results next year. Adjusted outcomes: Physical (3), Hearing (3), Vision (3), Cognitive (5), Mental/Emotional (8), Multiple Disabilities (4), and Other (4). Actual 2012 outcomes: (20) Mental health/emotional, (3) Cognitive (mostly learning disabilities), (2) Visual, (2) Other, (1) Mobility, and (0) Hearing. (4) People didn't self-identify.

IV. Number of cross-cultural young adults with disabilities attending the conference: White (35), Hispanic (11), Black/African American (6), Native American (1), Asian (3), Pacific Islander (1), and Multi-Cultural (Two or more) (3).

- Information/data:

The fourth outcome was assessed by asking for the demographic information on

the conference registration forms. Youth Power, because of its statewide membership, does have and represent diversity. This objective was more to encourage them to assess and make necessary adjustments to their diversity if needed. As a result, the following individuals self-identified their race/ethnicity out of the number of (32) participants: White/Caucasian (20), Hispanic/Latino (4), Black/African American (6), Native American (1), Asian (0), Pacific Islander (0), and Multi-Cultural (Two or more) (1). When compared to the outcomes, they met two outcome categories (African Americans and Native Americans). However, the total participant base is off. If you add up the outcome numbers, they equal (60). While Youth Power wanted to reach a goal of (60) participants, they met the minimum goal of (30) with (32) participants. So, the outcome numbers should really be adjusted to the participant base of (32). In essence, they should be halved. The adjusted outcomes should be: White/Caucasian (17.5), Hispanic/Latino (5.5), Black/African American (3), Native American (.5), Asian (1.5), Pacific Islander (.5), and Multi-Cultural (Two or more) (1.5). Now, we can appreciate that while Youth Power still did not achieve this outcome, they have excellent diversity. They met White/Caucasian and almost met the Hispanic/Latino and Multi-Cultural outcomes. Youth Power should work on this base and expand their efforts in the upcoming year especially to the categories the need to expand and to the Asian community.

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

Any Recommendations for Next Year: Use the baseline from this year to improve outreach and results next year. Adjusted outcomes: The adjusted outcomes should be: White/Caucasian (17), Hispanic/Latino (6), Black/African American (3), Native American (1), Asian (2), Pacific Islander (1), and Multi-Cultural (Two or more) (2). Actual 2012 outcomes: White/Caucasian (20), Hispanic/Latino (4), Black/African American (6), Native American (1), Asian (0), Pacific Islander (0), and Multi-Cultural (Two or more) (1).

V. Percentage of attendees satisfied with their overall experience at the conference: 85%.

- Information/data:

The fifth outcome was assessed by the conference questionnaire. It asked participants to rate their overall satisfaction and experience with the conference. Twenty individuals completed evaluations. Out of this base, (11) rated their experience excellent and (7) as good. Nobody identified that they had a bad or the worst experience at the conference. Overall the combined (18) out of 20 results in a 90% rate and exceeds the outcome.

Some of the comments from the evaluation questionnaires included:

- The relationships I have built. My awareness of myself as a leader.
- A desire to learn more about advocacy. Connecting more to local communities and the services within them. Becoming more involved in other communities and learning about state.
- Speaking out. Advocating for others. Getting to hear others and getting to know them.
- Options are available. I can make a change. Youth are very diverse.
- A desire to learn more about advocacy. Connecting more to local communities and the services within them. Becoming more involved in other communities and learning about state.
- Contacts with youth and young adults. Strategies. Contacts with decision makers. Speaking out. Advocating for others. Getting to hear others and getting to know them. Disability and diversity terminology. Cultural awareness. Talking about meds.
- Consideration:
- Committee Comments: (Met/Exceeded/Not Met): **Not met.**
- Any Recommendations for Next Year: The original summary was not accepted. The wording of the question and scale was not clear enough to establish that 85% of the attendees were satisfied with their overall experience as indicated in the outcome. Need to provide support to the group in advance to ensure the question and scale clearly establishes relationship.
- Value-Added Impact (s): None for this objective.
- Overall: Objective met 40%.

Verify: Objective # 14 (Statewide Youth Conference) 40% completed, 2 of 5 outcomes completed.

ATTACHMENT 2:

NYSILC 2012 SPIL Evaluation: SPIL Committee Final Evaluation

Listed below is the evaluation for each SPIL objective based on the committee evaluations. After each objective is a brief narrative recommendation. The headings for the evaluation recommendation choices have been shortened to fit column headings, but are described in full below:

- Due to a variety of factors (lack of information, objective not implemented, objective no longer relevant), it should be recommended that the objective be discontinued. (Discontinue)
- Since information was incomplete for the objective, support continuation in the SPIL until its performance can be reevaluated again at the end of the year to determine final progress. (Incomplete)
- Based on the information, and partial progress of the objective, support continuation in the SPIL with any recommended strategies. Look to increase progress in upcoming year. It will need to be reevaluated again to determine final progress. (Partial Progress)
- Based on the information, successful performance of the objective supports its continuation in the SPIL. It will need to be reevaluated again to determine final progress. (Successful Completion)
- Other: (Other)

| Objective  | Discontinue | Incomplete | Partial Progress | Successful Completion | Other |
|------------|-------------|------------|------------------|-----------------------|-------|
| # 1 NYSILC |             |            |                  | 5                     |       |
| TOTAL      |             |            |                  | 5                     |       |

Recommendation: Based on the information, successful performance of the objective supports its continuation in the SPIL. It will need to be reevaluated again to determine final progress.

| Objective          | Discontinue | Incomplete | Partial Progress | Successful Completion | Other  |
|--------------------|-------------|------------|------------------|-----------------------|--|
| # 2 CBVH<br>IL FFS |             |            | 3                | 1                     | Based on the information, successful performance of the objective supports its continuation; however, the Council should identify new objectives and outcomes to |

|       |  |  |   |   |  |
|-------|--|--|---|---|--|
|       |  |  |   |   | measure success of services and relationships. |
| TOTAL |  |  | 3 | 1 | 1  |

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Recommendation: By majority: Based on the information, and partial progress of the objective, support continuation in the SPIL with any recommended strategies. Look to increase progress in upcoming year. It will need to be reevaluated again to determine final progress. However, it should be noted under the "other" recommendation that new outcomes were utilized for this objective in the next SPIL.

| Objective | Discontinue | Incomplete | Partial Progress | Successful Completion | Other |
|-----------|-------------|------------|------------------|-----------------------|-------|
| # 3 SSAN  |             |            |                  | 5                     |       |
| TOTAL     |             |            |                  | 5                     |       |

Recommendation: Based on the information, successful performance of the objective supports its continuation in the SPIL. It will need to be reevaluated again to determine final progress.

| Objective        | Discontinue | Incomplete | Partial Progress | Successful Completion | Other |
|------------------|-------------|------------|------------------|-----------------------|-------|
| # 4 CIL Coaching | 1           | 4          |                  |                       |       |
| TOTAL            | 1           | 4          |                  |                       |       |

Recommendation: By majority: Since information was incomplete for the objective, support continuation in the SPIL until its performance can be reevaluated again at the end of the year to determine final progress.

| Objective                    | Discontinue | Incomplete | Partial Progress | Successful Completion | Other |
|------------------------------|-------------|------------|------------------|-----------------------|-------|
| # 5 Young Adult Sponsorships |             |            | 2                | 2                     |       |
| TOTAL                        |             |            | 2                | 2                     |       |

Recommendation: Spilt decision between two. If it is based on the information, and partial progress of the objective, support continuation in the SPIL with any recommended strategies. Look to increase progress in upcoming year. It will need to be reevaluated again to determine final progress. It can then be acknowledged that the objective was also recognized for its successful performance.

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| Objective       | Discontinue | Incomplete | Partial Progress | Successful Completion | Other |
|-----------------|-------------|------------|------------------|-----------------------|-------|
| # 6 NFTD Waiver | 3           | 1          |                  |                       |       |
| TOTAL           | 3           | 1          |                  |                       |       |

Recommendation: By majority: Due to a variety of factors (lack of information, objective not implemented, objective no longer relevant), it should be recommended that the objective be discontinued.

| Objective       | Discontinue | Incomplete | Partial Progress | Successful Completion | Other |
|-----------------|-------------|------------|------------------|-----------------------|-------|
| # 7 NVRN Voting |             | 4          |                  |                       |       |
| TOTAL           |             | 4          |                  |                       |       |

Recommendation: Since information was incomplete for the objective, support continuation in the SPIL until its performance can be reevaluated again at the end of the year to determine final progress.

| Objective            | Discontinue | Incomplete | Partial Progress | Successful Completion | Other |
|----------------------|-------------|------------|------------------|-----------------------|-------|
| # 8 Media Initiative |             |            |                  | 4                     |       |
| TOTAL                |             |            |                  | 4                     |       |

Recommendation: Based on the information, successful performance of the objective supports its continuation in the SPIL. It will need to be reevaluated again to determine final progress.

| Objective            | Discontinue | Incomplete | Partial Progress | Successful Completion | Other |
|----------------------|-------------|------------|------------------|-----------------------|-------|
| # 10 SPIL Evaluation |             |            | 3                | 1                     |       |
| TOTAL                |             |            | 3                | 1                     |       |

Recommendation: By majority: Based on the information, and partial progress of the objective, support continuation in the SPIL with any recommended strategies. Look to increase progress in upcoming year. It will need to be reevaluated again to determine final progress.

| Objective     | Discontinue | Incomplete | Partial Progress | Successful Completion | Other |
|---------------|-------------|------------|------------------|-----------------------|-------|
| # 11 Capacity |             |            |                  | 4                     |       |

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|          |  |  |  |   |  |
|----------|--|--|--|---|--|
| Building |  |  |  |   |  |
| TOTAL    |  |  |  | 4 |  |

Recommendation: Based on the information, successful performance of the objective supports its continuation in the SPIL. It will need to be reevaluated again to determine final progress.

| Objective             | Discontinue | Incomplete | Partial Progress | Successful Completion | Other |
|-----------------------|-------------|------------|------------------|-----------------------|-------|
| # 14 Youth Conference | 1           |            | 3                |                       |       |
| TOTAL                 | 1           |            | 3                |                       |       |

Recommendation: By majority: Based on the information, and partial progress of the objective, support continuation in the SPIL with any recommended strategies. Look to increase progress in upcoming year. It will need to be reevaluated again to determine final progress.

ATTACHMENT 3:

Survey Monkey Survey for NYSILC SPIL Media Initiative Objective # 8

NYSILC SPIL Media Objective 2012

1. Did you find the process NYSILC implemented for the SPIL media objective appropriate (interest response, basic media plan, contact with a media consultant, direct or reimbursed media buy, leveraged media placement(s)?)

| Answer Options    | Response Percent | Response Count |
|-------------------|------------------|----------------|
| Yes.              | 100.0%           | 7              |
| No.               | 0.0%             | 0              |
| Not sure.         | 0.0%             | 0              |
| answered question |                  | 7              |
| skipped question  |                  | 0              |

2. How useful was it to develop a basic media plan to help determine your placement(s)?

| Answer Options    | Response Percent | Response Count |
|-------------------|------------------|----------------|
| Very useful.      | 71.4%            | 5              |
| Somewhat useful.  | 28.6%            | 2              |
| Not very useful.  | 0.0%             | 0              |
| Not sure.         | 0.0%             | 0              |
| answered question |                  | 7              |
| skipped question  |                  | 0              |

3. How helpful was it to have a media consultant advise, connect, and support you to make your placement(s)?

| Answer Options    | Response Percent | Response Count |
|-------------------|------------------|----------------|
| Very helpful.     | 71.4%            | 5              |
| Somewhat helpful. | 28.6%            | 2              |
| Not very helpful. | 0.0%             | 0              |
| Not sure.         | 0.0%             | 0              |
| answered question |                  | 7              |
| skipped question  |                  | 0              |

4. 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?

| Answer Options | Response Percent | Response Count |
|----------------|------------------|----------------|
|----------------|------------------|----------------|

|  |       |   |
|--|-------|---|
| No   | 0.0%  | 0 |
| Not sure   | 28.6% | 2 |
| Yes - if so, briefly explain the impact below and identify it - how much (#/% increase). | 71.4% | 5 |
| answered question  |       | 7 |
| skipped question   |       | 0 |

- We got a late start, so not sure yet.
- 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.
- Consumers mention they heard our radio ads. It also increased exposure for events.
- Because of our enhanced media efforts we had one of our news stories picked up a local television station. We also saw more consumers come as a result of one of the ads we placed.

5. Is there any way that we can improve the process in the upcoming year? (Provide recommendations in the comment box below)

| Answer Options    | Response Percent | Response Count |
|-------------------|------------------|----------------|
| Yes.              | 16.7%            | 1              |
| No.               | 16.7%            | 1              |
| Not sure.         | 66.7%            | 4              |
| Comments          |                  | 2              |
| answered question |                  | 6              |
| skipped question  |                  | 1              |

- More money is always helpful!
- Maybe updates on upcoming media trends.

6. Please provide any additional comments that haven't been addressed in the other questions.

| Answer Options    | Response Count |
|-------------------|----------------|
|                   | 2              |
| answered question | 2              |
| skipped question  | 5              |

- The media consultant was okay, but did not seem to have any new or creative ideas. Not sure if someone else would be more effective.

- I would provide Centers PR assistance in the next SPIL plan.