



State Rehabilitation Council

Nebraska Department of Education
301 Centennial Mall South • PO Box 94987 • Lincoln, NE 68509

State Rehabilitation Council Meeting Center For People In Need August 14, 2012

Meeting Minutes

Public notice of upcoming meetings will be available on the Department of Education website under "Master Calendar" at least 5 days prior to each meeting.

MEMBERS PRESENT: Lisa Alexa, Sharon Bloechle, Sue Gieschen, Gayle Hahn, April Isaacs, Sherri Kelly, Seamus Kelly, Jason Kerkman, Tim Kolb, Leslie Novacek, Vicki Obrecht, Mark Schultz, Joni Thomas

MEMBERS ABSENT: Mitch Arnold, Barb Benes, Vicki Rasmussen, Terry Wilson

VR STAFF PRESENT: Don Crouch, Pat Bracken, Mark Mason, Pia Brady

The meeting of the State Rehabilitation Council (SRC) commenced at 10:00 a.m. Public notification of this meeting was made on the Nebraska Department of Education web site.

PUBLIC COMMENT/ANNOUNCEMENTS

Jason Kerkman has ended his membership term on the SRC and was presented with a SRC notebook by Mark Schultz with thanks for serving on the Council. Terry Wilson will also receive a notebook but was unable to attend the meeting.

Don Crouch shared that he ran across the minutes from the very first SRC meeting which was held May 19, 1993. The Council will celebrate 20 years this coming May.

APPROVAL OF AGENDA

Tim Kolb moved and Vicki Obrecht seconded a motion to approve the agenda as corrected with appropriate presenter names. There were no objections to the motion. **The motion carried by unanimous consent.**

APPROVAL OF MAY 8, 2012 MINUTES

The next meeting date was stated incorrectly in the May 8, 2012 minutes. Joni Thomas moved and Seamus Kelly seconded a motion to approve the May 8, 2012 meeting minutes as amended. There were no objections to the motion. **The motion carried by unanimous consent.**

MEETING DATES

The Executive Committee recommended meeting dates of October 9, 2012; February 5, 2013; May 14, 2013; August 13, 2013; and October 15, 2013. A motion was made by April Isaacs and seconded by Gayle Hahn to approve the recommended meeting dates. There were no objections to the motion. **The motion carried by**

unanimous consent. Sue Gieschen asked if anyone was interested in meeting at other office locations across the state. The option will be left open for future consideration.

ELECTION OF NEW OFFICERS

Nominations for chair: Sharon Bloechle nominated Sue Gieschen

Nominations for Vice-Chair: Sue Gieschen nominated Vicki Obrecht

Nominations for Executive Committee: Vicki Obrecht nominated Gayle Hahn; Vicki Obrecht nominated April Isaacs; and Vicki Obrecht nominated Lisa Alexa.

A vote was taken by ballot and the slate of new officers was accepted.

VR MARKETING PLAN

Pia Brady, the new VR Marketing Specialist, was present to talk about the marketing plans for VR. She talked about the importance of using the same message over and over and not confusing people with multiple messages. Content marketing lets the consumer know what they can expect to gain if they come to the agency. Internal marketing involves the agency staff knowing the marketing plan, receiving the latest training and providing the same message to consumers. Pia's recommendations for the path VR should take for marketing was outlined. The projects currently in progress are the Outreach and Brand Marketing Plan; Nebraska VR Orientation Video; and the revision of VR brochures. Discussion was held about the importance of storytelling in marketing.

CHANGES IN TRANSITION/PROCESS/STANDARDS

Mark Schultz shared that some changes to the Transition Program are required based on the findings of the federal onsite visit. Previously, the consent form was being signed by the parent and student and services were being provided. The federal office has said that this is not allowed until the student is identified as eligible. The consent form is being replaced by a school referral form and then students are being provided some group services until eligibility can be determined.

MEMBER FEEDBACK ON VR

No feedback was shared.

CAP REPORT

Vicki Rasmussen shared a written CAP report in the packet. Any questions can be e-mailed to Vicki.

MEMBER FEEDBACK ON WRITTEN REPORTS

Joni Thomas shared that NESILC is working on the State Plan that is due next July. They are also working on creating measureable outcomes. Tim Kolb mentioned that they have some new members on the Council. They have implemented a new process to help identify qualified members.

DIRECTOR'S REPORT

Mark Schultz shared the Director's report.

- The State Plan has been submitted and is awaiting approval.
- Fremont has moved to their new office. Scottsbluff will be moving to the State Office Building there sometime in October.
- If sequestration occurs in January, an 8% cut will be applied to Nebraska. Plans are being considered on what will be done if this occurs.

- A study on rehabilitation technology is being done nationally. Nebraska's Assistive Technology Partnership is being considered as a model project across the state. Interviews of staff and consumers will be done to get a sense of how the system works.
- Nebraska's use of iPads for service delivery has gained some attention across the country.
- The certificate program with community colleges has also gained attention by other agencies. The Institute on Community Inclusion in Boston is talking with Nebraska VR about some partnering opportunities.
- Judy Volland has agreed to serve as Program Director of Community Services after Dennis King's retirement. A new Grand Island office director will be hired.
- The new case management system went live and there have been some glitches to work out. Many great comments have been shared about the system and the convenience it will provide.
- Mark Mason shared that the position of YRTC liaison is being redefined. They have a plan developed and need to share it with HHS and NDE special education to seek their approval.
- The staff "Fed Ex" day was held again where office teams could brainstorm some new ideas. It was a successful experience that generated many ideas.

COMMITTEE REPORTS

Client Services Committee

Joni Thomas reported.

- An Outreach Focus Group will be piloted in Lincoln and one other location. One will be around the Latino population and the other around the deaf and hard of hearing population. Pia will be asked to attend the next meeting and discuss it with them.

Employer Services Committee

Jason Kerkman reported.

- SRC Employment Committee Goals are to survey businesses not working with VR, continue outreach to minorities, evaluate the effectiveness of Project Search and certificate programs, and marketing statewide.
- The Committee would like a third party evaluator to talk with businesses to see why they are not working with VR. A motion was made by Jason Kerkman that VR contract with a third party agency to conduct a survey of businesses not working with VR to find out why they are choosing not to partnership. Gayle Hahn seconded the motion. Mark Schultz shared that they are trying to keep the scale small by doing a sampling of 15-20 businesses in the central and eastern part of the state to see if anything jumps out. There were no objections to the motion. **The motion carried by unanimous consent.**
- On July 18, three Entrepreneur of Distinction awards were presented. They went to Bryan Bell - Bell Photography from Omaha, Vicky Newman – Lincoln Family Funeral Care in Lincoln, and Jessica Goeden - Healthy Paws in Norfolk. The Alumni award went to Robert Danner, Open Door Computers in Lincoln. Some of the recipients become very moved about being awarded.

Transition Services Committee

Vicki Obrecht reported.

- The Committee is looking at ideas to be more involved in the objectives.
- A big issue is getting parents actively involved in transition. They are considering the creation of a video to share at IEPs that tells stories about VR and what it can do to assist a student. The video could be made available at a variety of places.
- The new VR logo could be posted in teacher's rooms, counselor's offices, school websites, etc. In the school newsletter a recent graduate could be spotlighted to show how VR assisted them.
- The new referral process will be more focused.

NEW MEMBER UPDATE

Sue Gieschen shared that Gayle Hahn, Vicki Rasmussen and Sue Gieschen interviewed several applicants for SRC membership. Four that were selected are Kipp Ransom, Vicki Newman, Robert Danner, and Jaime Galloway. All applicants were excellent.

CHANGE TASK FORCE

The VR office is reviewing their processes to weed out the unnecessary. Mark sought SRC input by asking a series of questions.

Question: *What is the minimum amount of time a client must be in the system before they can be closed as successful?* 6 months to ensure that substantial services are being provided. Discussion was held indicating that 90 days of employment is a better standard to follow than being in the system for 6 months. The 6 months seems arbitrary.

Question: *If a high school student receives help finding a summer job – is that a successful outcome?* Much discussion did not achieve a conclusion. Some more research will be needed.

Question: *Use the term client or consumer?* Customer was also offered. Most don't care for any of those terms. When reading the definitions, client seems to fit the best.

Question: *How often should staff make contact with a client?* Currently, once a week for students and monthly for those employed. This standard seemed reasonable to the Council.

Question: *Should VR offer a four day work week?* Staggered schedules would be done. The Council agreed that it doesn't cause any negative issues.

ADJOURN

A suggestion was made that the marketing staff attend the SRC meetings to assist the Committees since they are all mentioning marketing plans.

The meeting adjourned at 2:40 p.m. The next meeting will be held on October 9, 2012.