

Vocational Rehabilitation Case Study

In late 2021, CapturePPG administered a participant satisfaction survey for a Florida-based non-profit Vocational Rehabilitation services provider that, since 2012, has supported individuals with disabilities services in gaining or maintaining employment and enhancing their independence. Capture sought feedback from closed cases for which the agency could not obtain and sustain employment for the participant. The project aimed to gain feedback about the agency's services, clients' willingness to recommend the agency, participants' feedback on why their case closed, and their desire to use the agency again. We found ***a highly responsive population eager to share their experiences and a potential return on investment of over \$500,000.***



Missed Opportunities?

Many of the research services used by Vocational Rehabilitation (VR) services agencies and State Rehab Councils include hiring a market research company to send out an online or mail-in survey. Because these researchers often need a VR background, the questions are not explicitly created with VR participants in mind. This surface-level data does not explain the root cause of the rating itself, which makes it substantially less actionable. There seemed to be little attempt to understand and accommodate the differing needs of the disability community and how those needs can require that the survey process be tweaked to be more inclusive. For example, suppose the survey is distributed only through online means. In that case, a significant portion of the population is “uncounted” and not considered when the final report is written since they may not be able to respond readily to the survey as presented to them.

The research focused on making our questions and process about the needs of the agencies and the participants themselves. Our vocational rehab liaison noted that they had never been asked to solicit participant feedback concerning their or others' performance to assist them. We also found that when vendor partners provided information to enable the participant to use informed choice in selecting an organization to work with. Wouldn't it be great for the placement agencies working with vocational rehab (VR) to obtain satisfaction rates and other meaningful information beyond surface-level data of typical scales and ratings?

We also noted that organizations often use in-house tools free tools, such as the basic version of SurveyMonkey or Google Forms. While the attractiveness of free is understandable, particularly

for nonprofits, the data collected often need to be more comprehensive to gain deep insights. Finally, self-guided surveys where the respondents constantly fill out the form are usually doomed for failure. Respondents skip questions, answer them with inaccurate data, or misunderstand the question – if they answer at all. We will also work with you to cost-effectively ensure that your research project reflects upon you positively by using expert researchers whom VR professionals have trained, thoughtful questions that are going to mean something to you and have an impact on your organization, and accommodating methodologies to ensure your participants can all share their story with you.

The Project

In September and October 2021, CapturePPG launched the pilot Closure Reconnect study with our client. The agency provides services in fifty Florida Counties, serving thousands of VR participants through supported employment services, employment services, as well as adult and youth Work-Based Learning Experiences (WBLE), among others. The agency and Capture leadership worked together to design a telephone questionnaire for unsuccessful case closures that measured vital performance areas and eliminated queries that would create noise or risk questionnaire fatigue, increasing the response rate. The interview script provided a time-efficient but direct engagement whereby the most critical elements of services provided to the pilot sample were asked. In the pilot, participants had opportunities to not only rate the given subject matter the questionnaire was measuring but also, when the question called for it, provide verbatim responses to get to the “why” behind the rating, giving the pilot’s results a depth of information that is not generally obtained with surveying this community.

Capture content analyzed all open-ended answers and developed a list of “codes” that allows for better overall trending analysis of answer themes to identify what caused cases to become unsuccessful. We are offering partial insights from two questions. When asking the participant to rate the agency’s performance and following up with why they felt that way, the following are the top vital themes were found as reasons for their ratings, either as promoters or detractors on the Net Promoter Question:

Promoters and Reason Code	Percent
Quality of Employment Specialist	29.20%
Helpful or Supportive	27.10%
Overall Performance	25.00%

Detractors and Reason Code	Percent
Overall Performance	21.20%
Understanding of Needs	21.20%
Communication	18.20%

The top five reasons respondents gave for leaving the agency were:

Code	Percent
Communications	18.97%
Health/Family	13.79%
Vocational Rehab	12.07%
Quality of Employment Specialist	10.34%
Other	10.34%

After a review of these findings, underlying direct quotes, and others, the critical agency stakeholders were highly pleased by the quality and action orientation of the data, which they described as “going above and beyond.”

Since the pilot program's success, CapturePPG is proudly rolling out Closure Reconnect to other vocational rehabilitation employment services agencies for their use. We now utilize ChatGPT and other artificial intelligence tools to help us identify the most compelling questions to use for specific client engagements. With our services, other agencies can receive a similar return on investment for all agencies, whether through the response analysis providing areas of strengths and opportunities. Further, using the Reconnect Referral to obtain an additional opportunity to work with the respondent, Closure Reconnect can be the key to every VR agency receiving the funding owed to them for their services.

Please get in touch with us to learn more about this service and how it can impact your agency and your clients.