



Vision 2020

The Summit Group

VISION 2020

Leading change. Today. Tomorrow. Together.



Vision 2020

To develop a national initiative demonstrating evidence that the VR program is proactive, responsive to the principles of WIOA and a role model in the disability employment community.



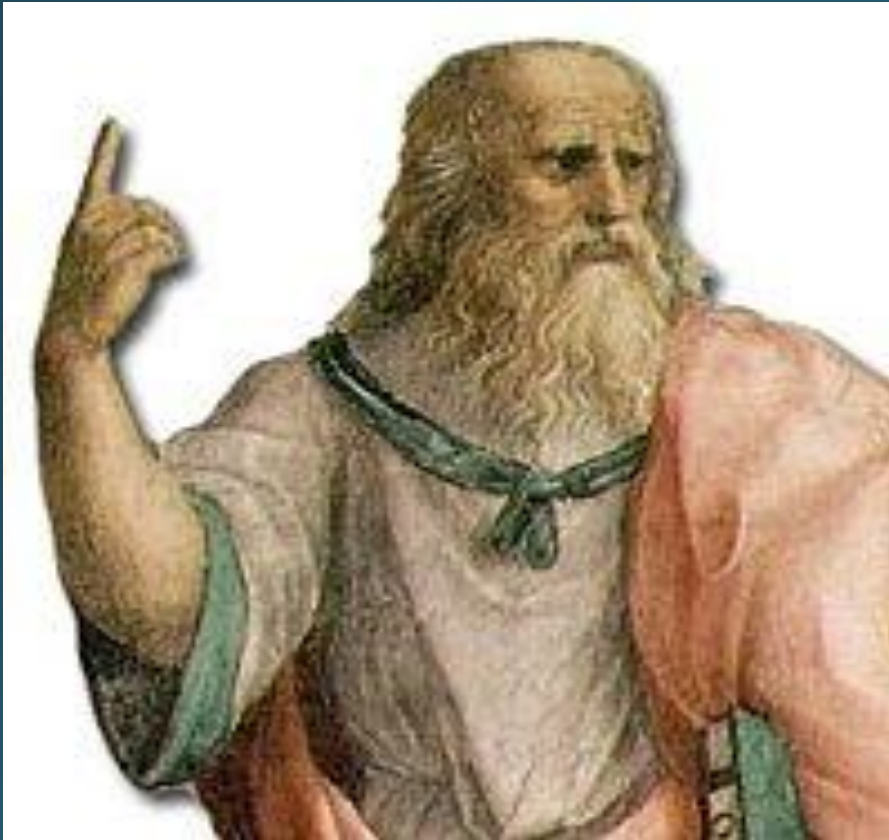
Vision 2020...food for thought

The public VR program will celebrate our 100 year anniversary in 2020. Vision 2020 provides us with the opportunity to create innovative practice and increase competitive integrated employment outcomes

Because, frankly, WE owe it to our customers



First step in Change Leadership



Know
Thyself

Environmental Scan

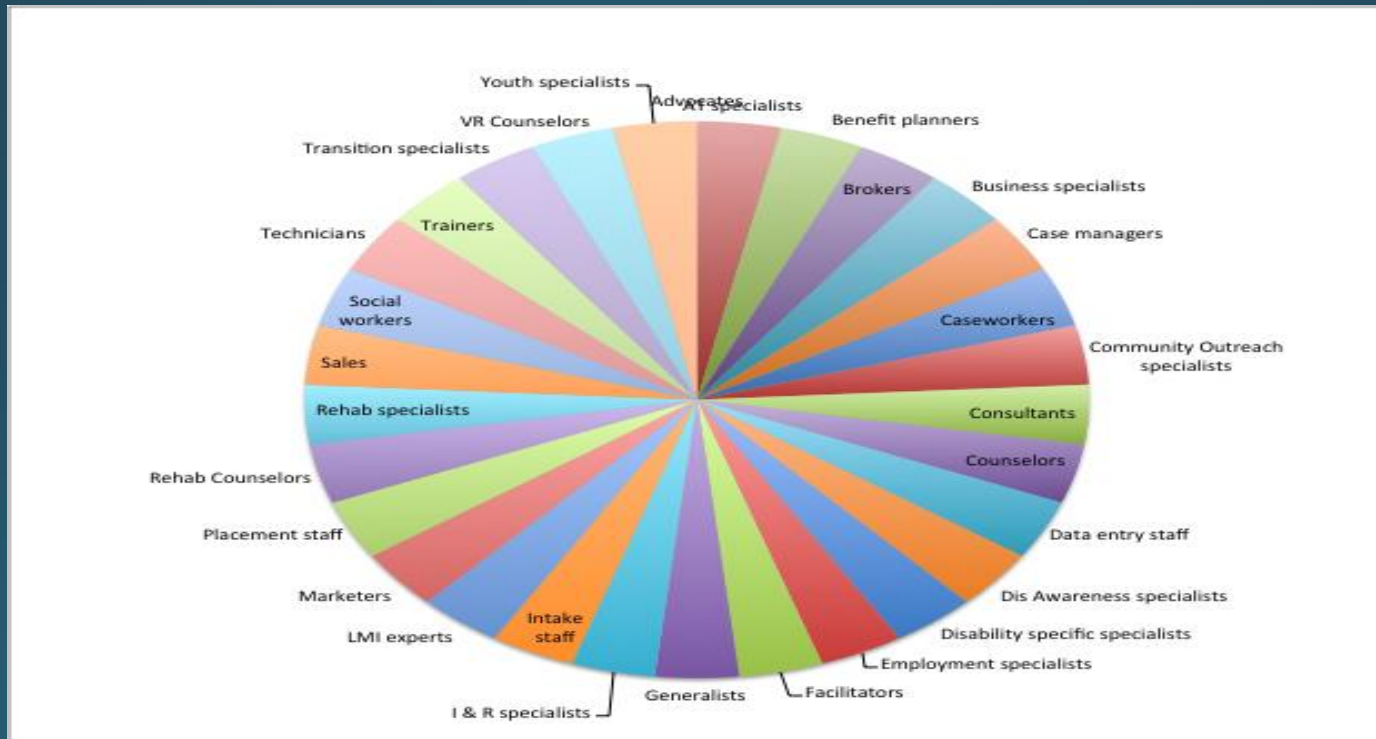
- Internal
 - Accomplished by online survey of VR staff from all 80 state agencies
- External
 - Accomplished by face to face listening sessions with stakeholders and partners at the national (Beltway) and state levels

Internal Environmental Scan

- Surveyed the 20,000 employees of the VR agencies across the country
- Received 100's of responses from all job descriptions within VR agencies
- Intrigued by the number of tasks VR counselors perform
- Categorized the input into 7 general categories

Internal Environmental Scan

Here is how VR counselors described functions they perform...



Internal scan – What can VR do to increase CIE?

Hundreds of comments generally fell into the following categories...

- Maximize staff and fiscal resources
- Effectively manage and employ state and federal policies and procedures
- Create and leverage partnerships that reflect the customer needs
- Better prepare consumers for the realities of the workforce
- Ensure staff are equipped with the talents and skills needed
- Effectively build relationships with the business community
- Market the mission, vision and values of the public VR program

External Environmental Scan – Overview

CSAVR staff and leadership have hosted over 2 dozen listening sessions thus far

Stakeholder/Partners

Customers

Consumers
Business

Partners

Service Providers
Associations
Advocacy Groups
Researchers/TAC

Congress/Administration

Senate/House
Federal agencies

The External Scan resulted in...

- An awareness that the public VR program does mostly really good work. However, to improve the quality and perceptions held by some, we need to come to grips with feedback that suggests many in our field feel..
 - VR sets up unrealistic expectations for consumers, referral sources, and businesses
 - VR is not progressive
 - VR is inconsistent in policy and process in-state and across the country
 - VR is not a good collaborator

Now what?

3 Current activities

- CSAVR Menu of Services for VR agencies
- National and state messaging
- Long range strategic planning

Menu of Services for VR agencies

Level 1 Education

- Provide overview of Vision 2020 goals ,objectives and strategies
- Audience depending on state agency request (staff, stakeholders, partners)
- Intended outcome is to educate audience on Vision 2020 activities
- Format at the direction of the state agency (keynote, team dialogue, roundtables, etc)
- Next steps are identified and managed by state agency
- Level 1 services delivered by CSAVR staff at no cost to member organization

Level 2 Consultation

- Provide overview of Vision 2020 goals ,objectives and strategies
- Participants dependent on state agency request
- Intended outcome is to identify opportunities for linking new or existing initiatives to Vision 2020 objectives
- Format may include a mix of interviews, dialogue and strategy sessions
- Next steps are jointly identified by state agency, participants and (if desired) CSAVR
- Level 2 services delivered by CSAVR staff at no cost to member organization

Level 3 Collaboration

- Provide overview of Vision 2020 goals ,objectives and strategies
- CSAVR facilitates discovery process with VR leadership to complete SWOT analysis specific to targeted relationships and objectives
- Intended outcome is, through critical thinking, developing innovative strategies to achieve successful outcomes for stakeholder, partners and customers
- Format may include a mix of interviews, dialogue, strategy sessions, training and benchmarking
- Next steps jointly identify by state agency, participants and CSAVR
- Level 3 services that are delivered directly by CSAVR are at no cost to member organization

National and State Messaging

Development of “White Papers” for national, state and local use

- Will focus on 5 themes:
 - Services and practice for individual customers
 - Services and practice for business customers
 - State and local policy and practice
 - Public stakeholder partnerships
 - Private stakeholder partnerships
- Messaging team intended to assist with branding, dissemination and creating outlets for social media ,electronic and print publications

Long Range Initiatives Planning

- Vision 2020 is a national initiative giving evidence that the VR program is proactive, responsive to the principles of WIOA and a role model in the disability employment community.
- Strategies employed will demonstrate that:
 - VR is mission driven and dual customer focused
 - VR leads change through innovative and cutting edge practice
 - VR customizes services to meet the needs of the individual and business customer
 - VR creates partnerships to maximize resources and opportunities

Where does



and

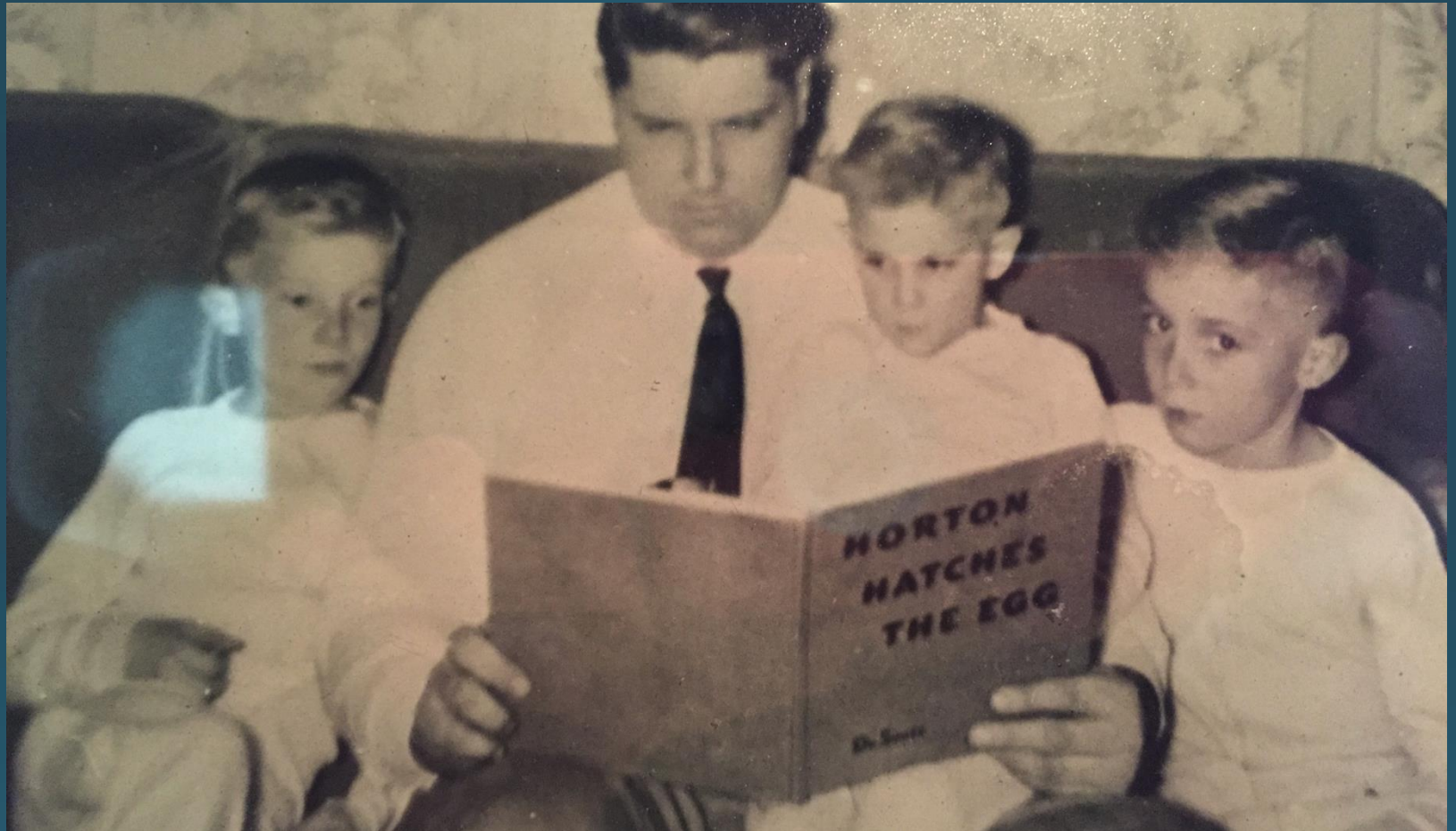
VISION 2020

Leading change. Today. Tomorrow. Together.

connect?



You are our story tellers



We tell our story by providing...



- Facts and Stats
 - Not opinion
 - Numbers can lie
- Personal Stories
 - Customers
 - Testimonial
- Demo's and examples
 - Graphs and charts
 - "There was a time..."

What we heard...

- Increase CIE outcomes
- Increase services to underserved populations
- Create new initiatives
- Listen to feedback
- Develop and strengthen partnerships
- Embrace WIOA
- Increase public awareness of VR



OK Summit Group...how will we measure...



- VR is mission driven and dual customer focused
- VR leads change through innovative cutting edge practice
- VR customizes services to meet the needs of the individual and business customer
- VR creates partnerships to maximize resources and opportunities

Let's seek out ways to demonstrate opportunity and innovation

- Create and tell OUR story by...
 - Continuing to do good work today
 - Preventing perfection from getting in the way of good
 - Creating an engaging work environment
 - Demonstrating critical thinking
 - Building up entry level/mid management
 - Challenging your beliefs



CSAVR and Vision 2020 contact information

Steve Wooderson
swooderson@rehabnetwork.org
202-604-7880

