

CONSUMER EXPERIENCE SURVEY 2023 ANNUAL RESULTS

COVERING GENERAL VR, YOUTH IN TRANSITION, AND OLDER
INDIVIDUALS WHO ARE BLIND

JANUARY 2024

PREPARED FOR NEVADA DEPARTMENT OF EMPLOYMENT, TRAINING AND
REHABILITATION

MARKET
DECISIONS
RESEARCH

Better Data
Better Insights
Better Outcomes



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METHODS

Sampling – Who We Talked To

- Market Decisions Research (MDR) completed a total of 1,457 surveys in 2023.
 - General VR Consumers: 1,194
 - Youth in Transition Consumers: 204
 - Older Individuals who are Blind Consumers: 59
- These surveys were done with consumers with cases open during January 2023 to September 2023, or with cases closed within that time frame.
- Cases were further stratified by case benchmarks indicated by NV VR/OIB Program.
 - In Service IPE to 6 Months
 - In Service 6 to 12 Months
 - In Service 18+ Months
 - Closed Cases

CORE METRICS SUMMARY

What are the VR Consumer Experience Core Metrics?

The core metrics are the broad measures of the VR consumer experience.

- Key measures of the consumer experience that can be compared across concept, across groups, and trended year to year
- Allow comparison of results across VR agencies using similar metrics
- Some are domains, which are calculated by combining several questions
- Others are individual questions
- Nevada has 11 core metrics
 - 6 Domains and 5 key questions

See “VR Consumer Experience Core Metrics Description” PowerPoint for a more detailed description.

What are the Consumer Experience Core Metrics

- **Overall Satisfaction and Expectations:** A global measure of the consumer experience with Nevada VR/OIB Program.
- **Experience with Services Provided by VR:** This measure focuses on the services provided by the VR or OIB program and the range of services available in each program.
- **Experience with Staff and Counselors:** Consumer's experience working and interacting with Nevada VR/OIB Program staff and their counselors.
- **Communications with VR Staff:** This measure also looks at consumer's interactions with staff but is focused specifically on communications between the consumer and staff. That this is separate from other experiences with staff underscores the importance of communications in the way that consumers rate their experience with Nevada VR/OIB Program.
- **Consumer Control and Involvement:** How consumers perceive their involvement in the process and control over the choices and goals.
- **Outcomes and Meeting Goals:** How well consumers perceive the services provided by Nevada VR/OIB Program help them meet their goals.



What are the Consumer Experience Core Metrics

- Would you tell your friends with disabilities to go to the Nevada VR/OIB Program for help? (recommendation)
- Did you experience any problems with Nevada VR/OIB Program or the services provided to you?
- The ease of the application process.
- The accessibility of the Nevada VR/OIB Program office for someone with your type of disability.



Calculation of the VR Consumer Experience Core Metrics

The consumer experience core metrics all use a common 0 to 100 scale.

- The most positive result is bound to 100.
- The least positive result is bound to 0.
- Each metric is the average of all scores.

The higher the score the more satisfied the consumer or the more positively they view their experience.

- A score of 100 represents an extremely positive experience among VR consumers.
- A score of zero implies an extremely negative experience.

NV VR/OIB Consumer Experience Core Metrics

Domain	Overall	General VR	Youth in Transition	Older Individuals who are Blind
Overall Satisfaction and Expectations	73	74	75	66
Experience with Services Provided by VR	74	74	76	64
Experience with Staff and Counselors	85	85	87	81
Communications with Staff	75	76	76	67
Customer Control and Involvement	77	77	79	71
Outcomes and Meeting Goals	79	78	83	77
Ease of the application process for VR services	76	77	73	60
Accessibility of the VR office for someone with your type of disability	87	88	88	72
Satisfaction with current employment	78	78	81	-
Would you tell your friends with disabilities to go to the VR program for help? (% yes)	90%	90%	89%	84%
Did you experience any problems with VR or the services they have provided to you? (% no)	72%	72%	73%	67%

Trends to Watch

Positive Aspects of the Consumer Experience

Most domains and individual question items remained relatively stable throughout 2023. A few trends are worth noting.

- Consumers reported experiencing problems mid 2023 (31%) at a level comparable to the end of 2022 (32%); however, this metric was improving by the end of 2023 (28%).
- Satisfaction with current employment has been unsteady and low throughout 2023 but appears to be rising in more recent measurements.
- The likelihood of recommending VR services was extremely high in 2021, dipped in 2022, and seems to be stabilizing in 2023 at a higher level (90%).

Consumers in service for up to 6 months tend to be more positive about the following aspects:

- Overall Satisfaction and Expectations
- Experience with Services
- Experience with Staff and Counselors
- Outcomes and Meeting Goals



Trends to Watch

Less Positive Aspects of the Consumer Experience

- The **least positive** general VR domains are Overall Satisfaction and Expectations and Experience with Services (both 74).
- Other less positive domains include:
 - Outcomes and Meeting Goals
- Those **in-service 18 months or more** are less positive about several domain and key outcome. While they still report an experience that is positive overall, this group felt challenged by services to a greater extent than any other.

Nevada VR Consumer Experience Core Metrics for General VR – Trends

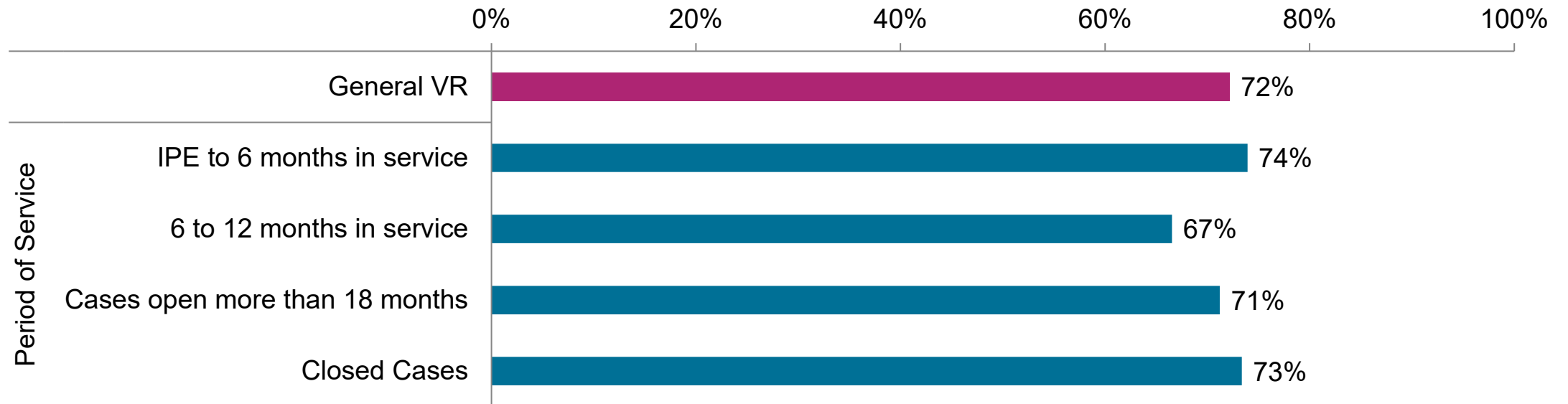
Domain	2022 T3	2023 T1	2023 T2	2023 T3
Overall Satisfaction and Expectations	71	74	72	76
Experience with Services Provided by VR	72	75	72	77
Experience with Staff and Counselors	86	86	84	87
Communications with Staff	72	75	74	78
Customer Control and Involvement	77	78	75	79
Outcomes and Meeting Goals	75	80	78	84
Ease of the application process for VR services	76	80	75	75
Accessibility of the VR office for someone with your type of disability	86	88	86	87
Satisfaction with current employment	82	79	71	79
Would you tell your friends with disabilities to go to the VR program for help? (% yes)	89	89	89	90
Did you experience any problems with VR or the services they have provided to you? (% no)	68	74	69	72

Problems Experienced

28% of consumers reported experiencing a problem with VR or the services they were provided.

- Of those experiencing a problem, 29% indicate that Nevada VR worked to resolve the problem.
- Problems center around communication with counselors and perceived time lags to get into the program.

Have you experienced any problems with VR or the services they have provided to you?
(% No- Annual Data)



Types of Problems Experienced by General VR Consumers

Type of Problem or Issue	% Experiencing
Counselor did not return calls, emails or follow up	14%
Better communication needed	10%
Counselor was not helpful or supportive	9%
Time lags to get into the program	9%
Listen to customer, understand needs, wants, ability	8%
Received no help in reaching plan or goals	8%
Long time to get things going, process slow	8%

FEEDBACK FROM GENERAL VR CONSUMERS

Consumer Feedback

- Consumers were asked to provide additional feedback when they were not positive in their assessment. This included those who said:
 - They were not satisfied with VR,
 - VR did not meet expectations, or
 - They disagreed that VR helped or met their goals, they did not feel welcome, they found something difficult, they did not find VR accessible.
- Feedback was collected throughout the survey in response to 21 questions.
- Consumers could provide more than one response to a question and may have been asked to respond to more than one question.
- The following table summarizes the most common responses from 766 consumers that provided additional feedback. This is 64% of interviewed general VR consumers.

Consumer Feedback

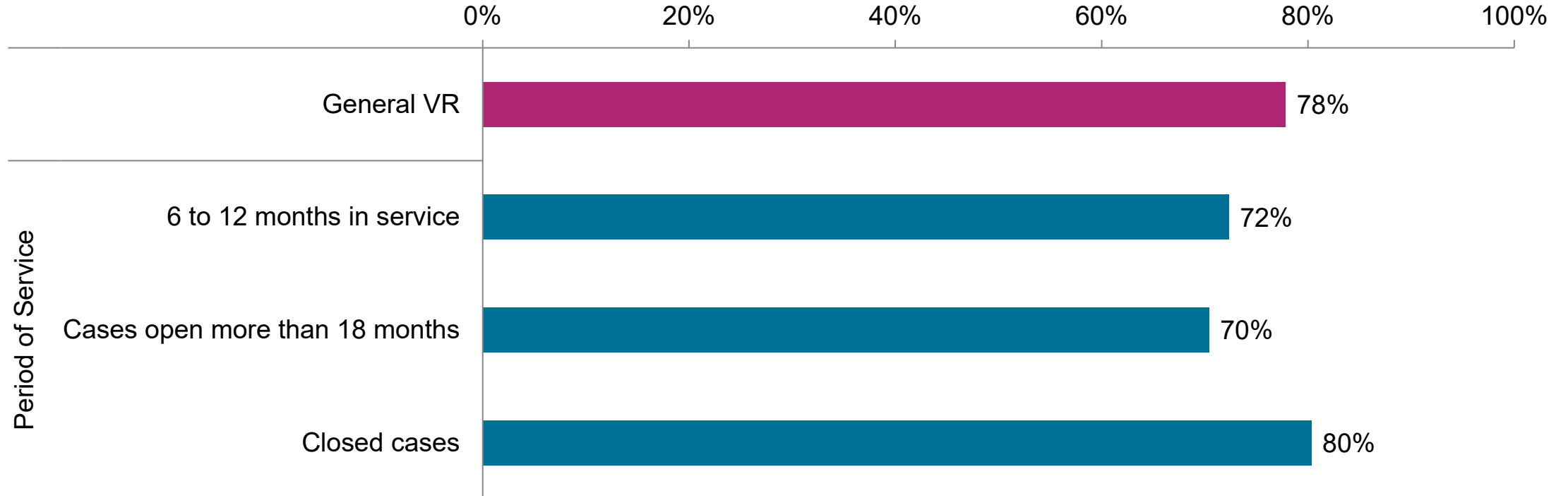
Consumer Feedback	%
Better communication needed	29%
Counselor did not return calls, emails or follow up	23%
Received no help in reaching plan or goals	15%
Counselor was not helpful or supportive	15%
Needed help in filling out forms	13%
Forms and paperwork hard, complicated	12%
Slow approval process, waiting for help	12%
Staff did not return calls, emails or follow up	12%

EMPLOYMENT AND JOB SATISFACTION

Job Satisfaction

78% of employed consumers are satisfied with their job.

Thinking about your current job, how satisfied are you with what you are doing?
(%Satisfied- Annual Data)



Employment

53% of General VR consumers are working.

Finally, these last few questions ask about what you are currently doing. Are you currently...? (2023 Annual Data)

Employment	%
Working full time, that is, more than 35 hours per week	24%
Working part time	29%
Currently looking for a job	29%
Keeping house	29%
In school or receiving job training	20%
Currently unable to work	14%
Volunteering your time	12%

Job Satisfaction

Why are you not satisfied with your current job? (2023 Annual Data)

Job Satisfaction	%
Not a career move, only temporary job	28%
Dissatisfied with aspects or parts of job	21%
Job is physically demanding	19%
Need a job aligned with skills, training	13%
Low pay, does not meet financial need	13%
Unpleasant work environment	13%

YOUTH IN TRANSITION

Trends to Watch

Positive Aspects of the Consumer Experience

Younger consumers, typically those who are 25 years old or younger, tend to be far more positive about their experience with VR and VR services. They are more satisfied with the following.

- Overall, their experience with VR and VR services
- Information they were provided regarding their choices
- Communication with their counselors and VR staff, receiving prompt responses, and finding it easy to get in contact with their counselors
- The amount of control and involvement they have over their VR experience and feeling that their opinions and ideas were considered
- Satisfaction with job development services they received and reaching their goals
- All domains, with the exception of overall satisfaction and ease of the application process, have been trending up throughout the year.



Trends to Watch

Less Positive Aspects of the Consumer Experience

- Least positive domains are Ease of the Application Process (73) and Overall Satisfaction and Expectations (75).
- Declining Domains (two or more consecutive trimesters)
 - Ease of the Application Process
 - Overall Satisfaction and Expectations
 - Recommend VR (75% in T1 dropped to 70% in T3 of 2023)

Nevada VR Consumer Experience Core Metrics for Youth in Transition – Trends

Domain	2022 T3	2023 T1	2023 T2	2023 T3
Overall Satisfaction and Expectations	79	75	74	74
Experience with Services Provided by VR	79	74	77	77
Experience with Staff and Counselors	86	86	85	88
Communications with Staff	83	71	76	77
Customer Control and Involvement	81	77	78	82
Outcomes and Meeting Goals	84	87	83	83
Ease of the application process for VR services	75	72	77	71
Accessibility of the VR office for someone with your type of disability	85	85	87	93
Satisfaction with current employment	86	66	78	86
Would you tell your friends with disabilities to go to the VR program for help? (% yes)	90	91	87	90
Did you experience any problems with VR or the services they have provided to you? (% no)	80	75	72	70

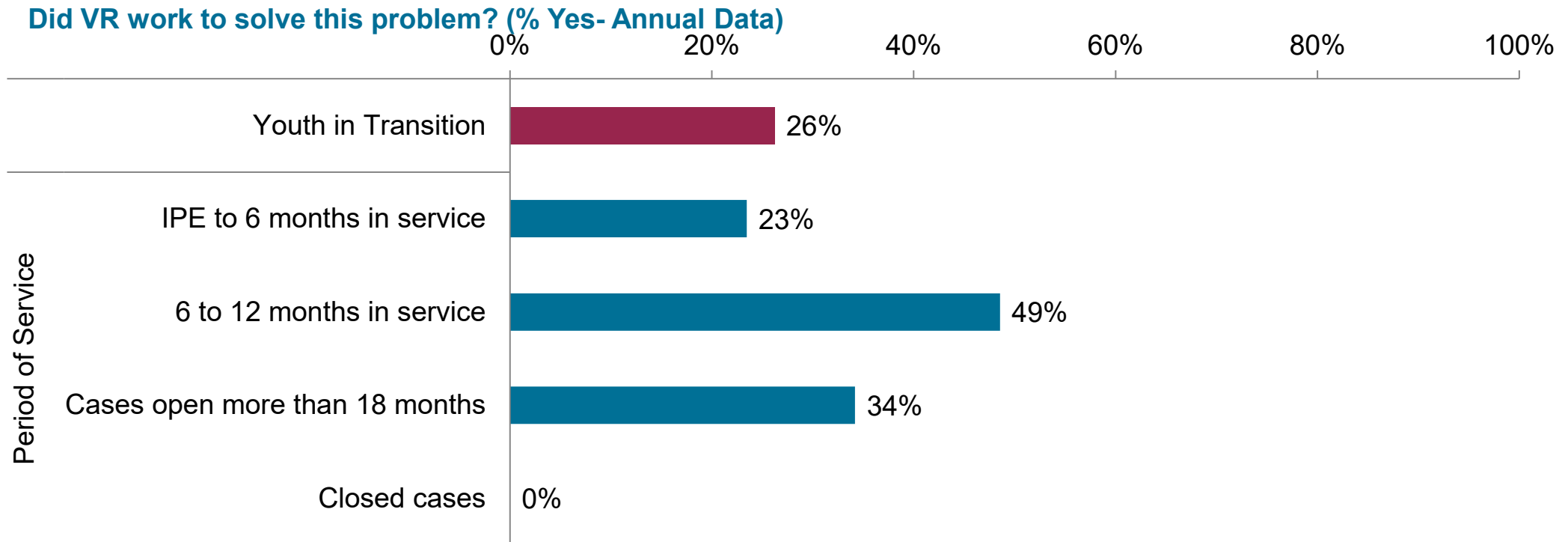
Youth in Transition Services

- A series of questions was asked to assess use of special services targeted toward youth in transition.
 - Almost all those receiving these services found them valuable.

Youth in Transition Services	% Receiving Service	% Finding the Service Valuable
Workplace readiness to help get ready for the challenges of work	61%	99%
Job exploration counseling or career counseling	58%	98%
Counseling on opportunities to attend college, learn a trade, or get a professional certification after high school	57%	96%
Work based learning experiences including a job, internship, or volunteering	54%	97%
Instruction in self-advocacy to help you live the life you want including peer mentoring	56%	100%

Problems Experienced

- 27% of youth consumers reported experiencing a problem with VR or the services they were provided.
 - Of those experiencing a problem, 26% indicate that Nevada VR worked to resolve the problem.



Types of Problems Experienced by YIT Consumers

Type of Problem or Issue	% Experiencing
Counselor was not helpful or supportive	19%
Counselor did not return calls, emails or follow up	14%
Better communication needed	12%
Nothing achieved, VR not effective	9%
Received no help in reaching plan or goals	8%
Staff did not return calls, emails or follow up	7%
Long time to get things going, process slow	7%
Listen to customer, understand needs, wants, ability	7%

FEEDBACK FROM YOUTH IN TRANSITION

Consumer Feedback

- Consumers were asked to provide additional feedback when they were not positive in their assessment. Those who provided feedback were respondents who said:
 - They were not satisfied with VR,
 - VR did not meet expectations, or
 - They disagreed that VR helped or met their goals, they did not feel welcome, they found something difficult, they did not find VR accessible.
- Feedback was collected throughout the survey in response to 21 questions.
- Consumers could provide more than one response to a question and may have been asked to respond to more than one question.
- The following page summarizes the most common responses from 125 consumers that provided additional feedback. This is 61% of youth in transition consumers.

Consumer Feedback

Consumer Feedback	%
Difficulties with paperwork and forms, need help in completing forms, need alternate formats	57%
Issues communicating with staff or counselors, difficulty reaching staff or counselors	57%
Waiting to receive services, have not received services	20%
Needed more support or services, had to fight to obtain services, needed more guidance	18%
Needed more information about programs and services, did not provide enough information	17%
VR program was not effective in helping customer or helping customer meet goals	13%
VR counselors or staff was unprofessional, rude, did not care	13%
VR counselors or staff did not provide the help I needed, broke promises, customer had to do all the work	12%
Needed more help finding work, need to help customers find work, customer had to find a job on their own	8%
Other	10%

OLDER INDIVIDUALS WHO ARE BLIND

Trends to Watch

Positive Aspects of the Consumer Experience

OIB program consumers report overall positive experiences, but not as positive as they have been in the past or when compared to other groups.

- The **most positive** part of their experience is working with OIB program staff and counselors.
- Other positive areas include:
 - Outcomes and Meeting Goals
 - Customer Control and Involvement
- Aspects that worked well were a continuation of prior year trends, including the following.
 - OIB consumers received needed equipment.
 - Some consumers felt the entire program worked well for them.
 - Communication and accessibility of their counselor was good.

Trends to Watch

Less Positive Aspects of the Consumer Experience

- Ease of the Application Process
- Communication with Staff
- Experience with Services Provided
- Overall Satisfaction and Expectations

Common reasons for dissatisfaction include:

- Difficulty with paperwork and needing either assistance or alternate formats to complete paperwork
- Issues communicating with staff and the need for more thorough and timely communications
- Needing more support or services in general. Accessing services felt like a fight and OIB consumers need more guidance.

What consumers see as challenges:

- Personal barriers, like being independent and coping with disability, are challenges frequently mentioned by OIB consumers.
- Accessing transportation poses a challenge.
- Communication was mentioned as a challenge throughout the OIB experience.

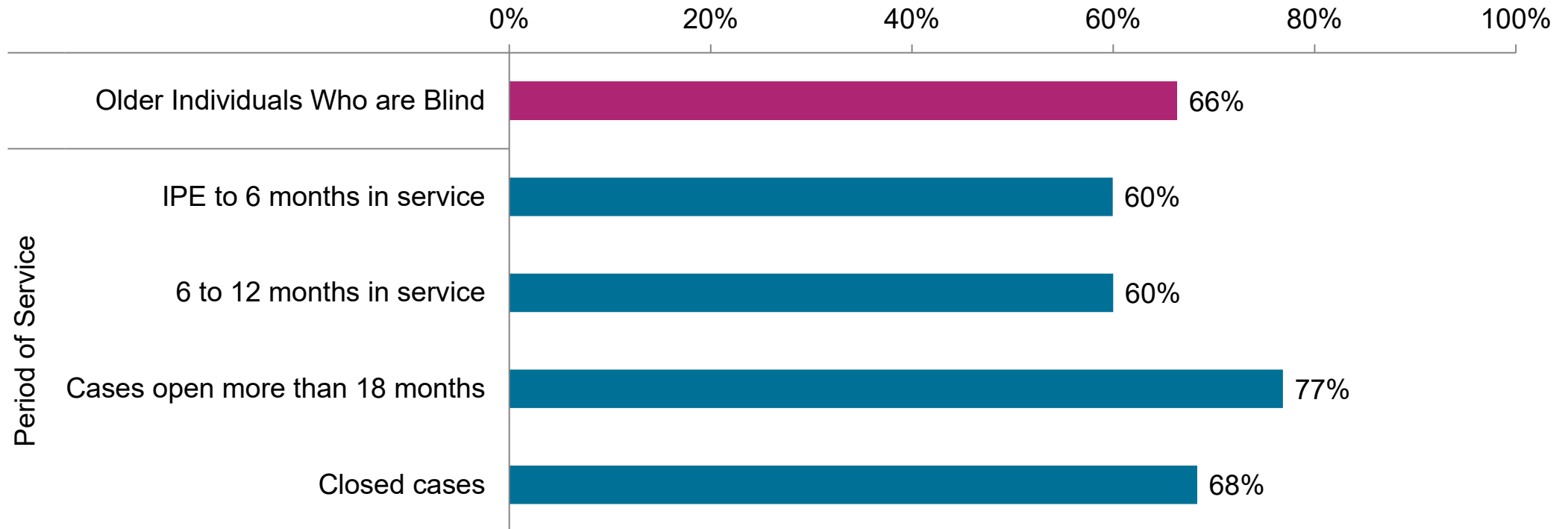
Nevada VR Consumer Experience Core Metrics for Older Individuals Who Are Blind – Trends

Domain	2022 T3	2023 T1	2023 T2	2023 T3
Overall Satisfaction and Expectations	79	54	71	74
Experience with Services Provided by the OIB program	79	50	70	70
Experience with Staff and Counselors	86	74	84	86
Communications with Staff	83	56	70	76
Customer Control and Involvement	82	63	72	79
Outcomes and Meeting Goals	83	70	82	78
Ease of the application process for OIB program services	71	61	62	54
Accessibility of the OIB program office for someone with your type of disability	62	73	70	78
Would you tell your friends with disabilities to go to the OIB program for help? (% yes)	83	83	87	84
Did you experience any problems with the OIB program or the services they have provided to you? (% no)	83	63	74	56

Problems Experienced

- 33% of consumers reported experiencing a problem, the least of any population.

Have you experienced any problems with VR or the services they have provided to you?
(% No)



Types of Problems Experienced by OIB Consumers

Type of Problem or Issue	% Experiencing
Counselor did not return calls, emails or follow up	25%
Counselor was not helpful or supportive	19%
Had to leave multiple messages before getting a call back	12%
Counselor would not listen, dismissed concerns	12%
Received no help in reaching plan or goals	12%
Better communication needed	7%
Calls, mail not returned for days, weeks, had to wait too long for return call	6%

Percentage among those experiencing a problem. N=16

FEEDBACK FROM OLDER INDIVIDUALS WHO ARE BLIND

Consumer Feedback

- Consumers were asked to provide additional feedback when they were not positive in their assessment. Consumers who were not satisfied had the following to say.
 - They were not satisfied with the OIB program.
 - The OIB program did not meet expectations.
 - They disagreed that the OIB program helped or met their goals, they did not feel welcome, they found something difficult, they did not find the OIB program accessible.
- Feedback was collected throughout the survey in response to 21 questions.
- Consumers could provide more than one response to a question and may have been asked to respond to more than one question.
- The following page summarizes the most common responses from the 52 consumers that provided additional feedback. This is 90% of OIB consumers.

Consumer Feedback

Consumer Feedback	%
Difficulties with paperwork and forms, need help in completing forms, need alternate formats	60%
Issues communicating with staff or counselors, difficulty reaching staff or counselors	51%
Needed more support or services, had to fight to obtain services, needed more guidance	27%
Waiting to receive services, have not received services	27%
VR Counselors or staff did not provide the help I needed, broke promises, customer had to do all the work	25%
VR counselors or staff were unprofessional, rude, did not care	21%
Needed more information about programs and services, did not provide enough information	19%
VR program was not effective in helping customer or helping customer meet goals	18%
Needed specific equipment or adaptations	15%

CONCLUSIONS

Positive Consumer Experiences

Consumers remain positive about their VR/OIB program experience.

- The **most positive** aspects of the consumer experience is working with staff and counselors and accessibility of the program office.
- The **YIT population** report a more positive experience than other populations.
- Those **in service IPE to 6 months** among General VR and Youth are more positive than other service phases.
- By region, **rural consumers and those in the North** are more positive about their experience than the South.

Areas of Focus for Quality Improvement

- **While no longer the least positive domain, communication is the primary subject of quality improvement feedback.**
 - True of all three service populations
 - There has been in an increase of those reporting problems in all service populations.
- Consumer feedback focuses on staying connected and the time it takes to contact their counselor:
 - Issues communicating with staff or counselors, difficulty reaching staff or counselors
 - Changing counselors, switching too much, causes problems
 - Difficulties with paperwork and forms
 - VR counselors or staff did not provide the help needed
 - Waiting to receive services
- Among suggested improvements:
 - Better communication in general
 - More open communication with client, more follow-up
 - Provide more information about services



Areas of Focus for Quality Improvement

In addition to basic communication issues, customers mention specific challenges they experienced with receiving services.

- Common feedback includes:
 - Process of seeking employment
 - Personal barrier, being independent, coping with disability
 - Communication in general
 - Lack of communication
 - Transportation
 - Delays in service
 - Application, acceptance, getting started



Areas of Focus for Quality Improvement

Core areas to monitor and improve

- While still largely positive, more consumers reported experiencing problems in 2023. The issues are primarily with **staff and counselors**.
 - Domain dipped in T2 but has improved in all service populations in T3.
 - OIB were most likely to experience a problem.
- **Ease of the application process** is also declining for all groups and remains one of the more negative aspects of the experience.
- Youth and General VR are more likely to **recommend the VR program** compared to this time last year.

Moving Forward

- Data collection will continue in three Trimester data collection periods.
 - January – April
 - May – August
 - September – December
- Data collection will still be primarily handled by telephone.
 - Consumers will be invited to complete the survey online.
 - We predict telephone survey will continue to be the primary format for data collection.
 - This population has consistently had a higher telephone response rate.
- Initial efforts to complete the survey will be done by telephone, followed by:
 - Email reminders to those with available and valid emails
 - Consumers may request an email invitation to the online survey.

CONTACT INFORMATION

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Thank you!