

Crossroads of Western Iowa
Outcome Measurement Report
July 1, 2007- June 30, 2008

The mission of Crossroads of Western Iowa is to empower individuals to actively seek out opportunities for an enhanced quality of life. Crossroads of Western Iowa assists people with disabilities to achieve an enhanced quality of life by getting jobs, training and support to help them live and work as independently as they can. The vision of Crossroads of Western Iowa is to be united in creating opportunities for excellence for each customer we serve. Quality services are the way that excellent opportunities are provided for Crossroad's customers. One measurement of our quality of services is through collecting data for the Outcome Measurement Report which tracks demographics, business functions, customer satisfaction, service access, along with efficiency and effectiveness measures.

Demographics

The total number of people served for 2007 to 2008 in Onawa, Missouri Valley and Council Bluffs was 232, down 11 people from prior year. 78% of the people we served have a diagnosis of mental retardation. The major ethnicity of the people we serve is Caucasian. 54% of the individuals we serve are male and 46% are female. The largest group of the individuals we serve are between the ages of 18 and 40 years with the second largest group between the ages of 41 to 65 years old. This is consistent with the age demographics from the previous two years. Pottawattamie, Harrison and Monona Counties are the three top major funders of the services we provide. The current demographics are very consistent when compared with the last two years.

Business Function

The business goals established for this past year positioned us to move our business forward, better meeting the needs of those we serve. Fiscally, our company is strong and continues to make responsible business decisions. Our financial statements are compiled monthly and reviewed by the CWI Board of Directors, CEO and site Directors. Annually a five year comparison is prepared and presented to the Board of Directors by the CEO.

We developed an Accessibility Plan, identifying barriers and reviewing them on an ongoing basis to make progress towards addressing them. The Accessibility Plan is reviewed at least annually with the CWI Board of Directors.

We focused on our staff turnover, and which was down slightly from the prior year. Overall the highest turnover appears to be in our Residential program, which is attributed to varying shift work. The orientation process is in the process of being revamped to educate the new staff about the vision, mission and values of Crossroads. Hopefully with better orientation and training, the staff turnover rate will be lowered.

In recycling, our remodel of our processing center neared completion. This new center should optimize our effectiveness, and the number of bales of recyclable products each day.

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<u>Satisfaction Levels (1 lowest rating – 5 highest rating)</u>			
	Goal	Actual	+/-
Staff	4.40	4.49	+ .19
<u>Other Areas of Focus</u>			
	Goal	Actual	+/-
Accessibility Plan goals accomplished	70%	68.75%	-1.25%
Staff turnover	45%	43.30%	-1.70%
Recycling: avg bales made per day	7.0 bales	6.34 bales	-.66 bales

Organizational Employment

Crossroads provides work services for 121 people in Onawa and Missouri Valley, Iowa. Work opportunities allow our consumers to earn a wage and develop meaningful workplace skills. The work consists of packaging, confidential document shredding, processing recyclable products, to name a few. Satisfaction surveys help us to measure the effectiveness of our programs. Following are some results of those surveys:

<u>Satisfaction Level (1 lowest rating – 5 highest rating)</u>			
	Goal	Actual	+/-
Persons served	4.50	4.77	+ .27
Families and guardians	4.50	4.70	+ .20
Funders	4.70	4.88	+ .18

Community Employment

Unfortunately, the Community Employment program continued to downsize in 2007-2008 due to lack of funding. In Onawa and Missouri Valley 19 people had a job compared to 25 last year. Crossroads continually seeks out best practices to become more cost effective and continued funding to expand the program.

We are pleased to have assisted with placing 5 new people in jobs and helping individuals with worksite assessments. In addition, 1 student was placed in a job through the Bridges to Work Program.

<u>Satisfaction Level (1 lowest rating – 5 highest rating)</u>			
	Goal	Actual	+/-
Persons served	4.50	4.94	+ .44
Businesses utilizing CWI services	4.50	4.90	+ .40
Persons exiting employment services	4.50	5.00	+ .50
<u>Effectiveness of program</u>			
	Goal	Actual	+/-
Persons retaining their community jobs	80%	95%	15%
Employment services cost effective	3.0 months	2.5 months	

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Residential Services

The Residential Program is vital to assist persons with their living skills, and helps many to live in their own home in their communities and increase their independence. The program continues to be strong with 120 people served company-wide, down slightly down from 125 served last year. The largest growth is in Council Bluffs with 47 being served this year, up 8 from last year. The largest population served is adults age 41 to 65.

<u>Satisfaction Level (1 lowest rating – 5 highest rating)</u>			
	Goal	Actual	+/-
Persons served	4.80	4.59	-.21
Families and guardians	4.70	4.75	+.05
Funders	4.60	4.87	+.17
<u>Effectiveness of program</u>			
	Goal	Actual	+/-
Persons achieving their goals	82%	83.83%	+1.83%

Day Habilitation

The Day Habilitation program continues to grow in demand. Our day programs provide an environment which fosters skill development, appropriate behaviors, greater independence and personal choice. Overall, the total number of people receiving services increased to 68 this year, up from 66 last year. 99% of these have the diagnosis of Mental Retardation. The primary ethnicity is Caucasian, 97%, with only 3% being Asian. The gender ratio, male to female, shows little change, 53% male compared to 47% female. 46% of the people in service have a physical disability. 17% are either hearing or visually impaired. Age is a factor when determining what types of activities that would be most interesting and beneficial in the Day Habilitation programs. 51% of the people are within the 18 to 40 year old range, while 41% are 41 to 65 years and 7% are 66 years or older. The majority of funding, at 84%, is provided through the Medicaid HCBS Waiver. 7% are funded through various school systems, up 2% from last year.

<u>Satisfaction Level (1 lowest rating – 5 highest rating)</u>			
	Goal	Actual	+/-
Persons served	4.50	4.84	+.34
Families and guardians	4.50	4.77	+.27
Funders	4.50	4.58	+.08
<u>Effectiveness of program</u>			
	Goal	Actual	+/-
Persons meeting their community integration goal	90%	93.33%	+3.33%
Avg number of days from date of application to first day of services	30 days	22.67 days	-7.33 days

* It was noted that when working with students, the initial application may be submitted in the spring, preparing for the upcoming school year, thus extending the waiting period.

Conclusion

Crossroads of Western Iowa strives to be known as a “best-of-class” provider of services, providing quality services to all our customers. The Outcome Measurement System demonstrates Crossroads of Western Iowa’s focus on organizational quality and service excellence. To learn more about our company, and our mission, visit us online at www.explorecrossroads.com.