



# Wisconsin Promise

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# What Is PROMISE?

- Research grant to improve the education and career outcomes of low income children with disabilities receiving SSI
  - *advances goal of fostering interagency collaboration at the Federal and State levels to improve services and drive innovation*
- \$32.5 million grant for 5 year demonstration
  - plus supplemental funding
- **PROMISE is a federal and state partnership**
  - Department of Education
  - Social Security Administration
  - Department of Labor
  - Department of Health and Human Services

# Why Youth Receiving SSI and Their Families?

- A significant number of youth receiving SSI recipients have low outcomes in:
  - Education, employment, and financial self-sufficiency
- Parents and families of many SSI recipients also face many problems:
  - Low educational attainment & employment rates
  - Low postsecondary & vocational rehabilitation enrollment rates



# Wisconsin Promise Services

- **Provided by Division of Vocational Rehabilitation (DVR)**
  - Services include career exploration and planning, job development and placement, on the job supports, Work Incentives Benefits Counseling, financial training and coaching, social skills training, and self- and family- advocacy training.
  - Services are available for at least 2.5 years to both the **youth** and their **family**
- **Collaboration: DVR, schools, mental health programs, long term care programs, and child welfare programs work together to support youth and families.**
- **More information about Wisconsin Promise: [promisewi.com](http://promisewi.com)**



# Wisconsin Promise Structure

- **Partnership between**
  - Department of Workforce Development (DWD)
  - Department of Public Instruction (DPI)
  - Department of Health Services (DHS)
  - Department of Children and Families (DCF)
- **Executive Committee** (facilitated by the Board for Developmental Disabilities, BPDD)
- **Steering Committee** (department and work group leads)
- **9 Work Groups**
  - Recruitment and Enrollment, Communications, Case Management, Training, Financial Services, Connections, Work Experience/Career Development, Data Sharing, Evaluation
- **Project Manager**
- **Advisory: Governor's Committee for People with Disabilities**

# Recruitment and Enrollment

- Direct Mailings (added postcards)
- Informational Materials (brochures, one pagers), Consent, Intake
- DWD/DHS/DPI/DCF and other partners spread the word
- Media Campaign
- Social Media Campaign
- Website
- Promise Intake Coordinators (PICs)
  - FACETS, WSPEI (CESA 12)
- Promise Intake Attendant (toll free number)
- Tracked progress and gathered feedback
- Added more direct contacts via phone calls, texts, knocking on doors
  - Community Connectors, Our Next Generation



# Other efforts to get the word out:

- School Outreach
- Child Welfare Case Managers (1500)
- Mental Health Case Managers (50)
- Children's Long Term Care case managers (400)
- Mailings and PSAs to Milwaukee Hunger Task Force and Milwaukee Housing Authority
- W2 sharing info in each county
- Outreach to Clinics and Hospitals
- Outreach through local SSA offices
- Outreach through long term care, mental health, and juvenile justice programs
- Outreach at Community Events



# Mailings

- **Over 30,000 mailings**
  - Mailed enrollment packet to all eligible (8,567)
  - Most received at least one follow-up packet in the mail
  - Over 27,000 postcards
- **About half enrolled from the mailings**

# Example of Wisconsin Promise Postcards



## Why should you enroll in Promise?

Wisconsin Promise helps teens and families like yours reach school and work goals. Youth age 14 to 16 who receive SSI are eligible to participate.

Find out more at

[www.promisewi.com](http://www.promisewi.com)

855.480.5618

Enrollment is limited and ends in 2016!

Families who participate will receive **\$30 in gift cards**. Participants have a 50% chance to receive a **computer tablet** and additional services.

 [facebook.com/wipromise](https://facebook.com/wipromise)

 [instagram.com/wisconsinpromise](https://instagram.com/wisconsinpromise)

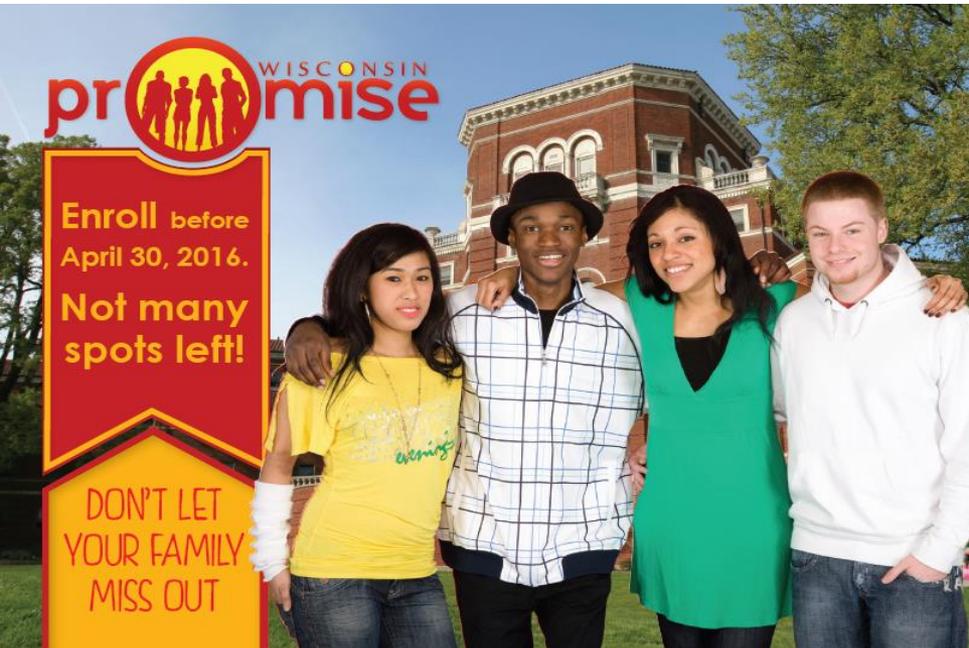
 [@WI\\_Promise](https://twitter.com/WI_Promise)

**#WI\_PromiseStories**

Picture of the front and back of a Wisconsin Promise postcard. The texts on the front is "Why I Enrolled in Promise" and includes the Wisconsin Promise logo. Two teenagers are on the postcard, one girl and one boy. The girl has a conversation bubble that says "Promise will help me be a better me." The boy has a conversation bubble that says, "It sounded like a great opportunity for our whole family." (Actual quotes from youth when they signed up.) The back says, "Why should you enroll in Promise? Wisconsin Promise helps teens and families like yours reach school and work goals. Youth age 14 to 16 who receive SSI are eligible to participate. Find out more at [www.promisewi.com](http://www.promisewi.com); 855-480-5618. There are two conversation bubbles. One says, "Enrollment is limited and ends in 2016!" The other says, "Families who participate will receive \$30 in gift cards. Participants have a 50% chance to receive a computer tablet and additional services." [facebook.com/wipromise](https://facebook.com/wipromise); [instagram.com/wisconsinpromise](https://instagram.com/wisconsinpromise); [@WI\\_Promise](https://twitter.com/WI_Promise); [#WI\\_PromiseStories](https://twitter.com/WI_Promise)



# Example of Wisconsin Promise Postcards



## Why should you enroll in Promise?

If you're a parent of a child who is 14, 15 or 16 and receives SSI benefits, Wisconsin Promise is a FREE program that can help your child - *and your family* - gain more independence and financial stability.

Your time is now!

Families who participate will receive \$30 in gift cards. Participants have a 50% chance to receive a computer tablet and additional services.

**Important!** Enrollment is limited and ending soon. All enrollment materials must be complete and received by UW-Stout by April 28 to qualify.

Find out more at  
855.480.5618 | [www.promisewi.com](http://www.promisewi.com)  
[contact@promisewi.com](mailto:contact@promisewi.com) | [facebook.com/wipromise](https://www.facebook.com/wipromise)

Picture of the front and back of a Wisconsin Promise postcard. The text on the front starts with the Wisconsin Promise logo and then reads "Enroll before April 30, 2016. Not many spots left! Don't let your family miss out". Four teenagers are on the postcard, in front of what looks like a college campus. The back says, "Why should you enroll in Promise? If you're a parent of a child who is 14, 15, or 16 and receives SSI benefits, Wisconsin Promise is a FREE program that can help your child and your family gain more independence and financial stability." Different color and italics highlight the words "and your family". There are two conversation bubbles. One says, "Your time is now!" The other says, "Families who participate will receive \$30 in gift cards. Participants have a 50% chance to receive a computer tablet and additional services." Additional text reads. Important! Enrollment is limited and ending soon. All enrollment materials must be completed and received by UW-Stout by April 28 to qualify. Find out more at: 855-480-5618; [www.promiseiw.com](http://www.promiseiw.com); [contact@promisewi.com](mailto:contact@promisewi.com); [facebook.com/wipromise](https://www.facebook.com/wipromise)

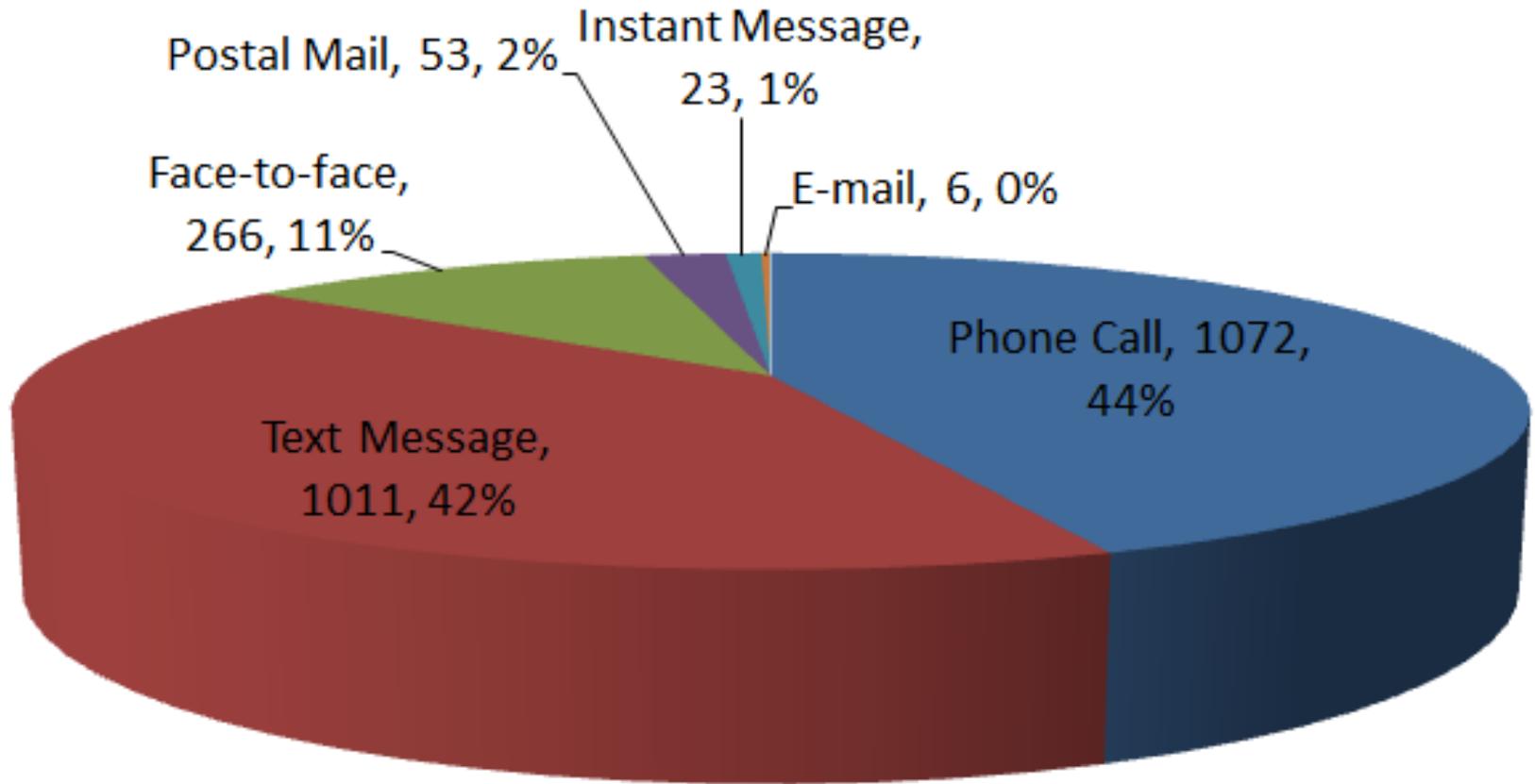




# 30 Recruiters: Calls, Texts, Door Knocks

- 16,806 contact attempts
- Reached 3,135 eligible youth/families
- Over 1200 expressed interest
- About half signed up because of this additional outreach

# April 2016 Contacts by Type



Picture of a pie graph showing the mode of contact that recruiters used in the month of April 2016. Recruiters made 1,072 phone calls (44%), 1,011 text messages (42%), 266 door knocks (11%), 53 follow-up mailings (2%), 23 instant messages (1%), and 6 e-mails (less than 1%).

# Target and Actual Enrollment

Quarter	Target (Enrollment)
Q2 2014	200 (171)
Q3 2014	200 (194)
Q4 2014	300 (105)
Q1 2015	300 (208)
Q2 2015	300 (188)
Q3 2015	300 (321)
Q4 2015	400 (301)
Q1 2016 and April	---- (536)
Total	2,000 (2024)

Chart shows enrollment targets and actual enrollments by quarter.

Quarter 2 2014 target was 200; actual enrollment was 171.

Quarter 3 2014 target was 200; actual enrollment was 194.

Quarter 4 2014 target was 300; actual enrollment was 105.

Quarter 1 2015 target was 300; actual enrollment was 208.

Quarter 2 2015 target was 300; actual enrollment was 188.

Quarter 3 2015 target was 300; actual enrollment was 321.

Quarter 4 2015 target was 400; actual enrollment was 301.

Quarter 1 2016 and April 2016 no targets were set and actual enrollment was 536.

Total target enrollment was 2,000; actual total enrollment was 2,024.



# Steps to Enroll

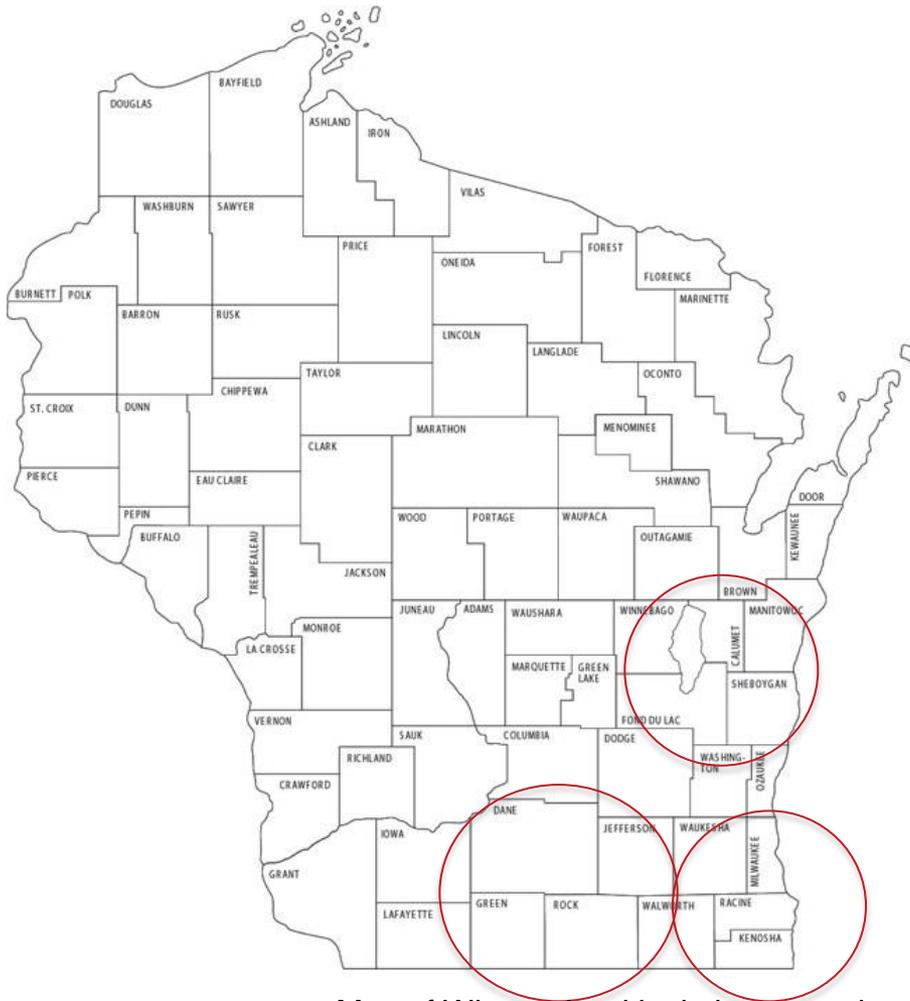
- **Complete consent and intake forms**
- **Mail/fax to UW-Stout Research Team**
- **Enrollments entered into Random Assignment System (RAS)**
  - **SSA Verification**
  - **Random Selection**
- **Usual Services: PIC meets with family to deliver gift card and explain usual services**
- **Promise Services: youth (with family) automatically enrolled in Wisconsin DVR and assigned Wisconsin Promise DVR Counselor**



- Enrolled 14, 15, and 16 year olds receiving Supplemental Security Income (SSI) and their **families**
  - **Enrolled: 2,024**
  - **Usual Services: 1,006**
  - **Wisconsin Promise Services: 1,018**

# Recruitment: Learnings

## Recruitment and Enrollment



Map of Wisconsin with circles around areas where most eligible youth/families live. These areas are the Madison, Janesville, Beloit area; Milwaukee, Racine, Kenosha area, and the Green Bay and Fox Valley area.

- **Direct Contacts**
  - Postcards
  - Full time Recruiters
  - Sales/Marketing
- **Rural**
  - Mailings & Calls
- **Urban Strategies**
  - Multiple contacts
  - Multiple means
- **Medicaid**



# Enrollment by Area

- **WDA 1 – Southeast: 211 (102 Promise Services)**
- **WDA 2 – Milwaukee: 851 (445 Promise Services)**
- **WDA 3 – WOW: 50 (27 Promise Services)**
- **WDA 4 – Fox Valley: 136 (60 Promise Services)**
- **WDA 5 – Green Bay Area: 155 (76 Promise Services)**
- **WDA 6 – North Central: 81 (42 Promise Services)**
- **WDA 7 – Northwest: 44 (19 Promise Services)**
- **WDA 8 – West Central: 106 (56 Promise Services)**
- **WDA 9 – Western: 68 (37 Promise Services)**
- **WDA 10 – South Central: 214 (110 Promise Services)**
- **WDA 11 – Southwest (Janesville/Beloit): 108 (40 Promise Services)**



# Enrollment Demographics

for 2024 Total Enrolled; 853 Milwaukee

- Primary Disability Type
  - Mental Health/Behavioral: 34%
  - Intellectual/Developmental: 30%
  - Other: 25%
- Race/Ethnicity:
  - African American: 49% (78% in Milwaukee)
  - White: 36% (8% in Milwaukee)
  - Hispanic: 10% (11% in Milwaukee)
  - Mostly English Speaking: 95% (92% in Milwaukee)
- Gender
  - Male: 67%
  - Female: 33%



# Enrollment Demographics

for 2024 Total Enrolled; 853 Milwaukee

- Family Households
  - Most in single-parent households: 66% (77% in Milwaukee)
  - Most with low income
    - 33% <\$10K a year (40% in Milwaukee)
    - 37% between \$10K and \$25K (35% in Milwaukee)
- Age at Enrollment
  - 14: 41%
  - 16: 33%
  - 15: 26%
- Overall Health Status
  - Most reported good health: 85%



# Enrollment Demographics

for 2024 Total Enrolled; 853 Milwaukee

- IEP Status
  - Most have current IEP: 84% (78% in Milwaukee)
- Most attend traditional high school (60%) or other school (17%) (other school likely to be middle school)
- Most expect to work: 64% (60% in Milwaukee)
- Just over half expect to live independently: 56%

# I Enrolled in Promise Because...

(Reported by Youth)

- ❖ **It will help me be a better me.**
- ❖ I want to get a job to get extra money and this would be good for me because this place deals with people like me.
- ❖ It's a program to help me become someone and follow my dreams.
- ❖ It will give me the opportunity to gain skills and not be limited by my disability.
- ❖ I need help learning life skills so I can stand on my own. I have trauma that seems to get in the way.
- ❖ **I felt it was a good fit for me and I could use the training and help because my mom can only help so much and its not the same when mom helps me and because of my disabilities it would be hard for me to sometimes meet a jobs expectations and they would fire me and I would go through a lot of jobs. I feel Promise can help me with all of that.**
- ❖ I was looking for help to achieve my goals in life and my parents needed some guidance.
- ❖ I would like to do more things and I would like to start working. I feel that I'm at the right age to start working. I would like to experience having a job and being able to do things on my own without my parents help.



# I Enrolled in Promise Because...

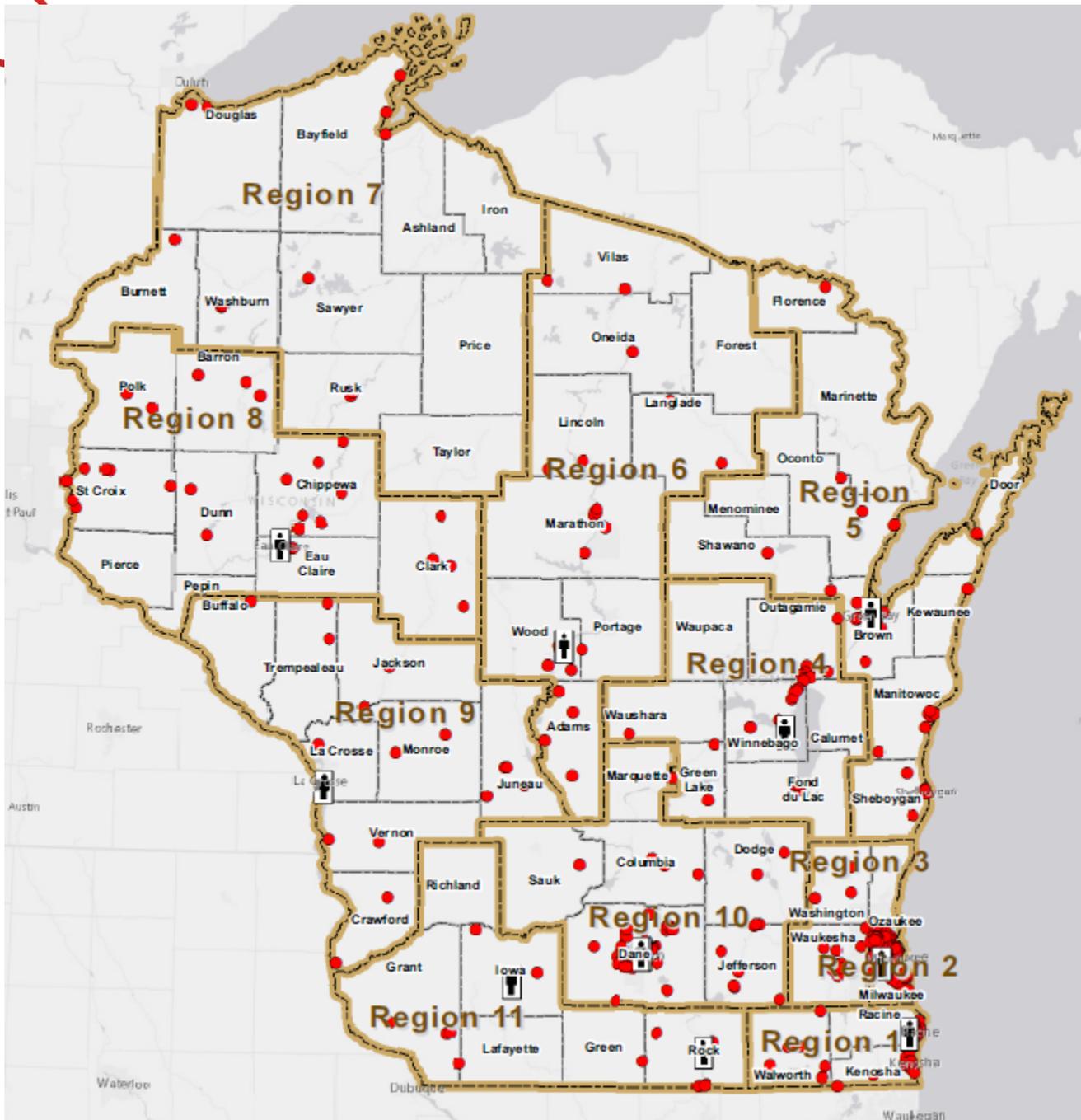
(Reported by Family Members)

- ❖ **To help my son find a job/career that he likes and can sustain him financially throughout his life...and help him become more social...and learn how to interview well...what steps he needs to take to become independent...financial / budget money...**
- ❖ I felt this program would be beneficial to my daughter and help her with her social skills. I also felt this program would benefit her in high school and the challenges that may come with finding a job.
- ❖ Because I want to see my son be able to get a job and hold a job and speak up for himself. I would like him to learn money management and self control.
- ❖ I need help finding a job.
- ❖ **My son has a chance to overcome his disabilities and really be someone. With the right mentor, there is hope. He is unique. There are many unique people like him, that end up on the streets because they need someone to watch over them, but have the ability to function highly under the right circumstances.**
- ❖ I need help for my son and I. We never had help. I want my son to be able to work and be independent as possible.
- ❖ Promise believes in my youth's future.



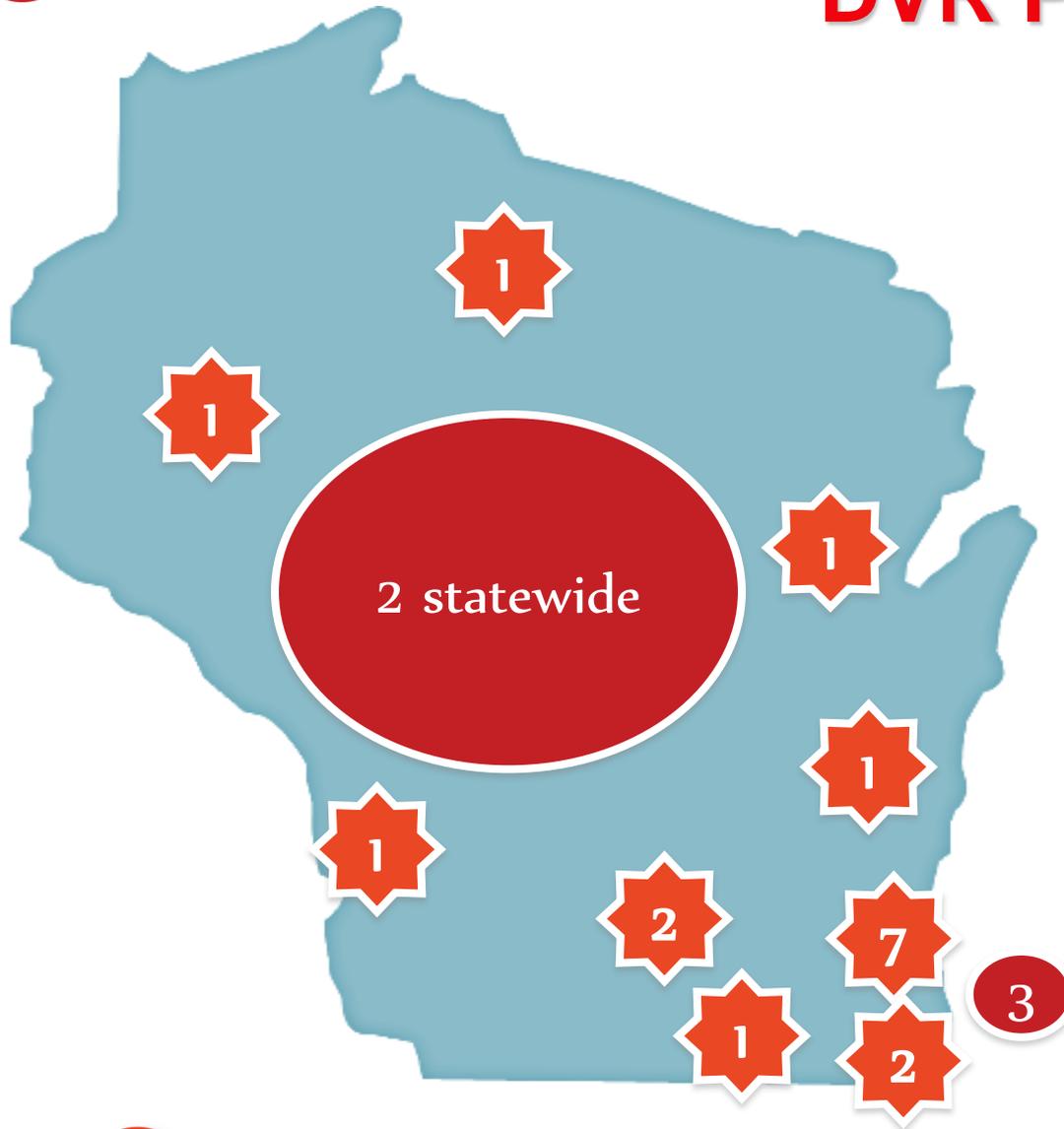
# Wisconsin Promise Services

Collaboration Across  
Agencies and Programs



Picture of a map of Wisconsin. There is a red dot for every Promise youth located at their residence. The map shows a cluster of red dots in the urban areas (Milwaukee, Racine, Kenosha, Madison, Green Bay, Fox Valley, Janesville, Beloit, and then scattered across the rest of the state.

# DVR Promise Staffing



Case Coordinators

VR Counselors

Picture of a Wisconsin map showing where the Wisconsin Promise DVR Counselors and Coordinators are located. Promise DVR Counselors: There are 2 in Racine, 7 in Milwaukee, 1 in Janesville, 2 in Madison, 1 in the Fox Valley, 1 in Green Bay, 1 in Eau Claire, 1 in La Crosse, 1 in North Central/West Wisconsin. Promise DVR Case Coordinators: 3 in the southeast, and 2 covering the rest of the state.



# Wisconsin Promise Service Menu

- 17 Promise DVR Counselors; 5 Case Coordinators working
- Individual Plans for Employment (IPEs) for youth
- Family Service Plans for Family Members
  - Required Promise Services
    - At least monthly contact for at least 2.5 years
    - Rapid engagement/trauma informed care/motivational interviewing
      - Health Literacy
    - Resource Teams
    - Employment Services (at least one paid integrated work experience)
    - Work Incentives Benefits Counseling
    - Financial Capability Building
    - Social Skills Training
    - Parent Advocacy
    - Self-Advocacy
    - Tablet
  - Optional: Other Services to help youth/family members obtain their employment/education goals
- Community Conversations





# Resource Team

- Every youth enrolled in Promise identifies a Resource Team comprised of at minimum: the youth, their family members, their PROMISE DVR and Counselor, and someone from their school.
- Youth and families help to identify important team members to help support them in their educational and career planning.
- Youth involved in long-term care, mental health programs, foster care, and juvenile justice likely include their case managers on the team.
- Work Incentives Benefits Specialists and other service providers will also likely be team members.
- Team members do not need to be paid or professionals and can be part of formal or informal supports.
- Teams may have joint meetings or may communicate through other venues to align all plans and respective activities in support of the youth's goals.  
(Add to existing if Resource Team already exists, do not duplicate.)

# Lessons Learned:

- **Employment Focused:**
  - DVR Individualized Employment Counseling for Youth and Family
- **State and Local interagency collaboration**
- **Engagement:**
  - Trauma Informed Care, Rapid Engagement, and Motivational Interviewing
    - **Health Literacy**
  - Do not/cannot give up on our youth and families.
  - Mobile Population
  - Urban vs. Rural
- **Services: Individualized, Consultation, Meet Families where they are at**
  - **Work Incentives Benefits Counseling (WIBC) Consultation**
  - **Financial Capability Building**
  - **Family Advocacy**
  - **Self-Advocacy**
  - **Exception: Social Skills (Skills to Pay the Bills)**
- **Community Conversations: Connecting to Local Employers**



# Wisconsin Promise Service Outcomes

- Increased household income, including family members
- Higher educational attainment for youth and family
- Lifelong wage earners
- Less reliance on public benefits

## Potential Cost Savings from Wisconsin Promise:

- If 100 (10%) Wisconsin Promise youth no longer use SSI cash benefits, those public savings will have funded the entire 5-year Wisconsin Promise grant (\$32.5 million).
- If 54 (5.4%) Wisconsin Promise youth are employed with health insurance through their employer, the public health care savings will have funded the entire 5-year Wisconsin Promise grant (\$32.5 million).



# Wisconsin Promise Service Summary:

- **97% With Promise DVR activity or contact within the last 30 days**
- **95% Completed Promise DVR Eligibility within 60 days**
- **83% with at least on face to face meeting**
- **642 Family Resource Teams Identified**
- **624 Individual Plans for Employment (IPE) Written**
  - **74% Completed within 90 days of eligibility**
  - **87% with continued engagement after IPE**
- **175 Family Services Plans Written**
- **325 family members and 137 Wisconsin Promise youth already have/had paid work.**
  - **Working Families members average 31 hours per week at an average of \$11.57/hr or \$355/week**
  - **Working Youth average 14 hours per week at an average of \$8.00/hr or \$114/week**
- **Services**
  - **179 met with Work Incentives Benefits Specialist (49 referrals)**
  - **99 Social Skills Training (Skills to Pay the Bills) (62 referrals)**
  - **75 Promise Families met with a Financial Coach (Make Your Money Talk) (44 referrals)**
  - **33 Promise Families have met with a Family Advocate (11 referrals)**
  - **25 Promise Youth have savings accounts (16 referrals)**
  - **9 Youth have completed the Self-Advocacy Modules (99 referrals)**
  - **5 Youth have completed the Health Promotion Modules (69 referrals)**
  - **19 Education Attainment for Promise Family Member; 3 youth**

# Employment Stories

- In Janesville, Wisconsin Promise Counselor and employment service provider worked with mom to find a much better job. She works full time and loves her job. She has already been trained on two different jobs and it is anticipated that she "will move up the ladder" quickly. In addition the Promise youth has already started a second trial work experience. The youth is now starting driver's training, so she can expand employment possibilities as she gets older.



Picture of Wisconsin Promise youth working at Savers in Madison as part of a Take Your Legislator to Work Event. Picture includes youth, employer, legislator, DWD Deputy Secretary, job developer, Wisconsin Promise DVR Counselor, and employer.

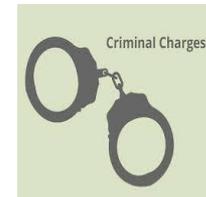
<https://promisewi.com/working-highlights/>

# Employment Stories

- Importance of Families;  
Giving Everyone a Chance

- In Northeast Wisconsin, a youth with congenital heart disease is interested in becoming a chef. She worked with a job developer, who partnered with her to find an 8 week paid work experience as a baker's assistance.
- Promising Progress: With this success, the family asked the Wisconsin Promise DVR Counselor to also work with the youth's brother. He has pending criminal charges and had been job searching without success. The Wisconsin Promise DVR Counselor worked with the family to find a Job Developer who was able to help the brother find a job at a restaurant within a week. He now works 30 hours a week and his manager reports he is a great asset to the team. With support from Wisconsin Promise, he also completed his GED.

A picture of a woman baking and a picture of baking supplies.



A picture of handcuffs with text "Criminal Charges."



Picture of Wisconsin Promise logo pointing to a Restaurant and book that says GED.

# Employment Stories

- Importance of Engagement; Changing Expectations
  - In Northwest Wisconsin, a mom and her teenager with autism met with their Wisconsin Promise DVR Counselor. The mom was worried. She wasn't sure if it was possible for her son to work in the community. The DVR Counselor listened to the mom's concerns. She moved slowly with the family, making sure not to push, reiterating informed choice and letting the mom know that the employment plan was hers and her son's and they would never do anything she was not comfortable with. Together they decided on a supported employment assessment at the local library. A supported employment assessment helps individuals consider employment options, explore job possibilities, anticipate job support needs, and create a plan for successful employment.
  - Promising Progress: The family is now planning a second supported employment assessment and is looking to start a trial work experience. Now the mother is starting to think of her own career, something she had put on hold a long time ago. She is planning to go to technical college to complete an Accounting Degree she started 20 years ago.



# Wisconsin's Uniqueness

- **Statewide**
- **Uses existing systems**
  - VR focus
- **Unique sustainability features**
  - May achieve higher long term success
  - Not just a shot in the arm