

Nebraska's Vocational Rehabilitation (NVR) has a responsibility to organize a community outreach and marketing plan about the services NVR has to offer. Sometimes NVR feels they are not getting the word out to individuals and families who may need their services. This is where you can help. Please share how you found out about NVR but also any new or creative ways to get the word out.

1. Describe where or how you first found out about Nebraska VR services?

- It has been a long time, I do believe that it was through the Job Training program
- Quit job at Hormel Foods in Fremont, NE due to foot problems. The nurse at Hormel recommended Nebraska VR.
- I found out about Nebraska VR when I went to get my computer fixed after I had started an online college. He gave me the information as he had also benefitted from Nebraska VR.
- I found out about VR Services through HHS and my therapist at Blue Valley Behavioral Health.
- I first found out about Voc Rehab when I was in High School and preparing to attend college. My mom was the one who had made the connection. That's been over ten years ago and I'm not sure whom she received the information from.
This time around, Easter Seals of Nebraska encouraged me to contact VR. I just went online and "googled" Nebraska Vocational Rehabilitation and went from there.
- Social Security Office
- From someone who had used them recently.

2. List other agencies or organizations you worked with when you needed help.

- Easter Seals and Goodwill in Hastings
- HHS, Southeast NE Community Action Program, KVC-Behavioral Health Care, and the local Ministerial Association
- Easter Seals of Nebraska.
- General Assistance, Food Stamps

3. Please share the name of a person or organization that you felt did a great job sharing information about Nebraska VR?

- Nebraska VR staff mentioned for providing a clear explanation of what Nebraska VR offers and the purpose: Judy Vohland, Rogers Ochs, Tracy Grieb, Nicole Fisher, Leta Simms, Susan Hagen and Darla Atkinson.
- Several friends recommended Nebraska VR when I was out of work, but was not given a lot of information.

- Chris Ireland, my computer tech.
- Blue Valley Behavioral Health – Anne
- Crystal Norvell, with Easter Seals of Nebraska, encouraged me to work with Nebraska VR. She explained what the organization may/may not be able to help with. Other than that, I hadn't really talked with anyone *outside* Voc Rehab about the organization.
- From someone who had used them recently.

4. How can Nebraska VR make the process easy for individuals and families to find us?

- TV ads work better than any other ad in magazines or newspapers. Radio will be 2nd choice.
- Job services and employment agencies need to have information about Nebraska VR available and encourage its use.
- Advertising is always the best way. Maybe you can team up with a disability group.
- I think that who qualifies, how you qualify, and what services you provide needs to be advertised a little clearer to potential clients. Maybe the other agencies that refer people to VR should know a little bit more about the services offered and be able to spread the word a little more since their offices are local.
- For my generation, it seems that if you can be found online, you're "findable." I'm not sure of a better way to be discoverable than the Internet. Maybe connection with the school systems so parents can be aware of Nebraska VR's advantages would be good.
- Nightly News
- More advertising via the television

5. Please describe your thoughts about each of the following outreach/marketing avenues and if you think this would help to reach individuals and family who could benefit from Nebraska VR services?

Television ads

- Everyone watches television so I feel this would be a good way to get info out there.
- This may sound ridiculous, but I think TV ads would not be the best way to go. They are so expensive which would end up taking finances away from people needing help. I think it would be smart to market VR in other places.
- Good choice
- People who don't own or want a computer will benefit from this.
- Not big on this
- Would definitely help
- Great choice

Search Engines

- If one is to go searching on the web this would also be a good place but they need to know they can search for Nebraska VR
- Yes! I think if you had someone working as an SEO (search engine optimization), this would be the best. You can add words to searches, which would get a greater number of people searching for help. For example, add, “help financing” or “help living alone” etc.
- Only people who use the computer will benefit.
- Would definitely help

Brochures

- I think this would be good. You can put these several places for those who don't use the Internet regularly. (Dr offices, School guidance counselors, maybe even SSA offices)
- Brochures would be fine if they are placed in locations where people are actively seeking employment.
- Placed in government offices.
- Would help
- Great choice

Internet Banner

- Many people are on the Internet so having banners could be good advertising.
- Yes. This seems like a cheaper form of advertising. Nearly everyone is on the Internet.
- They need to be at sites where job seekers will be looking.
- Only people who use the computer will benefit.
- Would help

Posters

- If they are placed in an area where the ones that would benefit from the program.
- Sure. I think the brochures would be better... it gives people something to hold, read, and take home, which covers multiple intelligences (visual & kinesthetic). People are likely to forget the posters they've seen as well as the web links and phone numbers listed on those posters.
- Posters would be fine if they are placed in locations where people are actively seeking employment.
- Placed in government offices.
- Not really sure
- Great choice

YouTube

- I don't know really how this would be beneficial but I must admit I know very little about advertising on YouTube.
- Only people who use the computer will benefit.
- Sure! This would likely "grab" a younger generation but it would be free and definitely a good way to get a hold of people. The only trouble with this may be the fact that people wouldn't think to even look on YouTube for answers to the kind of help NVR provides. Does that make sense?
- Not really sure

Newsletters

- I often get newsletters in the mail and I do look at them, so this could be a way to advertise.
- This may just be me but I rarely read newsletters. I get so much mail that I scan to see which mail is crucial to read and toss the rest!
- Might help
- Great choice

Internet Web Page

- The Internet I believe is the way a lot of people do their researching.
- Yes! I think this is the best way to communicate and market (along with search engines). The only thing I would suggest is adding more user-friendly information about services, etc. Maybe this would be a good place to add YouTube videos – people's personal experiences from working w/ Nebraska VR, various Nebraska VR employees explaining snippets about what they do, etc.
- Only people who use the computer will benefit.
- Might help

Newspaper ads

- I like newspaper ads and people read it to see what is going on and what is available to them. I think this would be a good way to advertise too.
- I think this is always a good bet because whether you're looking for a used accessible vehicle b/c you definitely can't afford a new one or searching for accessible housing, you will see an ad in the paper.
- Newspaper ads would be OK if they are located next to the job listings.
- People who don't own or want a computer will benefit from this.
- Good idea

Newspaper Articles

- Anytime you can get publicity in a newspaper is a great way to advertise.
- People who don't own or want a computer will benefit from this.

- Good idea

Facebook

- There is a large number of people on Facebook so this also could be a place to advertise, but I ignore a lot of the advertising on Facebook so maybe others would too.
- Only people who use the computer will benefit.
- Not sure
- Great choice

Radio Ads

- I rarely listen to my radio and I rarely hear anyone say they heard it on the radio.
- Good choice
- Not big on this
- Not sure

Other:

- Maybe there is a way you can team up with schools, disability organizations, and social security offices in local areas. They would have access to who could benefit from this program and maybe they could also hand out flyers/brochures to those who are in their system.