



Florida Rehabilitation Council (FRC)

Workgroup Conference Call Summary

2018 Focus Groups

February 15, 2018

Members Present

Ann Robinson

Staff

Roy Cosgrove

Kim Thomas

VR Staff and Guests

Libby Moody

Brian Robertson

Nat Mildner

Mark Noyes

The following represents a summary of deliberations, advice and comments that comprise this workgroup to discuss the 2018 Focus Groups to be conducted by Market Decisions.

The group met and provided input on the draft Moderator's Guide which will be used to facilitate the focus groups to be held in Jacksonville and Miami in mid-late April. The Council and agency hope to gain information from customers between the ages of 18-24 on what method(s) of communication are most preferred to that age group. The idea of a dashboard came up as an option to present to the participants as a potential method of communication and information portal. It was recommended that the groups be held at Centers for Independent Living in both areas as opposed to VR offices. VR staff will contact the Centers and will forward information to Market Decisions to follow up with organizing the groups at the Centers. Market Decisions will provide a synopsis of the events at the May quarterly meeting with a full report provided in August.