

**MONTHLY 2-1-1 CALL CENTER REPORTING
FOR THE MONTH/YEAR October 2013
2-1-1 HELPLINE**

CALL CENTER: 2-1-1 Helpline

COUNTIES COVERED: 37 counties in Eastern Oklahoma

Tulsa County

Northeastern Oklahoma Counties: ADAIR, CHEROKEE, CRAIG, CREEK, DELAWARE, JUNEES, MUSKOGEE, NOWATA, OKMULGEE, OSAGE, OTTAWA, ROGERS, WAGONER, WASHINGTON

Southeastern Oklahoma Counties: ATOKA ,BRYAN, CARTER, CHOCTAW, COAL, GARVIN, HASKELL, HUGHES, JOHNSTON, LATIMER, LEFLORE, LOVE, MARSHALL, MCCURTAIN, MCINTOSH, MURRAY, OKFUSKEE, PITTSBURG, PONTOTOC, PUSHMATAHA, SEMINOLE, SEQUOYAH,

CALL VOLUME BY AREA (Number & Percentage of Total Calls):

County	# of Calls	%
Tulsa	9371	72%
Northeast OK	1564	12%
Southeast OK	783	6%
Other OK/211 Heartline	256	2%
Not OK	111	1%
Unknown Location	957	7%
Total	13042	100%

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TOTAL NUMBER OF CONNECTED CALLS THIS MONTH by Service Level

Service Level Provided to Caller	# of Calls	% of Total
Advocacy /At-Risk(Connects caller to additional assistance)	10	<1%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	7608	58%
Crisis (Mental health or life threatening intervention and connection to emergency services)	5	<1%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	4434	34%
Total Caller Contacts	12057	92%
Admin/Other	991	8%
Total Calls Records	13042	100%

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CALL VOLUME BY HOUR AND PERCENT

Time	# of Calls	Percent
Midnight	50	<1%
1am	38	<1%
2am	36	<1%
3am	43	<1%
4am	35	<1%
5am	41	<1%
6am	118	1%
7am	328	3%
8am	1057	8%
9am	1456	11%
10am	1496	11%
11am	1380	11%
Noon	1298	10%
1pm	1298	10%
2pm	1249	10%
3pm	1033	8%
4pm	704	5%
5pm	413	3%
6pm	297	2%
7pm	180	1%
8pm	149	1%
9pm	124	1%
10pm	123	1%
11pm	96	1%
Total Calls	13042	100%

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CALL MANAGEMENT-

NOTE: NOT AVAILABLE FOR AUGUST DUE TO REPORTING SYSTEM MALFUNCTION

Category	Standard	Actual
Average Speed of Answering Calls: Average time that caller is in message queue prior to connection to a call specialist	1 min 27 sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	19%	≤ 10%
Average Time a Caller is in Queue before Abandoning Call: Average time callers responding to auto attendant are in message queue prior to abandoning	2 min 43 sec	
Average Length of Incoming Calls: Average talk time for all connected calls not including call record data entry time after call has ended	3 min 44 sec	

NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS

Language and Translation & Percent of Contacts	#		% of Contact
Non-English Calls Total	137	% of 13042	1%
Spanish Language Calls	135	% of 13042	1%
Other Non-English Calls or Deaf Translation	2	% of 13042	0%
% Non English Calls Taken by Bilingual Call Specialists	31	% of 137	23%
% Non English Calls Translated by Tele-Interpreter	113	% of 137	82%
% Non English Calls Translated by 3rd Party on Call	0	% of 137	<1%
Deaf Translation Calls Using 7-1-1 Relay Service	1	% of 137	1%

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FOLLOW-UP CALLS REPORT

Service Quality Follow Up : *Service Quality Follow-up services provided to a random sampling of caller contacts receiving Assessment of call need assistance. Calls are made within 15 days of original contact date.*

Quality Service Follow-Up	#	%		Goal
Number of Callers Receiving Assessment Services	7608			
Number of Calls Flagged For QS Follow Up	249	3%	% of 7608	
Number of Outgoing Calls Made for QS Follow Up	331			
Callers Contacted For QS Follow Up	117	2%	% of 7608	2%
Results of Quality Service Follow Up				Goal
First Time to Call 211	44	38%	% of 117	
Callers Expressing Satisfaction with 211 Services	117	100%	% of 117	85%
Callers Who Plan to Use 211 again	116	99%	% of 117	
Callers Who Did Not Contact Referral Agency	14	12%	% of 117	<20%
Callers Who Contacted One or More Referral Agencies	103	88%	% of 117	80%
Callers Contacting Referral Agency Receiving Services				
Including Those with Applications Pending	85	83%	% of 103	70%
Callers Contacting Agency Not Receiving Desired Services	18	17%	% of 103	<30%

Enhanced Service Crisis Call Follow Up: *Verification of connection to crisis and/or emergency services within 24 hours of providing crisis intervention assistance to caller.*

Results of Crisis Service Follow Up	#	%		Goal
Number of Callers Receiving Crisis Intervention Assessments	5			
Successful Verification of Connection to Crisis Services	4	80%	% of 5	70%
Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns	1	20%	% of 5	<30%

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Enhanced Service At-Risk Call Follow Up: *Follow up services offered to all callers receiving advocacy assistance and callers assessed to be at-risk when the caller's physical, mental or emotional state October be compromised. Follow Ups Made within three days of first contact.*

At-Risk Service Follow-Up	#	%		Goal
Number of Advocacy/At-risk Callers Assessments	10			
Number of Outgoing Calls Made for At-risk Follow Up	19			
Results of At-Risk Follow Up	#	%		Goal
Successful Verification of Connection to Critical Services	5	50%	% of 10	70%
Attempted Verification Not Successful Includes unable to contact caller and callers not contacting referral agencies	5	50%	% of 10	<30%

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AIRS NEEDS CATEGORIES: CALLER NEEDS FOR ALL 2-1-1 CALLERS

AIRS Needs	Definition	#	Percent
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	47	<1%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	658	4%
Disaster Services	Disaster relief, shelter and recovery services	71	<1%
Education	Education and Facilities, School supplies, tutoring	161	1%
Employment	Job training, career counseling, job search	143	1%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	1797	12%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	2589	17%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	3609	24%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	505	3%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	1207	8%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	1593	11%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	1217	8%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	610	4%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	184	1%
Transportation	Assistance with transportation or transportation for special needs	407	3%
Volunteers/Donations	Volunteer and or Donation Opportunities	75	1%
Total Needs		14873	100%

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Unmet Needs: *The Unmet needs category is a subset of AIRS Caller Needs for all 2-1-1 Callers. A need is identified as unmet when no referral source is available to meet the caller's need. Need October be unmet because 1) service in database does not meet the client's need, 2) service doesn't exist in the callers location or no service can be found in the database for the specific need or 3)client is not eligible for specific services.*

AIRS Unmet Needs	Definition	#	Percent
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	2	1%
Clothing/Personal/ Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	24	7%
Disaster Services	Disaster relief, shelter and recovery services	1	<1%
Education	Education and Facilities, School supplies, tutoring	1	<1%
Employment	Job training, career counseling, job search	0	<1%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	11	3%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	38	11%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	116	33%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	24	7%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	40	11%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	11	3%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	5	1%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	3	1%
Other Government/ Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	0	<1%
Transportation	Assistance with transportation or transportation for special needs	75	21%
Volunteers/Donations	Volunteer and or Donation Opportunities	1	<1%
Total Needs		352	100%

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TOP 15 AGENCY REFERRALS

Agency Name	Agency Type		
In October 2-1-1 Helpline made 13042 Referrals			
CATHOLIC CHARITIES	Faith Based Non Profit	1794	7%
SALVATION ARMY - TULSA CENTER OF HOPE	Faith Based Non Profit	1348	5%
NEIGHBOR FOR NEIGHBOR	Private, Non-Profit	1257	5%
HELPING HANDS MINISTRY	Faith Based Non Profit	1201	5%
US DEPARTMENT OF HEALTH AND HUMAN SERVICES	Governmental/Public Service	931	4%
FIRST BAPTIST CHURCH OF TULSA	Faith Based Non Profit	766	3%
OKLAHOMA DEPARTMENT OF HUMAN SERVICES	Governmental/Public Service	686	3%
MORTON COMPREHENSIVE HEALTH SERVICES	Private, Non-Profit	611	2%
RESTORE HOPE MINISTRIES	Faith Based Non Profit	527	2%
JOHN 3:16 MISSION	Faith Based Non Profit	442	2%
CITY OF TULSA	Governmental/Public Service	435	2%
COMMUNITY HEALTH CONNECTION	Private, Non-Profit	415	2%
CHURCH AT BATTLE CREEK	Faith Based Non Profit	398	2%
FREE DIRECTORY ASSISTANCE	Governmental/Public Service	390	2%
HARVEST HOUSE	Faith Based Non Profit	380	1%
Top 15 Referrals		11581	45%
Other Referrals		14164	55%
Total Referrals		25745	100%

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**CALL VOLUME ANALYSIS
2013 compared to same time period in 2012 Jan to Dec**

	January		February		March		April		May		June	
	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013
Incoming	13,846	13,968	11,530	11,201	11,990	11,675	12,495	10,100	13,215	12,865	13,965	13,553
Answered	12,461	12,571	10,676	10,193	11,031	10,531	11,595	11,311	12,385	11,759	12,708	11,927
Connectivity	89.9%	90%	92%	91%	92.2%	90.2%	92.8%	89.3%	93.3%	91.4%	91%	88%
	July		August		September		October		November		December	
	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013
Incoming	16,180	14,718	16,808	15,574	15,145	13,378	16,325	16,101	15,474		12,265	
Answered	14,238	12,952	15,632	13,705	12,864	11,372	14,521	13,042	13,381		11,580	
Connectivity	87.6%	88.1%	93%	88%	86%	85%	88%	81%	87%		94%	

REFERRALS THROUGH ALTERNATIVE MEANS

Contact Type	October 2013
ReferWeb Site Visits	2,578
ReferWeb Searches for Service	3,904
211Info Email Requests for Referral	5
211Info Voicemail Requests for Referral	7

NOTES AND SEASONAL PROGRAMS

Oklahoma AIRS Conference

The Oklahoma Alliance and Information Referral Systems (OKAIRS) held their annual conference in Oklahoma City this year on October 10th and 11th. The conference began with the "The Changing Face of Demographics" by Jan Figart. This set the stage for the theme, "The Changing Face of I&R" on which all of the other presentations focused. Myra Golden, an internationally recognized speaker, presented the keynote address concentrating on successful delivery of information to an ever-changing society. Agencies all around Oklahoma such as Area Agencies on Aging, DHS, 2-1-1, Centers for Individuals with Physical Challenges, Progressive Independence, OHAI, VA and APS were in attendance. The conference ended with an historical review by David Bernstein, one of the pioneers in the development of OKAIRS. Janice Harris and Michael Coonfield from 2-1-1 Helpline in Tulsa did an outstanding job as conference organizers.

Holiday Guides Published

This month 2-1-1 Helpline compiled its 7th annual Holiday Assistance Resource Guides, which list Thanksgiving Baskets and Meals, Christmas Baskets and Meals and Holiday Gifts/Toys. For this guide, the region is divided into three sections: Tulsa Metro, Northeast Oklahoma, and Southeast Oklahoma. The guides are posted online and sent to agency contacts via e-newsletter, and they are updated throughout the season as new resources become available. The public can also access holiday assistance information by dialing 2-1-1 or utilizing our online database at www.211oklahomahelpline.org/findhelp.

Open Enrollment for Affordable Care Act Insurance Plans

2-1-1 Helpline began assisting callers with referrals to Affordable Care Act resources on October 1. The abandoned call rate [see page 4] was somewhat affected during the month due to staff vacancies and the need for longer call times to provide ACA Navigator services.

COMMENTS FROM OCTOBER FOLLOW-UP CALLS

- 211 Is A Great Program. Thank You So Much.
- Appreciate The Referrals And Found Even More Programs Available. The Call Back Means So Much.
- I Have Been Telling People All About 211! It Is Wonderful! And I Didn't Know You Are 24/7. That Makes It Even Better.
- Thank You So Much. I Can Always Get Help From 211.
- Your People Are Always So Good To Help Me. And I Thank You For Calling Back. God Bless You All.
- 211 Is Wonderful.
- Got Help With Electric And Things Right Now Are Good. Thank You So Much.