

**MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.  
FOR THE MONTH/YEAR January 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, MAYES, 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	8935	71.08%
Northeast OK	1482	11.79%
Southeast OK	838	6.67%
Other OK/211 Heartline	92	0.73%
Not OK	284	2.26%
Unknown Location	940	7.48%
<b>Total</b>	<b>12571</b>	<b>100%</b>

**TOTAL NUMBER OF CONNECTED CALLS THIS MONTH by Service Level  
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Service Level Provided to Caller	# of Calls	% of Total
Advocacy /At-Risk(Connects caller to additional assistance)	2	0.02%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	7018	55.83%
Crisis (Mental health or life threatening intervention and connection to emergency services)	10	0.08%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	4602	36.61%
Total Caller Contacts	11632	92.53%
Admin/Other	939	7.47%
Total Calls Records	<b>12571</b>	<b>100%</b>

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**CALL VOLUME BY HOUR AND PERCENT:**

<b>Time</b>	<b># of Calls</b>	<b>Percent</b>
Midnight	56	<1%
1am	40	<1%
2am	34	<1%
3am	32	<1%
4am	26	<1%
5am	79	1%
6am	117	1%
7am	294	2%
8am	983	8%
9am	1333	11%
10am	1399	11%
11am	1336	11%
Noon	1363	11%
1pm	1217	10%
2pm	1200	10%
3pm	1018	8%
4pm	129	1%
5pm	376	3%
6pm	276	2%
7pm	204	2%
8pm	164	1%
9pm	129	1%
10pm	94	1%
11pm	72	1%
Total Calls	12571	100%

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**CALL MANAGEMENT**

Average Speed of Answering Calls: Average time that caller is in message queue prior to connection to a call specialist	43 Sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	10%	≤ 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 and 34 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 and 2 sec	

**NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS**

Language and Translation & Percent of Contacts	#	% of Contact
Non-English Calls Total	152	1%
Spanish Language Calls	151	1%
Other Non-English Calls or Deaf Translation	1	<1%
% Non English Calls Taken by Bilingual Call Specialists	107	71%
% Non English Calls Translated by Tele-Interpreter	44	29%
% Non English Calls Translated by 3rd Party on Call	1	1%
Deaf Translation Calls Using 7-1-1 Relay Service	0	<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.*

<b>Quality Service Follow-Up</b>	<b>#</b>	<b>%</b>		<b>Goal</b>
Number of Callers Receiving Assessment Services	<b>7018</b>			
Number of Calls Flagged For QS Follow Up	<b>326</b>	<b>5%</b>	<b>% of 7018</b>	
Number of Outgoing Calls Made for QS Follow Up	<b>532</b>			
Callers Contacted For QS Follow Up	<b>143</b>	<b>2%</b>	<b>% of 7018</b>	<b>2%</b>
<b>Results of Quality Service Follow Up</b>				<b>Goal</b>
First Time to Call 211	<b>50</b>	<b>35%</b>	<b>% of 143</b>	
Callers Expressing Satisfaction with 211 Services	<b>143</b>	<b>100%</b>	<b>% of 143</b>	<b>85%</b>
Callers Who Plan to Use 211 again	<b>142</b>	<b>99%</b>	<b>% of 143</b>	
Callers Who Did Not Contact Referral Agency	<b>20</b>	<b>14%</b>	<b>% of 143</b>	<b>&lt;20%</b>
Callers Who Contacted One or More Referral Agencies	<b>123</b>	<b>86%</b>	<b>% of 143</b>	<b>80%</b>
Callers Contacting Referral Agency Receiving Services				
Including Those with Applications Pending	<b>90</b>	<b>73%</b>	<b>% of 123</b>	<b>70%</b>
Callers Contacting Agency Not Receiving Desired Services	<b>33</b>	<b>27%</b>	<b>% of 123</b>	<b>&lt;30%</b>

**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.*

<b>Results of Crisis Service Follow Up</b>	<b>#</b>	<b>%</b>		<b>Goal</b>
Number of Callers Receiving Crisis Intervention Assessments	<b>9</b>			
Successful Verification of Connection to Crisis Services	<b>5</b>	<b>56%</b>	<b>% of 8</b>	<b>70%</b>
Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns	<b>4</b>	<b>44%</b>	<b>% of 8</b>	<b>&lt;30%</b>

**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 may be compromised. Follow Ups Made within three days of first contact.*

<b>At-Risk Service Follow-Up</b>	<b>#</b>	<b>%</b>		<b>Goal</b>
Number of Advocacy/At-risk Callers Assessments	<b>2</b>			
Number of Outgoing Calls Made for At-risk Follow Up	<b>2</b>			
<b>Results of At-Risk Follow Up</b>	<b>#</b>	<b>%</b>		<b>Goal</b>
Successful Verification of Connection to Critical Services	<b>2</b>	<b>100%</b>	<b>% of 3</b>	<b>70%</b>
Attempted Verification Not Successful Includes unable to contact caller and callers not contacting referral agencies	<b>0</b>	<b>0%</b>	<b>% of 3</b>	<b>&lt;30%</b>

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

<b>AIRS Needs</b>	<b>Definition</b>	<b>#</b>	<b>Percent</b>
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	32	<1%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	486	4%
Disaster Services	Disaster relief, shelter and recovery services	22	<1%
Education	Education and Facilities, School supplies, tutoring	179	1%
Employment	Job training, career counseling, job search	159	1%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	1914	15%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1772	14%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	3003	23%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	709	5%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	678	5%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	1705	13%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	1184	9%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	676	5%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	149	1%
Transportation	Assistance with transportation or transportation for special needs	369	3%
Volunteers/Donations	Volunteer and or Donation Opportunities	90	1%
Total Needs		13077	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 may 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.*

<b>AIRS Unmet Needs</b>	<b>Definition</b>	<b>#</b>	<b>Percent</b>
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	0	<1%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	12	4%
Disaster Services	Disaster relief, shelter and recovery services	0	<1%
Education	Education and Facilities, School supplies, tutoring	2	1%
Employment	Job training, career counseling, job search	1	<1%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	11	4%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	39	13%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	88	29%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	22	7%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	12	4%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	24	8%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	11	4%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	5	2%
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	76	25%
Volunteers/Donations	Volunteer and or Donation Opportunities	5	2%
Total Needs		308	100%

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TOP 15 AGENCY REFERRALS			
In JANUARY 2-1-1 Helpline made 12,571 Referrals			
NEIGHBOR FOR NEIGHBOR	Faith Based Non Profit	1087	9%
HELPING HANDS MINISTRY	Faith Based Non Profit	1076	9%
SALVATION ARMY - TULSA CENTER OF HOPE	Faith Based Non Profit	1052	8%
CATHOLIC CHARITIES	Faith Based Non Profit	855	7%
OKLAHOMA DEPARTMENT OF HUMAN SERVICES	Governmental/Public Service	761	6%
FIRST BAPTIST CHURCH OF TULSA	Faith Based Non Profit	664	5%
RESTORE HOPE MINISTRIES	Faith Based Non Profit	546	4%
FREE DIRECTORY ASSISTANCE	Governmental/Public Service	521	4%
CITY OF TULSA	Governmental/Public Service	365	3%
JOHN 3:16 MISSION	Faith Based Non Profit	349	3%
TULSA CITY COUNTY LIBRARY	Governmental/Public Service	344	3%
IRON GATE AT TRINITY - TULSA	Faith Based Non Profit	320	3%
HEALTH DEPARTMENT	Governmental/Public Service	308	2%
MORTON COMPREHENSIVE HEALTH SERVICE	Private Non Profit	279	2%
TULSA COUNTY SOCIAL SERVICES	Governmental/Public Service	254	2%
Top 15 Referrals		8781	41%
Other Referrals		12835	59%
Total Referrals		<b>21616</b>	100%

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**Notes and Seasonal Programs:**

**Call Volumes 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		11,990		12,495		13,215		13,965	
Answered	12,461	12,571	10,676		11,031		11,595		12,385		12,708	
Connectivity	89.9%	90%	92%		92.2%		92.80%		93.3%		91%	
	July		August		September		October		November		December	
	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013
Incoming	16,180		16,808		15,145		16,325		15,474		12,265	
Answered	14,238		15,632		12,864		14,521		13,381		11,580	
Connectivity	87.60%		93%		86%		88%		87%		94%	

**2-1-1 Day Preparations**

February 11th is designated as national 2-1-1 day. In January, 2-1-1 Helpline and 2-1-1 Heartline in Oklahoma City made preparations to promote 2-1-1 services in Oklahoma. Appreciation goes to Heartline for arranging the Valentine cookie fundraiser with Panera Bread Company on February 11<sup>th</sup>.

**2-1-1 Helpline Bilingual Service Specialist and Translation Services**

2-1-1 Helpline has access to a Telephone Interpreting Service with over 200 different languages. This includes some Native American dialects. During the month of December we added another Spanish-speaking specialist to the staff making a total of 2 Spanish speakers during the daytime hours and 1 full-time Spanish speaker from 3p-11p. Last year we responded to 1,512 Spanish-speaking callers.

On 2-1-1 Day, February 11<sup>th</sup>, an interview highlighting the event was conducted with a 2-1-1 Helpline Specialist by Teletul-Channel 51, a local Spanish station in Tulsa.

Spanish follow-up comment:

“I am new to the United States and didn’t know where to find resources.”

**Comments about 211 services from January follow up calls**

- I Always Get The Help I Need When I Call 211.
- Thank You for Your Help. It Meant So Much.
- You Have Always Been So Kind And I Appreciate It. I Know You Are Always There To Help.
- Yes! So Glad 211 Is There To Help. I'd Be Lost without It! I Refer People to 211 All the Time.
- I've Used You Guys Several Times and You Are Always So Helpful and Thorough. I Do Appreciate Your Service.