

Oklahoma 2-1-1 Advisory Collaborative
Meeting Minutes
January 31, 2007
DHS Aging Services Division – OKC

Welcome:

Meeting was called to order at 10:05 a.m. by Steve Willoughby, Chair.

Those in attendance introduced themselves.

Voting Members Present by Roll Call:

Brook Borden, Okla. Office of Homeland Security

Raymond Haddock, OKDHS

Mary Howell, Department of Rehabilitation Services

Ashley Jones, Salvation Army

Linda Jenkins, United Way - Urban Representative

Madalyn McCollom, OASIS

Edwina Reddick-Scott, AIRSO

Kelley Riha, OKC Metro Libraries

Helene Schwartz, United Way – Rural Representative

Pattie Thompson proxy Leonard Liebe, Federation of Red Cross Executives

Tom Thompson, Okla. Dept. of Mental Health & Substance Abuse Services

Steve Willoughby, Okla. Association of Regional Councils

Quorum was established by Roll Call. Toni Frioux and Larry Olmstead arrived after roll call was taken.

Guests Present:

Carrie Wiggs, OKDHS/OK211

Eileen Jensen, United Way of Lawton

Pam Cross, Heartline 211

Tom Martin, Heartline 211

Richard Cook, OCCY/JOIN

Jim Lyall, 211 Tulsa Helpline

Bob Stafford, Okla. Telephone Assoc.

Ronald Boggs, 211 of SE Oklahoma

Andria McCollough, 211 Bartlesville

Joanna Fulwider, United Way of Central Okla.

1. Approval of Minutes from October and November meetings: A copy of the October and November 2006 minutes was sent with meeting notice and attached to meeting packets.

Motion was made by Helene Schwartz with second by Mary Howell to approve October 2006 minutes with corrections adding Donnie House to list of guests and changing Tom Wade to Tom Thompson in section 4. Motion passed with two abstentions.

Motion was made by Helene Schwartz with second by Edwina Reddick-Scott to approve November 2006 minutes with corrections adding Stillwater United Way to Shelly Ricker's agency in guest list and changing Heartline to JOIN in section 7. Motion passed with four abstentions.

2. Call Center Report: Written reports were presented as part of the packets. It was noted that the reports did not include data from the winter storm.
3. Winter Storm Updates: Carrie Wiggs discussed how 211 was used during the storm, starting on that Friday when the storm started when the Emergency Operations Centers was active and using 211 to relate information. She said that everyone did a great job on their first real test. All centers have had or will have an "after action" meeting. Pam Cross reported that their challenge was that many of the helping agencies were shut down at the time when the needs increased. Many agencies are now changing their closing and personnel policies. She said many calls related to food and isolation issues particularly for seniors and those with disabilities. Mobile meals shut down and they referred many people to local churches. Jim Lyall said that Tulsa participated in the EOC there. Their call experience compared to 911 confirmed that Tulsa did not experience as much of an emergency. He also said it emphasized the need for remote call taking capabilities. There have been subsequent meetings with community agencies to develop protocol for better service during these types of emergencies. Ronald Boggs reported a large increase in the number of calls to 211 in Ada. They had two people operating off site. Jim Lyall said that one barrier to overcome is insuring electricity to the call center during these situations. One idea was to create redundancy at other location that has a generator. Eileen Jenson said that the new 911 call center has a bunker in Lawton and has a table reserved there for 211.
4. JOIN Presentation: Richard Cook presented information and handouts on accomplishments during the last year, highlighting the Eligibility Questionnaire and online Resource Directory, the work of the Technical Committee and explaining the FTP protocol. He reported that 50%- 60% of Mike Walsh's time is devoted to 211 tech support. He reported on the pilot project of data sharing between participating state agencies with the ultimate goal to create a one-stop-shop with common intake. He explained the delay in the grants to the 211 call centers in that Central Purchasing is requiring that they must go through an Invitation to Bid (ITB) process. He said they are continuing to work with the OCCY Partnership Boards to identify

new resources in the areas not covered by 211. He said they are spending a lot of time trying to verify the information provided in the resource guides.

5. Muskogee Area Expansion Request: Mary Howell reported that the 211 Application Review Committee recommended approval of the request by 211 Tulsa Helpline to expand coverage to include Adair, Cherokee, McIntosh, Muskogee, Okfuskee and Sequoyah counties. Activation on the expanded coverage would be April 1. The committee has asked 211 Tulsa to keep the collaborative apprised of their marketing efforts and decisions on possible name change to reflect the expanded coverage area.

Motion was made by Edwina Reddick-Scott to approved 211 Tulsa Helpline for expanded six county coverage. Seconded by Ashley Jones. Motion passed by unanimous vote.

6. Bartlesville United Way Application for 211 Designation: Mary Howell reported on the 211 Application Review Committee's recommendation to approve Bartlesville United Way as **First Call 2-1-1**. All issues raised for clarification were discussed and considered complete. Coverage area would be Washington, Nowata, Craig, Mayes, Ottawa, Delaware and part of Osage counties. Activation is planned for Feb. 9th.

Motion was made by Helene Schwartz to approve Bartlesville United Way for 211 Designation. Seconded by Edwina Reddick-Scott. Motion passed by unanimous vote.

7. Lawton United Way Helpline Application for 211 Designation: Mary Howell reported on the 211 Application Review Committee's recommendation to approve Lawton United Way Helpline as **Southwest Oklahoma 211**. All clarifications requested were received and considered complete. Coverage area will be Beckham, Greer, Harmon, Jackson, Kiowa, Washita, Tillman, Caddo, Comanche and Cotton counties. Activation is scheduled for Feb. 9th.

Motion was made by Toni Frioux to approve Lawton United Way Helpline for 211 Designation. Seconded by Larry Olmstead. Motion passed with unanimous vote, with Edwina Reddick-Scott not voting.

8. Ponca City Service Area Issue: Mary Howell reported that the 211 Application Review Committee had received a letter from Ponca City withdrawing their application for 211 designation. She stated that the funding for this area will be available in July.

There was discussion of the most effective way to handle coverage of the Ponca City area, considering logical coverage as well as geographic and political boundaries.

Helene Schwartz explained that after 35 years Helpline in Ponca City dissolved and that the United Way has assumed responsibility until 211 can come into the area. For the next year United Way workers will continue to put resources into IRis for the Kay county area.

Carrie Wiggs pointed out that whoever eventually takes this area will need to factor in costs for travel, marketing and staffing.

9. Advisory Committee: Proposed changes to the By-Laws were presented by Ronald Boggs changing Section VI, Section 1.g from “Advisory Committee” to “211 Call Center Operations Committee”; changing Section VI, Section 1.g to read “Membership shall include representatives from existing 211 Call Centers in Oklahoma and other Information & Referral providers who have Letters of Intent (to apply to be designated as a 211 Call Center) on file with the Collaborative”; changing the Advisory Committee description to read “Membership shall include representatives from existing 211 Call Centers in Oklahoma and other Information & Referral providers who have Letters of Intent (to apply to be designated as a 211 Call Center) on file with the Collaborative” and adding to membership description of the Advisory Committee the phrase, “By invitation, other entities may be invited to attend 211 Call Center Operations Committee meetings”.

Motion was made by Helene Schwartz to approved recommended changes to the By-Laws. Seconded by Edwina Reddick-Scott. Motion passed by unanimous vote.

10. Resource & Development: Carrie reported that there is not separate 2-1-1 funding “bill” legislation this year, that all funding requests were in the DHS budget. Jim Lyall asked for clarification on the \$130,000 request by DHS from legislature. Raymond Haddock reported that this was for start up for two call centers and was one time monies. On-going support request is \$960,000, same base as last year. He said DHS expected the Collaborative to make the determination on distribution using per capita and call volume. Linda Jenkins asked for clarification on the amount available to Call Centers this year. Carrie agreed to present this at the next meeting.
11. AIRSO: Edwina Reddick-Scott said that since she will no longer be able to serve on the collaborative, AIRSO will select a new representative. They are looking at providing more training and possibly hosting the national conference in the future.
12. United We Ride: Mary Howell reminded everyone of the meeting in Ada February 21st.
13. Vonage: Carrie reported that the translation for 211 with Vonage has been a challenge, but the three (3) existing call center counties have been done. Carrie asked these call centers to test this.
14. Legislative Breakfast: Carrie reminded everyone of the event Feb. 15th. They expect a good turn out and they will be presenting updated information to the

legislators. Donations from SmartStart, United Way of Central Okla, AIRSO, Hiland Dairy, Heartline 211, and the State Assoc of United Ways are covering the cost.

15. Additional items and new business for next meeting:

- Brooke Borden was asked to give Joint Information Plan report at Feb. meeting.
- Resource and Development committee meeting will be Thursday Feb. 8th and 10:00 at the United Way of Central Okla.
- Pam Cross said that AIRS online training was available and can be incorporated into 211 training.
- 211 of SE Oklahoma will be having an Open House tomorrow, Feb. 1st and everyone is invited. It will be from 10 – 1.

The next meeting will take place February 28th, 2007 at 10:00 am at Aging Services in Oklahoma City.

Meeting was adjourned at 11:30

Respectfully submitted by

Madalyn McCollom
Secretary, Oklahoma 211 Advisory Collaborative

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