

Oklahoma 2-1-1 Advisory Collaborative
Meeting Minutes
November 30, 2005
DHS - Aging Services Division

Welcome:

The meeting was called to order at 10:07 am by Toni Frioux, Chair. Those in attendance introduced themselves.

Voting Members Present by Roll Call:

Pam Cross, HeartLine, 2-1-1
Toni Frioux, OK State Dept. of Health
Judy Leitner for Raymond Haddock, OK Dept. of Human Services
Mary Howell, OK Dept. of Rehabilitative Services
Jim Lyall, 2-1-1 Tulsa Helpline
Madalyn McCollom, OASIS
Helene Schwartz, United Way of Ponca City
D.J. Thompson, United Way of Central Oklahoma
LaQuita Thornley, Inca Community Services /Community Action Agencies
Steve Willoughby, ACOG

Guests Present:

Richard Cook, JOIN/Okla.Commission on Children & Youth
Michael Walsh, JOIN/Oklahoma Commission on Children & Youth
Steve Wilt, Okla. Corporation Commission
Randy May, ODMHSAS
Tom Martin, HeartLine, 2-1-1
Latricia Bryant, Ada Regional United Way/2-1-1 of SE Oklahoma
Kelley Riha, Metro Library System
Edwina Reddick-Scott

1. Approval of Minutes from October meeting: A copy of the October minutes had been sent with meeting notice and attached to meeting packets.

Motion made by Judy Leitner to approve minutes. Second by Mary Howell.
Motion carried by roll call vote, with one abstention.

2. 211 Call Center Development:

Jim Lyall reported that decision had been made at Tulsa 211 not to accelerate public awareness activities. He said the call volume is remaining high, with peak during the day. He spoke about two newspaper articles, one regarding 211 from caller perspective and the other about a family displaced by Katrina with information on 211. He reported that holiday assistance was driving call volume at the moment, as well as utility assistance.

Pam Cross reported on the kick off of HeartLine 211 on Nov. 14 at the Senior Summit where Burns Hargis placed first call, which was answered by Howard Hendrick at HeartLine. She reported that they had 700 calls in the first 3 days. HeartLine's Careline continues as a separate number and it received 300 calls during the same period. She stated that they were still being challenged by staffing issues during the day, especially with the launch of PSA's, which start running this week. She said that many of the calls are from people just curious about what 211 was. Tom Martin, 211 Director at HeartLine reported that staff was going to be receiving TDD training. TDD will be available at separate dedicated number.

Latricia Bryant reported on Ada 211. She said that the phones were in and IRis had been set up. Staff was inputting data now. She said that they were expanding their area to serve 14 counties:

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|---------|-----------|------------|----------|--------|
| Bryant | Latimer | Pushmataha | Seminole | Garvin |
| Choctaw | McCurtain | Pittsburg | Pontotoc | Hughes |
| Haskell | LeFlore | Stephens | Coal | |

Latricia says they will now be called Southeastern Oklahoma 211.

Steve Willoughby recommended that an amendment be made to their letter of intent or something showing the expanded counties.

She also reported that the Coordinator position is open and that four (4) AmeriCorps Vista workers were being utilized and they had a part time bilingual (Spanish) operator. She said some switches were already on and she and Carrie Wiggs were working with wireless companies in that area for provision of cellular service.

3. JOIN/211: Richard Cook reported that he and Mike Walsh have been in Ada recently helping with the IRis setup. They have also been at recent conference sponsored by Dept. of Corrections and DMHSAS. He said there is a lot of excitement about 211 & JOIN, especially about reporting features. He reported that there had been 350,000 visits to the JOIN website since October 2004 and 70,000 to the eligibility questionnaire. He stated that the questionnaire does not collect personal data even though the legislators would like it. They would like to put Tulsa and OKC 211 information on the JOIN website. At the federal level, they have recommendations to do links on training for staff for case management. As far as providing hardware to the 211 call centers, Richard stated that the state policy is that they can only give property to state entities, so they are looking at other options.

Jim Lyall spoke about the importance of technical support and Richard said that there might be the possibility of having a technical liaison at JOIN for 211

call centers. Jim said that technical expertise also involves I & R expertise and that each 211 must have internal technical capacity.

Richard said that there would be additional funding to support 211/JOIN and also spoke about JOIN covering cost of shared database management.

Toni Frioux recommended that all the technical issues continue to be addressed by either the Resource Development or other sub-committee.

4. Legislative Breakfast: Toni reminded everyone about the Tuesday Feb. 14 Legislative Breakfast at the Capitol. It will be 9 – 11:30. They need more monetary or in-kind donations.
5. Wireless Routing: Jim Lyall reported on conference call with Lucinda Nord. He asked about how much work each 211 wanted to do individually or if we wanted to proceed more as a statewide unified effort. Pam Cross reported that T-Mobile has offered the HeartLine 211 to turn on the routing for free and they could do it on a tower by tower basis, but she is not sure if that is right approach. It certainly would be better to have it statewide. Others pointed out that T-Mobile's offer might be incentive of other carriers. Jim expressed concern about uniformity and that other providers may want to do the routing differently and calls could wind up being routed all over. Recommendation was made to reconvene the workgroup. Jim stated that if there isn't going to be a uniformed approach, Tulsa 211 will go ahead and approach carries in their area.
6. By-Laws Committee: The committee has not been able to meet yet.
7. United We Ride: Mary Howell reported on the planning grant they have to try and get all transportation services to work together to maximize how transportation money is spent. There are 14 different groups collaboration to look at Federal laws that need to be changed. There is also some grant funding that could be available to those operating 211 in 2006, for specific tasks related to gathering of information and to make sure that all I & R programs have up to date information on transportation providers as well as emergency response information.
8. Resource Development: Toni reported that the committee met last Monday and they discussed looking at legislative needs for the coming year. She reported that Carrie had met with Representative Peters who said the legislature was extremely interested in statistics – number of calls, how many in need of government services, how public dollars are used in call centers and how it articulates with other funding (United Way, etc.). The committee is working on preliminary wording of request and discussing feasibility and need for new legislation. Jim stated that they needed to develop strategy for approach and to develop different lines for funding for existing centers and

funding for new centers. He also suggested considering possible per capita amount for cost.

9. December Meeting: Discussion was held on need to meet in December.

Motion was made by LaQuita Thornley to Suspend the December meeting. Seconded by Helene Schwartz. Motion carried unanimously

Announcements:

Workshop on the Open Meeting Act will be held immediately following adjournment for any who wish to attend.

Meeting was adjourned at 11:30

Respectfully submitted by

Madalyn McCollom
Secretary, Oklahoma 211 Advisory Collaborative

Approved _____