

Oklahoma 2-1-1 Advisory Collaborative
Meeting Minutes
March 28, 2007

Welcome: Meeting was called to order at 10:00 a.m. by Steve Willoughby, Chair.

Voting Members Present by Roll Call: Lovie Byrd, Carey Garland for Raymond Haddock, Mary Howell, Linda Jenkins, Ashley Jones, Mary Howell proxy for Madalyn McCullom, Deborah Price, Helene Schwartz, Karen Sedberry, Bob Stafford, Tom Thompson, Tom Wade and Steve Willowby.

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

Guests Present:

Carrie Wiggs, OKDHS/OK211
Michael Walsh, OCCY/JOIN
Dan Ingram, OCCY/JOIN
Richard Cook, OCCY/JOIN
Ronald Boggs, 2-1-1 SE Oklahoma
Edwina Reddick, 2-1-1 SW Oklahoma

It was announced that Madalyn McCullom, Secretary of the Oklahoma 211 Advisory Collaborative will be absent for two months. Mary Howell will serve as Acting Secretary for the month of March and Helene Schwartz will be Acting Secretary for April 2007.

1. Approval of Minutes from February 2007 meeting. A copy of the February 2007 minutes was sent with meeting notice and attached to meeting packets.

Motion was made by Tom Wade with second by Helene Schwartz to approve the March minutes as presented. Motion passed with no abstentions.

2. Call Center Reports: Written reports were presented as part of the packets.

3. 2-1-1 Tulsa Helpline Presentation: Jim Lyle gave a presentation of 2006 Highlights for Tulsa Helpline:

- Among accomplishments were the receipt of 72,000 calls (averaging 6, 500 calls per month), acquisition of VoiceOver IP, and expanding the Helpline role in community disaster preparedness.
- He reported that their agency referral partners are pleased with the increased number of referrals resulting from 2-1-1, and the data collected showing patterns and cycles of referrals.
- New technology showing 211 response times and call demands assists with staffing. The voiceover IP assists with remote call taking, particularly valuable during inclement weather.

- 2-1-1 Tulsa Helpline has been working diligently on expansion of services, particularly in their new area of Muskogee, Sallisaw and Tahlequah); including marketing changes (going for a more generic image so that materials developed can be used through out the state) and, translating information into Spanish.
 - 98 new referral agencies and 256 programs have been added to the Tulsa Helpline data base.
4. Call Center Operations Committee: Ronald Boggs
 The Committee met with Richard Cook of JOIN to discuss the data base and the style manual. Everyone wants to provide the best services possible. It is hoped that standards may be developed and presented at the next meeting. . There were no action items to be discussed.
5. Resource Development Committee: Ed Pulido
 The Committee met March 14 to discuss
- legislative dollars in order to put together a funding analysis showing funding gaps and to develop a template addressing technology, call data, management, and marketing to use for grant applications.
 - They are focusing on tailoring media outreach for rural and for urban areas, plus working on a resource development plan.
 - They are also in discussions with DMHSAS regarding state-wide coverage, agency training, etc.
6. AIRSO: Karen Sedberry
 The yearly conference planning is underway for the fall. The 2-1-1 collaborative is invited to attend. The national meeting will be held in Jacksonville, Florida.

The Oklahoma AIRSO voting members as of March 2007 were announced.

AIRS Oklahoma		
Grand Gateway Area Agency on Aging	Barbara	Dove
United Way of Lawton Fort Sill	Eileen	Jensen
OEDA/AAA	Lynn	Madsen
Bartlesville Regional United Way	Andria	M
2-1-1 Tulsa Helpline - Community Service Council of Greater Tulsa	James	Lyall
Ada Regional United Way, Inc.	Latricia	Bryant
HeartLine, Inc.	Tom	M
University of OK Health Sciences Center	Madalyn	McCollow

Center for Creative Living	Gerri	Hair
OK Co Senior Nutrition Program	Ronnie	Jefferson
NODA Area Agency on Aging	Judy	Rupp
Areawide Aging Agency	Sharon	Pickard

7. United We Ride: Mary Howell
No new information to report.

8. Joint Information Network (JOIN): Richard Cook/Mike Walsh
It is hoped that within the next 120 days that the JOIN website will have a new look. FoxPro is currently being used and is awkward; so, redesign is underway. JOIN's new staff person, Dan Ingram, was introduced. A technologically proficient group from the Collaborative will be identified to work toward easier system communication while continuing to work on problem resolution. JOIN does have money for computer resources and is working toward resource provision for Ponca City and the Tulsa expansion.

9. Announcements:
 - Ada 2-1-1 requested a letter of support from the Collaborative for a grant application focusing on community faith-based systems. The Collaborative unanimously authorized Steve Willoughby to provide the support letter.
 - Sarkey's Foundation has agreed to consider a collaborative application for grant monies leading toward state-wide coverage. Ada has taken the lead on this for which Carrie Wiggs expressed appreciation.

The meeting was adjourned. The next meeting will take place April 25, 2007 at 10:00 am at Aging Services in Oklahoma City.

Respectfully submitted by,

Mary Howell
Acting Secretary, Oklahoma 211 Advisory Collaborative

(Draft version 4/18 /2007)