

Oklahoma 2-1-1 Advisory Collaborative
Meeting Minutes
July 27, 2005
Association of Central Oklahoma Governments – ACOG, OKC

Welcome:

Vice Chair Steve Willoughby called the meeting to order at 10:00 am. Those in attendance introduced themselves.

Voting members present by roll call:

Brook Borden, Office of Homeland Security
Pam Cross, HeartLine, Inc.
Judy Leitner for Raymond Haddock, OKDHS
Mary Howell, Ok.Dept. of Rehabilitative Services
Toni Higgins for John Hudgens, OK Dept. of Mental Health & Substance Abuse Services
Jim Lyall, 211 Tulsa Helpline
Madalyn McCollom, OASIS
Helene Schwartz, United Way of Ponca City
Pam Shepherd, AIRSO
D.J. Thompson, United Way of Central OK
Dana Trent for LaQuita Thornley, INCA Community Services
Steve Willoughby, ACOG

Visitors Present:

Latricia Bryant, Ada Regional United Way
Sheryl Edwards, Ada Regional United Way
Nita Holstine, KEDDO – AAA
Edwina Riddick-Scott, United Way of Lawton
Kelley Riha, Metro Library of Oklahoma City
Angela Ezell, ASCOG
Judy Rupp, NODA – AAA
Tom Wade, NODA – AAA
Sharon Pickard, Areawide Aging Agency
Trish Weedn, Okla. Association of Regional Councils

1. Approval of Minutes from June meeting: A copy of the minutes was attached to meeting packets. Corrections: Dana Trent was in attendance at June meeting with proxy for LaQuita Thornley. Addition was made to Item #6: last sentence to read: "The amount available for distribution less DHS administrative costs including administrative costs and salary for the Statewide 211 Coordinator, is \$541,200."

Motion made by Pam Cross to approve minutes as amended. Second by Dana Trent. Motion carried by roll call vote with one abstention.

2. Report on Application Committee Report on Fund Distribution Process: Mary Howell reported on the process developed by the Application Committee for distribution of appropriation funds and the Readiness Assessment attached to meeting packets, for selection of the rural center. A brief explanation was given on each of the 5 areas of standards of the assessment (Cooperative Relationships, Organizational Requirements, Resource Database, Service Delivery, and Reports & Measures) as well as the Scoring Sheet. A brief discussion was held regarding types of interpreter services available and it was recommended that there should be no requirement for specific language, but it should be left open.

Ms. Howell reported that the committee decided that a base amount of \$40,000 should be given to each of the three call centers with recommended use for salary for a 211 coordinator, with the remaining funds divided using population as directed in the legislation. The percentage being determined once the rural center is selected. Only one rural center can be selected this year as per the legislation. Once the process has been approved by the Collaborative, the RFP will be sent to those I & R's who sent in letters of intent. The committee will then meet to select the rural center with approval by the Collaborative at the August 24 meeting. Oklahoma City and Tulsa centers will need to submit budgets for their use of the funds.

Jim Lyall recommended adding a purpose statement and include legislation in the cover letter with the RFP. Recommendation was also give to include a disclaimer that this would not be an application for 211 designations.

Motion was made by Judy Leitner to approve the Fund Distribution Process as developed by the Application Committee. Seconded by Jim Lyall. Motion carried by unanimous roll call vote.

3. JOIN Update: Mark Reynolds reported that the MOU had been written and they were working on getting it signed. They were also in the process of working with Suncoast to get the IRis software. Clarification was given that an I & R does not have to be designated a 211 call center to receive the software. They were also developing a work group to establish procedure to standardize coding and designate who maintains certain statewide records. Emails and meeting requests will be going out to start meeting to develop these standards. Mary Howell commended JOIN for working with 211 on this effort.

4. 211 Updates:

Jim Lyall reported on Tulsa 211 and went over the call report attached to meeting packets. Most calls are occurring during the day and start to taper off in the evening. Most calls are appropriate types and very much the same as Helpline calls. They have started an aggressive marketing campaign including billboards, and bus shelter placards. Next phase will be distribution of information in the United Way literature to the workplace, with radio and TV spots being developed. So far marketing is being successful. Recommended that other 211s start their marketing early. All SBC pay phones in Tulsa allow for free 211 calls. Corporation Commission is taking steps to make sure all pay phones are programmed for 211. Tulsa 211 has some capacity for three way calling and they are working on call transfers to certain I & Rs or agencies. These I & Rs and agencies must have the staff available to take the calls.

Only complaint was no cellular phone coverage. Carrie reported that she has talked to Steve Parker in Texas who has handled cell phone issue there and could provide assistance. Steve Willoughby said 911 had to get legislation to force cell providers to provide 911 access. Jim Lyall suggested forming a task force to work on the cell phone issue.

Pam Cross reported that HeartLine/OKC 211 was working on infrastructure. She has been working with new 211 Director, Tom Martin in preparing application to be complete by end of the week. Regarding staffing, 10 volunteers have been identified as possible staff. Also two thirds of volunteers wanted additional training to be available to supplement 211 staff during crisis. November 1st will be the soft roll-out target date. In area of marketing, HeartLine has history of pro bono work being done by advertising agencies and some will be used to develop TV and print media. HeartLine has been asked to take over function of Volunteer Center. Also the Oklahoma City Assistance Network is being developed.

Latricia Bryant reported that Ada was working on MOUs. The only problem they were having was that the community wants them to start taking calls now. They have had newspaper articles and TV station is ready to do PSAs. They are working on the application.

Helene Schwartz reported that United Way in Ponca City was part of a 7 county continuum and that they were starting to talk about 211.

Dana Trent reported that they were working on setting up 211 for a four county area out of Atoka County.

Edwina Reddick-Scott reported that in Lawton they were learning about 211 and starting the process. Challenge was to get United Way Board interested. They have presented 211 information to the board and local agencies and they will be working with Carrie to learn the process.

5. AIRSO Update: Pam Shepherd reported that there would be an AIRSO meeting following the 211 meeting to plan the Fall Conference to be held October 20 –21 at the Belle Isle Library in Oklahoma City. The conference will include election of officers, ABCs of I & R training, and certification testing. The AIRS logo style guide was presented as well as new information on changes in membership dues and benefits. Carrie asked that the agenda include a presentation on 211 basics and tools.

6. Other Business:

Brook Borden reported on the 3rd Annual Oklahoma Response to Terrorism Conference to be held in Tulsa September 28 – 30. Information can be found at ortcon.com or by calling Brook.

Recommendation was made to have a booth at Septemberfest at the Governor's mansion. Carrie agreed to follow up on this.

The next meeting will be August 31st at the Oklahoma Department of Rehabilitative Services in Oklahoma City.

Meeting adjourned at 12:30 am.

Respectively submitted by

Madalyn McCollom
Secretary, Oklahoma 211 Advisory Collaborative