

2011 annual report contents

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GET CONNECTED
GET ANSWERS

2011 Annual *Report*

About 2-1-1

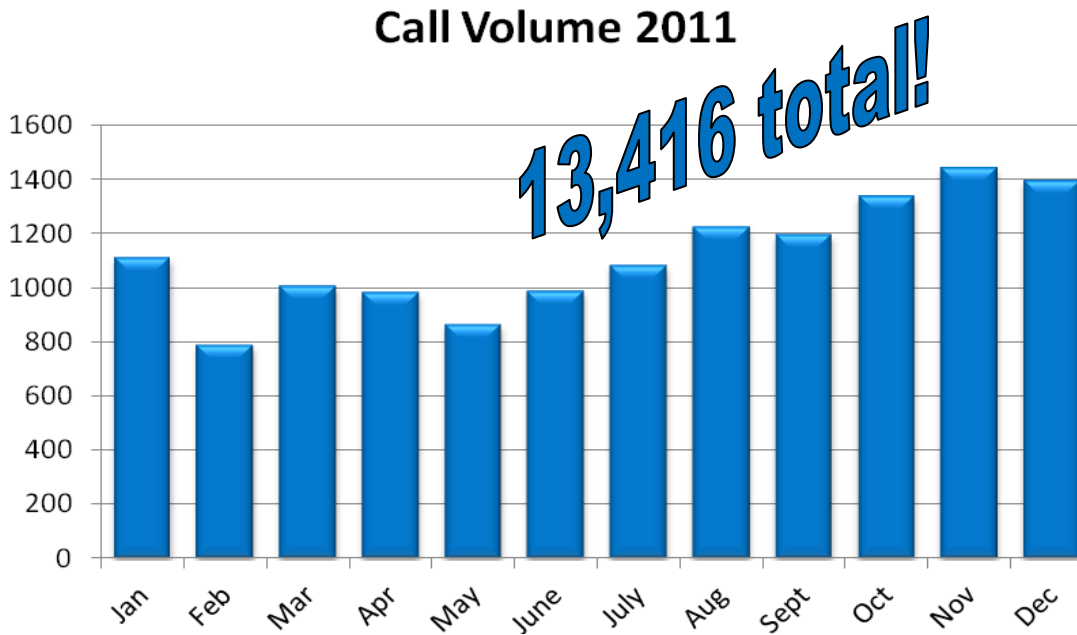
2-1-1 Northeast Michigan is a comprehensive information and referral service available 24 hours a day, 7 days a week, 365 days a year. The coverage area expanded during 2011 from our original five 2-1-1 Counties (Clare, Gladwin, Gratiot, Isabella and Midland) to include 13 additional Counties (Alcona, Alpena, Arenac, Bay, Crawford, Huron, Montmorency, Oscoda, Otsego, Presque Isle, Roscommon, Saginaw and Tuscola) served with our toll free number. We achieved national accreditation certification from the Alliance of Information and Referral Systems in February.

Our database contains over 3,465 services provided by 737 agencies in Northeast Michigan. This comprehensive database allows us to connect individuals and families to programs such as: food, housing, utilities, child care, home repair, shelters, clothing, legal aid, prescription payment assistance, literacy, and eyeglasses. For many, especially those unfamiliar with the health and human services process, the most difficult part of resolving a problem is locating the appropriate resources.



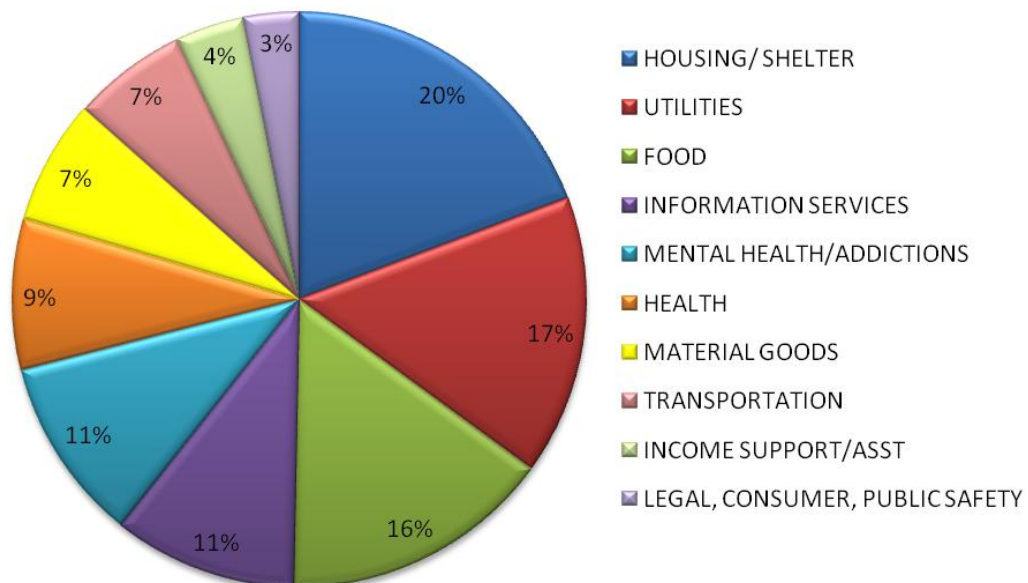
Statistics

The information contained in this section originates from various sources used to record and track 2-1-1 data. 2-1-1 is a confidential and anonymous service and callers are not required to share information about themselves or their families.

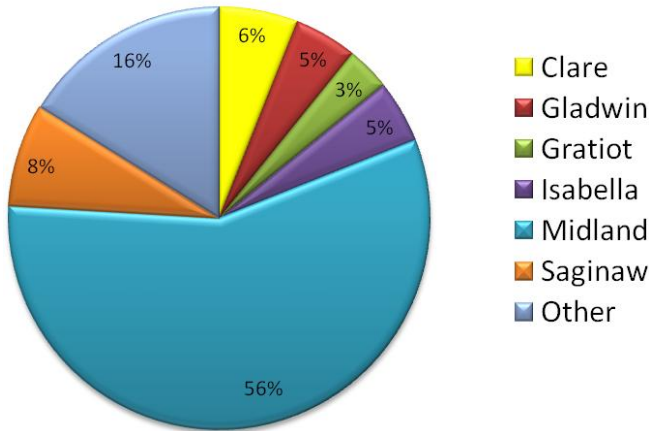


Fast Fact: Call volume increased 23% in 2011

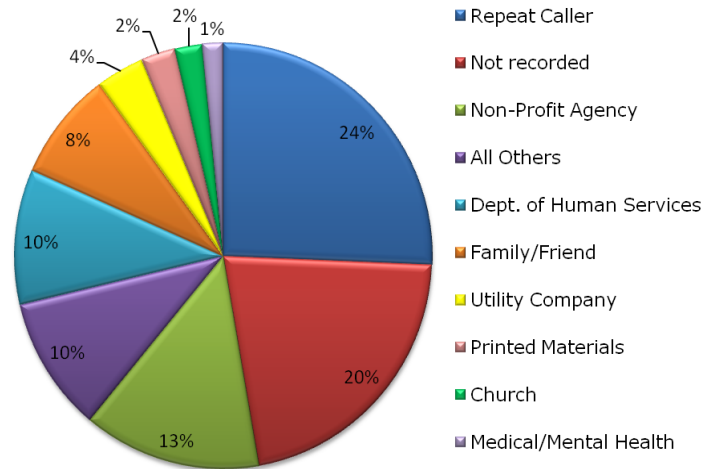
Requested services by % of calls



2011 % of Calls by County



How did you hear about 2-1-1?



The unmet need

An unmet need is recorded whenever the caller cannot be provided an appropriate referral or helpful information. Reasons a request for assistance becomes unmet within the community is typically because: amount owed by the caller exceeds agency payment limits, agencies in the community are at capacity, there is no program available that meets the need, program registration dates have passed or waiting list is too long to meet caller’s timeline for assistance. Below are the top 5 categories of those recorded unmet need calls.

- Transportation
- Medical bill payment
- Health insurance
- Community shelter
- Dental assistance

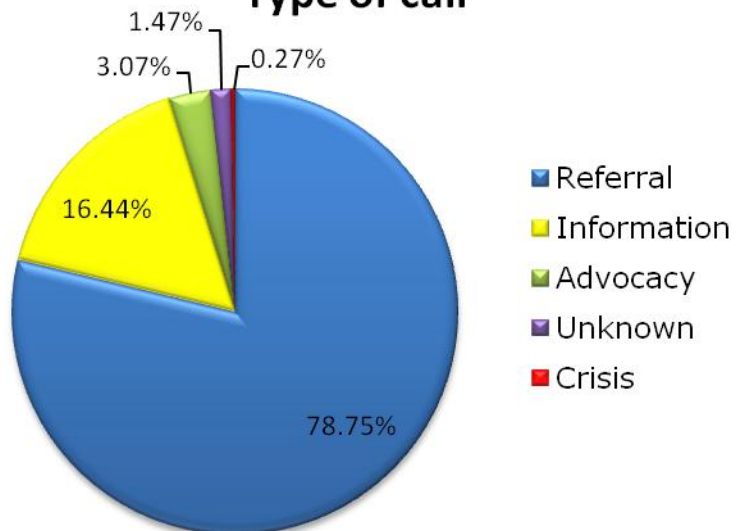
Fast Fact: Go to www.211nemichigan.org to view our updated website and chat with an agent

Referral: Assessing the caller’s needs and directing them to one or more organizations or programs capable of meeting those needs

Information: Providing specific information in response to a caller’s direct request, such as location or phone number of a program

Advocacy: With the permission of the caller, additional calls are made on their behalf

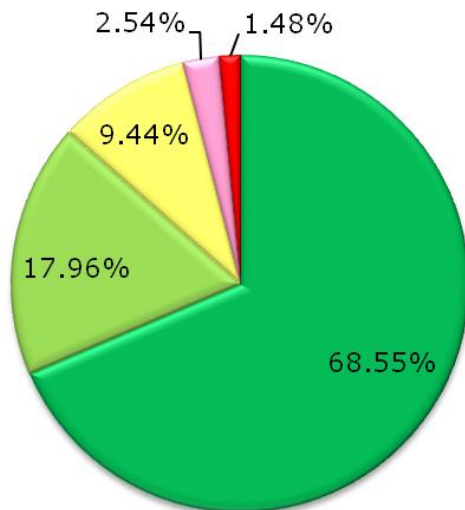
Type of call



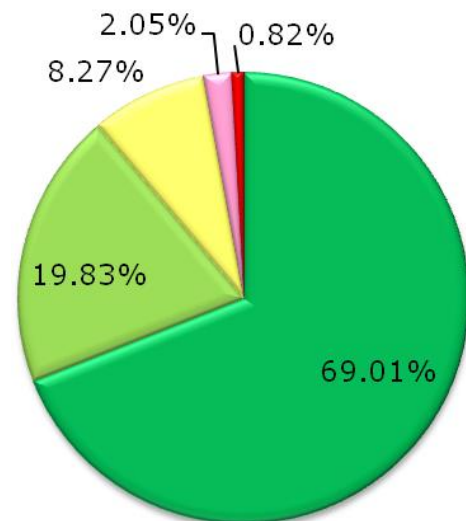
Customer satisfaction

2-1-1 Northeast Michigan employs an automated callback survey system. This system asks the caller if they would be willing to participate in a survey regarding the quality of their 2-1-1 experience. If answered yes, the caller is contacted within two minutes of their call. In 2011 1,462 (11%) of our callers participated in the callback survey.

Overall, how satisfied were you with the experience you had in calling 2-1-1?



How satisfied were you with our agents knowledge?



■ Very Satisfied ■ Satisfied ■ Neither Satisfied Nor Dissatisfied ■ Dissatisfied ■ Very Dissatisfied

Fast Fact: 2,625 outbound calls were made on behalf of our callers

Collaboration

- Worked with MI 2-1-1 and Department of Human Services to promote tax credit information and locations of free tax preparation sites
- Provided state wide database statistics to help Michigan draw-down additional funding for Temporary Assistance to Needy Families program
- Answering point for Gratiot County Substance Abuse Coalition for gambling resource information
- Conducted Disaster preparedness exercise with Clare County Emergency Management office
- Worked with Michigan Primary Care Association for children's Health Insurance Enrollment
- Signed 48 additional Memorandums of Understanding with specialized information and referral agencies in Northeast Michigan
- 2-1-1 Northeast Michigan processed 229 eyeglass applications for area Lions clubs

Mission:

The mission of 2-1-1 Northeast Michigan Call Center is to connect people with community wide health and human service resources to build healthy, safe communities in Northeast Michigan.

Vision:

Our vision is clear—2-1-1 Northeast Michigan will be the most recognized, used and comprehensive source of essential community information and referrals in Northeast Michigan. The center will add value by promoting self-reliance and building stronger communities daily, and in times of emergency.

2-1-1 staff

Scott Redman	Executive Director
Hollie Hawkins	Certified Information and Referral Specialist
Amy Olson	Certified Information and Referral Specialist
Mary Leininger	Certified Resource Specialist and Certified Information and Referral Specialist

2011 Board of Directors:

David Ramaker, President
Chemical bank

Don Schuster, Vice-President
Listening Ear

Steve Koehler, Treasurer
McMahan Thomson & Assoc.

Sarah Kile, Secretary
1016 Recovery Network

Kim Bejcek
Bay/Arenac/Gladwin DHS

Tom Begin
Consumers Energy

Mike Dewey
Bay-Arenac ISD

Sharon Fenton
Gratiot County United Way

Mark Stevens
Midland/Isabella DHS

Jodi Thomas
The Dow Chemical Company

Shelli Wood
MidMichigan Medical Center

Fast Fact: 24% of callers to 2-1-1 Northeast Michigan were males

Supporters

The Board of Directors and staff of 2-1-1 Northeast Michigan would like to express our gratitude for your donation made to 2-1-1. Your generosity and support is much appreciated!

Alcona County Board of Commissioners
Alpena Area Ministerial Association
Alpena Child Abuse and Neglect Team
Alpena Thrivent Financial
Arenac Dept. of Human Services
Arenac Economic Development Commission
Arenac RICC

M&M Guessing Contest
Melissa Sprague
Michigan 2-1-1
Michigan Association of United Ways
Midland Area Community Foundation
MidMichigan Health
Mike and Mary Dewey

Balcer Consulting
 Bay-Arenac Great Start Collaborative
 Bluewater Youth for Christ
 Charles J. Strosacker Foundation
 Charles White
 Chemical Bank
 Clare County Community Foundation
 Community Financial Credit Union
 Community Foundation for Northeast Michigan
 Consumers Energy
 Crawford County Board of Commissioners
 Dennis Bodem
 Dorothy and Tim Micheils
 Dow Chemical Company
 Duane Hadley PLLC
 Fox Farm Consulting
 Goodwill Industries of Northern Michigan
 Gratiot Area Community Foundation
 Great Start Tuscola
 Greater Huron County United Way
 Harvey Randall Wickes Foundation
 Herbert H. and Grace A. Dow Foundation
 Human Development Commission
 Huron Behavioral Health
 Huron County CAN Council
 Huron County Community Foundation
 Huron County Dept. of Human Services Staff
 Huron County Human Development Commission
 Huron Intermediate School District
 Huron County Great Start Collaborative
 Larry Pascador
 Lewiston Lioness Lions Club
 Lions Clubs of Midland County
 Loud Township Ladies Auxiliary

Miscisin Brothers Inc.
 Modern Woodmen
 Nicholas Klien
 North Country Community Mental Health
 Northeast Michigan Community Service Agency
 Oscoda Area United Way
 Oscoda County Board of Commissioners
 Otsego County Board of Commissioners
 Otsego County United Way
 Otsego Crawford Oscoda DHS
 Paul Wolne
 Presque Isle County Board of Commissioners
 Region 5 Voice for Action
 Region 9 Area on Aging
 Richardson Chevrolet Buick
 Rollin M. Gerstacker Foundation
 Roscommon County Board of Commissioners
 Rust Township Auxiliary
 Saginaw Chippewa Indian Tribe
 St Paul Lutheran Church ELCA
 Sterling Area Health Center
 The Animal Pal
 Thumb Area Transit
 Tuscola Behavioral Health Systems
 Tuscola County Child Abuse & Neglect Prevention Council
 Tuscola County Dept. of Human Services Staff
 Tuscola County Early On
 United Community Fund of Harbor Beach
 United Way of Bay County
 United Way of Gladwin County
 United Way of Gratiot County
 United Way of Midland County
 United Way of Northeast Michigan
 United Way of Saginaw County



**Get Connected.
Get Answers.**

Dial 2-1-1 and talk to a trained professional about the hundreds of health and human services available in Northeast Michigan.



E-mail and chat available at:
www.211nemichigan.org
Or call: 1-888-636-4211

