

## 2011 annual report contents

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GET CONNECTED  
GET ANSWERS

# 2011 Annual *Report*

## About 2-1-1

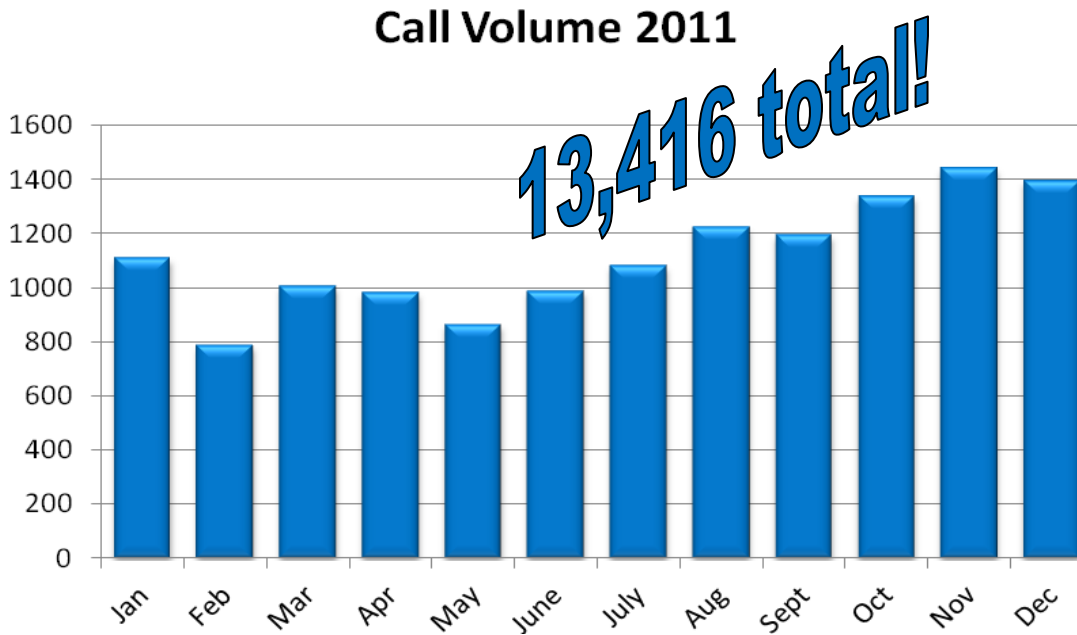
2-1-1 Northeast Michigan is a comprehensive information and referral service available 24 hours a day, 7 days a week, 365 days a year. The coverage area expanded during 2011 from our original five 2-1-1 Counties (Clare, Gladwin, Gratiot, Isabella and Midland) to include 13 additional Counties (Alcona, 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.



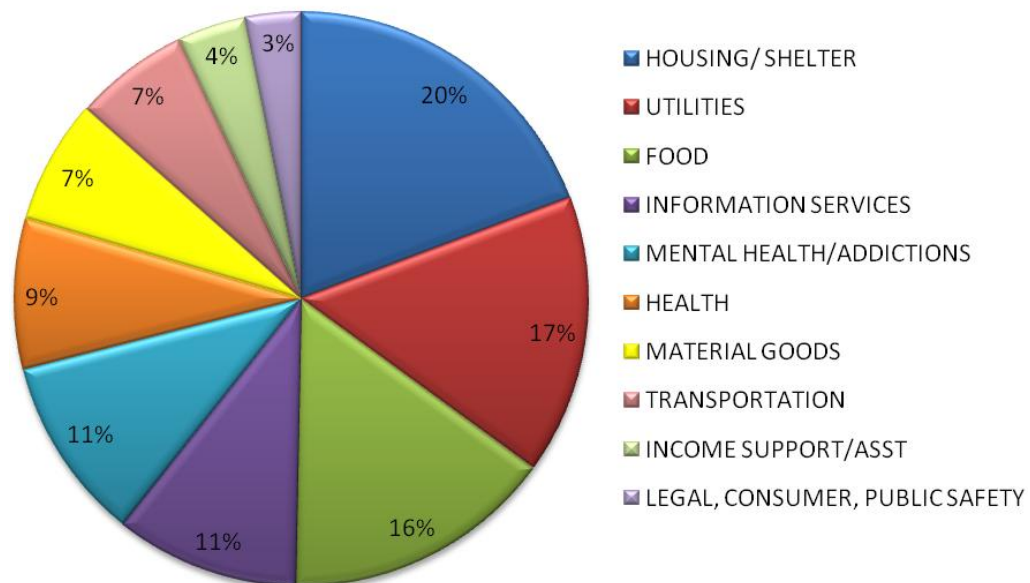
# Statistics

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.

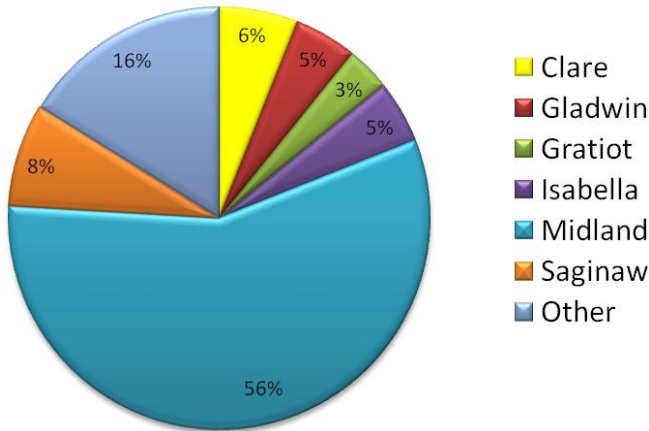


**Fast Fact:** Call volume increased 23% in 2011

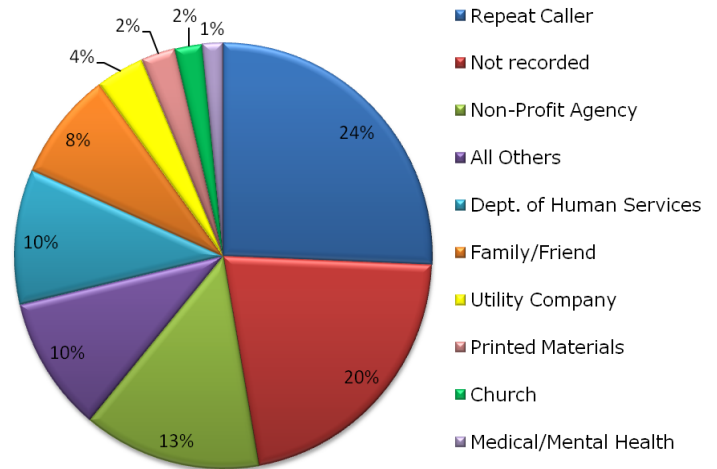
### Requested services by % of calls



### 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

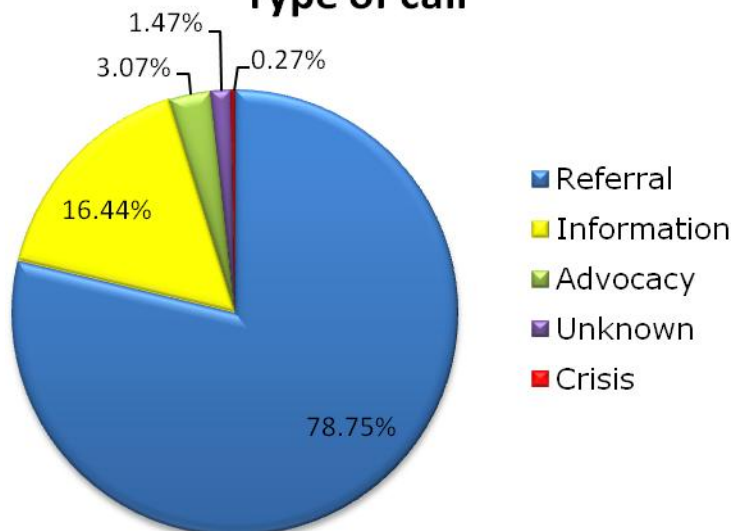
**Fast Fact:** Go to [www.211nemichigan.org](http://www.211nemichigan.org) to view our updated website and chat with an agent

**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

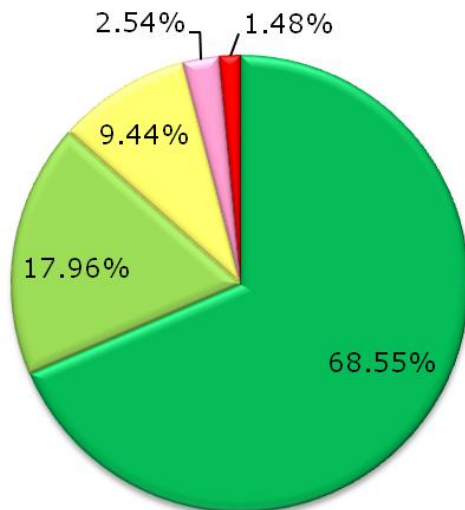
### Type of call



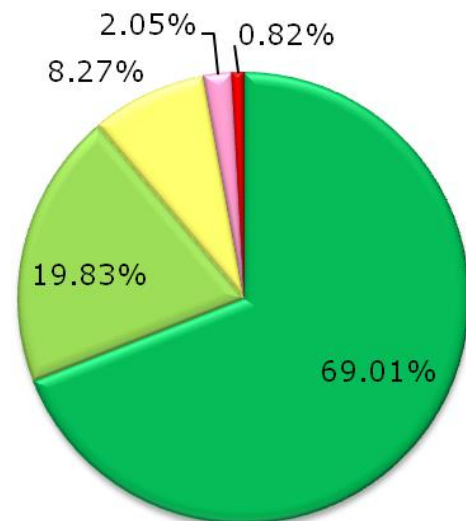
# Customer satisfaction

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  
 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](http://www.211nemichigan.org)  
 Or call: 1-888-636-4211

