Strategies:

United Way 2-1-1 will focus on six strategies in 2010 and 2011 to ensure it is positioned to:

- Provide resources aligned with the Agenda for Change.
- Ensure current quality of service.
- Embrace new options for growth.

1. **Use the 2-1-1 system to engage the community to advance the Agenda for Change:**
   - Audit Mobilization Plans and engage the Community Solutions Teams so United Way 2-1-1 becomes a key player in supporting our community’s Agenda for Change.
   - Directly link unitedwaydanecounty.org and the new 2-1-1 telephone technology (automated messaging) to community resources aligned with the Agenda for Change.

2. **Create a robust database to support all counties in our region while protecting the integrity of our service to Dane County residents:**
   - Create a comprehensive region-wide database of resources.
   - Build relationships with stakeholders in each county.

3. **Maintain the balance of quality service with efficiency of a volunteer supported program:**
   - Use long-term volunteers to dramatically reduce costs and create greater efficiency.
   - Recruit and train a diverse volunteer workforce.
   - Use volunteer management best practices to retain volunteers.

**Goal:**

We provide information and referral resources for seven counties in south central Wisconsin, manage ourselves efficiently, and participate as a member of the 2-1-1 Wisconsin system.
4. Provide high-quality service to all Wisconsin residents and enhance our own benchmarks of quality for Dane County residents:
   - Develop statewide standards of excellence with other 2-1-1 centers. Implement a new statewide database, web access and telephone system.
   - Complete national accreditation process through AIRS (Alliance of Information and Referral Systems).

5. Expand access to community resources through new systems:
   - Expand community outreach through United Way 2-1-1 Plus sites throughout Dane County.
   - Use automated response system for simple information and seasonal resources.

6. Seek sustainable new funding from other counties we serve as well as private-sector grants:
   - Research sustainable funding for 2-1-1 services in each county.
   - Seek long-term funding through government and private-sector grants.

Measures

We are monitoring the following indicators to ensure quality and efficiency:

- **Agenda for Change**
  - Referrals by Agenda
  - Data-base resources by Agenda

- **Service quality**
  - Length of call
  - Speed of answer (wait/hold time)
  - Location of callers
  - Quality assurance assessments such as call monitoring and follow up with callers
  - Overall number of resources, resources by county

- **Volunteer management**
  - Quality assurance assessments
  - Length of volunteer service
  - Monitoring of best practices in volunteer management

- **Operations management**
  - Number of calls
  - Types of calls
  - Costs of operation