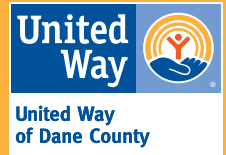


2-1-1 Mobilization Plan

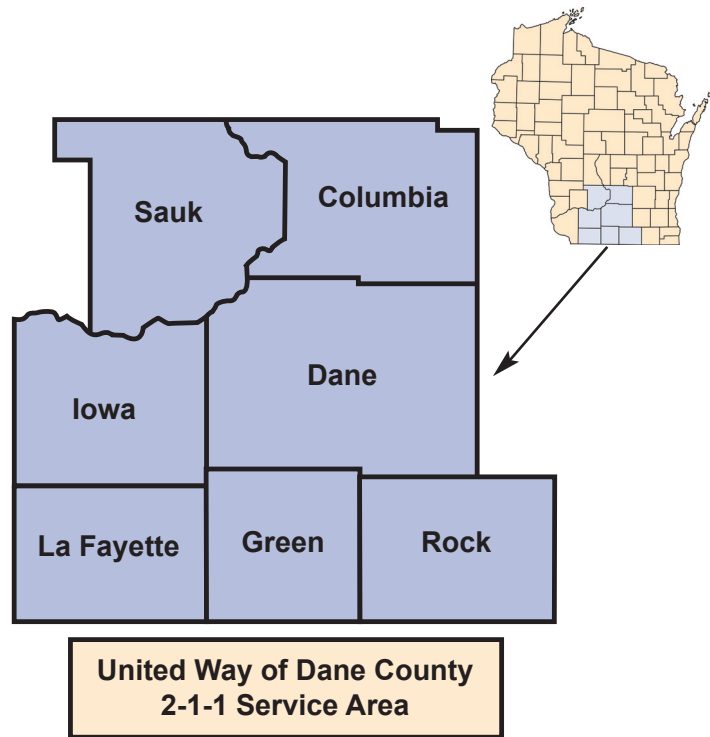
Executive Summary



United Way 2-1-1 helps people find resources they need when they face difficult situations. Often people do not know where to start. Agency names and relevant programs are not common knowledge and finding appropriate services can be frustrating.

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.



Strategies:

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

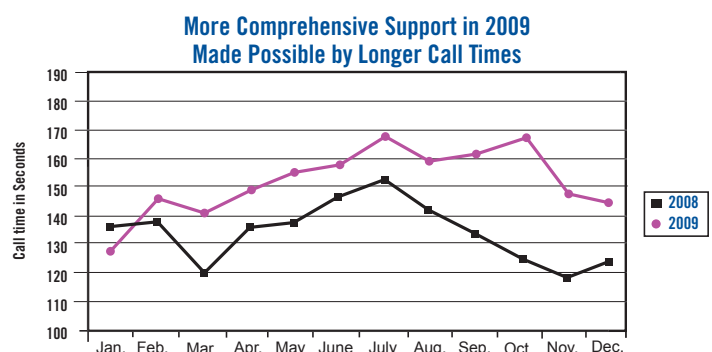
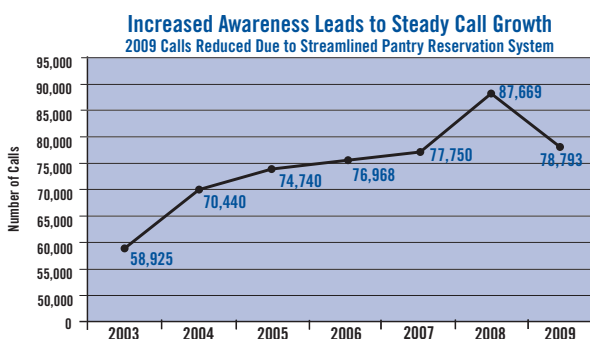
- Provide resources aligned with the Agenda for Change.
 - Ensure current quality of service.
 - Embrace new options for growth.
- 1. Use the 2-1-1 system to engage the community to advance the Agenda for Change:**
 - Audit Mobilization Plans and engage the Community Solutions Teams so United Way 2-1-1 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.



4. Provide high-quality service to all Wisconsin residents and enhance our own benchmarks of quality for Dane County residents:

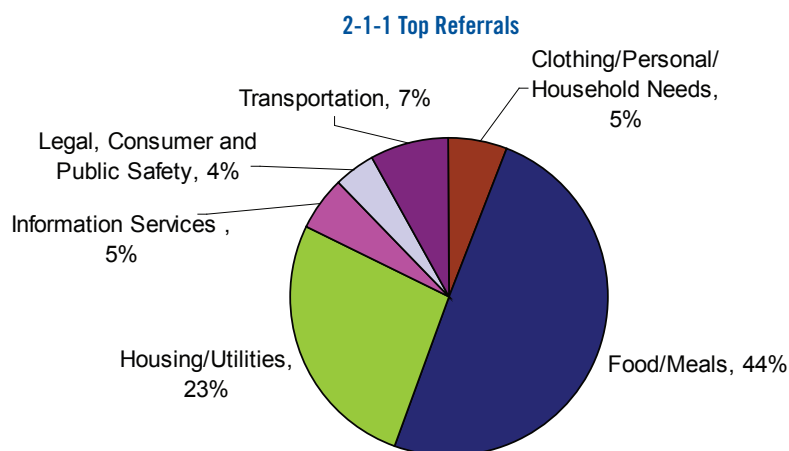
- Develop statewide standards of excellence with other 2-1-1 centers. Implement a new statewide database, web access and telephone system.
- Complete national accreditation process through AIRS (Alliance of Information and Referral Systems).

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