



DHS End-of-Year Summary Report

Executive Summary

211 Illinois signed a contract in January 2024 and had less than six months of operations on this grant. Our execution had to be intentional, thoughtful, and swift which challenged our team and network. Given the shortened timeline, our output and achievements were significant and have propelled both the organization and network forward.

Deliverable 1: Provide oversight over the 211 Illinois Statewide Network.

211 Illinois established subgrantee contracts and network workgroups, built partner relationships, and focused on gathering resource data and service metrics for reporting. We supported the network by contracting with industry experts to lead discussions and provide guidance. We created an infrastructure for the organization that supported operations and the network.

A large focus was on building greater relationships with our 2-1-1 service partners both virtually and in person. We held onsite visits with four (4) out of seven (7) 2-1-1 service partners this year. These onsite meets were to not only build rapport, but to provide technical support and guidance around network issues. During the visits, we asked for informal feedback on our network support. The feedback was positive and they asked for more support next year.

211 Illinois established workgroups around data collection and reporting, data curation of our resource directory, network leadership, and training. These workgroups meet at a minimum monthly with representatives from each contact center. We asked for participation at various levels of the organization to foster skill development and learning opportunities at each center.

We have monitoring center performance from the data uploaded to the business intelligence dashboards and quarterly phone system reports submitted to 211 Illinois. Once the center was put on a corrective action plan this year due to complaints about service delivery quality, sustainability, and communication. 211 Illinois has been providing technical support to them throughout the process.

Deliverable 2: Expand Coverage through expanding existing 211 services coverage areas and engaging with new 211 partnerships.

Statewide Coverage is our major focus at 211 Illinois. Prior to 2023, statewide population coverage was at 38%. In 2023, two new contact centers were added for DuPage and Cook Counties. Additionally, PATH expanded into two counties additional counties Clarke and Edgar, and the Heart of Illinois added another county, Fulton. This raised our statewide population coverage to 91%.

While in 2024, 211 Illinois released an RFP for a 2-1-1 service partner to cover twelve (12) counties in western central Illinois. The selection committee recommended the United Way of the Midlands, which previously covered Quad Cities in 2021. The addition of these communities raised the statewide coverage level to 97%.

There are eighteen (18) counties that remain uncovered. Our goal for 100% coverage is set for June 30, 2025, barring any major funding changes.

Deliverable 3: Standardize 211 data collection, training, and quality improvements.

211 Illinois established workgroups around data collection and reporting, data curation of our resource directory, network leadership, and training. These workgroups have been working since January 2024 on alignment and standardization.

- The data collection and reporting workgroup completed data collection alignment across the network and developed our business intelligence dashboards.
- The data curation workgroup completed a statewide inclusion/exclusion criteria and launched our statewide resource directory.
- The network workgroup advised the 211 Illinois team on private/public partnership proposals, disaster coordination, marketing alignment, performance standards, and network evolution.
- The training workgroup completed alignment with our training guidelines, implemented the Inform USA Learn Platform within their organizations, and developed models to ensure staff individual certification from Inform USA.

Deliverable 4: Coordinate local and statewide marketing efforts with 211 Centers, United Ways, and health Departments.

211 Illinois hired marketing experts to support the network. We also funded each contact center and local United Way 211 marketing and outreach dollars. Capitalizing on the National 211 collateral, we encouraged each partner to register for the National 211 Toolkit and use the items developed by the United Way Worldwide (UWW). Our marketing team worked with the local United Way on communication strategies and outreach alignment.

211 Illinois also designed a billboard campaign for rural communities to help spread awareness of 211. This billboard will be launched in the summer of 2024.

Performance Measures

Retain and grow 211 Illinois staffing.

211 Illinois had a team of 9 consultants working part-time to support the organization and our network. This equated to 3.6 FTEs. The team consisted of the following areas:

- Executive Director
- Executive Assistant
- Business Intelligence
- Contract Manager
- Data Curator
- Marketing & Communications
- Routing & Technology
- Training Manager

The Executive Director managed the organizational capacity with the marketing & communications team and executive assistant. The remaining consultants worked to support the network.

This model will continue until the board of directors feels that sustainable funding is secured. Once sustainable funding with multi-year contracts has been secured, 211 Illinois will move to a dedicated staffing model.

Continue 211 service expansion to additional counties in Illinois.

As noted above, statewide Coverage grew in seventeen (17) counties this past year. We increased Coverage from 28% to 97%. There are eighteen (18) counties that remain uncovered. Our goal for 100% coverage is set for June 30, 2025, barring any major funding changes.

Develop and implement 211 Illinois Statewide Network business intelligence tools that showcase 211 data and outcomes.

211 Illinois has been hard at work this year gathering statewide data and creating public dashboards to embrace accountability to be good stewards of public dollars.

On February 9, 2024, 211 Illinois launched our first business intelligence dashboard. This was added to our website in time for National 211 Day (February 11). The dashboard was presented to legislators during advocacy day at the capitol. From this experience and feedback, on May 15, 2024, 211 Illinois launched three additional dashboards. We replaced the primary dashboard with a simplified version called the impact dashboard. This includes client stories. The first dashboard was renamed the analytics dashboard, which was focused on supporting data-minded visitors with more filters. We launched a legislative and township report. These are one-page reports that display basic data showing 211's impacts in these areas for the past year. The reports can be chosen between predefined geographic areas.

Finally, we are participating in the Nation 211 dashboards called 211 Counts. This dashboard was created by the University of Washington in St. Louis and displays 211 data from across the US. We encouraged all 211 Illinois Statewide Network partners to participate and created a statewide 211 counts dashboard.

The dashboards can be reviewed on the 211 Illinois website under the Impact tab by selecting data. The direct link is <https://211illinois.org/data/>.

Build and Implement Training Guidelines that leverage accreditation, standards, and operational best practices that support 211 and service consistency and growth.

On February 23, 2024, 211 Illinois published training guidelines that leveraged Inform USA standards and Information and Referral (I&R) operational best practices support operations at each contact center and to align training statewide. They can be found on our website at <https://211illinois.org/guides/>.

A training workgroup was formed to align the various training curricula, implement the Inform USA Learn Platform within each organization, and develop models to ensure staff individual certification from Inform USA. This supports fourteen (14) staff reaching individual certification at the contact centers.

Establish and monitor 211 service quality improvements and impact measures across the 211 Illinois Statewide Network.

211 Illinois has monitored center performance from the data uploaded to the business intelligence dashboards and quarterly phone system reports submitted to 211 Illinois. Once the center was put on a corrective action plan this year due to complaints about service delivery quality, sustainability, and communication. 211 Illinois has been providing technical support to them throughout the process.

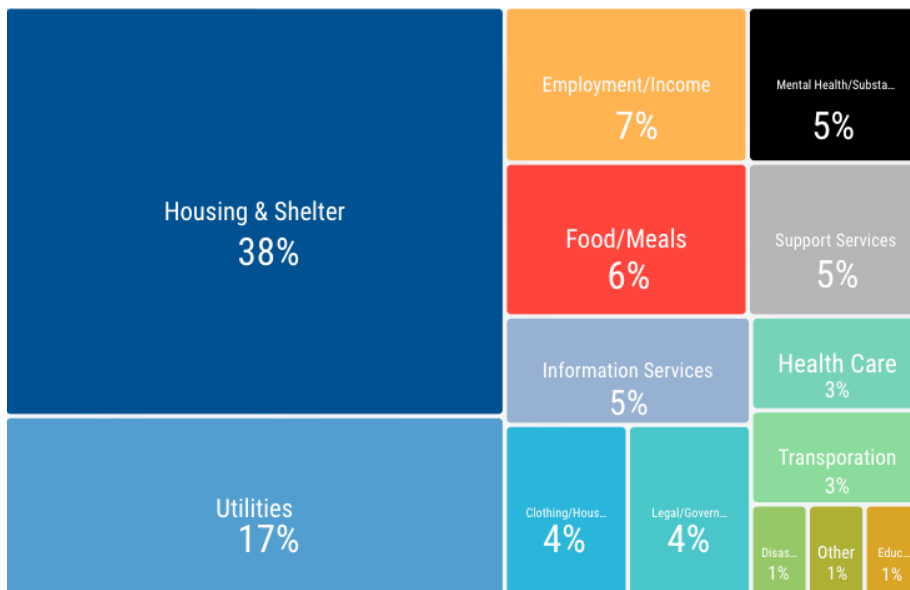
The 211 Illinois Statewide Network had 141,043 conversations. The chart below shows the contacts by type.

Contacts by Type

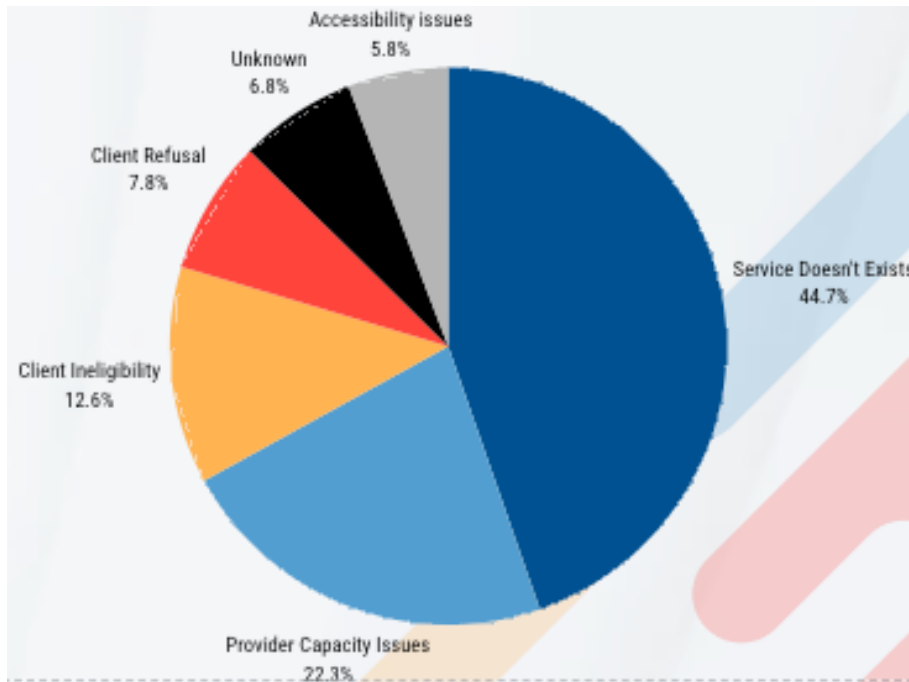
Contact Type	Contacts	% of Total
Phone	136,848	97%
Text	2,880	2%
Chat	1,168	0.8%
Email	147	0.1%

The network fields conversations from four channels phone, text, chat, and email. This carious by contact enter.

We identified 170,786 needs during conversations. Our top two needs are housing and utilities. The graph below outlines the percentages on needs identified.



We also identified 13,550 Unmet needs. The pie chart below shows the reasons for the need being unmet, as reported during the conversation.



The top reasons were the service doesn't exist and provider capacity issues. This highlights the changing landscape of service delivery in human services and how the need outpaces service availability and funding.

Increase the financial stability of the 211 Illinois and the 211 Illinois Statewide Network.

211 Illinois launched a Fund Development committee called the Grant Taskforce. This committee monitored grant implementation and sustainability. This committee restructured and changed its name to the Private/Public Partnerships Committee. Its role is to identify and support private/public partnership opportunities, aid in finding opportunities, shepherding opportunities, and supporting overall fund development for the organization.

We have been meeting with both private and public partners, but have not secured any new funds. Most partners are asking for us to be 100% statewide covered prior to working with 211 Illinois. We are continuing conversations, seeking new partners, and focusing on grant-writing efforts for statewide foundations.