

## **EXHIBIT 6**

### **DESCRIPTION OF PROPOSED 2-1-1 EVALUATION PLAN**

This section outlines the evaluation plan to measure the results of the United Way of Greater St. Louis 2-1-1 System. The proposed 2-1-1 system is designed to increase the state of Missouri's capacity to connect people to needed health and human services by collecting, organizing, and disseminating information to residents seeking and wanting to give assistance. The benefits of this 2-1-1 system are:

1. Missouri residents know to call 2-1-1 for information on health and human services
2. Residents have access to high-quality information and referral services, particularly those Missouri counties who previously were un-served by I&R programs
3. Inquirer data is gathered for use in determining service gaps, trends, unmet needs, etc.

The outcomes of the United Way of Greater St. Louis 2-1-1 model to be assessed are as follows.

- Number and percentage (establish baseline and set targets accordingly) of Missouri residents contact 2-1-1 for information about health and human services
- Increase access to high quality Information & Referral/2-1-1 services; establish access to high quality I&R services to Missouri counties (establish baseline and set targets accordingly)
- Increase inquirer satisfaction with 2-1-1 call experience (establish baseline and set targets accordingly)
- Increase the use of the 2-1-1 web site for information about resources and 2-1-1 usages (establish baseline and set targets accordingly).

The evaluation will also focus on substantiating:

- factors that impact the success of the 2-1-1 system
- programmatic dynamics that impact implementation and outcomes achieved, such as having a centralized 2-1-1 Call Center and using data hubs
- 2-1-1 programming operates as planned and inquirer impact as is achieved as anticipated.

#### **Evaluation Design and Methodology**

The evaluation will include process and outcome assessments using a combination of qualitative and quantitative methods and reflecting the different phases of the system's development (i.e., systems set-up, establishing baselines, and measuring impact). Baseline data will be collected beginning with the "soft launch" phase of implementation, tentatively, July 2007 and will continue through July 2008. The information collected shall consist of call records, inquirer profile data, and documentation of system implementation. Other methods will include telephone surveys and follow-up call interviews. The format and design of measurement tools shall draw upon existing instruments for information and referral programs.

The following tables display the output and outcome measures to be evaluated.

<b>System Implementation</b>	<b>Outputs</b>	<b>Unit Measures</b>
<b>Functionality</b>	“Data Hubs” operational	Facilities, staff, equipment, etc.
	Communication – Coordination	Protocols, policies and practices
<b>Staffing</b>	Number of staff trained; hours of training	People and hours
<b>Data Collection and Maintenance</b>	Resource Database	Agency profiles
	2-1-1/AIRS I & R Standards	Compliance to standards
<b>Marketing / Promotion</b>	Number and type of promotional activities	Number of activities

<b>Program Operations</b>	<b>Outputs</b>	<b>Unit Measures</b>
<b>Inquiries</b>	Number of inquiries (volume)	Number of people/inquirers
	Length of calls	Minutes
	Type of calls/inquiries	Number of inquiries by category
	Response time / Speed of answering calls	Minutes
	Abandonment rate	Number of calls abandoned
<b>Call Responses</b>	Number of referrals made	Number of agencies/contact inf.
	Number of inquirers referred	People
<b>Web Inquiries</b>	Number of web site hits (volume)	Number of hits, downloads, etc.
<b>Inquirer Demographics</b>	Caller characteristics (geographic origin, age, gender, special needs, etc.)	Number by category

<b>Outcomes</b>		<b>Indicators</b>
<b>Resource Database</b>	Criteria met for core information and data elements (level of descriptive information collected; standards for maintenance, accessibility, and classification)	Track AIR/ 2-1-1 standards met; Track AIRS/2-1-1 required data elements met
	Information is complete and accurate	Track documentation of information shared
<b>High Quality Service Delivery</b>	Calls spend no more than an average of two minutes (120 seconds) in queue before connection to specialist	Track average length of time in queue
	Information provided was pertinent to inquirers needs	Track documentation of inquirers’ presenting needs and information provided
	Compliance to AIRS Standards	Track AIR/2-1-1 standards met
<b>Referrals</b>	Inquirers connected/linked with appropriate services	Track number of “warm” transfers
	Referral was pertinent to inquirers’ needs	Track caller responses regarding IR staff correctly understanding caller’s presenting needs

<b>Caller/Customer Satisfaction</b>	Inquirers report assistance was helpful and met expectations	Track caller responses regarding being provided viable options; made aware of next steps toward resolving the presenting need; feeling their need was assessed accurately; feeling engaged; etc.
	Inquirers report they would call again	Track number of repeat inquirers within a given time period
<b>Utilization of 211 Information</b>	Increase community engagement to use 2-1-1 information (information about service provision, gaps, and shortages; unmet needs; trends regarding profiles of inquirers, service requests, etc.)	Track number of web site hits to access or download 2-1-1 usage data

### **Data Collection and Analysis**

A combination of qualitative and quantitative data collection methods will be used. There will be three data sources.

1. Call data will be captured as part of the telephone call transaction data system.
2. Inquirer data will be documented by I&R/2-1-1 Specialists and entered into a database. This data will be compiled from computer-based call tracking forms utilizing coded forced-response items according to planned protocols and procedures. Open-ended items will also be used to allow for opportunities to gain broader and richer information. This data will consist of information gathered during the call, upon call exit, and during targeted follow-up calls.
3. Other potential data sources include agencies, community partners, and the general public. This data will consist of information gathered through targeted surveys, and general records and documentation.

An appropriate analysis scheme will be developed for the closed and open-ended items, and where possible, both descriptive and inferential statistics will be utilized to assess both the 2-1-1 system processes and outcomes. Existing I&R data sources will be identified for comparative analysis, and data will be collected to establish baselines for the following factors.

- Call volume
- Types of inquiries or arrays of individual problems and needs
- Inquirer demographics
- Geographic origin

This data shall be assessed as trends in raw numbers, percentage-change fluctuations, or assessed against geographic or demographic data.

### **Reporting**

Monthly, quarterly, and annual reports covering evaluation activities will be generated for examination and review by stakeholders. The reports will consist of monitoring activities (set-up

and implementation), updates on progress toward achieving key performance indicators, and analysis of program impact.