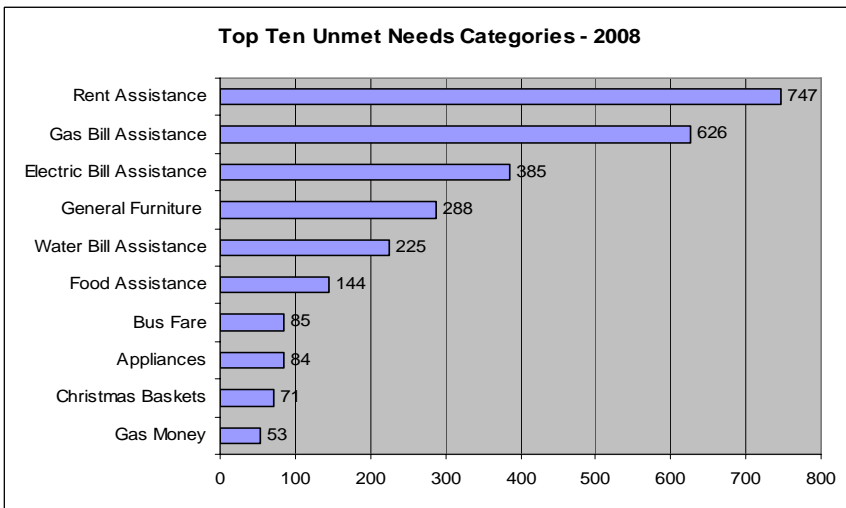
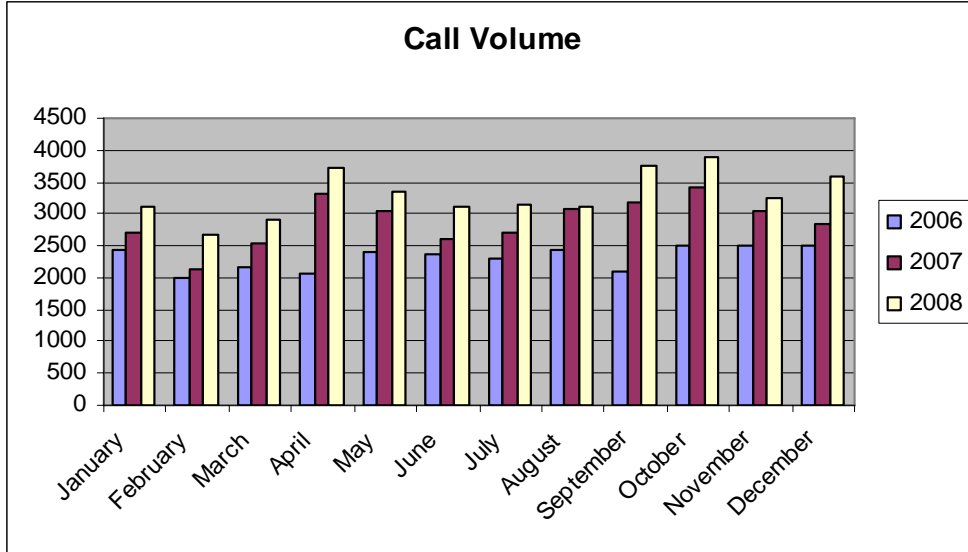
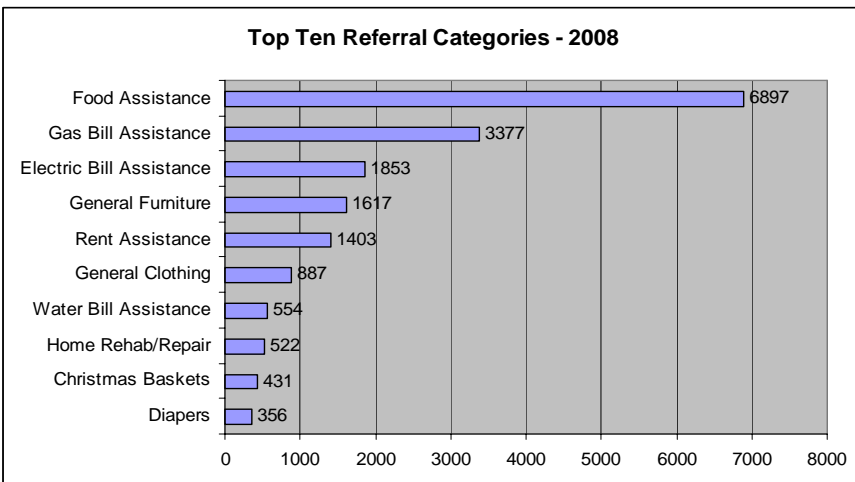




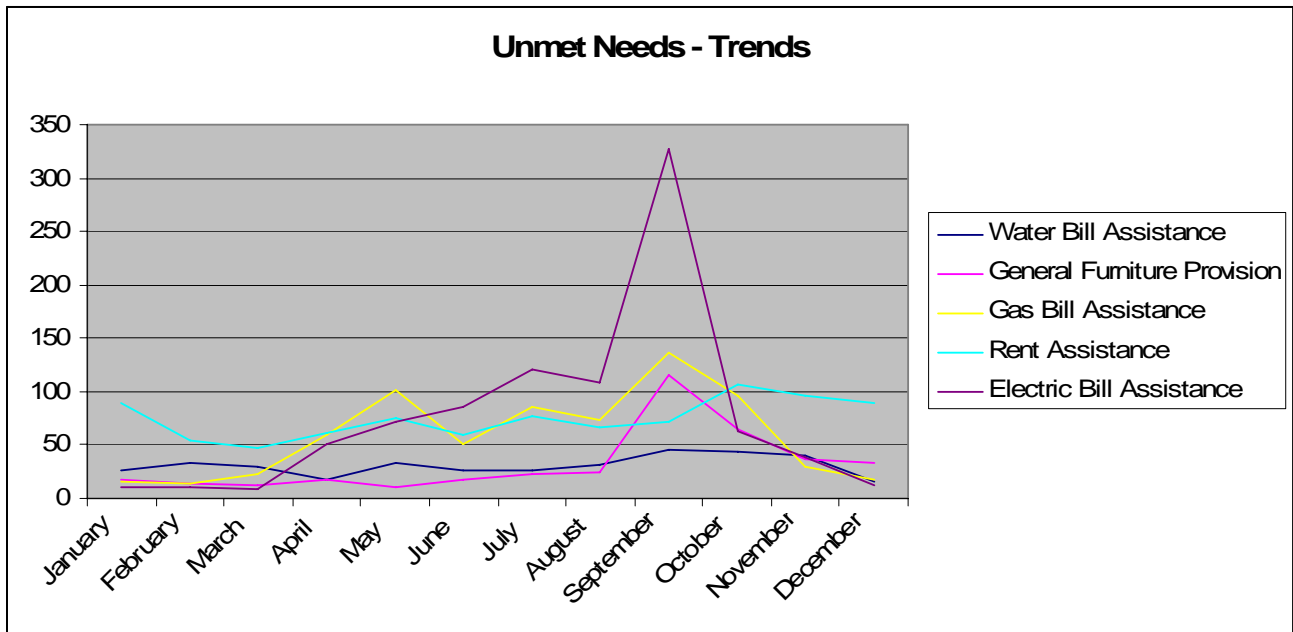
The cumulative call volume for 2008 was 39,619. This was an increase over the 34,524 calls taken in 2007, and the 27,806 calls taken in 2006. February and March were the only months in 2008 that call volume was below 3,000.



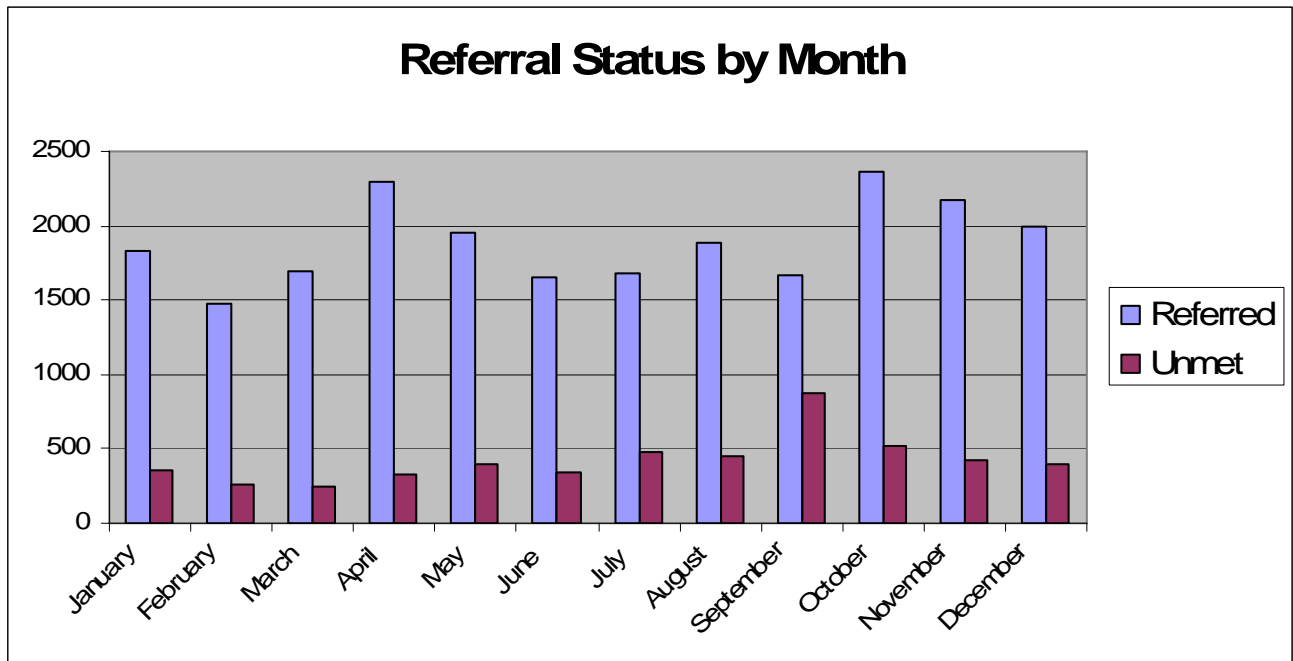
This Graph represents the top referrals made in 2008, along with the cumulative number of referrals made in each category.



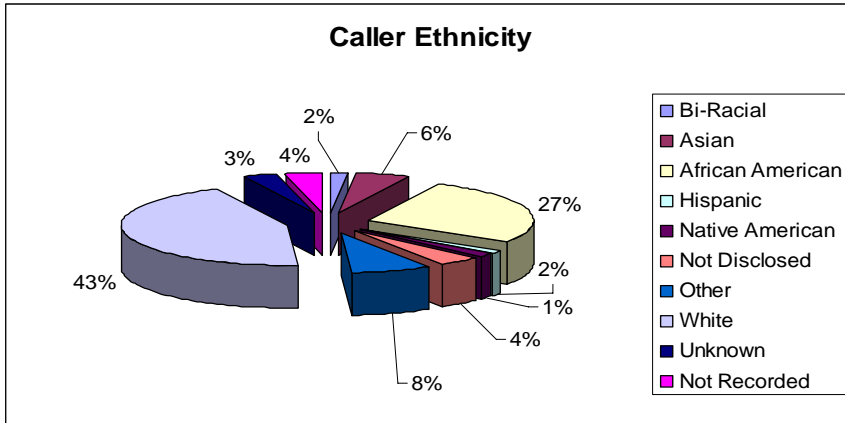
This graph represents the top ten unmet needs for 2008, along with the cumulative number of unmet needs in each category.



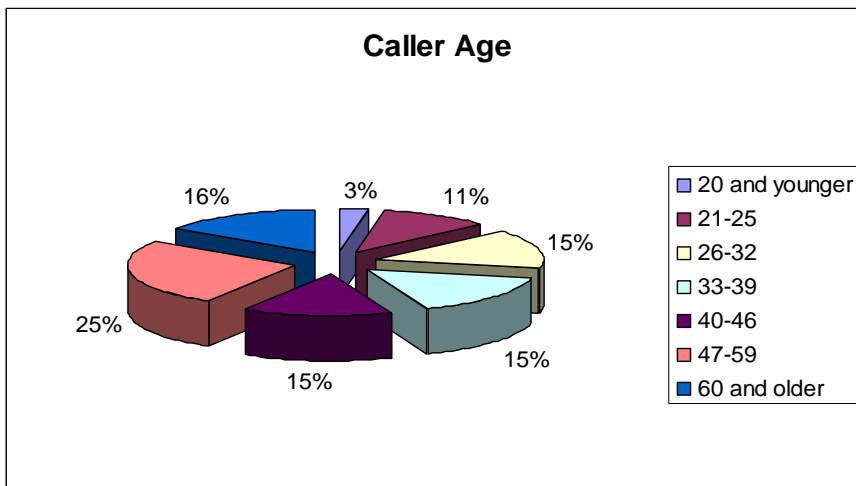
The Top figure outlines trend data for the top five unmet needs for 2008.



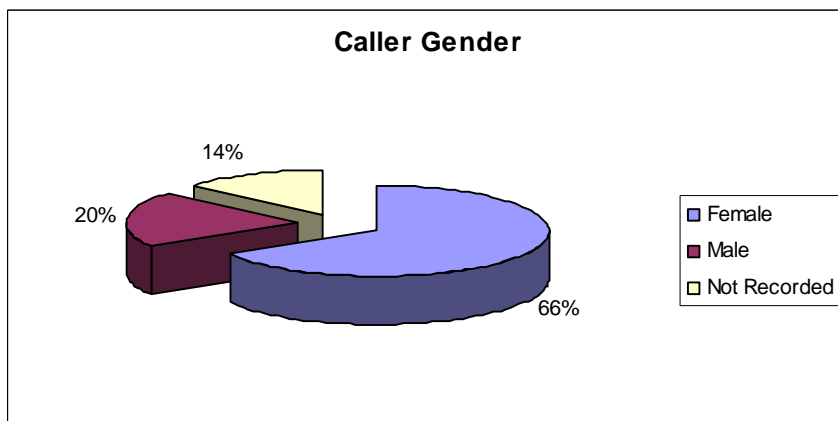
This figure compares the referrals versus unmet needs in all categories for 2008. This is encouraging in that the number of unmet needs, while still a concern, comprises a much smaller portion of the total call volume that it has in the past. Over the course of 2008, unmet needs were approximately 15% of the total service requests.



Ethnicity is asked of each caller. The client can choose to “not disclose” their ethnicity. The “not recorded” number reflects those individuals that were anonymous callers or calls that came from agencies on behalf of a client.

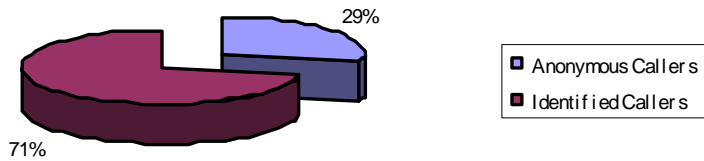


This Figure represents the age of those clients contacting the call center. Note that callers are relatively equally distributed across all ages. This suggests that all age groups utilize 211, not just the younger and older populations.



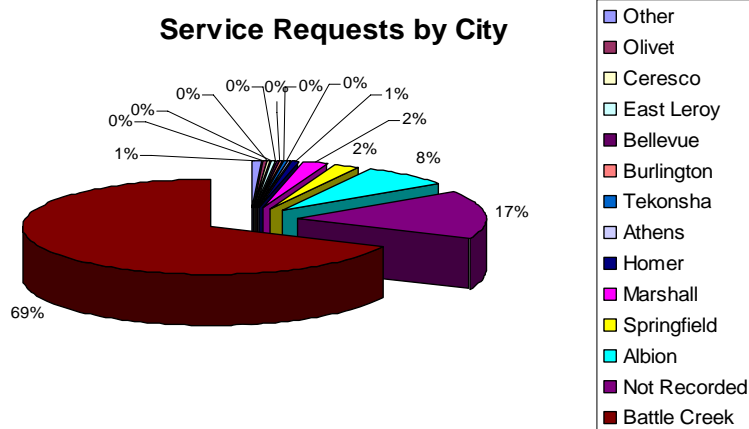
Cumulatively in 2008, 66% of all 211 callers were female. 20% of callers were male. This is typical for a 211 Call Center, and is following the trend that we have seen since 2002.

### Anonymous Callers



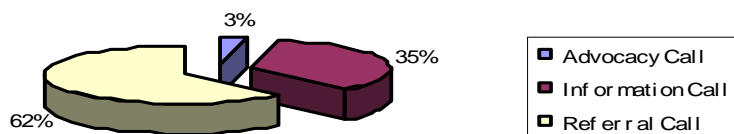
Each person who calls the 211 Call Center has the option of remaining anonymous. This means that no personal contact information is associated with that call. This figure shows the percentage of calls in 2008 that were anonymous (29%)

### Service Requests by City



This figure breaks out service requests geographically. The majority of requests for the year came from Battle Creek residents. Albion callers made 8% of requests, and Marshall callers made 2%.

### Call Type



There are three basic call types: information, referral and advocacy. Information call - the caller is looking for information; this could be phone number validation, hours, etc. Referral call - a referral is given to one or more services. Advocacy call - 211 staff offer advocacy to ensure that people receive the benefits and services to which they are entitled. Advocacy efforts proceed only with the permission of the caller.