

CAIRS

newsletter

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CALIFORNIA ALLIANCE OF INFORMATION AND REFERRAL SERVICES

CAIRS 2-1-1 California Update

By Lynn Pesely, 2-1-1 CA Statewide Coordinator

2-1-1 Progress — National and Local

NATIONALLY, 2-1-1 SERVES MORE THAN 62 million Americans, 23 percent of the US population, through eighty-one 2-1-1 service providers in 22 states.

In California it is projected that 62% of the state will be served by 2-1-1 in 2004 and a total of 80% of the state will be served in 2005. Two 2-1-1 service provider applications have been submitted to the CPUC, one from INFO LINE of Los Angeles in Southern CA and one from Eden I&R of Alameda County in Northern CA. Additional applications will be submitted soon.

INFO LINE of Los Angeles Signs SBC 2-1-1 Contract

CAIRS and the 2-1-1 Technical Negotiating Committee have led the telephone carrier education, advocacy and negotiations for 2-1-1 in California. Since INFO LINE of Los Angeles was the first 2-1-1 service provider applicant to the CPUC, it was also the first to have the opportunity to directly negotiate with the major telephone carriers, SBC and Verizon. Due to the tremendous and enthusiastic teamwork from Cynthia Marshall, Bill Powers, Clara Lau, Rob Dunton and Christina Cortez, all of SBC of California, working with Maribel Marin and Marianne Galleon of INFO LINE, assisted by INFO LINE consultant Steve Parker and legal counsel Gregory Klatt, a very reasonable contract for 2-1-1 service rates was signed this month. The rates they secured were a switch rate of \$475 per switch and \$15 per system per month (there are five systems in LA County). Great job at setting a precedent for rates for the rest of the state! This is very significant since other states are still being offered rates at three times the amount that INFO LINE was able to contract with SBC. Moreover, SBC of California has expressed its desire to continue developing a stronger partnership with I&R providers for making 2-1-1 a resource for all Californians in need. INFO LINE is currently in negotiations with Verizon.

CAIRS 2-1-1 Service Mark Available

CAIRS is proud to announce that the 2-1-1 service mark is now available by license. This service mark (shown above) is available for 2-1-1 entities meeting one or more of the following criteria:

- 1) has been designated as the provider of 2-1-1 service in its Geographic Region by the California Public Utilities Commission ("CPUC"); and/or
- 2) is an I&R selected by a 2-1-1 Steering Committee as the local applicant to be the 2-1-1 service provider; and/or
- 3) has submitted an application to the CPUC to serve as an I&R provider and CAIRS has submitted a favorable response to the CPUC regarding such application; and/or



- 4) is recognized by CAIRS as an official 2-1-1 steering committee.

One agency per geographic area may be licensed by CAIRS to use the 2-1-1 service mark. The Licensee may sublicense the service mark to other 2-1-1 partners in the region.

CAIRS looks forward to seeing the 2-1-1 service mark proudly displayed by 2-1-1 implementers throughout the state.

New 2-1-1 Committee Chair

CAIRS would like to thank Sharon DeCray for her hard work and leadership of CAIRS and 2-1-1 during her term as CAIRS Board President and as 2-1-1 Committee Chair. Sharon is leaving her position with Eden I&R to work at the Alameda Housing Authority as of August 8. We will miss her and wish her luck in her new position.

The CAIRS 2-1-1 Committee has selected a new Chair, Maribel Marin of INFO LINE of Los Angeles. Maribel and Lynn will be working together with the 2-1-1 Committee to lead the 2-1-1 implementation process in California. □

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Letter from the President...



Dear CAIRS Members,

California Screaming, Supreme Scream, Space Mountain — all fast, exciting rides, but none of them compares to the wild ride we have been on these past few months. From 2-1-1 applications being filed, to an exciting new annual conference, and finally board resignations, we

have had our share of ups and downs.

It is with regret that I announce the resignations of Anthony Antoville, Nancy Kimura, and Sharon De Cray. Anthony brought a fresh insight from the rural I&R area and his assistance on the conference committee was appreciated by everyone. Nancy has been a board member for the past three years and has served on previous CAIRS boards. Her 25 years of I&R and management experience, knowledge, and her valuable contributions to the 2-1-1 project, enabled CAIRS to achieve its current success. Sharon has served on the Board since 1999 and held the position of President in 2001 and 2002. She was the driving force in moving the 2-1-1 project forward and the key person in helping us achieve our ultimate goal of CPUC approval. Sharon was also our AIRS representative and affiliate liaison. Thanks to all three of you for all you have given to the I&R industry and our organization.

What's new with 2-1-1? We are proud to announce that Info Line of LA and Eden I&R have filed their applications, including a CAIRS Letter of Support, with the California Public Utilities Commission. Congratulations to both agencies. For additional details see the 2-1-1 Update in this newsletter.

What's new with the Annual Conference? How about a new management track with practical and educational topics such as "Organizational Management," "Utilizing a Systems Thinking Approach," "Harassment in the Workplace and How to Recognize and Avoid It," "What is Legally Recognized as Intellectual Property," and "Designing an Effective Web Site," to name a few. See the conference article for additional details.

So don't miss out on this great opportunity, invite your fellow I&R professionals to attend and learn about some new, innovative ideas on how to operate in the challenging financial environment.

Look forward to seeing you in September!

—Rick A. Sakamoto
President, CAIRS Board of Directors

CAIRS Officers

Rick Sakamoto
President

Amy Noakes
Vice President/Membership

Anne M. Stundahl
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Treasurer

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Please contact CAIRS if you wish to reprint any part of this newsletter.

If you would like to submit an article to the CAIRS Newsletter, Please contact:

Julie Plevancic
Editor, CAIRS Newsletter
Amador-Tuolumne
Community Action Agency
jplevancic@atcaa.org

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(Alliance
of
Information
and
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California Alliance of Information
and Referral Services
P.O. Box 161726
Sacramento, CA 95816

www.cairs.org

cairs@hotmail.org

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Letters to the Editor

As always, the Board of Directors is looking for your input. You can provide yours by contacting the Editor, Julie Plevancic [contact information on page 2 and on page 7].

CAIRS

Vision Statement

A strong network of organizations that ensures everyone can easily access high quality information and referral for health and human services.

Mission Statement

To enhance the effectiveness of Information and Referral services through leadership, education and support.

Goals

In order to achieve the Mission and Vision, the following goals have been established:

To *provide* training and support to enhance professional skills;

To *facilitate* the exchange of information among the membership and others within the helping professions;

To *promote* awareness of Information and Referral services;

To *advocate* for the interests of the profession and the public it serves.



Save the Date!

CAIRS WILL BE HOLDING ITS ANNUAL CONFERENCE on September 22, 2003. You are invited to learn and network with information and referral professionals from throughout California.

The conference will be held at: Lake Avenue Church, 393 N. Lake Avenue, Pasadena, CA 91101.

STRATEGIES REGIONS 1 AND 2: the Interface Children and Family Services of Ventura County, Youth for Change and the Children's Bureau of LA are co-sponsoring the CAIRS 2003 Annual Conference.

This year, CAIRS is partnering with Strategies in order to reach out to Family Resource Centers and other programs for children and families. This is the time to broaden our vision and think together about how to raise the quality of I&R with partners beyond traditional I&R services.

DAN HEIDT IS THE KEYNOTE SPEAKER for CAIRS 2003! Dan Heidt is a professional bodyguard and popular youth gathering speaker. He has worked with movie stars, musicians, rock bands, and athletes throughout his career. In the wake of school shootings in the 1990s, Dan became interested in preventing violence in schools and communities and has since been on the site of two dozen school shootings, usually within days. He speaks about his experiences in talking with families of victims, survivors, and even perpetrators, and how our world is often held captive in fear and violence.

CAIRS 2003 Annual conference participants will be able to gain knowledge through four workshop tracks:

- Management/Executive
- 2-1-1
- Technical Assistance for your I&R
- The Basics of Information and Referral

Managers and supervisors will find workshops geared to their needs. Relevant and up-to-date training will be available for Information & Referral Line staff and Information & Assistance Agencies. Lastly, with the advent of 2-1-1 we are offering an entire workshop track devoted to 2-1-1 issues!

Some of the exciting workshops being offered this year include:

Family Resource Centers & Family Support: I&R and Beyond!

- Holding on to Intellectual Property
- Dealing with Workplace Harassment
- 2-1-1 Service Provider Application Process
- 2-1-1 Collaboratives
- An overview of Systems and IT to run your I&R more efficiently and cost-effectively
- Taxonomy
- And more!

NEED CERTIFICATION? We haven't forgotten about you! CAIRS will also be offering certification at its annual conference as well. CAIRS is now offering three tests: Certified Information & Referral Specialist (CIRS) and Certified Resource Specialist (CRS); and the Certified Information & Referral Specialist-Aging (CIRS-A). Please visit www.airs.org/aboutairs/about_certification.asp for eligibility requirements.

Conference registrations will be available at www.cairs.org. If you have any questions, please contact CAIRS at: cairs@hotmail.com. □

Spotlight on:

CAIRS Partnering with "Strategies"

by Elaine Martinez Curry

Discovering Communities' Hidden I&Rs in Family Resource Centers

A Family Resource Center (FRC) is a warm and welcoming place in the community to which any family can come, not only in times of need, but as a regular part of day-to-day life. FRCs offer parenting education classes, parenting materials, child development activities, parent-to-parent support groups, mentoring, parent-and-child activities, life skills, medical services, youth services, and resource and referral services. I&Rs housed in a Family Resource Center are links to their local community services and serve as an initial contact to families unfamiliar with or unaware of local community services. Many centers have a resource and referral area to work with families that participate



Children meeting the Chico Heat mascot at the Paradise Ridge Family Resource Center.

in activities at the FRCs and are available for walk-in clients.

Until recently, many of the Family Resource Centers I&Rs were not aware of the statewide or national network of I&Rs. "Strategies" has partnered with CAIRS to have Family Resource Centers join the continuing growing family of I&Rs. FRCs will be important partners in the development of 2-1-1 centers for their counties.

Strategies is a statewide network of regional centers that provide Training and Technical Assistance to Family Resource Centers throughout California. Strategies is funded by the California Department of Social Services, Office of Child Abuse Prevention.

The Strategies mission is to provide high quality training and technical assistance for the growth and development of effective family support programs and networks throughout



Oroville residents at the Southside Family Resource Center opening.

California. The philosophy is based upon the Principles and Premises of Family Support. Family Support is about investing in the promotion of the positive things that families want for their children. This approach is to strengthen and empower families and communities to foster the optimal development of children, youth, and adult family members. As a shift in human services delivery, the Family Support approach encourages public and private agencies to work together and to become more preventive, responsive, flexible, family-focused, strengths-based, and holistic — and thus more effective.



C.O.P.E. Family Center staff.

Family Resource Centers can be located in a variety of settings such as freestanding buildings, schools, libraries, churches, temples, synagogues, clinics, hospitals, apartment complexes and other locations. FRCs are unique in their approach to working with families. They build families' strengths and capacities, serve as a hub for the community, work for positive social change, and offer help using a strength-based approach. Parents act as resources in all sorts of capacities, from a decision-making board to helping others develop job skills, to cooking food for a potluck.



Southside Oroville residents at the Southside Family Resource Center opening.

Strategies regional training centers are located in northern, central and southern California and serve the entire state:

Region 1: Children's Bureau323) 644-390
.....or (714) 517-1900

Region 2: Interface Children Family
Services.....(805) 485-6114

Region 3: Youth For Change(530) 872-3896

All three regions are pleased to be co-sponsoring the CAIRS Annual Conference in Pasadena.

Strategies will be presenting two workshop Basics of I&R and will participate in the 2-1-1 Regional Collaborative.

It is our goal to have representatives from a number of Family Resource Centers for each region attend. It is an opportunity for FRCs to learn about 2-1-1, to network with other I&Rs and develop their professional skills in the field of Information and Referral.

For more information go to the following websites:
Strategies and Family Resource Centers: www.familyresourcecenters.net; Family Support America: www.familysupportamerica.org.



Children at the PEN Family Center.

Contact info:

Elaine Martinez Curry, Helpline Director and Strategies Project Training Specialist — Interface Children Family Services , Camarillo, CA. (805) 485-6114 ext. 630.

Updating Agency Data Over The Web

by Julie Plevancic

I&R AGENCIES HAVE ACCESS to wonderful utilities for updating their data online and managing their content. If you leverage your online database and email system you can make updating data a piece of cake. You could phase out that labor-intensive, time-consuming process of updating your data through mail, faxes and nagging phone calls. Updating your I&R data online and doing it with full control is faster, more cost effective and an easier way of managing your information. Most important, it frees staff time your agency can use in helping people rather than collecting and entering data.

Establishing an online process for adding new agencies to the I&R database is simple. Suppose that Agency on Aging needs to add its information to your website. First the AAA would create a username and password, provide their email address, and then navigate to the members page, where they can create a new agency and program or update an existing agency or program. Once they do this, a notation is automatically directed to your email box to let you know that this activity took place.

This alerts you to new data that needs to be activated in the administration segment of your website. You open up your admin link and under new updates you see — New Listing: Agency on Aging. You select this to review its content, maybe change the time configuration to meet your style guide, place the agency under the correct taxonomy code and website category, then scroll down and move it from the review state to the activate state and hit "submit." Agency on Aging is now added.

A similar process would take place for updates, but this time Agency on Aging receives an email reminder six months later letting their people know that it is time to review their listing and make any necessary updates. This email is programmed to be delivered weekly until they access their listing and review its contents. You also have all their due dates in your admin section, so you can see who is responding to the e-mails and who is not. If they are not taking the initiative to update their information, you would call them to make sure they are receiving their e-mails, provide some technical training on how to update their information, or maybe just go over their information with them over the phone.

If your software company is not yet providing this type of updating utility, let them know that you are interested an upgrade that would integrate a more advanced content management system. Remember, the software companies are only going to be as advanced their consumer demands.

continued next page...

Updating Agency Data

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Valuable websites all I&Rs should know about:

Volunteer Matching System: www.Volunteermatch.org ;
 Online Surveys: www.Surveymonkey.com ;
 Website Language Translations: www.Freetranslations.com ;
 Website Accessibility: www.webaim.org and
<http://bobby.watchfire.com/bobby/html/en/index.jsp> ;
 Nonprofit Online Fundraising: www.Networkforgood.org;
 Personal and Family management Information: www.thebeehive.org. □

How An I&R Website Can Benefit Your Community

by Julie Plevancic and Maribel Marin

INFORMATION AND REFERRAL (I&R) SPECIALISTS utilize a number of tools for quickly and effectively finding resources for a wide range of health and human service. Most I&Rs have created detailed resource databases that specialists can access from their computers. Today, many I&Rs are also moving to place these databases on the Internet so that those seeking health and human services in their community can help themselves.

In communities with limited I&R services, an Internet-based approach can be a cost-effective solution to expanding access to this critical information. While direct I&R services are known for their sensitivity to clients and added human touch, how do you maintain that high quality level of service when you attempt to deliver those services via the Internet? Believe it or not, you can continue to keep that human touch as you begin to expand your services over the Internet. I&R delivered over the Internet need not replace your existing employees, but can enhance your program by distributing community information through multiple media outlets that now include INFO LINE, the phone and computer.

An I&R website can give your clients a way to apply self-empowerment skills and encourage them to begin utilizing the Internet as a community directory and library. Your I&R human touch continues to be there to provide ongoing professional support. This support can be in the form of directing people to your phone service if they cannot find what they are looking for. It could also be given in the form of technical support delivered over the phone for clients who want to learn how to search your database online.

Another useful approach is to assist your clients in using a generic search engine for finding out information about things like diabetes or locating a rental home.

Once people experience the value that the application of advanced technology can have, they will begin to utilize it as a tool — just as they have the telephone for many years.

I&Rs are in the perfect position to encourage their clients to make use of such tools to improve the quality of their lives. Clients can print out agency information rather than try to take copious notes. They could even begin to fill out applications online, which would save them the trouble of driving to the agencies numerous times.

You're probably thinking, "Well, most of my clients don't have computers, so how will they access us over the web?" Many communities now have a solution to this problem right in their own neighborhoods with Community Technology Centers (CTCs), computers at libraries, Family Resource Centers and Family Learning Centers; or Community Based Organizations with computer terminals or computer labs that provide free Internet access and computer training and technical assistance. A great partnership could be forged if I&Rs and CTCs work together to provide access to both valuable community content and community technology. □

Announcements

Nomination for CAIRS Board Member

Are you interested in serving on the CAIRS Board or know of someone you think would do a good job? If so, please contact Lynn Pesely for more information at lpesely@yahoo.com or (916) 689-2378.

Award for Excellence

Be watching your mail for the Award for Excellence nomination form to nominate an agency or exceptional I&R professional who you think worthy of special recognition.

I&R's Needed to Help Families Save on Utilities

We at Trimmer Agency are working to help California utility companies promote awareness of the California Alternate Rates for Energy, "CARE" program. The CARE program is a state-funded 20% utility rate reduction available for qualifying limited-income families. We need help from I&R's to locate and provide mailing lists of all referral sites in California. Our current outreach is starting in Plumas, Sierra, Nevada, Placer, El Dorado, Alpine and San Bernardino counties, and will eventually include all counties statewide. If you can help us locate referral sites for this outreach, please call to help: 541-899-7571; or email: charleen@trimmeragency.com.

Please visit our web site at trimmeragency.com for more information and to see the materials that will be available to be shipped to your county.

To find out more about the CARE program, please visit the California Department of Energy.

Thanks in advance for your help. □

CAIRS Board of Directors

Angie Baur
 INFO LINK Orange Co. Work: (949) 955-2255
 2081 Bus. Ctr. Dr. #130 Fax: (949) 851-1543
 Irvine, CA 92612
 E-mail: abaur@infolinkoc.org

Elaine Martinez Curry
 Interface Children & Family Work:
 (805) 485-6114 x 630
 Services of Ventura Co. Work: (800) 339-9597
 1305 Del Norte Rd. #130 Fax: (805) 983-0789
 Camarillo, CA 93010
 E-mail: curryelm@aol.com

Wayne L. Everingham
 InfoLine Sacramento Work: (916) 447-7063 x 355
 Com. Svcs. Planning Council Fax:
 (916) 447-7052
 909 12th St., Suite 200
 Sacramento, CA 95814
 E-mail: weveringham@communitycouncil.org

Richard Kriegbaum
 United Way of Fresno Co. Work: (559) 243-3660 or 3661
 4270 N. Blackstone #212
 Fresno, CA 93726
 E-mail: rkriegbaum@unitedwayfresno.org

Maribel Marin
 Info Line of Los Angeles Work: (626) 350-1841 x 2100
 PO Box 726 Fax: (626) 442-6940
 San Gabriel, CA 91778-0726
 E-mail: Mmarin@infoline-la.org

Amy Noakes, VP, Membership
 CFILC/CR4AT Work: (916) 325-1690 ext.329
 660 "J" Street, Suite 270 Fax: (916) 325-1699
 Sacramento, CA 95814
 E-mail: anoakes@cfilc.org

Lynn Pesely, Treasurer
 2-1-1 California Work: (916) 689-2378
 PO Box 161726 Fax: (916) 689-2378
 Sacramento, CA 95816
 E-mail: lpesely@yahoo.com

Julie Plevancic
 Amador-Tuolumne Work: (209) 533-1397 x 274
 Community Action Agency Fax:
 (209) 533-1034
 427 N. Highway 49, #103
 Sonora, CA 95370
 E-mail: jplevancic@atcaa.org

Rick Sakamoto, President
 American Information Work: (949) 768-1171
 and Referral Services Fax: (949) 768-6364
 1107 E. Lincoln Avenue, #103
 Orange, CA 92865
 E-mail: calregistryairs@cox.net

Anne M. Stundahl, Secretary
 12th Marine Corps, Work: (619) 542-5568
 District Work: 1-800-967-8762
 3704 Hochmuth Ave., Fax: (619) 542-5587
 Bldg 8
 San Diego, CA. 92140-5191
 E-mail: stundahlam@12mcd.usmc.mil

Charles Wigle
 INFO LINE Work: (858) 300-1300
 of San Diego County Fax: (858) 300-1301
 P.O. Box 881307
 San Diego, CA 92168-1307
 E-mail: cwigle@informsandiego.com

Brandon O'Brien, Ex-Officio
 California Registry Work: (714) 974-6200
 1107 E. Lincoln #103 Fax: (714) 974-6269
 Orange, CA 92865
 E-mail: brandonobrien@hotmail.com



CAIRS website:
www.cairs.org

e-mail:
cairs@hotmail.org

**To send mail to CAIRS
 please remember to use
 P.O. Box 161726, Sacramento, CA 95816,
 the new mailing address.**



Membership Application

YES! I want to be a CAIRS member. Please sign me up.

- Agency membership \$100 (please enter two names for multiple memberships)
- Individual membership \$50
- Associate membership \$25
- I *will* permit my name to be placed on a mailing list that will be offered for sale.

Name: _____

Agency: _____ Title: _____

Address: _____

City / State / Zip: _____

Telephone: (_____) _____ Fax: (_____) _____

E-mail _____ Referred by: _____

Mail this form along with your check (payable to CAIRS) to:

CAIRS • P.O. Box 161726 • Sacramento, CA 95816

www.cairs.org

Contact Amy Noakes at (916) 325-1690 X329, or anoakes@cfilc.org for any questions regarding CAIRS membership.



California Alliance of Information
and Referral Services

P.O. Box 161726

Sacramento, CA 95816

Address Correction Requested