



2024

MEMBERSHIP SURVEY

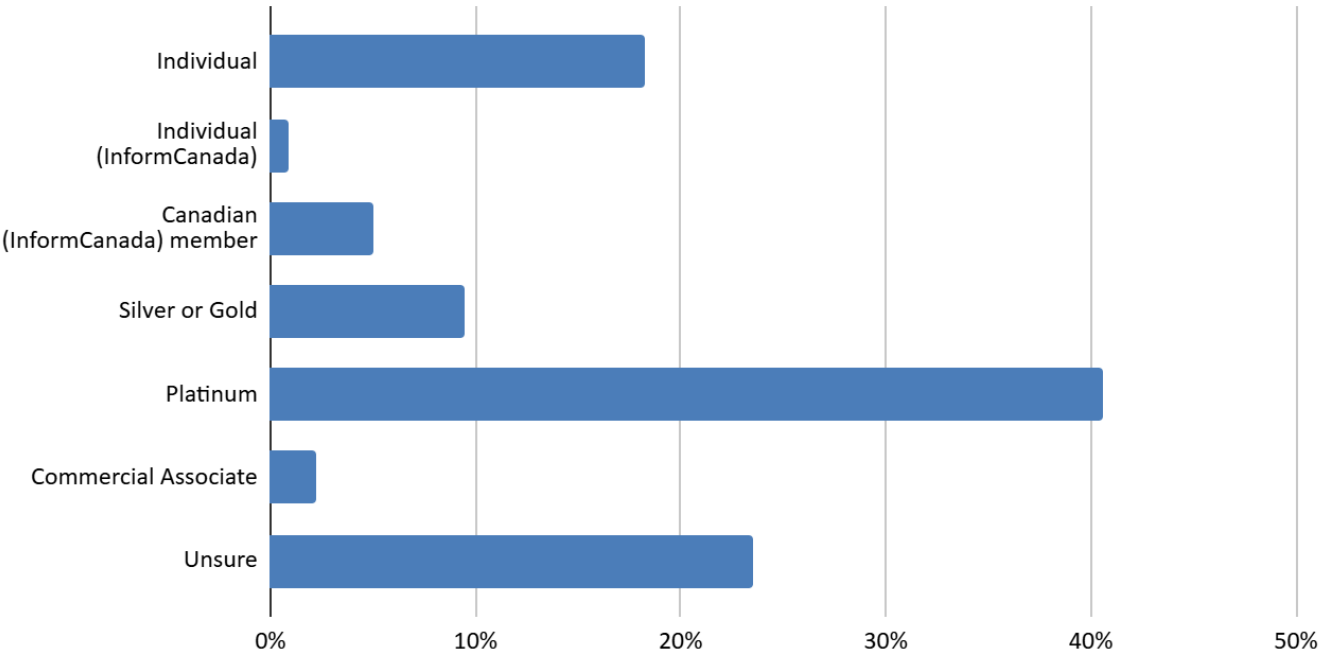
Introduction

The Membership Survey is an annual survey designed to collect information about the member experience. It was open to the entire membership in October and November of 2024.

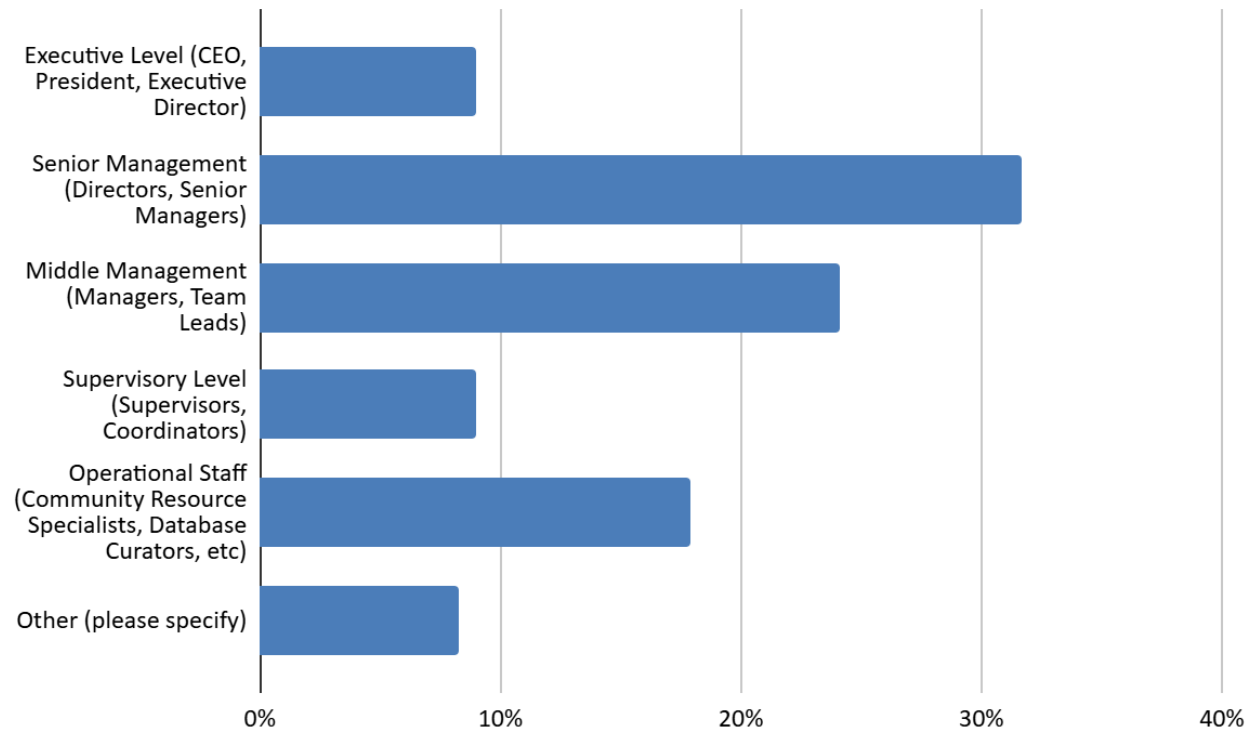
In previous years, the survey has been targeted to the primary contacts of member organizations; however, this audience has demonstrated survey fatigue throughout 2024, so this survey was opened to the entire membership. Conditional logic was set up to guide members depending on their membership type and position within their organization. 318 people responded to the survey, representing at least 138 unique organizations.

Demographics

The first question asked of everyone was about their level of membership. Platinum members represented 41% of the participants, followed by 24% who were unsure of their membership level. 18% indicated that they were individual members, however, based upon responses later in the survey it's likely that only a handful of these members are dues-paying individual members. Most of them are more likely employees of member organizations.



Those who indicated they were either Platinum, Silver, Gold, or Canadian were asked to identify their organization and position and if they could answer questions about their organization's I&R budget, operations, staffing, and contacts.



Of the 41% who were executives or senior-level management, 78% indicated that they could answer questions about their organization, but only 71% (32 people) continued the survey and answered the questions. Those participants were asked questions about their organizations that align with what Inform USA collects for membership profiles. This information was then updated with our member management system. A separate sector-level report will be built throughout 2025 with this information.

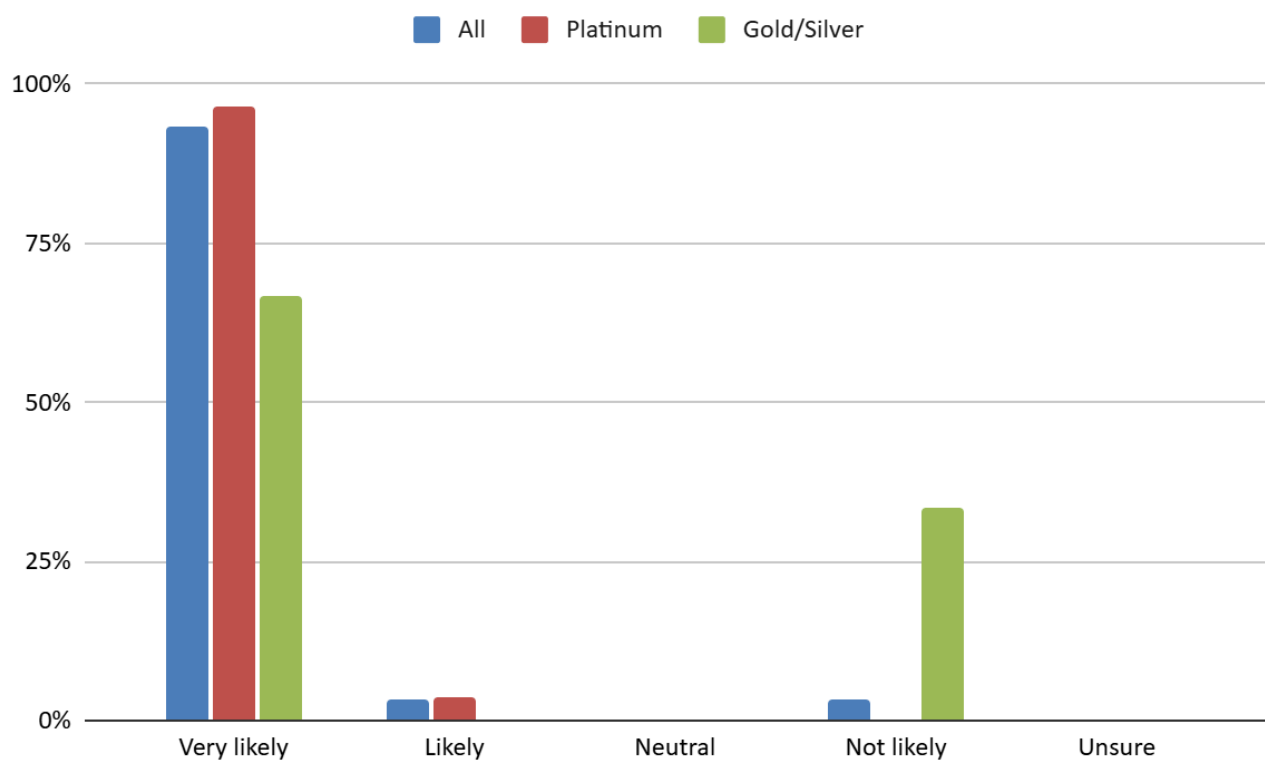
Inform USA Membership level

When asked about the main factors influencing which membership level they selected, the main themes were:

- access to training and resources
- cost-effectiveness

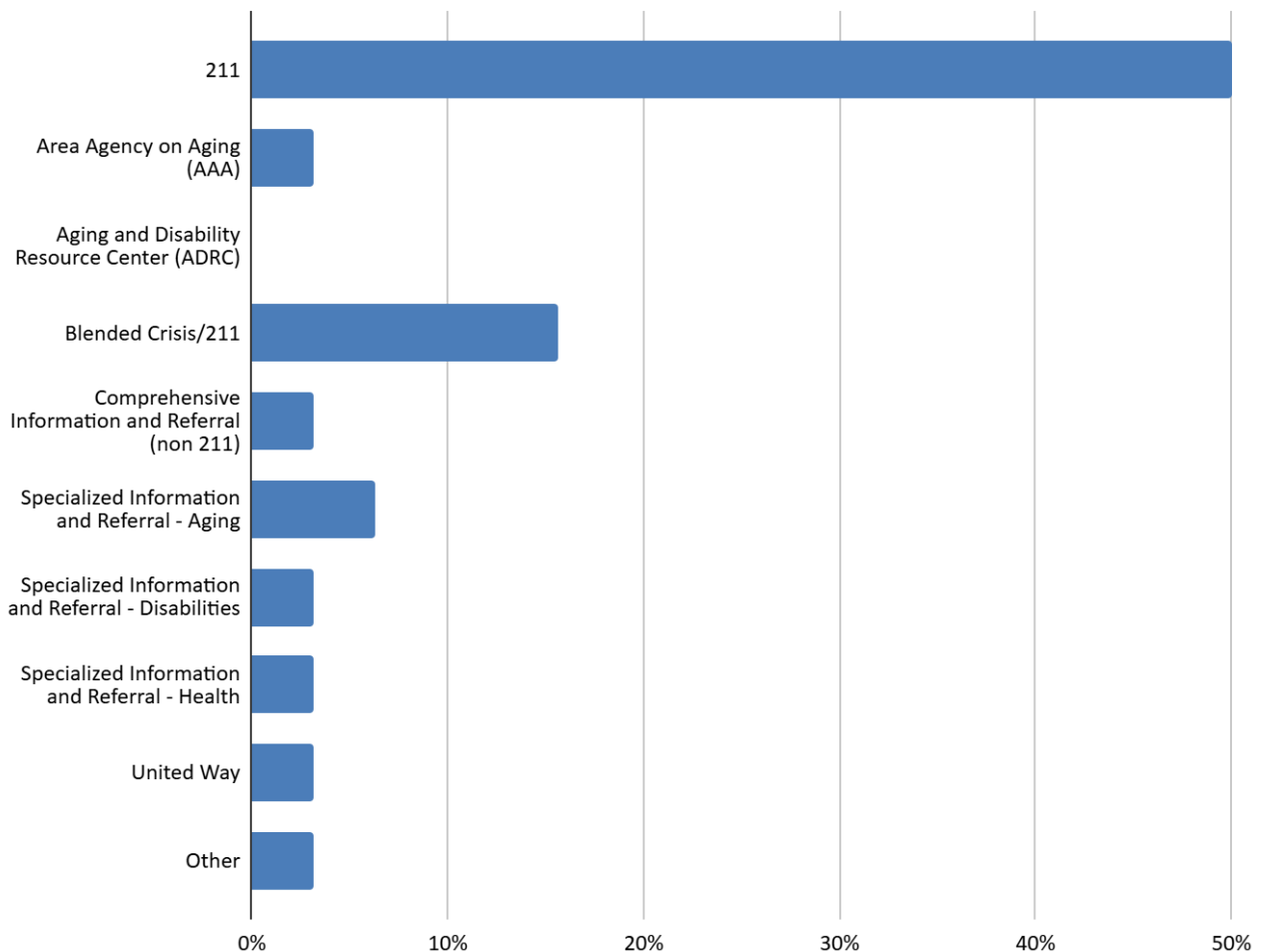
- networking opportunities
- perceived value of the membership level

When asked about renewing membership, 93% were very likely, and 3% were likely to renew, with only 3% indicating that they would likely not renew. Only one participant who indicated they were not likely to renew responded when asked what could be improved. The following is their unedited response: “Listening to member concerns WITHOUT being condescending. A change in leadership.”



Type of I&R

The design of this survey logic meant that only those who indicated they were upper-level management were asked about the type of I&R their organization provided. This was done to get the most accurate responses for use in the organizational profiles. Of those members, 50% were from a 211 and 16% from a blended crisis/211.



Sector Level Questions

AI in I&R

Executives and senior managers were asked: How has artificial intelligence (AI) impacted your work or the work of your staff? The general response was that it had not yet, but some are beginning to explore its potential uses. The following are the unedited responses.

- "So far, very little impact. The Resource Team has tried applying ChatGPT/Open AI to help simplify taxonomy entries, but so far our use has been pretty experimental.
- We have been meeting with InContact to see if their new AI ""Copilot"" or language interpretation products would help our daily operations, but so far they do not see advanced enough and are too expensive to be realistic options. We also don't have

detailed enough source documents to feed into an AI system just yet to make the copilot system work smoothly."

- Just Started Using It
- We are just beginning to discuss the potential uses and benefits of AI with interest in Vizio and NICE inContact AI solutions.
- We are considering purchasing Yanzio for 2025 to help maintain the database. We just purchased ReflexAI to help train staff in crisis text/chat.
- AI has assisted our clients in positive ways.
- none, but realize AI could replace IR
- It has not.
- Not using.
- We have not had much impact from AI to date but are aware of the potential issues it can create and are trying to plan for potential issues
- Only on the cusp- we are not engaged right now but looking into it along with our 211 CA partners, some of whom are further developed with AI.
- No impact at this time
- Not very much so far, but confident it will.
- We have trailed the Yanzio AI product. We appreciated the consistent feedback ability to review a large number of resources quickly.
- No impact
- n/a
- Very minimal
- None, our IT will not allow us to use it.
- NA
- Don't know yet. Just starting Yanzio trial
- We use it :)
- We haven't operationalized any AI at this time.
- This is a new area for our organization and it is still being explored
- It hasn't. We are starting to explore use cases.
- Working to implement for call report completion and resource searches
- Just beginning to implement
- We are using it to help with our 211 Resource Database, we are also looking at other ways for it to be useful to us to use but nothing implemented yet.

Competing Service Providers

Managers were also asked if: In the last 2 years, has a competing service provider emerged, or have your services been duplicated by another agency in your area?

- Find Help seems to be eating up some local I&Rs but I'm not sure if it has had direct impact on our national level aging/disability I&R service. We also get lots of referrals from A Place for Mom and other commercial home care/assisted living placement services who promise "free assistance". They skim off the potential client who have enough money to pay them, then provide a referral to "free services", the Eldercare Locator. We then get the contact to their local AAA for the "free assistance" they were promised.
- Yes - Find Help.org has started trying to provide services in our area.
- Unite Us remains a presence in Virginia with a far, but shallow reach. Reporting totals do not show it to be a competitor and views are mixed from what we hear from agencies.
- Aunt Bertha/Find Help was bought by our local healthcare centers and they use their database. They are in ND-SD and ND-MN so they needed a database with resources that covered both states and was accessible in Epic.
- No known organizations provide the services we offer
- no
- No
- Yes, a few other agencies in the community provide overlapping services
- The local hospital has a website database, but it requires self-certification and updates from participating organizations so the information is outdated and not reliable; clients are already figuring this out.
- Yes, Unite Us with their community resource database; we actually partnered with them to utilize their platform for certain types of referrals to partners but we didn't get to the hardcore db sharing discussion. Also Find Help is currently talking with our local hospital for their SDOH work and I'm intervening in that conversation.
- PB Connect
- No
- Private data vendors like Unite Us and FindHelp
- To some extent. Some for-profit companies have emerged that have contacts with healthcare providers.
- no
- No

- Several other "start ups" have approached us or
- Yes, there is the Epilepsy Alliance of America that duplicates work
- Always, in one way or another. Flavor of the year is asset mapping.
- Mostly just other orgs making resource lists
- Only for specific projects (like homelessness prevention). The few other referral providers we're aware of have a much more limited scope.
- no
- No
- Find Help has tried to move in on our Resource Directory leases to agencies and local governments, which are income generating for us in support of our 211 work. We do not get any UW funding.
- No
- No

Reduction in Service

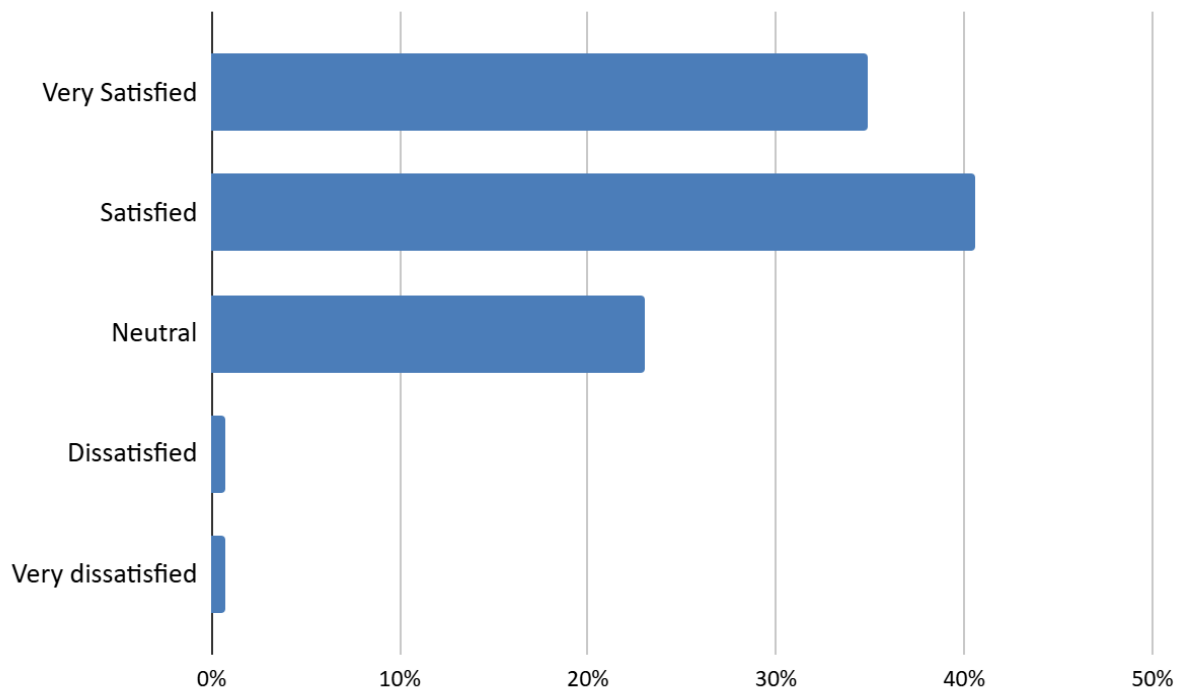
When asked if they had seen a reduction in demand for services, the overwhelming answer was no. The second most common response was that there had been some reduction, however, it appears to be a return to 'normal' levels post-COVID. The follow are the unedited responses:

- No
- No
- We have seen a reduction in contacts, however, this has been widely viewed as a "return to normal" pre-COVID volume as opposed to a reduction in demand.
- No
- No
- no
- No
- No
- No; in person contacts have decreased, but calls and online (social media, texting) has increased accordingly
- No- we spike in contacts when we have major disasters (several big fires and northern CA's Snowmageddon) in the past 6 years. Otherwise our contacts are fairly steady depending on the grants and special projects we are operating.
- No

- No, it is holding steady with a slight, statistically insignificant decrease
- No
- No. Our contact volume has increased.
- no
- No
- Yes our numbers the last couple of months have reduced, but not quite as pre-Covid numbers.
- Yes, we have seen a drop in services, and I suspect we need to begin offering chat as a means to reach the younger population
- No
- post covid dip in contacts. Back to slightly above pre-covid levels
- No. After a large spike because of COVID-19 in FY22, our numbers have returned to average.
- no
- no
- n/a
- No. We have seen an increase in the need for Care Navigation through 211.
- No
- No

Membership Satisfaction

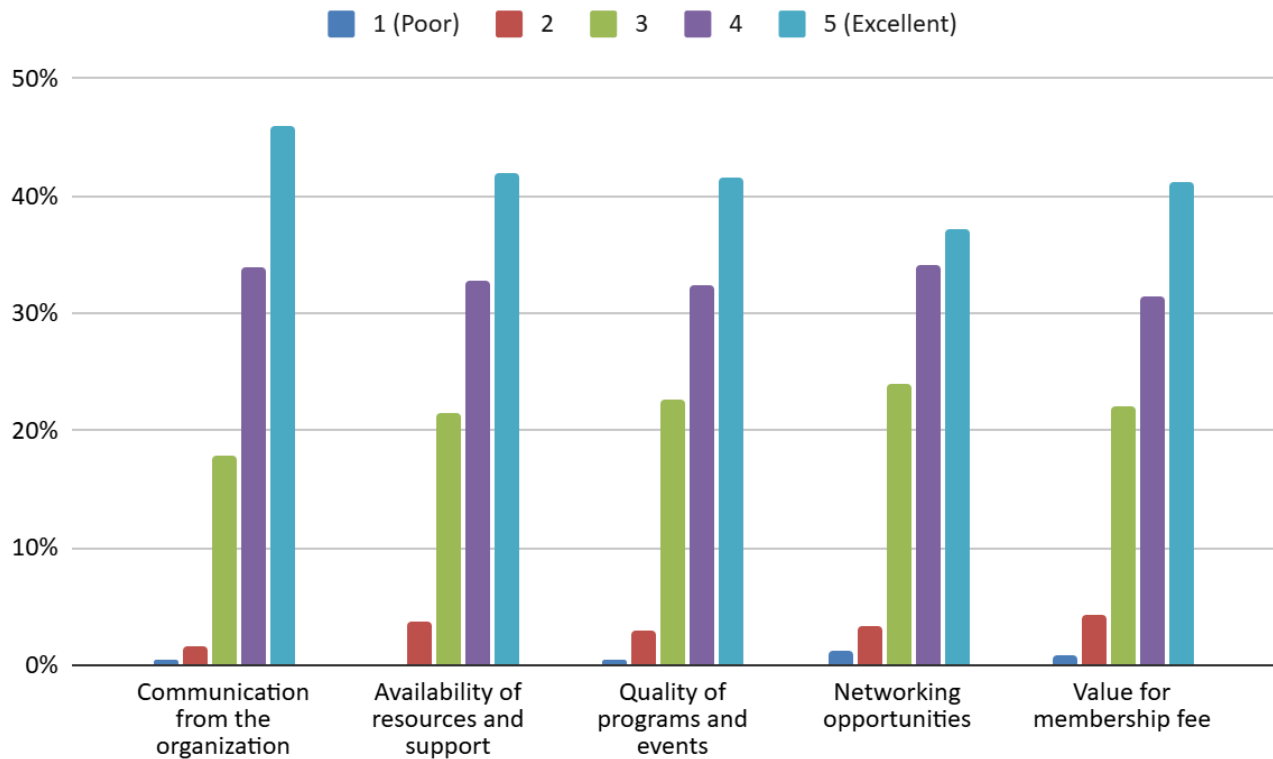
All participants of the survey were asked about their overall experience as a member of Inform USA. Of the 261 people who answered, 76% indicated that they were satisfied or very satisfied with their membership.



Those who indicated they were dissatisfied were asked what might be done to improve. The following are the unedited responses:

- I am unable to join I have to be with my employer for a year.
- Right now you're a conference that keeps getting worse and worse; I don't see any stepping up with standards to try to make our field better – isn't that why you exist?
- The classes offered at the conference were limited. I'm not as engaged as I was before the change to Inform USA.

A follow-up question asked participants to rate the following aspects of their membership.



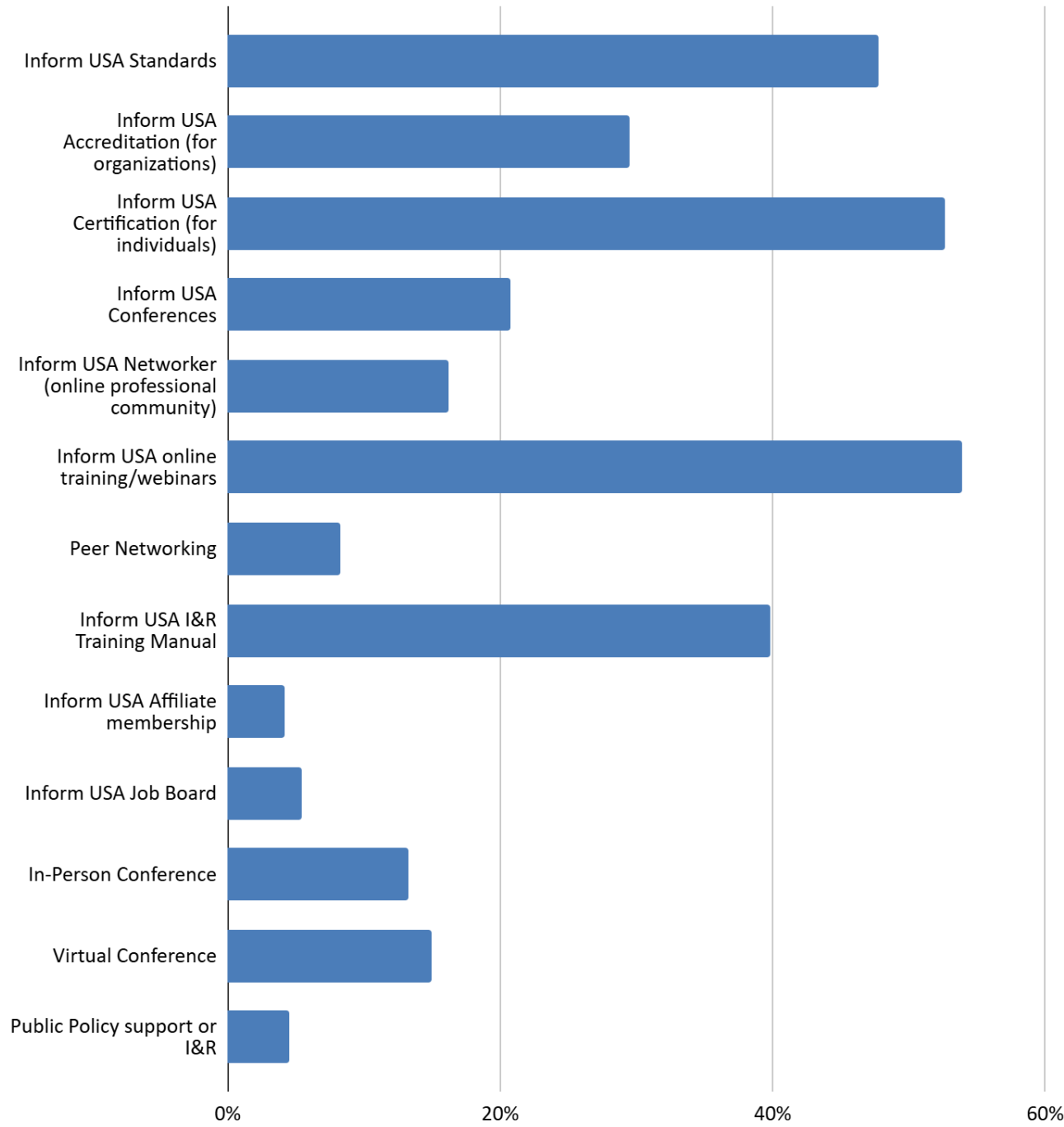
70%-80% of all participants rated all aspects of membership listed as 4 or 5 (Excellent).

Program Value

Participants were asked to choose the three services/programs that they valued most. Inform USA online training/webinars, certification, and the Inform USA Standards were the top 3 chosen by all participants. These three were the top 3 across all membership types, with the exception of Canadian Members, who valued Accreditation over online training, but only by a small margin.

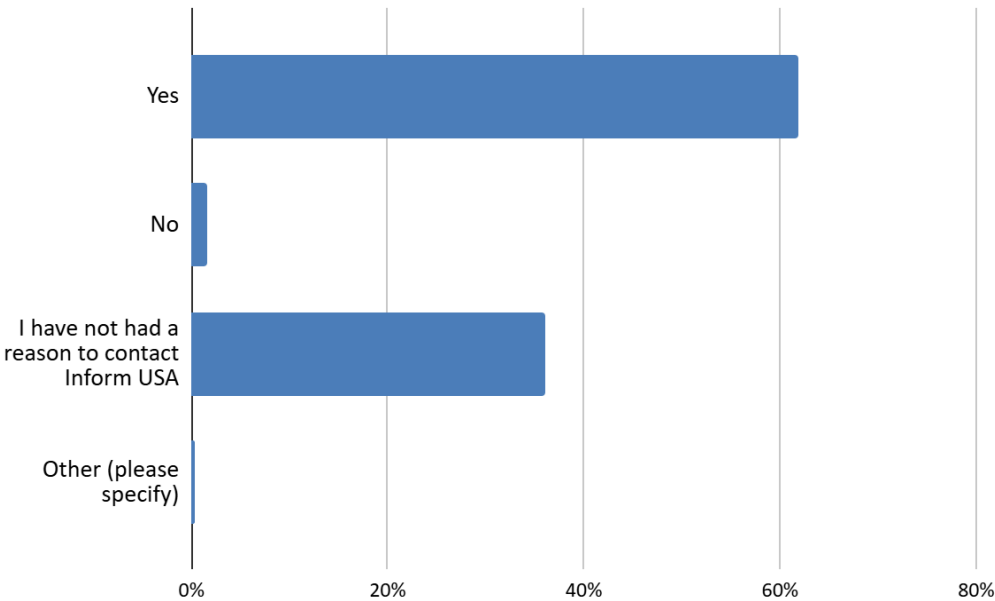
	All	Platinum	Gold/Silver	Canadian	Individual
Inform USA online training/webinars	1	1	1	4	3
Inform USA Certification	2	2	2	2	1
Inform USA Standards	3	3	3	1	2
Inform USA Accreditation				3	

The following chart represents all responses to which services/programs members value most.



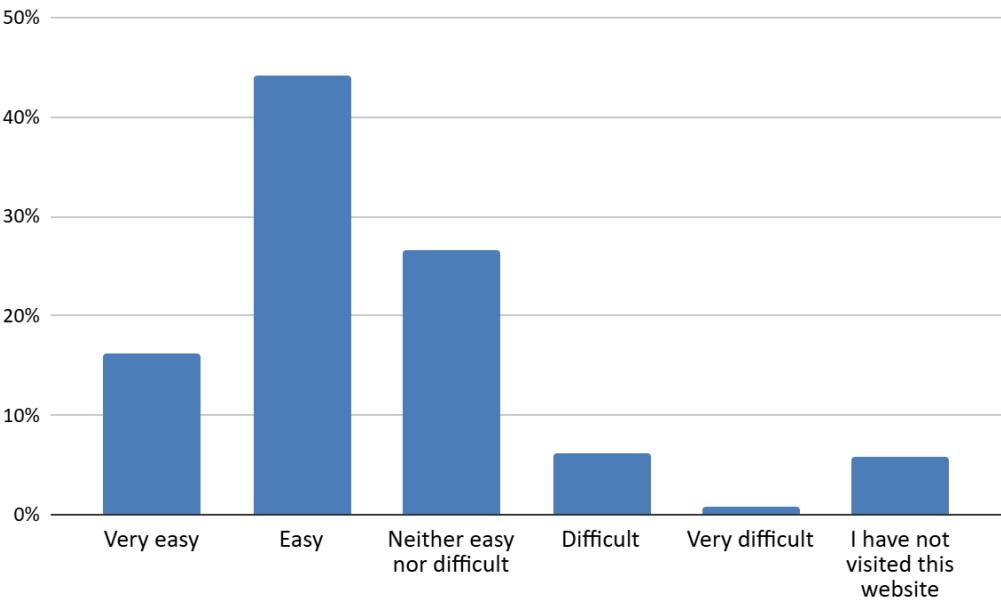
Membership Communication

Participants were asked if they received prompt, courteous, and helpful service when they contacted Inform USA.



Website Navigation

Overall, members find the Inform USA website easy to navigate and use.

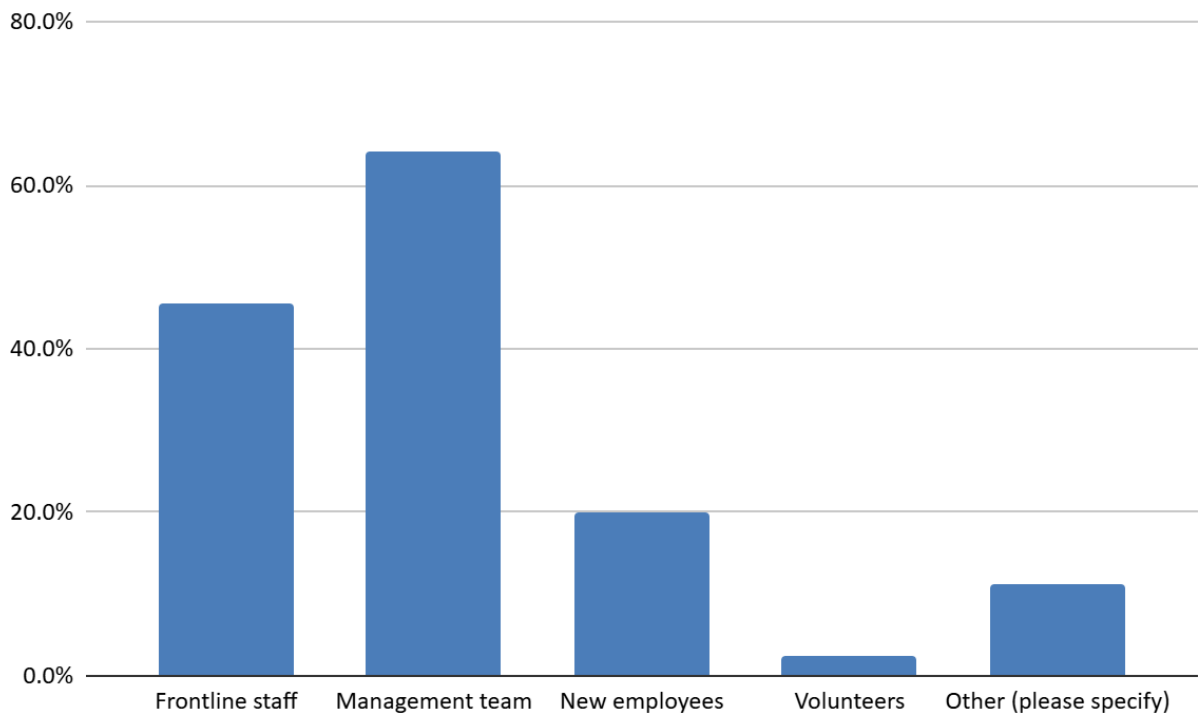


Of those who indicated that they found it difficult to use, they were asked what specific information they were looking for. The following are the unedited responses.

- What upsets me most is that Ohio AIRS had uploaded many historical files into the old AIRS website that I don't think we can access anymore. We lost a lot of stuff. We thought it was a safe place.
- How to find training materials for CRS-DC certification exam
- Certain specific webinars and information in groups
- Before the website changed, I could easily find webinars/trainings. Now, I have a difficult time finding the webinars.
- How to access webinars and classes I've registered for.
- I attended a virtual open house that advertised a walk through the website as I am unfamiliar how to navigate to all the things available on the website. I was disappointed to find there was no walk through the website.
- Member portal is especially bad. Hard to find things, search function doesn't work or doesn't exist. Just not intuitive and feels like afterthought. I feel like it contains good info, but access is terrible.
- Training information, certification information, contact information, general support
- Many of the training videos are long form and are not briefing and memory retention oriented for long term use and development by more of a generalist in my view as they could be but seem more suited to the continuous career development track perhaps. I did not expect to find anything more. I just like quicker resources.
- trying to sign into a webinar
- It was not easy finding training materials/information on how to apply for the certification test on the website.
- Can't remember
- information that was on the test for accreditation
- Preparing for the test was confusing- using more than one website, with different usernames and passwords. It felt like the process could have been more streamlined.
- Finding the cost for things is difficult, logging on is difficult at times, and getting easily to the Standards, training materials, etc. is not intuitive. Also figuring out how to register to renew your credential or take the test for certification is way too confusing.
- It doesn't seem intuitive. It took me several clicks to

Engagement

Participants were also asked who on their team regularly engaged with Inform USA. Frontline staff and management were reported to be the greatest users.



For those that selected ‘other,’ there was a wide variety of responses. Database Curators were specifically mentioned a few times; some said everyone engaged, while others said no one did.

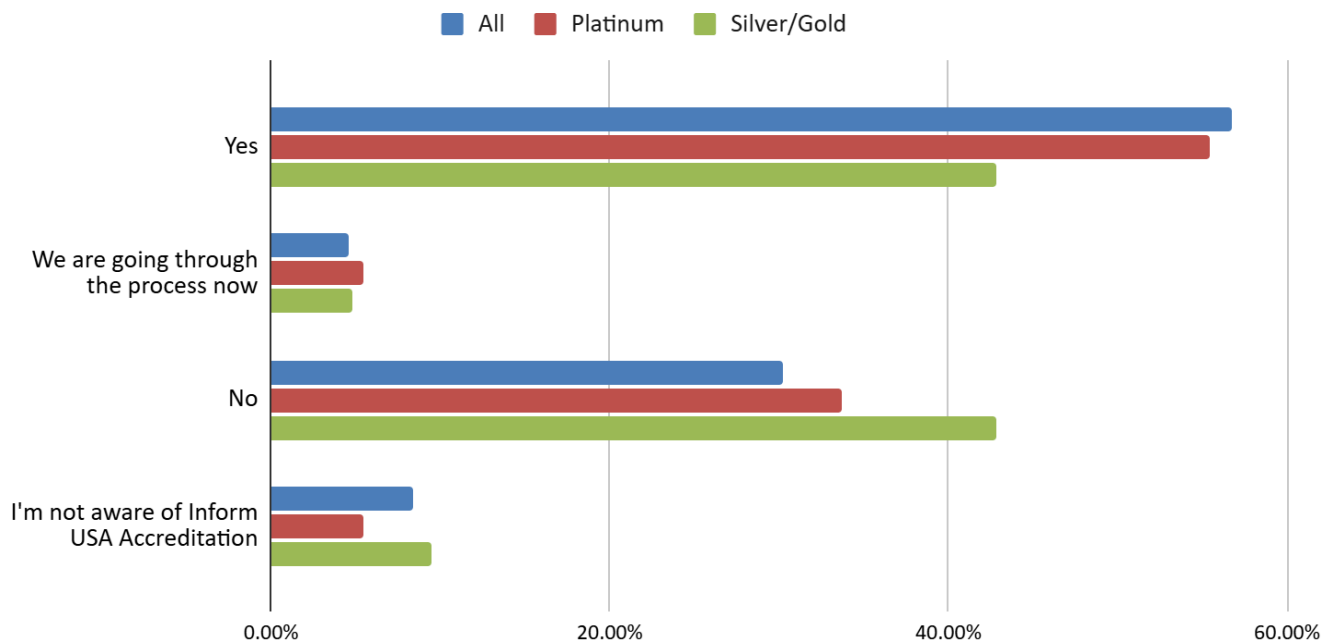
Frequency

Participants were also asked how often they engage with Inform USA programs/services. The responses were mixed but overall it appears that members access programs, services, and training on a quarterly basis. Perhaps of greatest note is the 32% of participants who indicated that they never access the Networker.

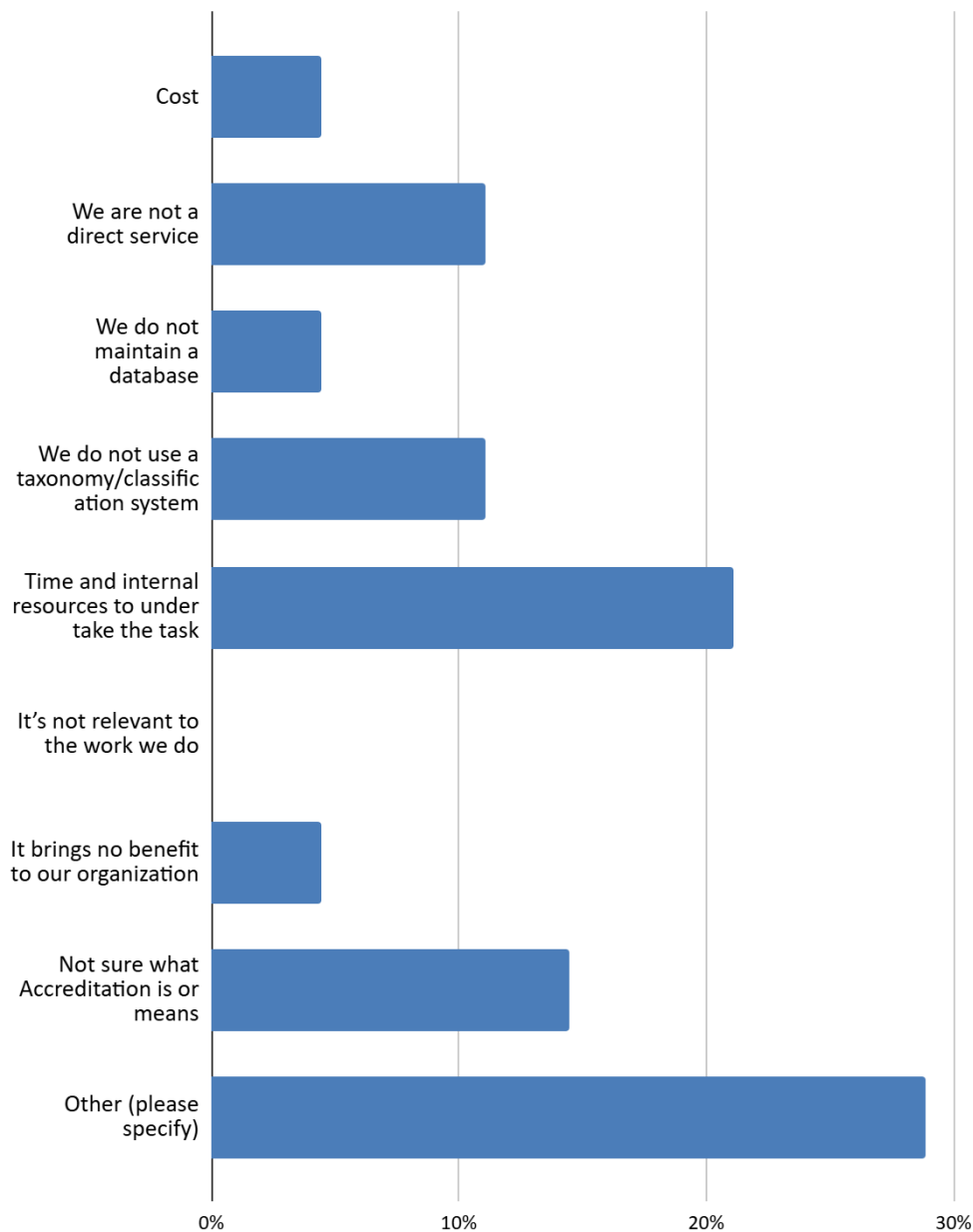


Accreditation

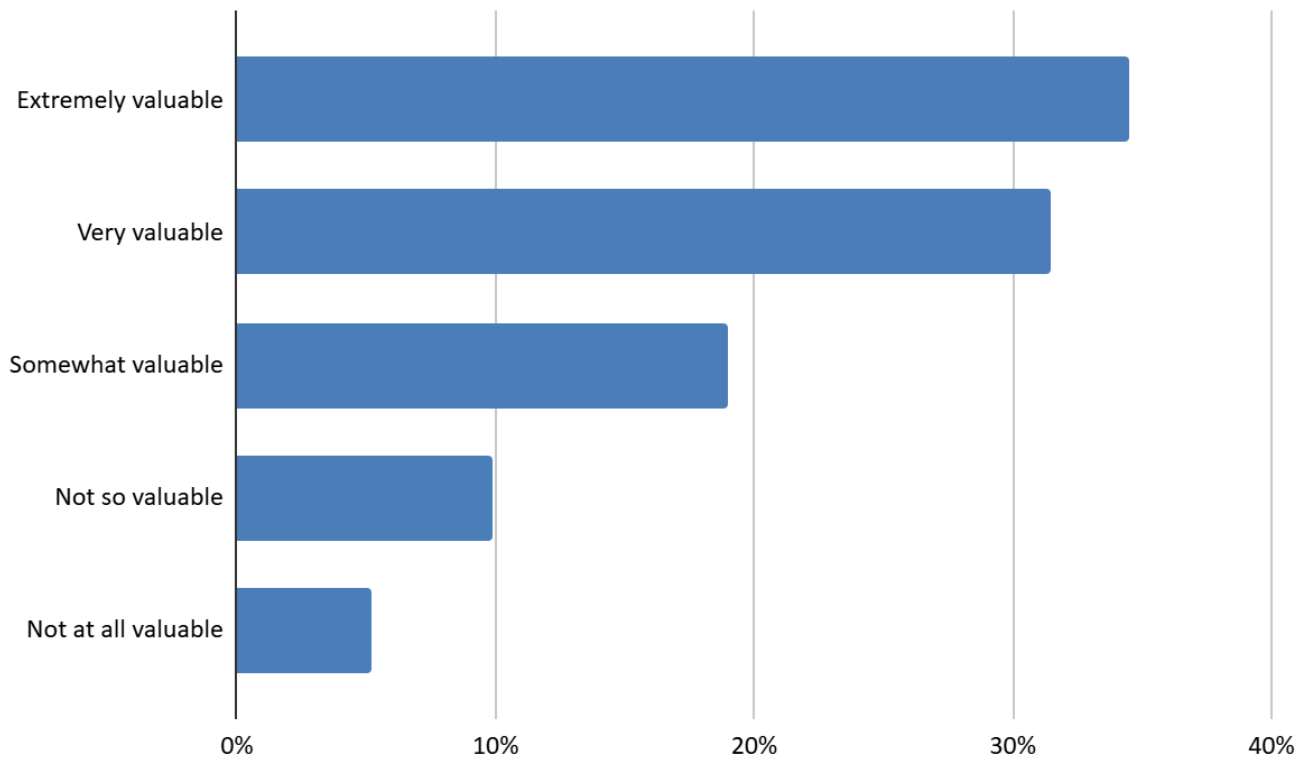
A key program of Inform USA is the Accreditation program. When asked, 57% of the participants indicated that their organizations were accredited, and 5% are going through the process. 8% were not aware of Inform USA Accreditation.



The 30% who indicated they were not Accredited were also asked what they thought the prime barrier was. The responses were varied. 21% indicated that time and internal resources was the prime barrier, followed by participants not being sure what Accreditation is. 11% weren't a direct service provider and 11% don't use a taxonomy/classification system. 29% of participants responded 'other'. The major themes of the responses include uncertainty about the need for accreditation, resource limitations (cost, time, staffing), the use of different classification systems, lack of management buy-in, and variations in the size or type of their organization.

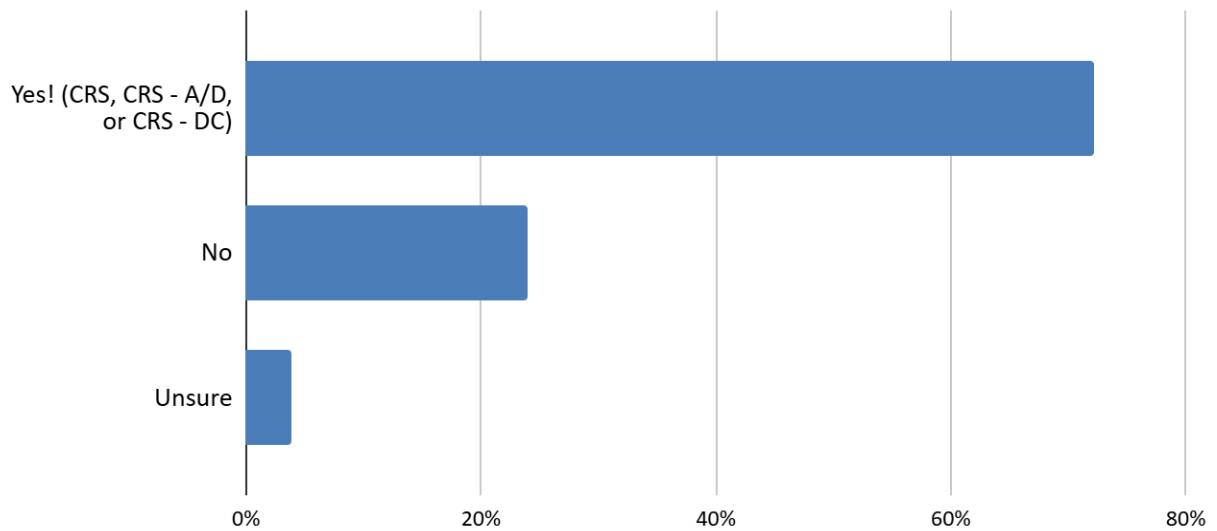


The final question about Accreditation asked participants to indicate how valuable Inform USA Accreditation is to their organization. Over 60% of participants felt that Inform USA Accreditation is very or extremely valuable.

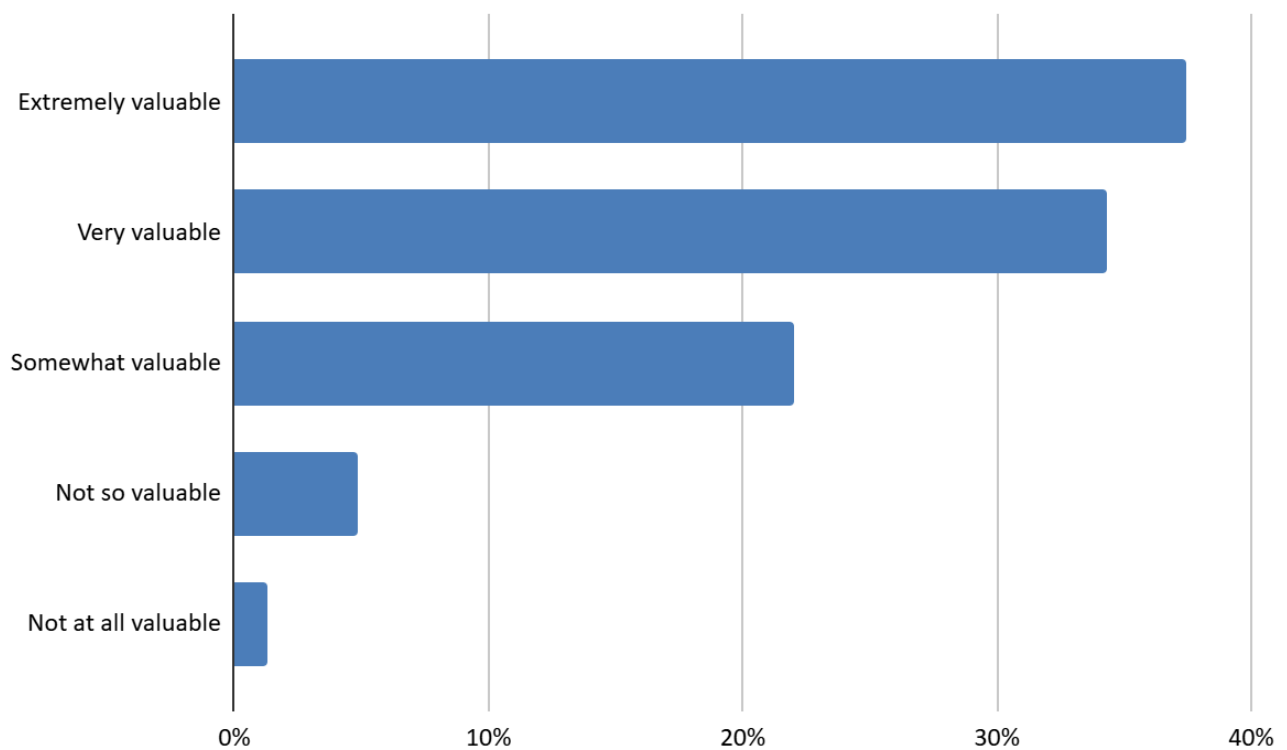


Certification

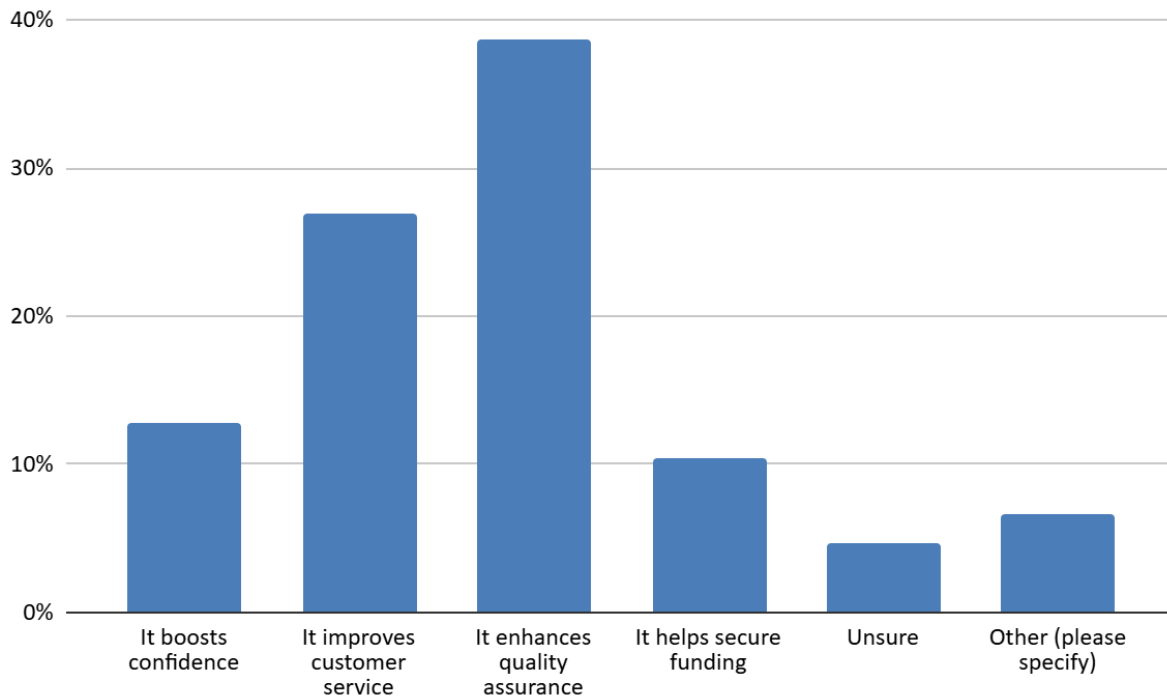
Another key offering of Inform USA is the Certification program. All participants of the survey were asked to identify if they held a core Inform USA Certification. 72% of participants held one of the core certifications (Community Resource Specialist, Community Resource Specialist – Aging/Disabilities, Community Resource Specialist – Database Curator).



Participants who indicated they were certified were also asked how valuable certification was to them. 71% of participants feel that it is valuable or extremely valuable.



Participants who hold a certification were also asked what they valued most about certification. Quality Assurance and customer service enhancement were the top two reasons.

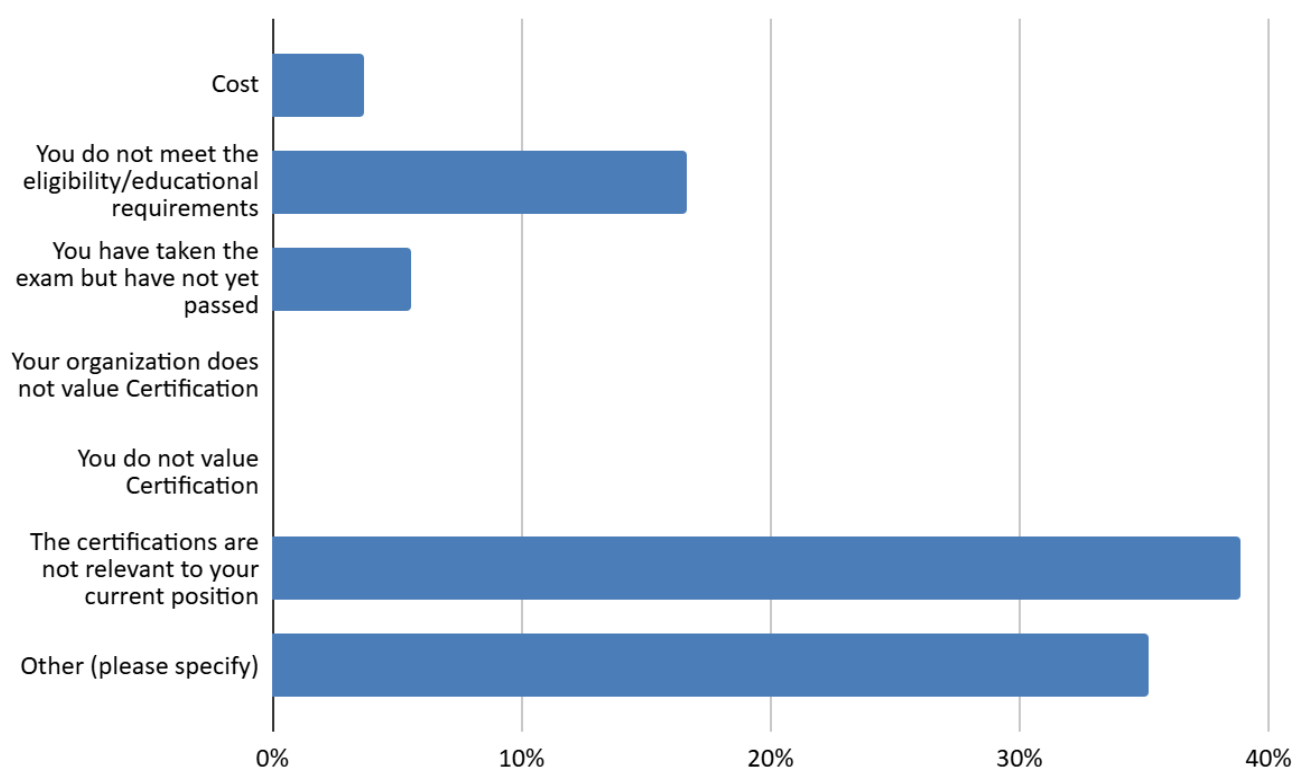


The following are the unedited responses from those who selected 'other':

- It increases our credibility & provides reassurance to those who contact us that we provide a valuable service.
- It will be an asset to both my program and organization
- helps bring consistency
- unable to answer
- It is a requirement of our entire network
- It helps ensure quality of service withing the I&R system.
- I&R skills set competency; commitment to professionalism
- It is required for our contract. Otherwise, I'm not sure.
- Required for employment
- Proof of expertise
- It offers credibility to potential funders. Provides a framework for performing in an I&R role that smaller organizations don't necessarily have on their own.
- I'll get a pay bonus

- it provides standards and rules to follow in managing our database and I and R service
- I think all the above positive answers

As a follow-up, the 24% of participants who indicated that they were *not* certified were asked what the primary reason was. 39% indicated that it was not relevant to their current position. Of that 39% who said certification wasn't relevant to them, 63% reported that they were at the executive or senior management level within their organization.

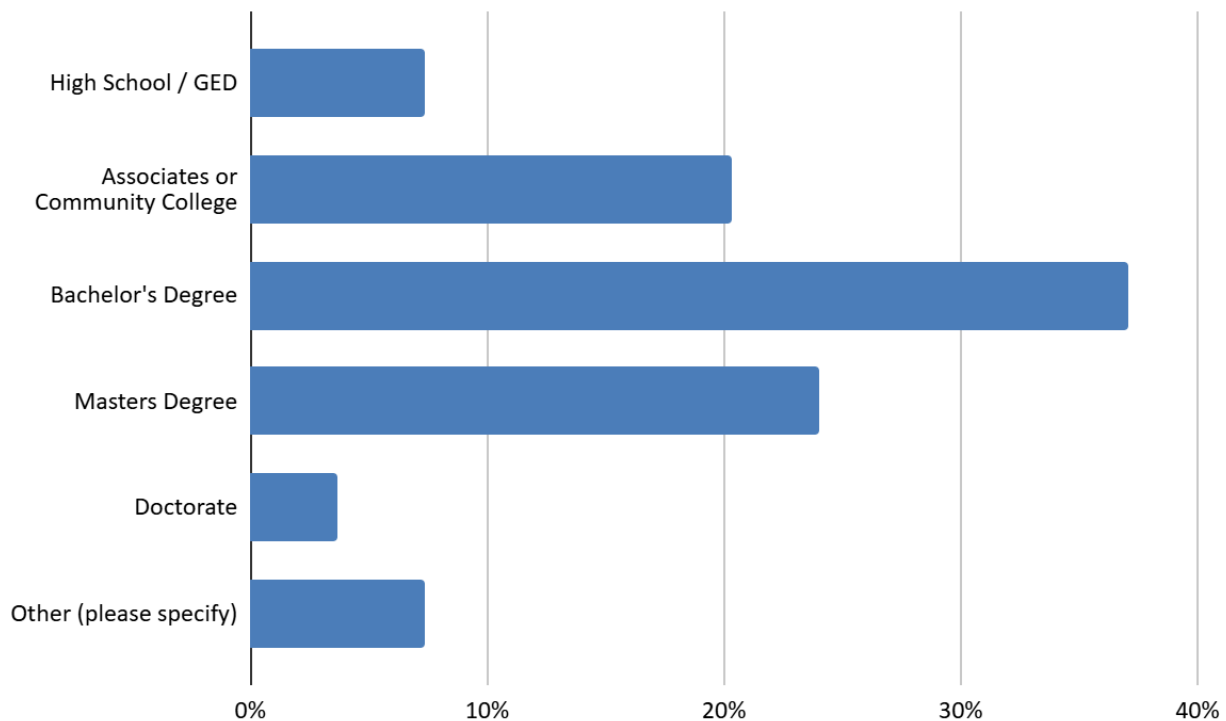


Those who selected 'other' were asked to specify the reasons. The following are the unedited comments.

- Other staff member is registered for exam
- Time - capacity for staff is zero
- Too busy right now
- Haven't taken yet
- I have not yet taken the certification exam
- Cost and time

- Test Booked
- Currently taking the Cert Prep
- Recently Joined
- preparing for exam
- Need to study for the exam
- I have one year to get certified and this years goal was CHW certification.
- I do hold a certifi
- Have not had the time to seek certification
- in working progress
- We're a nonprofit resource center
- Not sure how to get started
- lack of time/not necessary for my position
- Preparing now to take the test

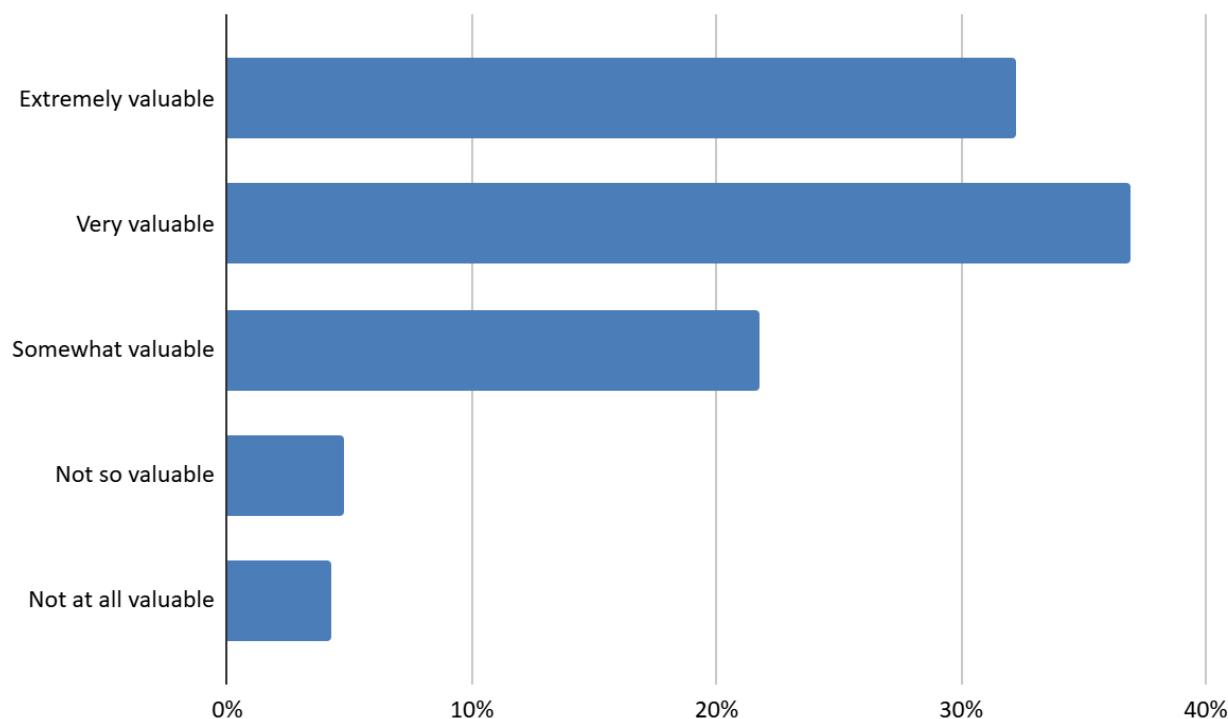
Those who were not certified were also asked about their highest level of education. The is a very high level of education present in the I&R sector with 37% having a Bachelor's Degree and 24% holding a Masters. Those that responded 'other' indicated that they had 'some college.'



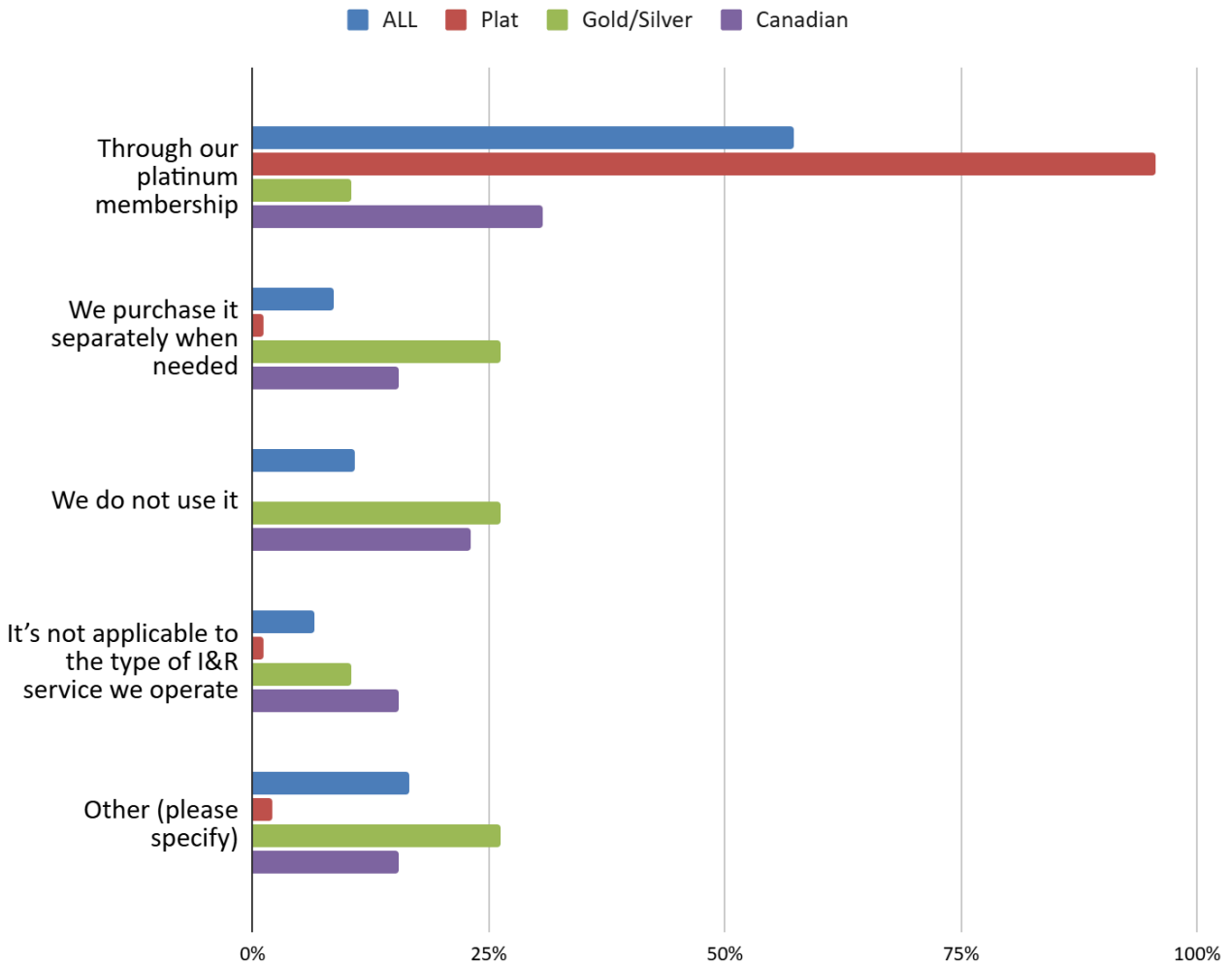
Finally, all participants were asked about their awareness of the Micro-Certifications. 49% were aware of the program.

Training and Education

As in the past, survey participants were asked to indicate how valuable the I&R Training Manual is to their organization. Results indicate that it continues to be a high value offering.



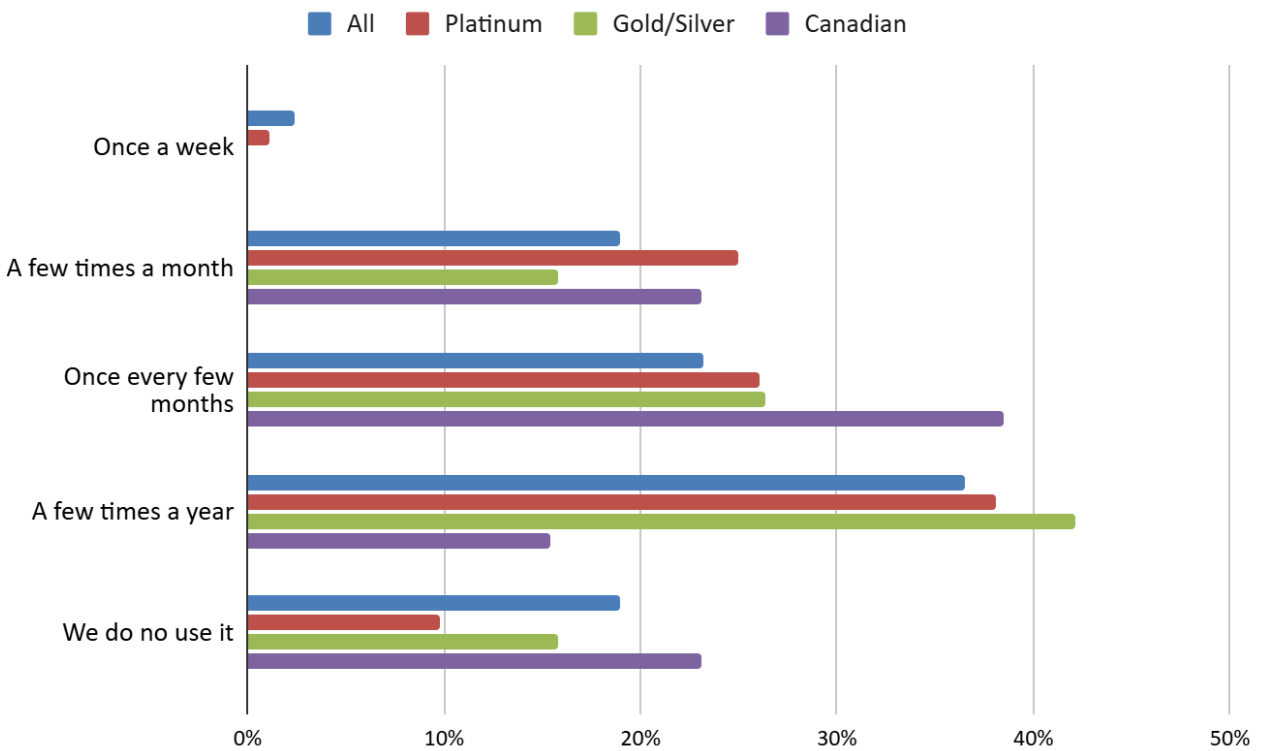
When asked how their organization accessed the I&R Training Manual, the primary method was through a Platinum membership. There were some mixed responses from Gold, Silver, and Canadian members, with some not using it and others indicating that they purchase it separately.



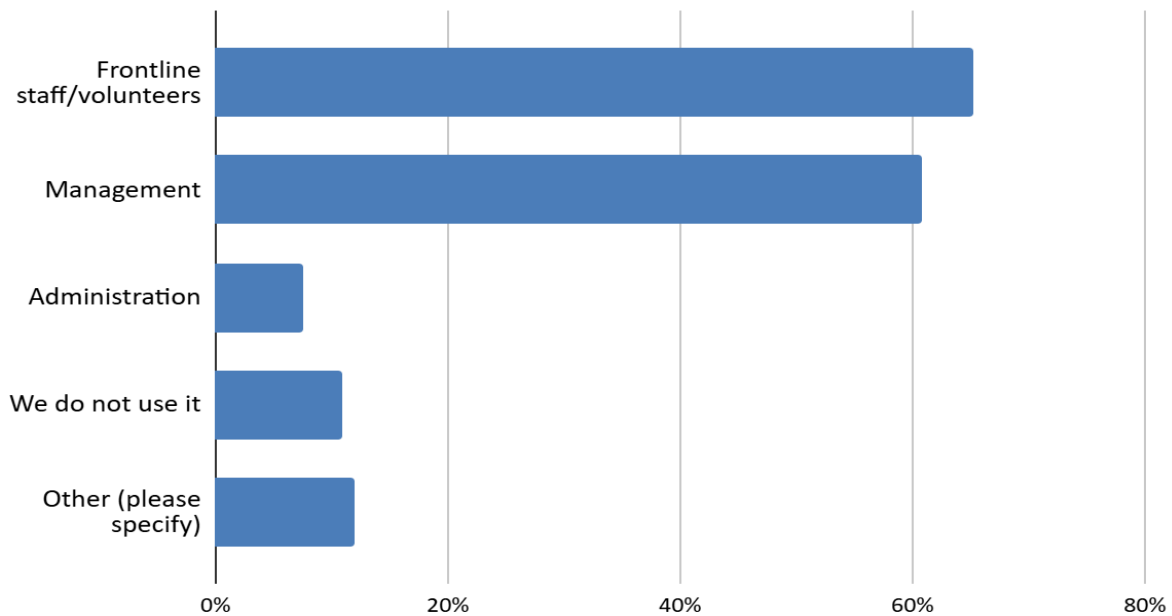
Those who selected 'other' mostly indicated that they were unsure how they accessed it or that they used an older copy.

Online Training

Another avenue of training is the Inform USA Learn Platform. Participants were asked to indicate how often they access training and information on the Learn site, excluding onboarding new staff. Every few months to a few times a year were the leading responses.

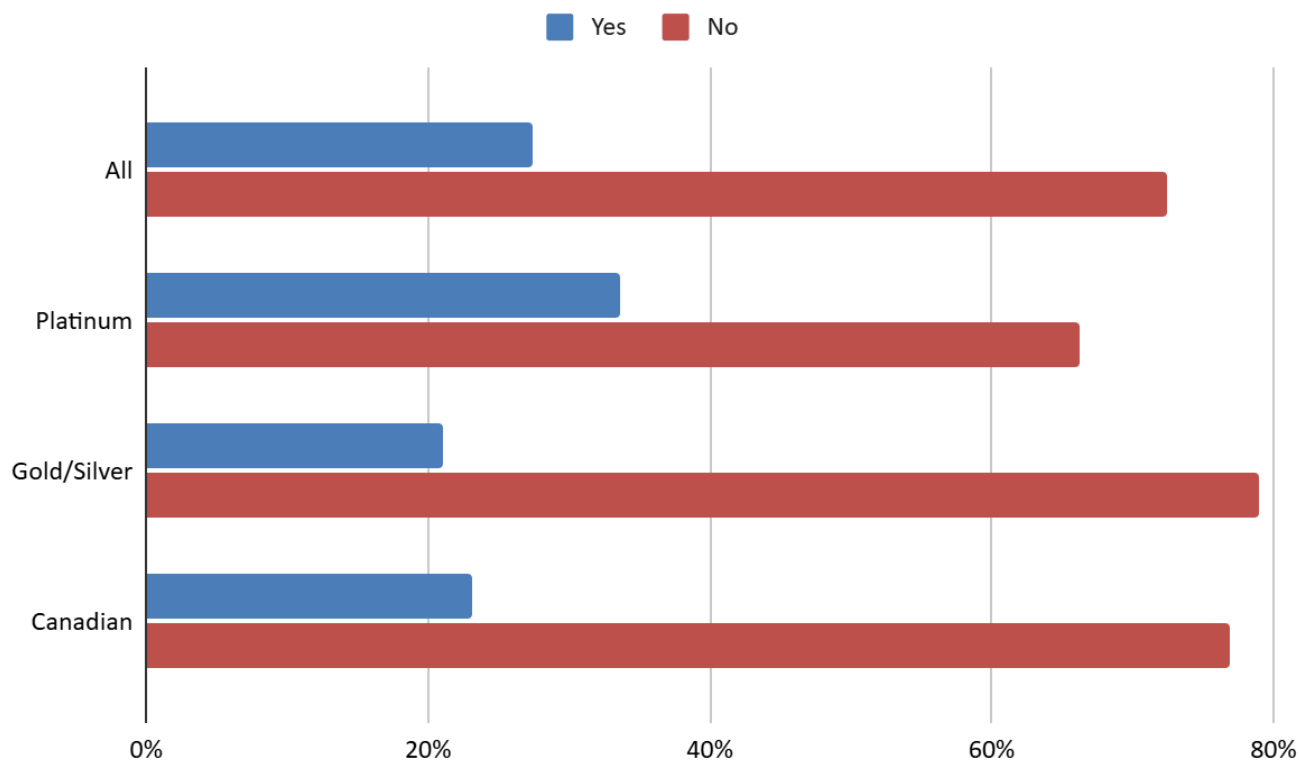


They were also asked who in their organization used the Learn platform. Frontline staff and management are the primary users and there was no real difference across member types.

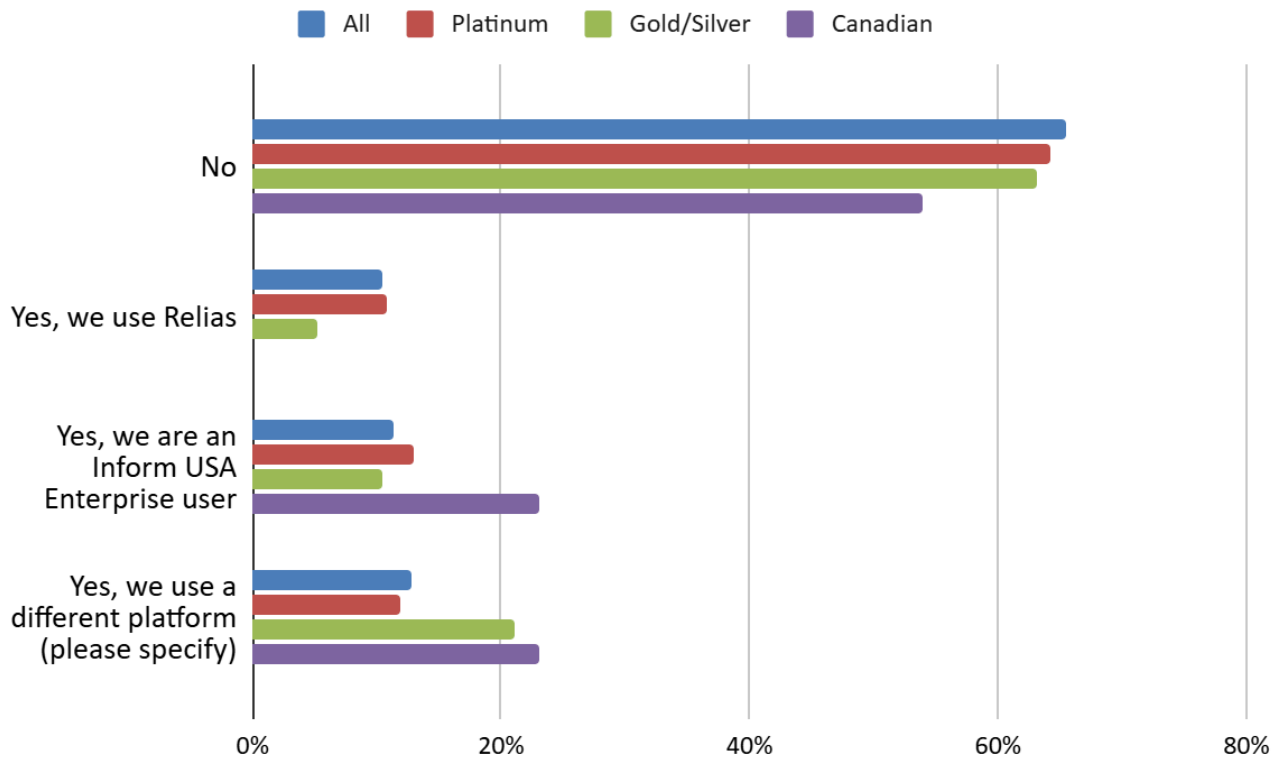


Learning Management System (LMS)

In previous years we have asked about the participants' awareness of the option to use our Learning Management System as an Enterprise User. Last year, 53% of participants were not aware of the option. This year, that has increased to 73%, however it is likely due to the expanded scope of this survey's participants. There is a slight increase in awareness of the Enterprise option with Platinum members, likely because it is a benefit of that membership level.



When asked if their organization has their own Learning Management System, 65% indicated that they did not. There was very little variance across membership types.



Finally, the participants were asked an open-ended question about what additional training, events, or resources they would like Inform USA to offer. The following are the unedited responses:

- We very much appreciate all webinars.
- There used to be more topical webinars for frontline staff offered regularly. We miss those.
- Yes, the training manual for certification ABC's (I believe it was called) prior to taking the exam.
- More Canadian content
- Can't think of any
- Best practices of communicating database changes to CRAs.
- More job connection opportunities in the I&R Field
- Unsure
- Debriefing sessions for team members handling contacts
- "Next/advanced step to new staff onboarding series for database maintenance DC
- Need to support staff towards Certification (seems daunting to some of them)"
- I would like to see a virtual walk through of the website to get familiar with it.

- Programs Seniors and the Disabled
- More reference to broader referral topics that are beyond the typical scope of a 211 worker like Legal referral, elected official constituent services, 311 . More development of the phantom referral phantom services concept especially in heavily funded service localities like here in San Francisco where referral can get very political and media driven. More resources for the referral user to be more aware of how to use the professional referral worker and understand the ethical and even political limitations that can not be easily explained but can be anticipated and prepared for in advance by the more serious user.
- I would be very open to any training and webinars your group could offer, preferable free or low cost.
- More trainings on emerging technology for Database Curators
- Legal and technical help. I keep seeing people pay millions for technology that is being created everywhere else.
- Setting boundaries, working through crisis situations.
- Micro and Macro DEI topics
- Wellness and debriefing skills.
- More free training and test for certification.
- training for non I&R staff: communications & outreach staff, finance staff, human resource staff
- Webinars/Resources: Alzheimer's/Dementia; Mental Health and Substance Use Disorders
- Not at this time, but will definitely let you know if I need additional trainings
- Training for preventative programs to help people from becoming homeless
- Emergency Management
- more about curation
- More peer training opportunities for learning among similar programs would be great to share best practices.
- Yes, I would be interested in more information on workforce management
- Not at this time.
- recently I've needed another voice describing the difference between I&R and Case Management, ie crossing the line between each.

Membership Questions

There were 6 final open ended questions that asked for membership feedback on a variety of topics.

Programming opportunities

The first asked what improvements they would like to see in our programs. The following are the unedited responses:

- I am pleased with the free webinars. As a small ADRC, we don't always have a chance to take advantage of all the opportunities available to us.
- I am sure this is a good program but due to time constraints and lack of funding, our not for profit has not used this service. We are required to be certified. We "check the box" so the box is checked, but there is NOT enough funding to cover all the bases around her.
- More Canadian content at conferences
- Its hard to locate the training.
- My apologies. Many of these questions should be answered by others of our staff who work more directly with the tools provided by Inform USA.
- I wish there were more update to the job board. It rarely has postings.
- The Job Board is very out of date and seems underutilized. I would love to see it be more active and comprehensive, perhaps include opportunities outside of just accredited member organizations.
- Easier web site to navigate when setting up staff trainings
- More trainings please and thank you. Collaborative Database curator exercises with other curators.
- "More affordable options for accreditations for smaller centers (maybe based on size?) or the ability to partner together as co-op centers - some of our smaller center partners want to become accredited but due to their limited budgets it is cost prohibitive.
- More live, interactive programs at different times - like evenings and weekends. Since we operate 24/7 we have staff working shifts that are not conducive to the regular working hours only.
- More training and engagement on best practices in using the Erlang-C and other tools for effective and efficient staff practices.

- Best practices on documentation in contact notes."
- Easier to navigate to webinars
- Reduce the amount of time for a staff member to be able to take the certification exam. One year is too long and taking it when trained would boost confidence and help retain staff.
- More space during the conference to network and less lectured learning.
- Training Manual paired with presentation sessions* with manual as companion (*you may have them like Taxonomy 101) would like to have access now (\$\$\$)
- Next/advanced step to new staff onboarding series for database maintenance DC
- Need to support staff towards Certification (seems daunting to some of them)
- Nothing at this time as I'm still learning.
- Decrease in cost
- I think everything is fine.
- n/a Each year I think you can't get any better, and then you do!
- I have witnessed the growth and positive changes from AIRS to Inform USA, thank you!
- I would like to see more best practice resources/templates made available on the website (i.e. forms, documents, etc. made and shared by other I&R orgs). It doesn't seem to have as many resources available as it did previously.
- More interaction between the Board/Staff and membership. More training that is not 211 based.
- inclusivity for all staff positions and Canadian members
- This year I took the certification exam, in Canada. But the training information was very American focused. While some things work for both countries, there were questions on the Canadian exam that were not covered in the American material. I would like to see that changed for future CSR's. Also, the name AIRS was more inclusive (Inform USA doesn't feel like Canada is included though I also get the impression that we are meant to feel included, is a little contradictory).
- When reviewing the training videos they seem to sometimes register that you have skipped something when you have just gone back over it and then don't register as a completed course for credit purposes. Possible programming issue if others see it too.
- More free online training
- Credits from attending conferences or educational seminars automatically connecting to recertification hours.

- Creating tracks and organizing the schedule for InformUSA conference based on organization type or job duties. (i.e. Don't have competing content specific to database curators, or CRS happening at the same time). Make virtual content available On-Demand whenever possible, rather than having to tune in at a specific date/time.
- Use the membership for power - why don't we have vendor groups? We just complain to each other and then buy something new - such a waste
- to add more trainings that we haven't done before
- Create a guide on how to navigate the the InformUSA website and Learning Site.
- A more streamlined approach to re-accreditation. It is very resource intense and costly.
- More free training material, practice exams.
- More free study guide and testing for certification.
- I always sign up for any trainings about working with agitated clients/high stress calls/crisis calls. Offering trainings with CEU opportunities would be appreciated as well.
- JUST KEEPING US INFORMED OF NEW CUSTOMER SERVICES
- Inform USA certification- help people see what they missed on practices tests so they can understand what the right answers are & why
- We do not use inform USA except to get accreditation
- more database curator training and disaster training resources
- Emergency Management
- As mentioned above, information on workforce management. How other agency manage real-time q-mgmt and scheduling. What reports do other Agencies share with their Agents
- More timely training events for current challenges
- can the roundtables count as a half credit? may encourage attendance
- A better Networker
- More free training foundational videos
- Continued availability of updated and new training courses on Relias.
- more relevance to Canadians
- I'll be looking into micro-credentials as I hadn't heard of that before
- Provide the certification test in languages other than English
- The website needs help, you need to make it easier and more intuitive for people to find things they are looking for and easier to understand what to choose, etc.
- More information about inclusion / exclusion for for-profit entities.

Partnership Opportunities

The second question asked what vendors or products the membership would be interested in Inform USA pursuing discounts or special offers. The following are the unedited responses:

- LanguageLine, iCarol; as an affiliate – a package deal for website, e-mail address, social media, newsletter, shared drop box (like Google non-profit
- Shared Data Management Systems, HMIS
- Training material for certification, an electronic copy to print out, I don't think we should pay a fee. The ABC's I believe it was called.
- Yanzio, iCarol scheduling improvements, ReflexAI,
- On behalf of contracted agencies: Sales Force, Azure – client database systems relevant to I/A&R services and Case Management
- Nice In Contact
- Navigate
- Wellsky
- Telephony, I&R Vendors, Learn, but also areas of innovation & industry leaders as CIE/SDOH is becoming more of a thing (ex: university research,
- customized staff swag discounts
- Trainings
- Travel, IT security, other certifications in mental health, peer support, etc.
- iCarol
- Artificial Intelligence
- More discounts in the areas where there are conferences. Discount tickets for theme parks.
- Nothing at this time as I'm still learning.
- Phone systems (desktop & computer-based)
- 1) I understand there is a police directory database through the national emergency number association – perhaps a member discount to access this for interventions?
- 2) I also think the 211 database that we had in iCarol was very helpful and anything we can do to repair that relationship could benefit all software vendors and I&R programs."
- Entities that can help centralize online referral portals for multiple programs offered by an Aging Service Access Point
- Client database software/resource database software. We currently use iCarol and are subscribed to the Automatic Verification feature which is extra. It might also be

helpful to explore survey software -- to help orgs better conduct follow up surveys with clients and track/report outcomes data.

- Call Center system
- marketing materials
- LA211 HSIS taxonomy, Connect 2-1-1, Salesforce, and any phone system (other than MS Teams) designed for call centers.
- CMS and telephony
- Phone systems, iCarol or other CRM alternatives
- Electric discounts, mental health, massage therapy
- NiceIncontact
- Hubspot
- RTMDesigns
- wellness, counselling, promotional products/marketing etc.
- Sophia, and Amazon Connect
- phone and client database technology vendors
- national newspapers- NYT
- can't think of anything right now
- Difficult as we are located in Canada.
- I am open to all possibilities and suggestions.
- Visionlink, InContact, Relias
- texting services. Prevention Pays has been a let down and I'd love to find an alternative.
- Something available in Canada
- I'm a member of NCFR and certified as a CFLE through them. Collaboration and CEU recognition between the two would be very helpful.
- InContact, Salesforce

Data and Reporting

The third question asked what data they would like Inform USA to track and report on:

- I am going to be honest and advise I have not had time to look at what is already available. :(
- Demographics
- Call volume, staff size, and funding budget. Also, how many 211s are true statewide agencies with a singular entity conducting 100% of the service.

- Nothing at this time.
- What call monitoring programs do centers use/recommend? What ACD program do call centers use?
- Commission industry research (see above); like to like I&R programs (size/geography/shared characteristics, etc)
- How many utilize your services?
- Effective staffing ratios; KPIs and benchmarks for contact measures like call duration, unavailable time, working time, etc.
- It would be helpful to have a list of items of what data Inform USA could provide to help generate ideas for this question.
- I don't know if this is at all possible. It can be challenging to set a call volume goal and compare to other agencies when we don't know what the I&A folks are actually doing at other agencies. One may have a wider array of duties than another, so hitting a target for volume is challenging. Is there any way to quantify job duties vs call volume? A data challenge!
- Contact center service metrics.
- Homelessness in seniors, affordable housing,
- National data on: Type of service requested (by HSIS taxonomy code), and the type of resource center handling the case (AAA, ADRC, CIL, 211, other), and the ratio of a referral made to a direct service provider within their database vs. a referral made to another resource center.
- If there is any value to membership or accreditation? Most AAAs aren't members - why?
- Disasters that impact our community locally
- industry benchmark metrics
- Unmet Needs
- Would like to hear about growth of membership/certification, even broken down by categories (211s, AAA's, nonprofits; geographic region; urban vs rural)
- I Carol
- Disaster Mitigation and Response Policies and Procedures, Funding Sources
- call metrics for ADRC's like average call length, average wait time, etc.
- Disaster related
- As a workforce supervisor I am interested in statistics on how other centers perform with kpi's -
- Canadian memberships, Canadian information.
- Crisis Diversion's effect on 911 calls

- Let us know the break-out of members by state (categories).

Testimonials

This year, the survey asked participants to share a testimonial about their membership experience. The following are the unedited responses:

- As a small ADRC, the value of membership cannot be overestimated. Inform USA provides the support we could not possibly create or execute on our own, such as national IRA standards, accessible and on-point training, support for our state affiliate to offer local conferences, and especially, professional training and certification for our team members.
- Our organization is unique in that we provide database maintenance services to the member organizations of Inform USA. We work with those organizations to apply the standards that Inform USA has developed to ensure the I&R industry is providing the best possible services for its clients. Therefore, we greatly appreciate all aspects of Inform USA's efforts to build a strong and consistent infrastructure for I&R organizations.
- I appreciate InformUSA being a solid anchor for our 211 organization and our 211 colleagues. There is both innovation and continuity of services provided that is both inspiring and comforting!
- Our 211 Database curator have greatly appreciated peer to peer support and those with the expertise of curating a unique database that meetings the communities local needs.
- I don't have one that would be at all compelling.
- The Inform USA Accreditation program helps organizations see the big picture on agency responsibility and organizational effectiveness.
- Inform USA/Inform Canada allows its members opportunity to learn and share in a very safe, supportive, equitable, professional learning/sharing environment (example: asking questions in sessions, presenting , and sitting on working committees)
- I have really enjoyed the Database Curator discussions and training I've taken thus far and would like to see more of this.
- I appreciate the networking opportunities Inform USA offers through conferences. I learn so much not only from the sessions but from the people I meet, I always find something valuable to take back to my management team around how we can

sharpen or change our practices to better support our team and serve our community.

- You're doing a swell job.
- Inform USA free video training resources alone were worth the price of a basic membership if you are a referral enthusiast like me.
- My membership was only used to take the CRS Certification exam.
- As a newcomer to the I&R space I felt overwhelmed. It seemed like much of this profession was applicable to local and/or comprehensive resource centers (like 211s). I didn't know how I was supposed to lead a nationwide specialized resource center (or even what the difference was). Until I had the opportunity to attend my first InformUSA conference and through the networking opportunities it provided, I connected with someone who spent their whole career in I&R and operates a very successful specialized I&R resource center. Gaining a mentor was a crucial step to building out a program that is realistic to my workforce capacity and integrated into the I&R network.
- I doubt I will be a member in the future, I've seen you look a lot better but haven't seen quality follow the surface
- Having a membership is great. I use mine for learning opportunities and skill building.
- Accreditation adds a tremendous amount of value to our service. Clients can rely on us as trained professionals, to provide them with information and referral services in a consistent and effective way. Thus empowering them, by connecting them with needed resources.
- I became AIRS A/D certified in 2018 at a job in an area agency on aging. Since then I have worked with 2 other agencies as an I&R Specialist. Although my subsequent employers were not Inform USA certified, I have maintained my certification and used it as leverage for higher pay. I have referred back to the standards when asked to write policies and manuals for I&R programs, even training other staff. I find the certification and membership to be incredibly valuable.
- I REMEMBER WHEN WE KNEW OTHER STATE I&R PROGRAM DIRECTORS OR STAFF
- I like the training I went to for Inform USA. It received very valuable information from each speaker.
- Matthew Hundley is always extremely responsive any time we reach out to him.
- Inform USA membership provides security and motivation to keep abreast within the 211 field.

- My Inform USA membership has allowed me to access helpful training materials for new staff.
- Inform USA is responsive and collaborative. They assist with challenges experienced on individual organization level as well as larger I&R systemwide.
- Whether the organization you belong to is accredited or not, everyone who is interested in learning about I&R and who believe in ensuring that all of our communities are given correct and appropriate information on how to improve their situation can rely on Inform USA to provide a place where like-minded individuals can come together, share successes, and learn from one another.
- Inform USA offers the best tools and trainings for frontline staff in the not for profit industry. No matter what services you provide you have staff that answer the phone and talk to consumers. Inform USA can help you help your staff provide excellent customer service and give them tools to advance their careers.

Final Comments

The final question on the survey asked if there were any final thoughts or comments they would like to share with the Inform USA Board and staff. The following are the unedited responses:

- THANKS - great survey!
- Within iCarol system it would be useful to include an up-to-date template within each record(s) that it applies too. Currently we must obtain at an alternate website and/or rely on personal that update it to send modified template. Generally database partners where many hats and you get busy.
- Thanks for all that you do and for all the support you give us.
- thank you!
- I have sat on this concern for a year and I should have brought it forward sooner. When Katie spoke to the Ohio AIRS meeting in October 2023, she spoke about other state affiliates and said nothing specific about Ohio. That was so disappointing considering we are a fairly high performing affiliate. I now understand that Inform USA is thinking of doing away with affiliates which I get. Most states are not like Ohio with fourteen 211 centers. Ohio will be fine. We are a fairly solid board and work well together.
- I love the goodies when we attend conferences! It helps promote the good work we do. Thank you

- Enjoy working with Inform USA and especially Jennifer Abels.
- You are over-communicating with the membership.
- Thank you to the present and former Inform USA and Inform Canada board, staff, other volunteers, and presenters for your hard work and commitment.
- Staff are amazing!
- I look forward to learning more about Inform USA and further our partnership to better support our community!
- I'm not very familiar with the website or what the certification is about. I have to get certified this year. I attended the virtual seminar this August but that's about all I know.
- This year, I've appreciated Inform USA's willingness to allow some controversial viewpoints and information. I agree with what the director said about it being necessary to look at all legitimate viewpoints, whether we agree with them or not, and see if we have something to gain. Especially in the discussions around AI, even if I didn't agree that all of the supporting evidence given was logically relevant to our particular uses of AI, I did appreciate the overarching message of the presenter that we must maintain a high level of human interaction in the development and ongoing fine tuning of AI tools so we don't inadvertently increase marginalization.
- I have witnessed the growth and positive changes from AIRS to Inform USA, thank you!
- I was only here to get my certification. I took the exam and achieved certification solely because my agency requires it.
- I really appreciate all your hard work and dedication to the information and referral forum.
- JUST KEEP-UP THE GOOD WORK THAT THE TEAM DOES
- Thank you for the work you do.
- we are short staffed –i for one do not use the program at all at this time.
- Inform USA is very valuable to our communities, and it helps us when servicing our callers and clients.
- Great agency!
- More resource support for natural disaster management
- It is an honour and – perhaps – a goal to be a member of informUSA- Canada. Being in I&R since 2001, knew that what my work then, and now is relevant and important for the community, city and province I work in. Thank you.
- I'm curious about how I can maintain my certification if I ever leave my current place of employment.

- Like the new branding and appreciate the communication from staff via the Networker, love the engagement.