From the 211 Virginia Emergency Operations and Business Continuity Plan

Roles of Staff During Practice Drills & Exercises

211 Virginia makes every effort to train and prepare staff for emergencies, whether at one of the two Dominion Virginia nuclear power stations, a severe weather event, an epidemic, or a mass casualty event. Drills tend to last for a few hours and are very fast paced in comparison to the generally slow nature of an actual disaster scenario. During exercises, 211 Virginia continues to handle routine inquiries.

During practice drills, all three areas of 211 Virginia—database team, community engagement, and contact center—participate in the roles they would hold if the exercise were an actual disaster.

Community Engagement

> Practice drills allow Community Engagement team members to simulate steady information flow with emergency management. When possible, community engagement team members attend drills in person either on location whether at a tabletop exercise or inside the SIM cell at VDEM.

Database Team

> The role of the database team during practice drills mirrors genuine emergency response by standing up listings specific to the drill, identifying appropriate taxonomy, and updating listings when new talking points are released.

Contact Center

> During a practice drill, the emphasis of the contact center is on answering the question(s) posed by the actors, identifying and reporting trend inquiries and rumors, or providing patient locator services. Frequently, community resource specialists are selected and prepared in advance, and those agents only handled drill related calls during the drill, allowing for standard 211 Virginia calls to be routed to those not participating.

Roles of Staff During a Disaster

When disaster services are needed during an emergency, 211 Virginia staff have designated roles to play to ensure accurate information is provided quickly and smoothly.

Community Engagement

The role of the Community Engagement Team shifts during a disaster to that of information exchange at the local level. The regional specialist for the affected area will keep in close contact with emergency managers to ensure an understanding of the area's needs. Information is conveyed to the Director of Community Engagement who maintains communication with the Director of Data Analytics and Director of Information and Referral. If needed, community engagement team members will be trained in call handling related to the event.

For more specific information regarding Community Engagement Emergency Operations, see Section Two.

Database Team

During an emergency, the Database Team transitions to ensure all disaster listings in the database are updated as quickly as possible with official public information. New listings are also created for event specific information and accuracy is placed on using the appropriate taxonomy terms. The Director of Data Analytics ensures timely updates of the database listings and data analytics are also pulled to provide accurate reports, sometimes hourly, to necessary governing bodies. If needed, database team members will be trained in call handling related to the event.

For more specific information regarding Database Team Emergency Operations, see Section Three.

Contact Center

In an emergency, the Contact Center ensures public information is provided to inquirers as swiftly as possible. Community Resource Specialists are briefed on the event, appropriate taxonomy, and reminded of the location of crucial forms. In addition, and when necessary, the center itself may staff up or provide "Just in Time" training to pre-selected volunteers to handle surges in call volume as well as increase the number of contacts which can be handled in the ACD system. Community Resource Specialists are also trained to flag and report on rumors and request information when new questions from the public arise.

The Contact Center may also stand up a Disaster Queue in the contact distribution system to handle requests for specific information on the event. The fast lane allows 211 Virginia to utilize non-contact center staff and volunteers for basic talking points, shelter information, etc., to free up contact center staff to assist inquirers with more complex issues. In addition, during an emergency,

Agentless Assist may be activated to provide some self-service assistance to inquirers to augment live voice interactions via automated messaging and/or texted keyword responders. Inquirers will always be offered the opportunity to connect with a live Community Resource Specialist.

For more specific information regarding Contact Center Team Emergency Operations, see Section Four.

Roles of Staff After a Disaster

While all departments within 211 Virginia will have discussed processes and performed a hot wash, there are still individual roles to be fulfilled following a disaster.

Community Engagement

Post-disaster, the Community Engagement Specialist(s) whose region was affected will review processes and procedures with the Director of Community Engagement and other Specialists to determine areas for improvement and what went well. If needed, modifications are made to the Community Engagement Emergency Response protocols.

Database Team

Following an event, once 211 Virginia is no longer activated, Database Curators will work to reset the database and withdraw disaster listings while the Director of Data Analytics compiles final reports. All Database Team staff will meet with the Director to determine areas for improvement and what went well. If needed, modifications are made to the Database Team Emergency Response protocols.

Contact Center

Depending on the circumstances, stories of disaster and family difficulties can take a toll and create secondary trauma in Community Resource Specialists. During and after a disaster event, Contact Center Supervisors will meet with each Community Resource Specialist involved individually to provide time for emotional debriefing and offer support and resources. Following the event, Contact Center Supervisors will meet with the Director of Information and Referral to determine areas for improvement and what went well. If needed, modifications are made to the Contact Center Emergency Response protocols.