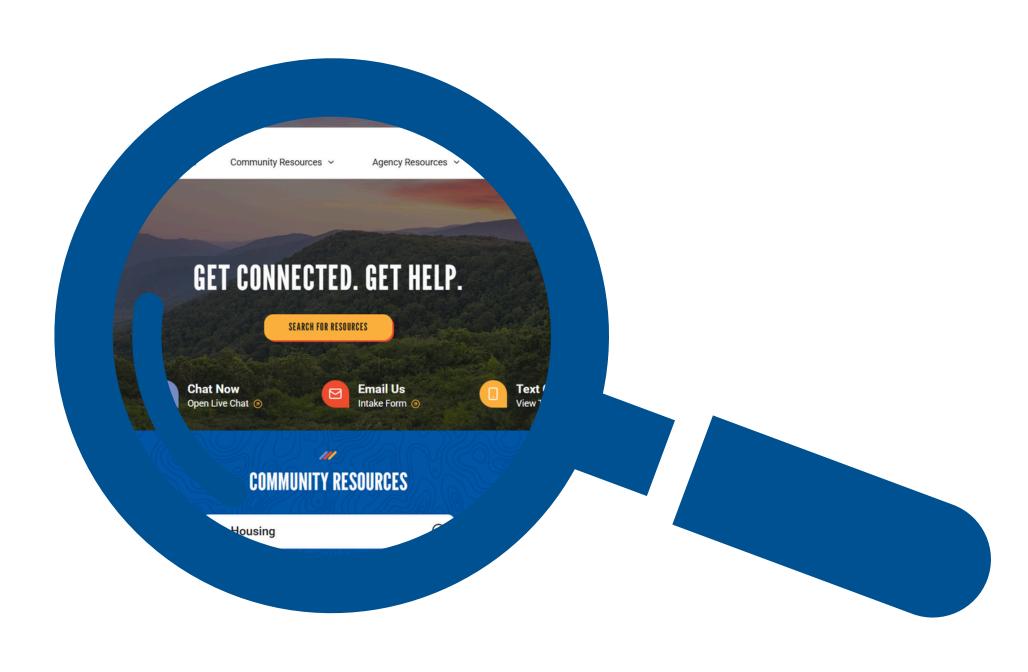


Virginia

# DECODING THE DIRECTORY



# DIRECTORY OVERVIEW



211 Virginia is an easy-to-remember three-digit dialing code connecting people with information on available community services throughout the Commonwealth.

211 Virginia is a **free and confidential service available 24 hours a day, 365 days a year**. 211 Virginia is always open.

211 is **nationally accredited through Inform USA** (formerly known as the Alliance for Information and Referral Services) and is available across most of the United States & Canada.

# WHAT IS 211 VIRGINIA?



211 Virginia is a contracted service of the Commonwealth of Virginia. The nonprofit organization Council of Community Services is the sole contractor, under the Virginia Department of Social Services.

- Established in the Code of Virginia in 1984.
- 211 number launched in February 2006.
- A directory of over **15,000 programs** across the Commonwealth and beyond.
- A nationally accredited source for referrals to government, nonprofit, and faith-based agencies.

# ABOUT 211 VIRGINIA

Individual data informs community planning and service provision



Agencies enter their program information with support from the Database and CE team



2.1.1

Virginia



**Database Team** 

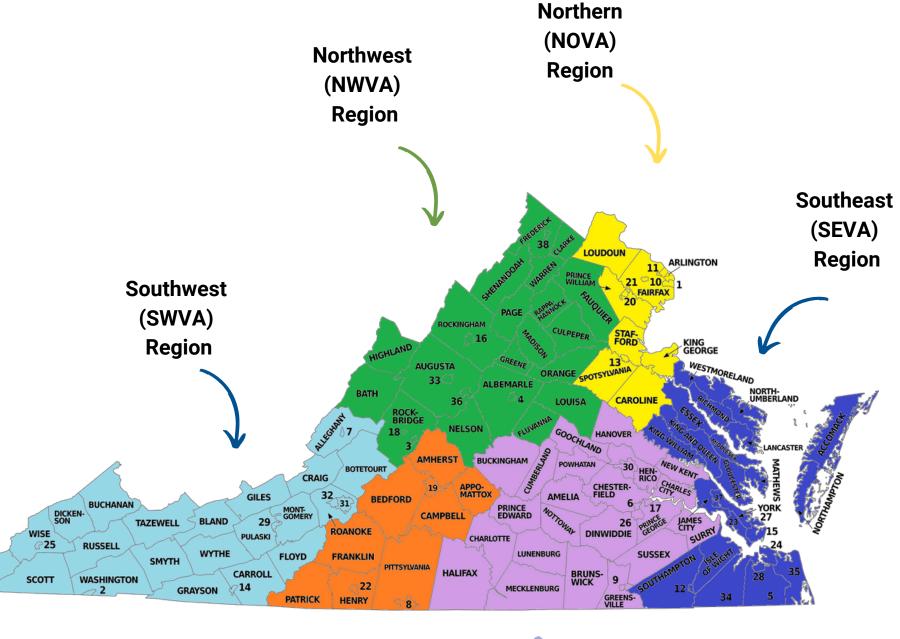
Community resource specialists provide individuals with referrals based on their needs and eligibility

The Database team
curates program
information so that it
is searchable

# DATA COLLECTION

All **133 localities in Virginia** have access to 211 Virginia. Organizations listed in the resource directory are identified by one of the six regional codes.

With each contact to 211 Virginia, we collect demographic and situational data about the individual. Each conversation is documented and captures the needs of Virginians from a statewide to zip code view.





15,700+
Programs across more than 5,260 organizations.



East Central (ECVA) Region



We've recently moved database providers to Visionlink, enhancing data management and user experience.



















About Us ∨

Community Resources ~ Data

Agency Resources ~

Events and Training ~

Add/Update Agency

Q Search

Contact Us

### GET CONNECTED. GET HELP.



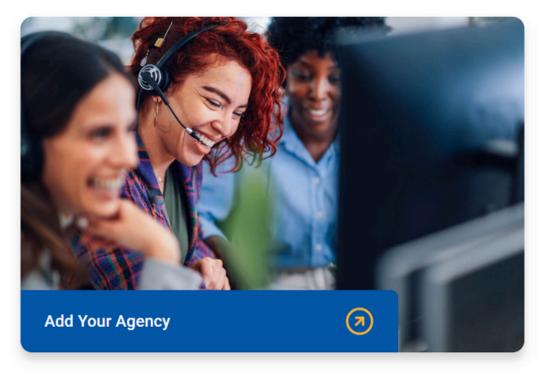
**AND LAUNCHED** 

A NEW WEBSITE!

**Dial 2-1-1** Call Now (3)



### ADD/UPDATE YOUR AGENCY NOW



We are always looking to list new health and human services as well as government programs in the 211 Virginia database. Inclusion in the 211 Virginia is free to qualified agencies. If you are interested in listing your organization in the database, please read our Inclusion Policy. This policy outlines eligibility for program and service listings.



Please help us ensure your information remains accurate and up to date. Search for your agency, request updates, and remember to review our Inclusion Policy so that you can continue to connect with those who need it most.

# RESOURCE TERMINOLOGY

There are three types of resource records you can add to the 211 Virginia directory:

### Agency Record

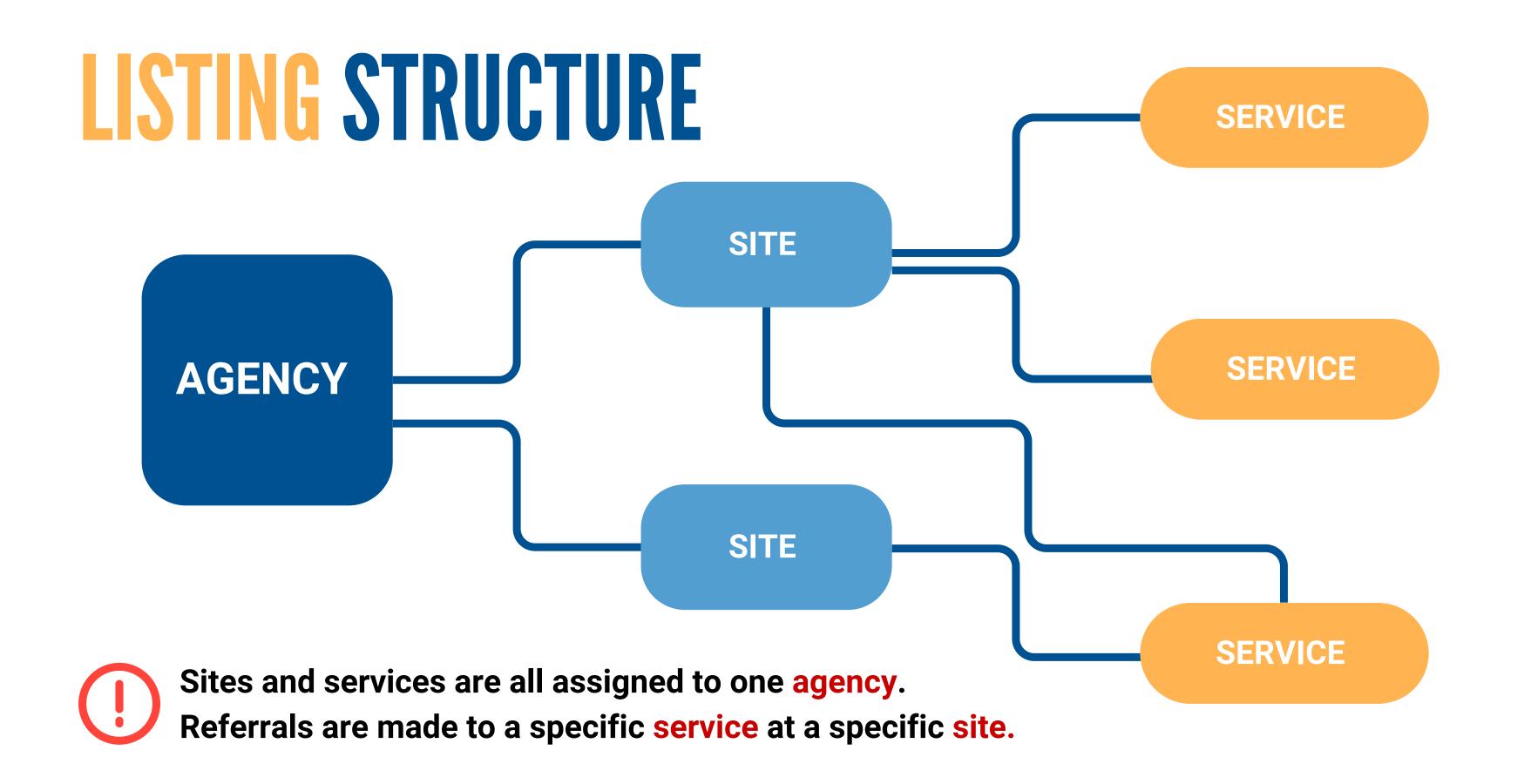
 Lists information for the organization, umbrella agency, brand, or chapter that is the central hub of several programs and services designed to assist the community.

### Site Record

Details the location where the agency's services will be provided.

### Service Record

- Provides the details of specific types of assistance for the community. Service records can include program information or detail a specific service of a program.
- You must have at least one of each type of resource record attached to your organization's listing in order for our contact center to provide a referral to your services.



# ADDING NEW RESOURCES

# WHY LIST WITH 211 VIRGINIA?

211 Virginia strives to have the most comprehensive and up-to-date database in the Commonwealth.

Our database contains information of thousands of health and human service agencies across Virginia.

### The benefits of adding your organization to the 211 Virginia resource directory include:

- It's free. Listing your programs and services comes at no cost.
- Increase your reach. By being part of the directory, we connect individuals in need directly to the services you offer, expanding your impact.
- We field the first call. 211 Virginia takes the initial contact, reducing the burden on service providers and cutting costs associated with managing information and referrals, allowing your staff to focus on serving clients.
- **Saves time.** Acting as a central access point to Virginia's health and human service agencies, 211 Virginia serves as a timesaving, confidential resource for professionals like social workers, emergency personnel, and government officials.
- **Trusted resource.** We provide a free, confidential, 24/7 service that ensures individuals are referred only to programs they are eligible for, streamlining the referral process.

# GET LISTED.

We are always looking to list new health and human services in the 211 Virginia database.

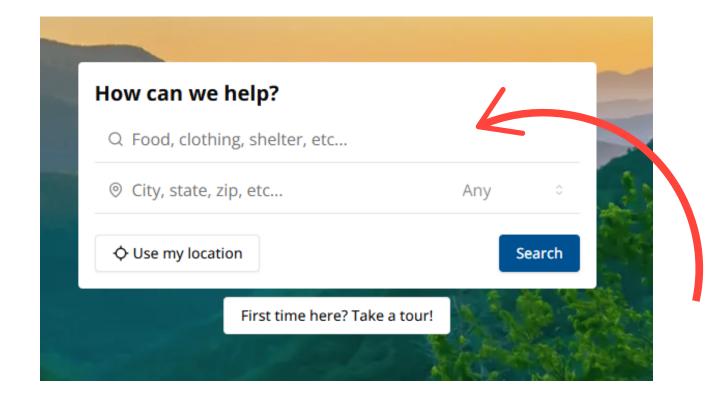
### Interested in listing?

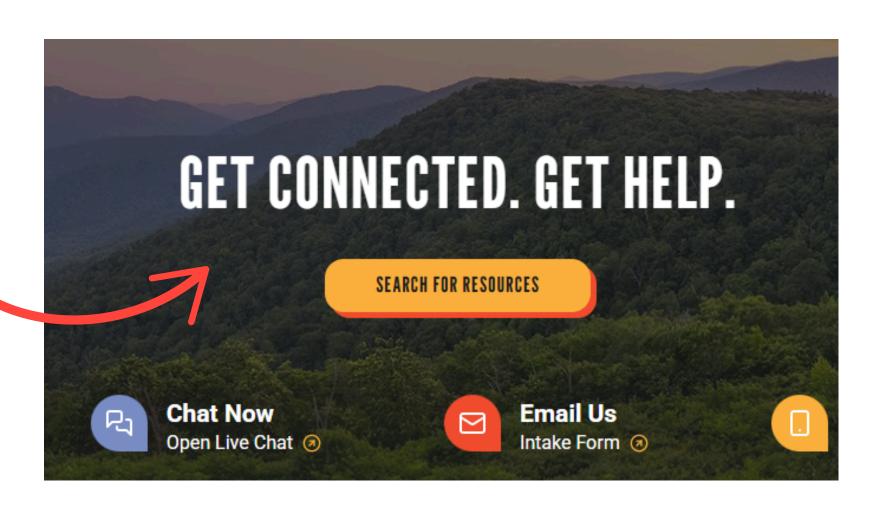
- 1. <u>Search for the resource</u> you'd like to add to make sure it isn't already listed. You may want to try a few variations of the organization's name.
- 2. Review our **Inclusion Policy**, which outlines eligibility for program and service listings.
- 3. If you meet our Inclusion Policy, submit our Resource Inclusion form.

Your request will be reviewed and entered into the directory. A member of our database team will reach out to you as soon as possible to confirm your information. Please note that new agencies may take longer than usual to process due to the recent database transition.

# SEARCH FOR THE RESOURCE YOU'D LIKE TO ADD

Visit search.211virginia.org





Search variations of the resource name in the search bar

# REVIEW INCLUSION CRITERIA

211 Virginia follows the accreditation standard guidelines set forth by Inform USA in determining what listings to include in its database.

Please read the Inclusion Policy before entering your program in the database.

- Go to 211virginia.org
- Locate Add/Update Agency Menu Option
- Scroll to Add/Update Agency Now Section
  - Locate Inclusion Policy to open the PDF document

# INCLUSION CRITERIA



The agency/service provider must provide a human service.



The agency/service provider must serve the residents of Virginia.



The agency/service provider must have **existed for more than six months** to indicate a degree of permanence.



The agency/service provider may be either **government**, **faith-based or nonprofit**.



For-profit organizations and unincorporated groups meeting critical human service needs shall be included.



In adding agencies/service providers to the database, **priority shall be given to scarce, free, or low-cost resources.** 

# EXAMPLES OF INCLUSION

- Local agencies providing information and referral, including specialized information and referral
- Essential services, i.e., food, shelter, etc.
- Government agencies (local, state, and federal)
- Agencies located in bordering states if they serve residents of Virginia
- Advocacy organizations
- Self-help support groups (211 Virginia can track state, regional, or national headquarters instead of local groups)
- State and national parks located in Virginia
- For-profit agencies that provide a health and human service either free of charge or on a sliding fee basis
- Private for-profit and mental health and substance use care group practices may be included
- Childcare/preschool programs that are Virginia Quality, affiliated with a Smart Beginnings Coalition or National Association for the Education of Young Children (NAEYC) accredited, and Head Start programs

# **EXCLUSION CRITERIA**

- Organizations that **discriminate** based on race, religion, or similar factors
- Organizations engaged in fraudulent or illegal activities
- Agencies which **misrepresent their services** in any way, including nondelivery of services
- Individual practitioners (i.e., physicians or psychiatrists in a private practice)
- Organizations or professionals which are not licensed (in areas where licensed standards exist)
- **Political and issue-oriented groups** (unless the alternate viewpoint is also represented, such as pro-choice and pro-life; pro-gun and anti-gun control groups)

# EXCLUSION CRITERIA

- Faith community-based programs that provide services only to their own congregations
- Organizations that provide only funding for programs but no direct services
- National organizations with local chapters that directly administer services

  List local chapters and describe their affiliations with the national organization.

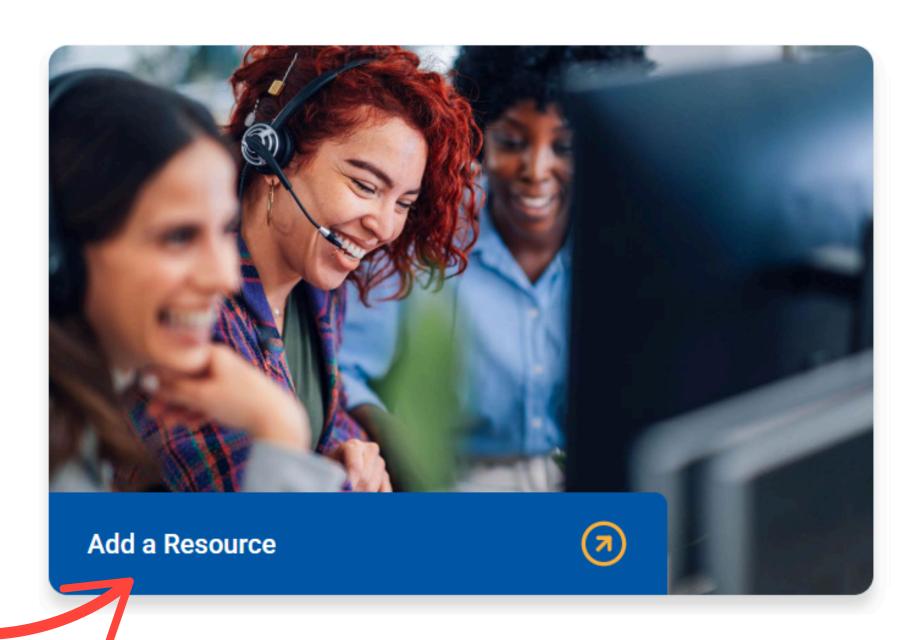
  However, list the national organization if it also delivers services to the public.
- Organizations exist solely to serve the clients of another service provider.

For example, if a counseling service only serves clients of local social services departments' Child Protective Services program under a contract, do not include the counseling service in the database. Instead, indicate in the local DSS Child Protective Services program description that counseling can be provided to Child Protective Services clients by the separate counseling service

# FILL OUT THE RESOURCE INCLUSION FORM

### How to add a new resource to the 211 Virginia Database

- Go to 211virginia.org
- Locate Add Update/Agency Menu Option
- Scroll to Add/Update Your Agency Now section
- Find and click "Add a Resource"



# **AGENCY INFORMATION**

The first step is to add your **Agency Information**. The agency profile serves primarily as an internal listing, and the contact information provided will not be accessible to the public unless that is specifically indicated.

- Agency Details
- Operation Details
- Agency Executive Officer
- Agency Contact Details

Agency: An organization that is the central hub of several programs and services designed to assist the community. Examples: Organization, Umbrella Agency, Brand, or Chapter





# **AGENCY INFORMATION**

- Agency Details
  - Agency Name
  - AKA (Also Known As)
  - Agency Description: Brief Narrative
  - Legal Status: Drop-down Menu
  - Licenses and Accreditations:
- Operation Details
  - Administrative Hours/Days of Operation
    - Days and Open/Close Times
  - Agency Address: Physical and Mailing Addresses
    - Is this mailing address confidential?
- Agency Executive Officer
  - Agency Executive Officer: Name
  - Executive Officer Title
  - Executive Officer Phone: Does not accept extensions
  - Executive Officer Notes: Extensions or other info
  - Executive Officer Email

- Agency Contact Details
  - Main Phone Number
    - Main Phone Number Details
  - Hotline Toll Free Phone Number
    - Hotline Toll Free Phone Number Details
  - Fax
    - Fax Details
  - Admin Phone Number
    - Admin Phone Details
  - TDD Phone (Telecommunications Device for the Deaf)
    - TDD Phone Details
  - Other Phone
    - Other Phone Details
  - Website/URL: Must include http: or https:
  - Email Address



Avoid jargon and technical information.

# ENTER AGENCY INFORMATION

### RESOURCE INCLUSION FORM: AGENCY OVERVIEW TAB

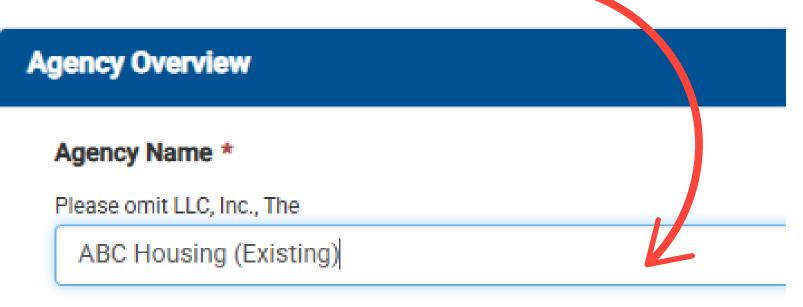
### If adding a new agency:

Carefully fill out each field.



### If adding a site or service to an existing agency:

- Enter your contact information in the "Person Completing This Form" box.
- In the "Agency Overview" box, enter your organization's name with the word "Existing."
- You may leave all other fields empty.



# SITE INFORMATION

SITE

The next step is to **enter Site Information.** The site information details the specific location where services are provided. Even if the site location is the same as the agency's physical address, it must still be entered separately.

- Site Details
- Site Hours
- Site Contact Details
- Location Details

Site: Details the location where services will be provided. Physical location(s). There can be multiple sites.



# SITE INFORMATION

### Location Details

- Physical and Mailing Addresses
  - Indicate confidentiality to open address form.

### Site Hours

- Hours/Days of Operation
- Hours of Operation Details

### Site Details

- Accessibility Information
- Main Phone Number
- Fax
- Website/URL
- Email Address

# ENTER SITE INFORMATION

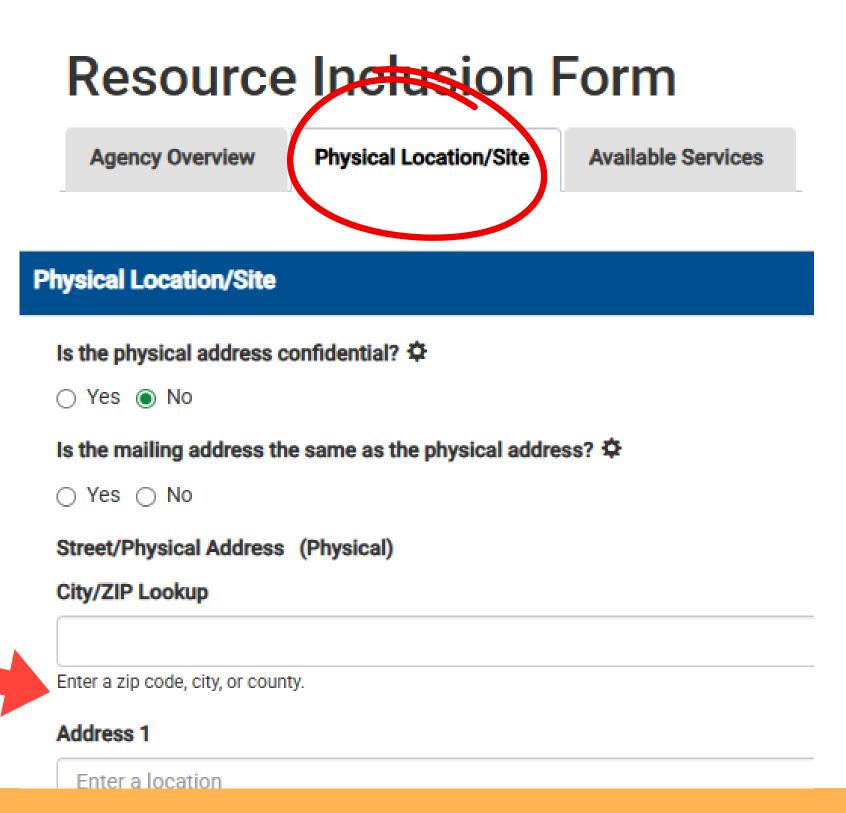
### RESOURCE INCLUSION FORM: PHYSICAL LOCATION/SITE

### If adding a new site:

- Carefully fill out each field.
- If you have more than one new site to add, check the "Add an Additional Site" box.
- If you have more than three new sites to add, indicate that at the bottom of the form.

### If adding a service to an existing site:

- Indicate whether or not the location of the service you are adding is confidential.
- Fill out and validate the address of the site where the service you are adding is provided.
- You may leave all other fields empty.



# SERVICE DETAILS

**SERVICE** 

The final step is to create **Service Details.** This section outlines the specific type of assistance provided to the community. Service details are important as they form the basis for how referrals are provided, ensuring individuals are connected to the appropriate resources.

- Service Details
- Hours of Operation
- Service Contact Details
- Intake and Fee Details

Service: Provides specific types of assistance for the community. A service may function as a program within an agency or as a specific offering within a program of an agency. It is recommended to split up programs into separate services if they offer multiple types of assistance to ensure clarity and accuracy of referrals.



# SERVICE DETAILS

### Service Details

- Name
- Aliases
- Service Description: Tell us what you do
- Associated Sites
  - Search Add Site(s) Populates
- Area Served
  - Enter zip code, city, county, or state
- Hours of Operation
  - Is this service available 24/7? Checkbox
  - Hours of Operation Notes

### Service Contact Details

- Intake/Service Contact Name: Person or Position
- Intake/Service Phone Number
- Intake/Service Email Address
- Intake/Services Website 1

### Intake and Fee Details

- Language Other than English
- Eligibility Requirements
- Application/Intake Process
- Documents Required
- Fees and Payment

# ENTER SERVICE INFORMATION

### **RESOURCE INCLUSION FORM: AVAILABLE SERVICES**

# Resource Inclusion Form Agency Overview Physical Location/Site Available Services

### To add a new service:

- Carefully fill out each field.
- If you have more than one new service to add, check the "Add an Additional Service" box.
- If you have more than three new services to add, indicate that at the bottom of the form.

Add an Additional Service

Do you offer more than three services?? If yes, please check the box below, and a database team member will follow up with you.

Yes, we offer more than three services.

# RESOURCE UPDATES

# GET UPDATED.

### Help us keep your information accurate and up to date!

A designated contact person for each service in the 211 Virginia resource directory will receive an annual email reminding them to conduct updates and providing them with a tokenized link to their resource dashboard. If you have updates to make in the interim, you can fill out a Revision Request form.

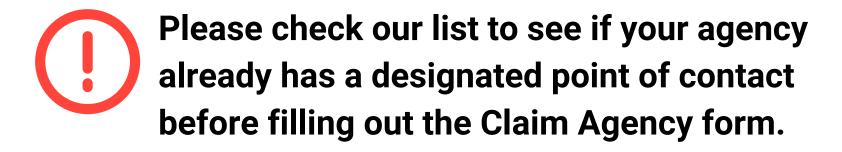
- 1. Search for the resource you'd like to update to make sure that it's listed and that you know how it's entered in the directory.
- 2. Check our list to see if your agency already has a designated point of contact.
- 3. If your agency does not already have a designated point of contact, use the "Claim Agency" form to submit a point of contact for your agency.
- 4. Complete a **Revision Request Form.**

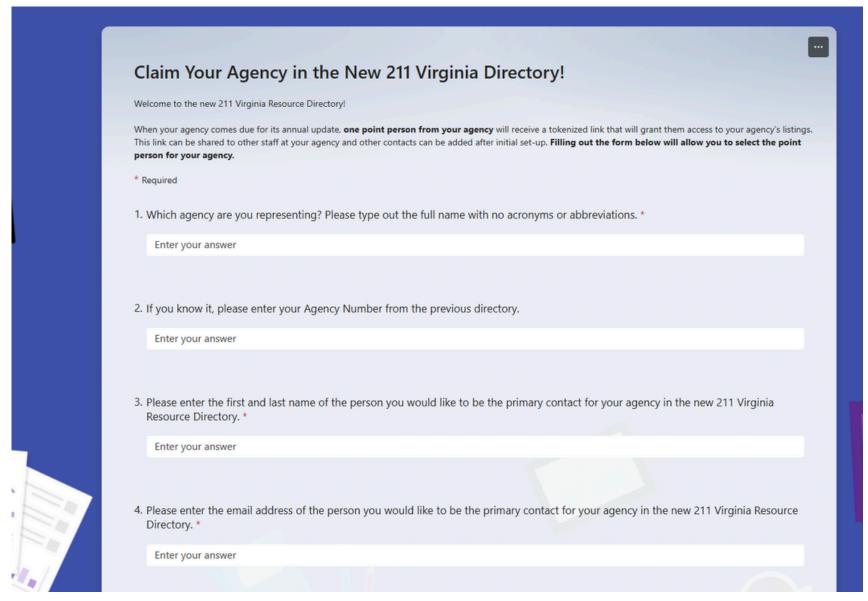
Once you have submitted the Revision Request form, an email will be sent to you with instructions and a one-time use link to suggest edits to your selected resource. A record administrator will then review your suggestions and make any appropriate changes within approximately 4-6 weeks.

# CONFIRM THE DESIGNATED POINT OF CONTACT

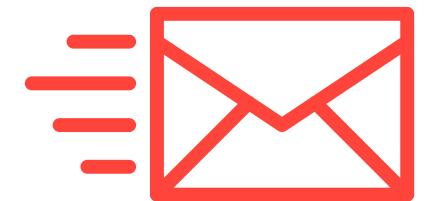
### How to claim your agency in the 211 Virginia Database

- Go to **211virginia.org**
- Locate Add Update/Agency Menu Option
- Scroll to Add/Update Agency Now Section
- Locate the link to the Claim Agency form.





# **ANNUAL UPDATES**



From: no-reply@211va.communityos.org <no-reply@211va.communityos.org>

Sent: Monday, January 27, 2025 2:00 AM

To: Robert Morrow < <a href="mailto:robertm@councilofcommunityservices.org">robertm@councilofcommunityservices.org</a> Subject: Your Organization's information Needs to be Verified

Hello,

To: Your agency's designated contact's email addressSubject: Your Organization's information Needs to be Verified

From: no-reply@211va.communityos.org

Thank you for your continued support of 211 Virginia, a program of the Virginia Department of Social Services.

We contact agencies once a year for a formal request to review and update their agency and program information. Accurate information!

The link below will take you to a dashboard that contains all of the resource records in our system that you are a contact for. Please click into each listing to update the information we have on file.

https://211va.communityos.org/dashboard/updatecontact/i

211 Virginia reserves the right to edit information for brevity, clarity, and content; and to publish the information for solicitation or fundraising.

Please note that all updates are reviewed and approved by a Database Curator live and may take a couple of weeks to go live on the websit Please contact us if you have any questions.

Thank you in advance for helping 211 Virginia stay accurate and up to date. Please feel free to add a link to 211virginia.org on your agency we page!

Sincerely,

Council of Community Services

YOUR AGENCY'S CUSTOM DASHBOARD LINK TO YOUR RESOURCE RECORDS.



Add no-reply@211va.communityos.org to your safe senders list and check your clutter and junk folders.

# YOUR RESOURCE DASHBOARD

### **Update Contact Dashboard**

You are listed as an opdate Connect on these resources.

Options	Filter
Show Solicited Revisions 3 Show Periodic Revisions 3	Outstanding Items: 8
☐ Show All of My Resources ☑ Group by Agency	

### Council of Community Services

Record	Name	Revision Status	Revision Type	Next Update
Service	Financial Assistance - Roanoke, HOPWA, Council of Community Services	Solicited	Periodic	01/29/2025
Service	HIV/AIDS Services - Danville, Drop-In Center, Council of Community Services	Solicited	Periodic	01/29/2025
Service	HIV/AIDS Services - Marion, Appalachian Drop-In Center, Council of Community Services	Solicited	Periodic	01/29/2025
Service	HIV/AIDS Services - Roanoke, Drop-In Center, Council of Community Services	Solicited	Periodic	01/29/2025
Service	Homeless Prevention - Roanoke, Council of Community Services	Solicited	Periodic	01/29/2025
Service	Homeless Services and Rapid ReHousing - Roanoke, Community Housing Resource Center, Council of Community Services	Solicited	Periodic	01/29/2025
Site	Council of Community Services, Drop-IN Center Danville	Solicited	Periodic	01/29/2025
Site	Council of Community Services, Drop-In Center, Roanoke	Solicited	Periodic	01/29/2025



The link sent in your annual update reminder will always provide access to the dashboard, but only resources (records) that are due for their annual updates will show up.

For all other updates, agencies will need to submit a Revision Request Form.

# UPDATING FROM THE DASHBOARD

HIV/AIDS Services - Marion,

Community Services

Appalachian Drop-In Center, Council of

HIV/AIDS Services - Roanoke, Drop-In Center, Council of Community Services

Homeless Prevention - Roanoke, Council of Community Services

Homeless Services and Rapid

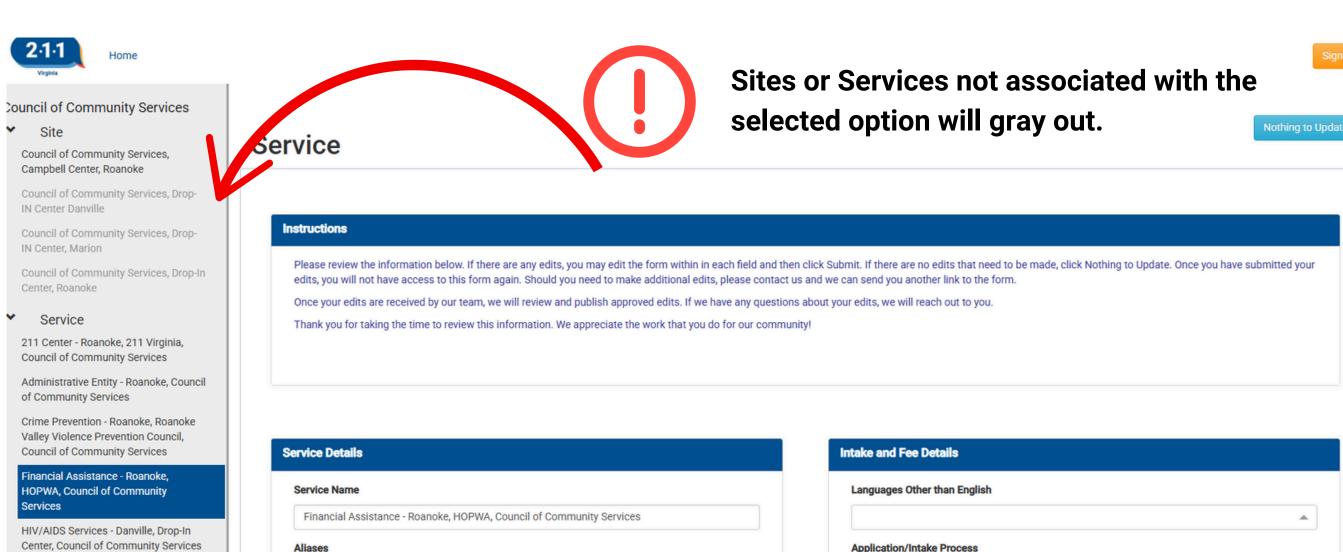
Council of Community Services

Provides housing assistance to individuals with HIV/AIDS and serves as a support system for

clients and their families. Clients receive emergency assistance for short-term mortgage,

Service Description

**Associated Sites** 

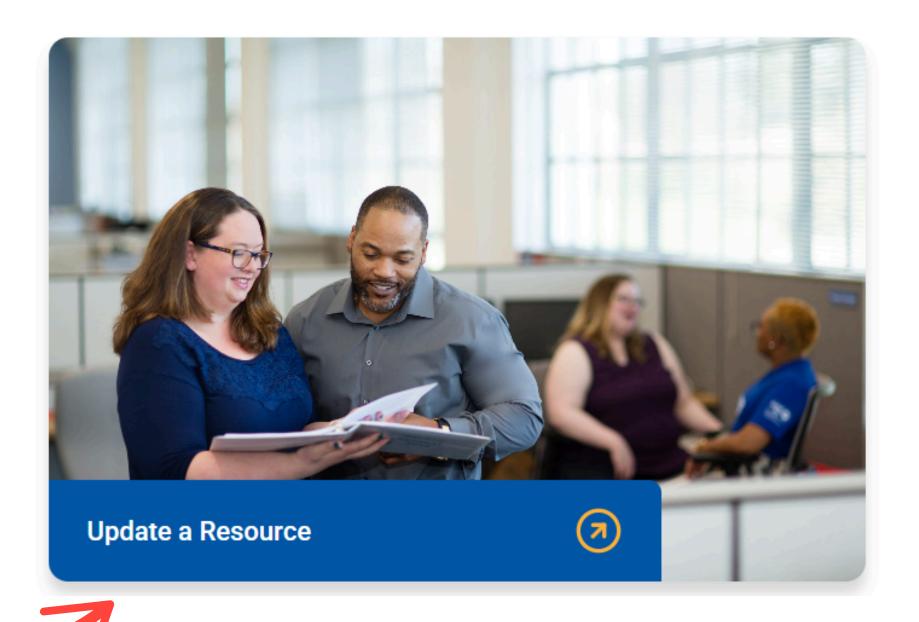




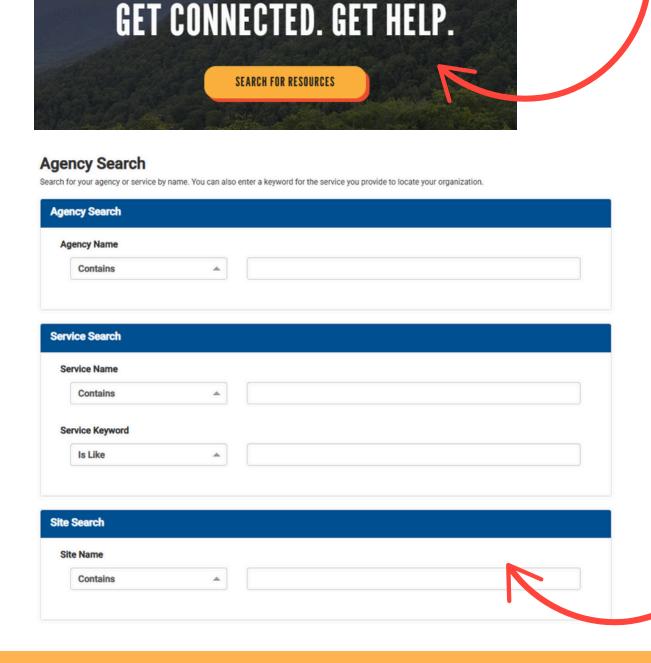
# FILL OUT THE REVISION REQUEST FORM

### How to update a resource in the 211 Virginia Database

- Go to 211virginia.org
- Locate Add Update/Agency Menu Option
- Scroll to Add/Update Your Agency Now section
- Find and click "Update a Resource"



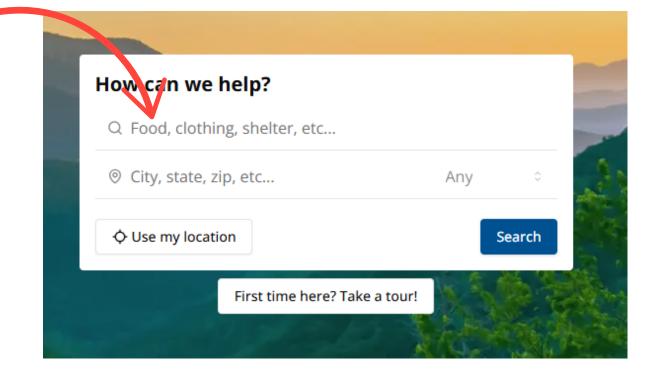
# SEARCH FOR THE RESOURCE YOU'D LIKE TO UPDATE



1. Visit search.211virginia.org.

2. Search variations of the resource name in the search bar.

3. Enter the correct resource name into the appropriate field in the Revision Request Search.



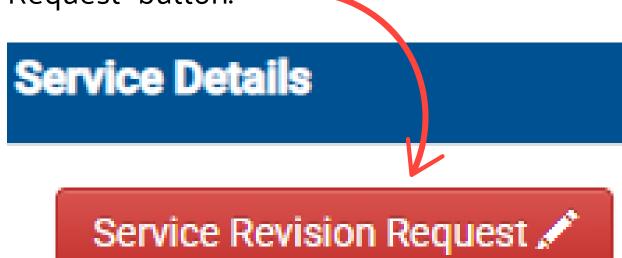


If you cannot find the resource you would like to update, please refer to the "Adding New Resources" section of this training.

## REVIEW THE RESOURCE INFORMATION

Selecting the resource you would like to update will take you to a page where you can review all the resource information.

If you see any information that needs to be updated, click the red "Service Revision Request" button.



### Council of Community Services

### **∨** Site

Council of Community Services, Campbell Center, Roanoke

Council of Community Services, Drop-IN Center Danville

Council of Community Services, Drop-IN
Center, Marion

Council of Community Services, Drop-In Center. Roanoke

### Service

211 Center - Roanoke, 211 Virginia, Council of Community Services

Administrative Entity - Roanoke, Council of Community Services

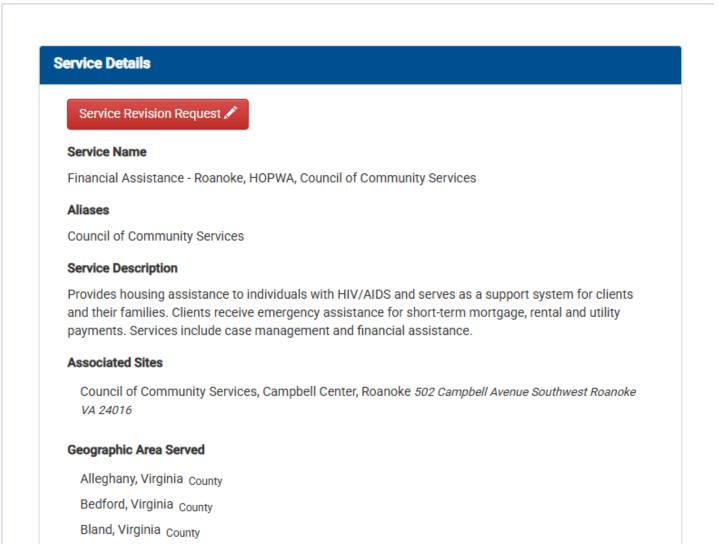
Crime Prevention - Roanoke, Roanoke Valley Violence Prevention Council, Council of Community Services

Financial Assistance - Roanoke, HOPWA, Council of Community Services

Harm Reduction Services - Danville, Drop-In Center, Council of Community Services

Harm Reduction Services - Marion, Appalachian Drop-In Center, Council of Community Services

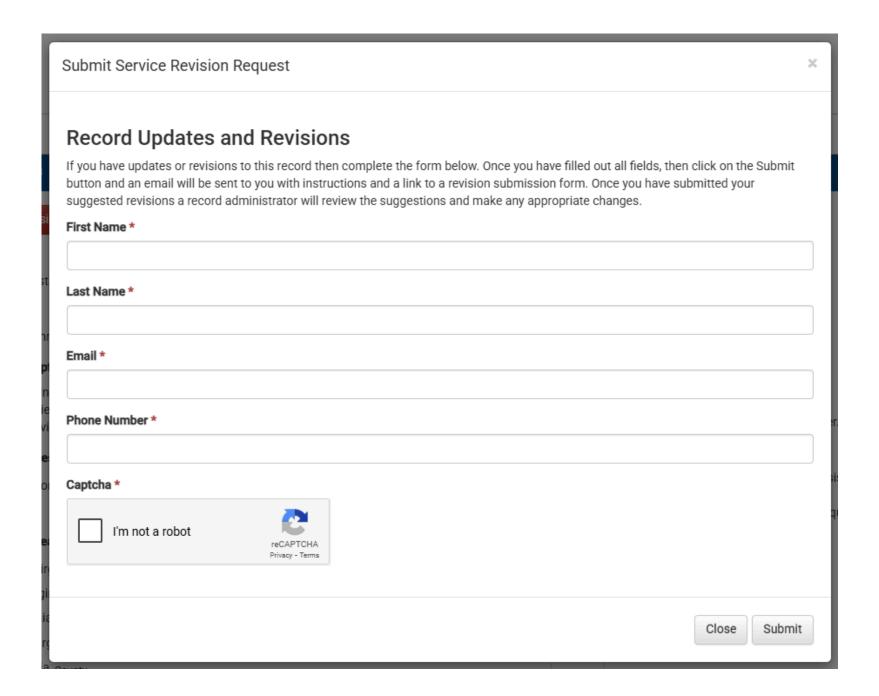
### Service



# SUBMIT YOUR REQUEST

To complete your request, enter your name, email, and phone number, then complete a Captcha to verify your identity.

Once you have submitted the Revision Request form, an email will be sent to you with instructions and a one-time-use link to suggest edits to your selected resource. A record administrator will then review your suggestions and make any appropriate changes within 4-6 weeks.

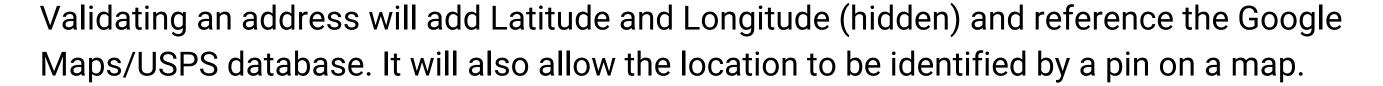


# TIPS & TRICKS

# VALIDATE ADDRESS BUTTON

When entering agency data, you will find address fields that you will need input. The address that you enter must be validated. Once you have entered the address, click the "Validate Address" button.

Depending on the address, a recommendation might be made; it will look like the image below. Select the option that best reflects the agency's address.





Validate Address
Did you mean:
502 Campbell Ave SW, Roanoke, VA 24016, USA



Note: Should there be an issue with the address you are entering and the one shown in the "Did you mean" pop-up, please let us know.
\*Does not work with PO Boxes.

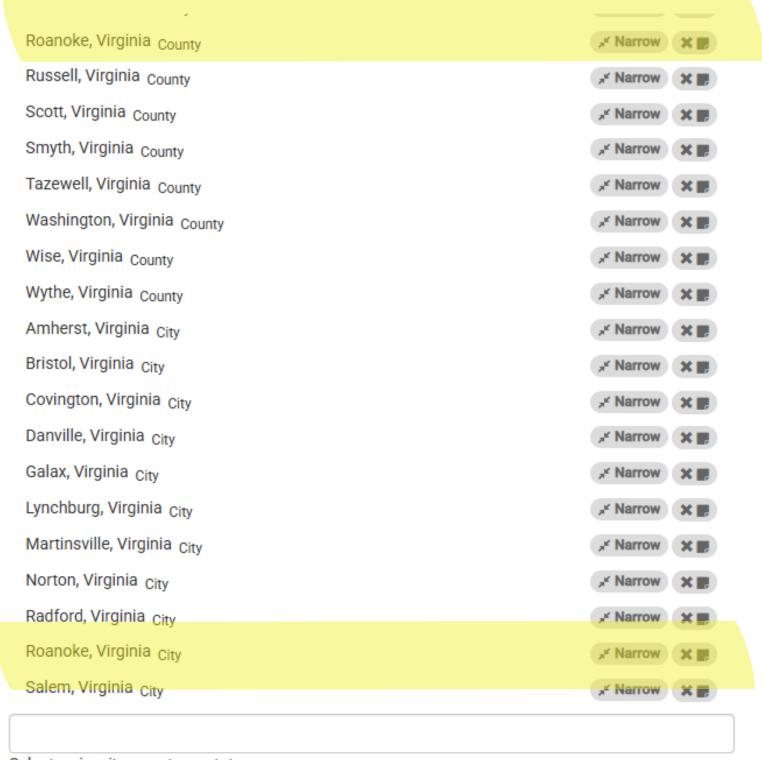
# GEOGRAPHIC AREA SERVED

When entering geographic area served, accuracy is critical. Virginia has 133 localities - comprising 95 counties and 38 independent cities - and many localities have similar names. The system is highly sensitive to these distinctions, and incorrect entries can cause data errors to the search results.

**Incorrect: Roanoke City, Virginia** 

**Correct: Roanoke, Virginia - it will populate City or County** 

- Nationwide = United States
- Statewide = Enter name of state
- Can Enter by Zip Code



Select a zip, city, county, or state.



The system may suggest incorrect options. Always verify the selection before confirming to avoid errors.

# HELPFUL REMINDERS



- All new or updated listings are reviewed and approved by a 211 Virginia Database Curator.
- It can take 2-4 weeks to complete the review, depending on the number of listings currently up for review across Virginia.
- Initial approval for new agencies takes slightly longer than for existing agencies.
- Changes will not appear on the public search until approved.
- Database Curators and Community Engagement Specialists may contact agencies for clarification if there is unclear or conflicting information.



### Feeling Overwhelmed? You can request the following:

- A Paper Form
- One-on-One Support from your CE Specialist and Database Curator



# TECHNICAL SUPPORT

### **Director of Community Engagement**

- State and West Central (WCVA)
  - Amanda Holcomb
    - amandah@councilofcommunityservices.org

### **Community Engagement Team**

- Northwest (NWVA)
  - Mary Monaco
    - marym@councilofcommunityservices.org
- Northern (NOVA)
  - Darion Boisseau
    - darionb@councilofcommunityservices.org
- East Central (ECVA)
  - Nelson Diaz
    - nelsond@councilofcommunityservices.org
- Southeast (SEVA)
  - Brittney Boyd
    - brittneyb@councilofcommunityservices.org
- Southwest Virginia (SWVA)
  - Lori Rouse Mann
    - lorim@councilofcommunityservices.org



### **Database Team**

- Director of Data Analytics
  - Robert Morrow
    - robertm@councilofcommunityservices.org
- Database Quality and Training Specialist
  - Jan Johnson
    - janj@councilofcommunityservices.org
- Database Curator (NWVA, SWVA, SEVA, WCVA)
  - Kenita Withers
    - kenitaw@councilofcommunityservices.org
- Database Curator (ECVA, NOVA)
  - Shelia Archer
    - sheliaa@councilofcommunityservices.org
- Database Specialist
  - Diana Brown
    - dianab@councilofcommunityservices.org
- Database Specialist
  - Ulanda Jones
    - ulandaj@councilofcommunityservices.org

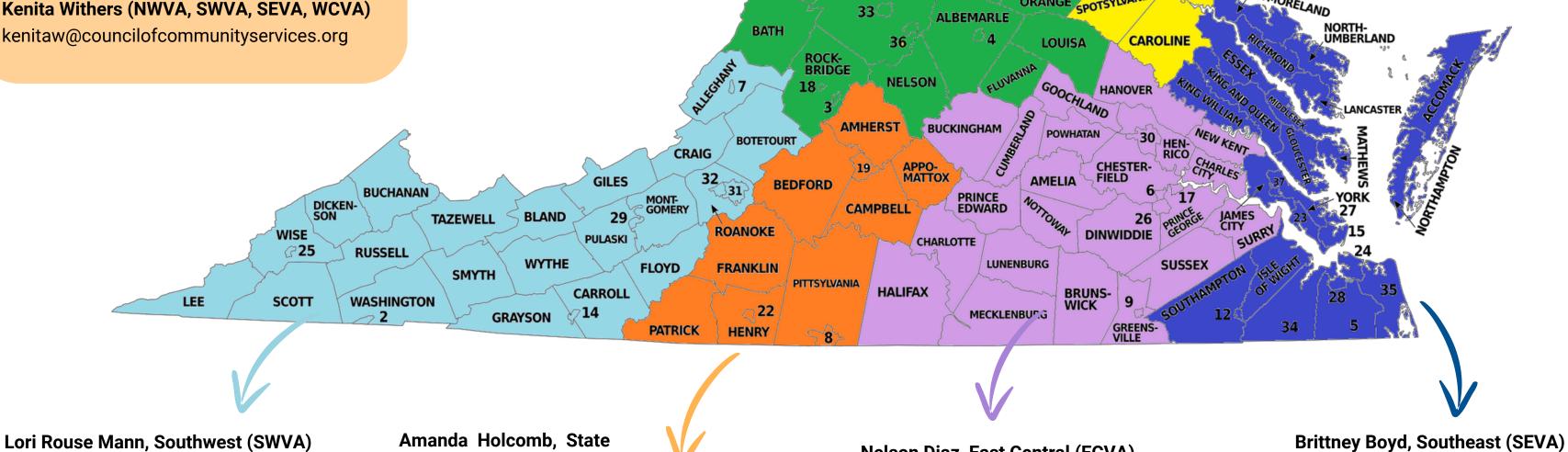
## REGIONAL SUPPORT

**Database Curators** 

Shelia Archer (ECVA, NOVA) sheliaa@councilofcommunityservices.org

Kenita Withers (NWVA, SWVA, SEVA, WCVA) kenitaw@councilofcommunityservices.org

lorim@councilofcommunityservices.org



**West Central (WCVA)** 

amandah@councilofcommunityservices.org

**Nelson Diaz, East Central (ECVA)** 

nelsond@councilofcommunityservices.org

Mary Monaco, Northwest (NWVA)

marym@councilofcommunityservices.org

brittneyb@councilofcommunityservices.org

**Darion Boisseau, Northern (NOVA)** 

darionb@councilofcommunityservices.org

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ARLINGTON

KING GEORGE

