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Getting Granular - NJ 211's Data Dashboard Offers More

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CEDAR KNOLLS, NJ - NJ 211 continues to enhance its collection and distribution of data by creating new searchable filters on its public data dashboard. To showcase a more descriptive scene of what needs are rising across the state, viewers can now filter collected caller information in the dashboard by legislative district and city.

In 2023, NJ 211 created a public dashboard that displayed information about its callers, including clientele, demographics, needs, and referrals across the state. Data aims to be collected accurately each time contact is made with the organization to ensure callers receive appropriate resources for their needs. This information can also provide insights to government entities, service organizations, and advocates to improve communities and stimulate active change, such as program creation and legislative proposals.

In acquiring feedback from agencies, professionals, and legislators who have interacted with the dashboard, the push to get to a granular level of understanding created the opportunity to filter data down to individual districts and cities. While improving the search function on the dashboard, NJ 211 also upgraded the content visually to make the information more digestible for anyone interested in the status of their community.

“Our dashboard is a powerful tool that helps us share the critical data we collect, which highlights the needs of New Jersey residents in real time. By making this information accessible, we empower our partners, stakeholders, and the public to understand and address the challenges facing our communities,” stated Melissa Acree, NJ 211’s Chief Executive Officer. “At the same time, we are committed to maintaining the highest standards of confidentiality to protect the privacy of those who turn to us for help. Balancing transparency with trust is key to ensuring that our work has the greatest impact.”

NJ 211 continues to aim to bridge the gap between individuals and available resources by connecting with more organizations and legislative offices, being present in various communities, and strengthening established partnerships. Thanks to meaningful, articulated support and monetary funding received by these groups, NJ 211 can grow in its ability to reach more people across the state.

A recent award that allowed NJ 211 to pursue its mission came through the New Jersey's Legislature 2024-2025 Budget Resolution Request, which appropriated \$650,000 of operating aid to the nonprofit. This significant support, backed by Senator Gordon Johnson, Assemblyman Benjie Wimberly, and an additional 25 co-supporters, has enabled NJ 211 to maintain their critical infrastructure, as well as advance their services during a time of great economic hardship for many.

In July, Assemblywoman Aura Dunn of District 25 and her interns visited NJ 211 to learn about how to use NJ 211’s online tools, including the human services directory, to help connect constituents with vital resources. Building on this outreach, in September, NJ 211 participated in a virtual Lunch and Learn with Assembly District Office staff and contributed to a 211 Overview and Training webinar organized by Senate President Nicholas Scutari’s office.

“I have been working with constituents for the last 10 years, and it’s finally nice to have all the tools in one place,” said Toni Ann Azzolini, Legislative Aide at the Office of Senator Paul A. Sarlo. “People have different needs, and I can address them using one resource through NJ 211.”

These events provided valuable insights into how NJ 211’s services and public dashboard can be utilized to address the diverse needs of New Jersey residents. By fostering connections through both virtual and in-person engagements, NJ 211 continues its mission to assist individuals and families across the state in finding the help they need. Additionally, NJ 211 is offering to host a lunch and learn with district legislative offices so that they can better assist their constituents.

NJ 211 is delighted to launch the new dashboard and witness the transformations made with the available data at one's fingertips. To explore NJ 211's public data dashboard, visit <https://nj211.org/nj-211-data-dashboard>. For more information about NJ 211, contact communications@nj211.org.

NJ 211 is a nonprofit organization that provides the 211 Service to the residents of New Jersey. This is a valuable information and referral service that connects people in need with a variety of health and human service programs. The 211 Service provides a hotline that operates 24 hours a day, every day of the year and an online, searchable human services directory of over 6,300 government and nonprofit programs which is found on our website. Our services are free, confidential and multilingual.

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