



9-1-1 Public Educators of Texas
3rd Quarterly Meeting
July 1, 2014
Frontier's of Flight Museum, Dallas, Texas

Meeting called to order at 10:06am

Opening Activity- "Around the World – Where would you go and why?"

Approval of minutes – Pamela Frisk

Tabled until all minutes are updated. Gail made a motion and Susan seconded.

Treasurer's Report – Leticia Truex

Leticia distributed a copy of the Treasurer's report. She asked for any questions, there were none.

Communications Report/Website Update – Cindy Bridges

Cindy met with Patrick and they will do quarterly updates on the website, including the PETS directory. The directory takes a little longer to update with name changes, address, etc., so he'd prefer to do that once a year. It would be nice if we could link photos to our website and Patrick will look into the photos for the PET header as well. The cost would be the same as last year.

Please review the link for your agency and make sure it links correctly. Let Cindy know if an agency link is omitted or has changed, so the website can be updated. The History page is missing things from 2009 - 2013. Please send Cindy pictures and information of public education events, banquets, awards, etc. so they can be added to the historical events for PETS. We also need to update our current projects and goals.

Patrick will provide an analytics reports on the website and it will be sent every quarter.

Committee Breakouts and Reports:

Resource – Andrea Wilson

Andrea is working on the Dropbox for our website. It is located under the link Newcomer's Packet on the PET website. It is password protected. The PET Resource Manual information is also being updated from the CD, as well as information from Cindy.

The Dropbox is filled with information on tangible items, teaching tools, resources for TC week and 9-1-1 day, idea for events and functions, grant funding, texting and NG 9-1-1. As technology and issues changes, we want to keep the Dropbox updated to reflect these changes. Connie asked that the information on the Dropbox reflect a modification date. Andrea noted that it should be included; however, she would look into it.

TC Recognition- Joanne Gilliam

Her group discussed having a Kudos board and have employees nominate each other, provide t-shirts and others things to give out as rewards of recognition. In addition, for those who go into the PSAPs on a

quarterly, semi-annual basis to have something (inexpensive) to give out during a visit. The TCs appreciate the smallest of things and are appreciative of being thought about.

Public Information – Melinda Crockom

Multi Line Telephone System on a state level and have other entities update their system. Text to 9-1-1: We're in different places about that. Surveys sent to the COGs and Districts. The biggest issue is public education and the potential for misuse. NCTCOG has rolled out a lot of text to 9-1-1 using grass root efforts. Since January 2013, their area has received only 10 text messages. The carriers implemented in the NCTCOG region are Verizon and T-Mobile. They're currently working on implementing texting with Sprint and later will do AT&T. They cannot transfer texts to other PSAPs because they use the ESInet instead of TTY.

All implementations are being rolled out PSAP by PSAP. SMS texting is inherently best effort. That's a core message to educate the public about. Deaf and Hearing impaired community is the driving force.

Other issues briefly discussed including texting to Spanish, having a phone set up to send a picture of missing children or anything with a separate number to text it to, and butt/pocket dialing and kids using phones.

Mentoring – Susan Rodriguez

Susan met with three newcomers to the group and discussed some of the challenges they were facing. She provided them some helpful tips and resources, including the PETS Facebook page, PETS website, and how to use promotional products to get the message out in small communities.

Lunch- (Thanks to our Hostesses, Cindy Bridges and Sandy Issel)

CSEC Report/ Public Education Committee Update – Melinda Crockom

CSEC will host a Multi-Line Telephone System (MLTS) workshop in Austin on August 27, 2014. More information will be posted on their website, as well as notifications being sent via email.

The April PSAP PSA contest winner was Cedar Park Police.

CSEC created a PSA video featuring Cell Phone Sally dancing to one of the 9-1-1 songs we created. If you have not had a chance to check it out, please do so.

The Cell Phone Sally app initiative is live on GoFundMe. We are hoping to get some big sponsorship secured, but in the meantime, please share with constituents and donate so we can reach our goal of raising \$10,000. We currently have raised \$200. www.gofundme.com/cellphonesallyapp

Working on putting together the public education training video for those who cannot attend the training provided at the NCTCOG headquarters. Stay tuned!

The members of the CSEC Pub Ed Committee (*Melinda, Kelly Williams, Leticia Truex, Pamela Frisk, Connie Chavarria, Patti Davis*) selected the following recipients for Public Educator of the month:

- April was Andrea Wilson, Montgomery County 9-1-1 District

- May was Sandy Pippi – DFW Airport DPS
- June was Susan Rodriguez - City of Plano

Melinda announced Charlesetta Malone as the recipient of the Public Educator of the month for July 2014 and presented with a plaque.

The my911shop.com was up and running. If you have any ideas of new products to offer, please contact Patti Davis. They are hoping to have a new CPS costume available within the next few months through this website.

Working on a Flat Stanley initiative will have more info at next meeting.

Girl Scout Gold Project- Lauren Alexander and Beth English

Lauren, a member of Troop 1345, made a presentation on her participation in the Girl Scout's Gold Program in partnership with the City of Rowlett and the implementation of Smart 9-1-1 in the community.

Gold Scouts purpose is to provide endeavors to educate young women and provide a safe, constructive environment where they can learn many different life skills, bolster business skills, as well as an opportunity to help improve their communities. It centers around volunteer service outside of the Girl Scout community. Lauren emphasized the importance of a achieving a set goal and that the project is sustained. It is not just be a service project, but a leadership project as well.

The project is to assist in the implementation and education of Smart 9-1-1. She will work with Beth to recruit and help citizens to register for Smart 9-1-1 and create their own personal profiles. This project will assist a large number of citizens, especially senior citizens. She will also use Social Media to notify the public of this ongoing project. Beth is Lauren's Advisor.

A hot spot was installed on the Fire Station's Mobile Command Post and they are going to take it to the community in churches, various community events, as well as in Senior computer classes at the library. Lauren will receive the Gold Award upon successful completion of her project. This award is similar to the Boy Scout's Eagle Scout award.

Share Time-

Sandy – had tattoo books printed with a justification tool imprinted on the back cover of the book. The student answer questions via the website address provided (www.denco.org/school) and then a reward is given to the student for learning about 9-1-1 with a small prize from Denco. Only one reward is given per student. Susan suggested using a QR code for the students to scan with their smartphone, so they could immediately respond to the questions.

A discussion was held on how the educators could get into to schools. Although schools are receptive, timing was also important. Susan advised that the safety module of the school curriculum is at the beginning of the school year, so you'll probably get more participation during the fall months. Career days are great in the spring time because you can use the community police and school resource officers to present your 9-1-1 information. Although April is National 9-1-1 Public Education Month, it is also one of

the most difficult times to get into schools because of state standardized testing.

Charlesetta – For TC week, she gave out t-shirts and matching travel mugs. She's working to increase participation in her 9-1-1 STEPERS program. She also participates in the Swim Gym program providing 9-1-1 educational tips for the students and parents, as well as various summer programs.

Pam – Continues to use Andy the Ambulance and has joined with the Crime Stoppers to do pub ed programs. Pam also discussed the Panhandle Safe Kids program and partnerships. In September, she will host a training that focuses on child sex trafficking through Traffick 9-1-1. The class is free for participants and her agency pays the expense of the instructor. For more information, visit www.traffick911.com;

Pam and Leticia provided information on the Kid Safety Coalition in partnership with Poison control, Parks and Recreation; TX DOT, and others was a group formed to take action to provide proven and practical ways to keep kids safe. The group hosts safety events, conduct workshops for various entities (school, hospitals, etc.) and distribute safety devices such as car seats, smoke and carbon monoxide alarms, helmets, and personal floatation devices. They also teach parents, caregivers and children how to use these important resources correctly. For more information, visit www.safekids.org.

Leticia – recognized a Kid Hero; for TC week their theme was a Hollywood movie night. The TCs received popcorn items, tumbler infusers. She's participated in the Tri-state fair parade, Crime Stopper car show; TCs also received tickets to go to the amusement park; had a volleyball tournament; played bingo and horseshoes.

Kelly – held a TAG team meeting and the message for the public was a back to basics talk of when to call; developed a summer safety Power point; she will participate in a 4th of July cars show; she's ordered items from www.nicaboyme.com - speak to Busby and he will provide free shipping and glow sticks; revamped their Halloween bags; they have seven agencies who have deployed Text to 9-1-1. She actively engaged in developing PSAs and providing training for the PSAPs; attending the Hearing Loss Association of America conference and the National Sheriff's Association conference. She's also having a quick draw contest with the PSAPs (East vs. West) on call answering times and providing tips along the way. She's also working on more participation and recognition through the Kid Hero program.

Andrea – continues to make school presentations; participate in safety days at the Y-camp and lots of community events; PSAP tours in criminal justice programs; presented at national NENA in June - Fostering Relationships in Public Education and using creative ways to get into different organizations. She's has a co-sponsorship with a Fire Chief's Association which meets every other month and she's found an inflatable fire safety house - \$15,000 and another one is \$7,500 - \$8,500. The dates for the 9-1-1 Goes to Austin event is March 1-3, 2015, in Austin. For more information about this event, contact Andrea via email - awilson@m911.org. She's also working with Sonya to develop a Text to 911 teens flyer.

Doug – for TC week they gave out canvas briefcases and movie tickets.

Maria – Participating in a various events and activities including: Chief on the Beat - Circus in a Box; Back to School programs; educating senior citizens ages 55 and up in retirement communities, at senior centers;

independent living centers;

Joanne – will host a training on July 14, 2014, with the Denise Amber Lee Foundation. The training will be held from 8:30am - 5:00 pm. She had a party at the zoo for the TCs and gave them t-shirts designed with what kids think of TCs. For National Night Out she will give out a fan with a glow light.

Connie – participation in county fairs and school presentations. She also used the AT&T text simulator during a presentation. It was a huge success. For TC week, she gave the TCs a huge duffle bag and hosted a luncheon. She gave baskets to the Directors.

Susan - presentations through vacation safety school; Suburban Dare program with the library in which participants took her 9-1-1 quiz, and presentation to the PTA council. She held PSAP tours during TC week. She was happy to announce that the 9-1-1 program had their own Facebook page – previously it was a part of the City of Plano Facebook page.

Gail – For TC week, she gave out mugs and t-shirts. She participated in Farm and County day.

Frances – participating in various career days and presentations. She provided information on the Southwest Keys program which assists unaccompanied minors from Central America and mentor them into assimilating to our culture; Navigator conference - Why Dispatchers Should Dress for Success; scheduled to participate in various Halloween fairs; Safety Town program has a Walt Disney 1960s video on VHS and she's helping to update.

Cindy - sits on their public education committee but she does not actively participate because she wants to allow for fresh, innovative ideas from the other members. She provided some website address for free resources to spread the 9-1-1 message – www.wordle.com – you can create your own word search puzzles; www.festisite.com – you can create puzzles and mazes.

NENA Pub Ed/Training Update- Sonya Clauson

Sonya was not presented and sent her report via email to Charlesetta and Andrea. Her reports as follows:

The NENA conference held several great sessions including a few on public awareness of 9-1-1. In particular, Sherri Powell moderated a panel of representatives from areas who have implemented texting and they discussed their awareness plans so far.

MLTS is a high priority with FCC. More to come on that soon.

The NENA website is going to be reformatted slightly to more clearly list resources for 9-1-1 entities. Sonya will send this when it is updated. In particular we wanted to remind you that there are some available resources for text to 9-1-1 that includes SOPs but also some educational tips for the media, etc. Also some more are being developed soon including FAQs, news release templates, and more.

ASL video – A video is being developed to educate the deaf community on text to 9-1-1.

NENA Development Conference – October in Orlando – October 5-8. This is an opportunity for 9-1-1 professionals to work together to develop resources, and more. In particular the educators and trainers will be working on training standards, and enhancing public ed programs in particular for texting and NG.

9-1-1 Institute Update-Alisa Simmons

The NG9-1-1 Institute is in rebuilding mode. The Institute Board has recently hired a new Executive Director, Kim Robert Scovill. The Board members and Mr. Scovill are recalibrating and restructuring the NG 9-1-1 Institute in order to get back to its original mission - to educate and engage members of the congressional NG9-1-1 Caucus on Capitol Hill.

A Technology Fair is scheduled, which is designed to heighten awareness about NG9-1-1 for members of Congress and their staff. This NG9-1-1 Capitol Hill Technology Showcase takes place as follows:

NG9-1-1 Capitol Hill Technology Showcase

Rayburn "Gold Room" - RHOB 2168
Tuesday July 22, 2014,
9:00AM to 3:00PM

Presented by the NG9-1-1 Institute in cooperation with iCERT to provide Indoor Location Accuracy, Text-To-911, Product / Service Demonstrations, Learn from Industry Experts, Latest Developments in NG9-1-1 / Public Safety.

Distinguished Speakers:

Adm. David Simpson, Chief of the FCC's PSHSB
TJ Kennedy, Deputy General Manager of FirstNet,
Antwane Johnson, Director of FEMA's iPAWS system,
Steve Souder, Director of the Fairfax County 911 Center,
Congressional Representatives (invited)

In addition, the Institute plans to return to recognizing 9-1-1 heroes at the national level during its NG9-1-1 Gala Event in 2015, in conjunction with NENA's 9-1-1 Goes to Washington.

NPEF National Public Educator Forum Conference (NPEF) -Susan Rodriguez

The NPEF Conference will be July 20-23, 2014, at the Marriott Chicago Naperville in Naperville, IL. They will have a very notable keynote speaker and lots of interesting and fun activities for those in attendance. The NPEF Conference is the nation's only conference for 9-1-1 public educators. For those interested in attending, visit the www.911npef.org website for additional registration, hotel, and session schedule.

Those in attendance:

Audrey Alsip, City of University Park
Cindy Bridges, Williamson County 9-1-1
Claudia Caballero, SC 9-1-1 District
Connie Chavarria, City of Laredo
Beth English, City of Rowlett
Gail Crittenden, South Plains Association of Governments

Melinda Crockom, CSEC
Doug Forsythe, Dallas Police Department
Pamela Frisk, Panhandle Regional 9-1-1 Network
JoAnne Gilliam, McClennan County 9-1-1
Robert Haynes, Dallas Police Department
Sandy Issel, Denco Area 9-1-1 District
Frances Jimenez, El Paso County 9-1-1
Charlesetta Malone, Deep East Texas COG
Susan Rodriguez, City of Plano
Maria Salazar, Dallas Police Department
Angela Shaw, Dallas Police Department
Leticia Truex, Potter-Randall Emergency Communications District
Betty Wafer, Dallas Police Department
Carly Weems, Permian Basin RPC
Kelly Williams, NCTCOG
Andrea Wilson, Montgomery County 9-1-1

The next meeting will be Tuesday, November 4, 2014, in Dallas.

Charlesetta asked for additional items from the floor. There were no comments, and the meeting was adjourned.